

## Task Force on Admissions in the 21st Century

# Equipping admission professionals to transition students to college

The seemingly complex nature of college admission has raised concerns among students, parents, school counselors, and others involved in the process about equality in access to higher education, particularly for students from underserved backgrounds. With the student demographic projected to shift dramatically, it is essential that admission professionals are prepared and equipped to accommodate students of all backgrounds. If we are to increase educational opportunities for all students, then we must:

- Encourage students and parents to see college admission as a learning opportunity that fosters student exploration, autonomy, responsibility, and maturity; and
- Strengthen school-university partnerships to improve academic preparation, student aspirations, and early-awareness programs.

### Know the facts

Students who successfully apply and enroll in college can have difficulty with the high-school-to-college transition.



In 2009, only 73% of students at four-year public and private colleges returned for a second year.

The U.S. must remove barriers in access to higher education for all students to reach the goal of achieving 55% attainment of a postsecondary degree among 25- to 34-year-olds by 2025.



In global rankings of university completion, the U.S. slipped from second to 15th between 1995 and 2005.

Admission, financial aid, and advising professionals must ensure practices and policies support the needs of the changing student demographic.



Minority students will account for the entire growth among public high school graduates between 2008 and 2015.

## Support our efforts

The College Board Advocacy & Policy Center convened the Task Force on Admissions in the 21st Century, a group of leaders in the admission, financial aid, enrollment management, and school counseling communities, to address the barriers to college access and completion facing low-income and first-generation students in light of changing demographics. The goal of the Task Force is to address the broad challenges to creating greater educational opportunities for all students through building the admission profession.

The Task Force examines the current state of the admission profession to develop strategies for improving the high-school-to-college transition, college retention, and college completion. It also creates professional development resources and materials for new and experienced professionals to better guide students and families through the admission process.

## Use our tools

- **Complexity in College Admission: Fact or Urban Myth** explores parent and student perceptions on the complexity of the college admission process.
- **Preserving the Dream of America: A Message to a Community of Educational Leaders** outlines recommendations to simplify and clarify the high-school-to-college transition.
- **Selected Data on P-20 Education in America** summarizes comprehensive research on contemporary issues in American education.
- **Admissions Insights Series** features insights and opinions from leaders in the field on critical topics in admission, enrollment, financial aid, and school counseling.
- **Training Modules** provide professional development for admission professionals to act on the Task Force's declaration of values and reports.

## Act now

- Examine the current state of admission and analyze ways in which admission professionals can bring clarity to the process.
- Encourage admission professionals to prepare for the shifting demographics of the student population.
- Improve the high-school-to-college transition by engaging in consistent practices and assisting students and families with the application process.

**For more information on the Task Force on Admissions in the 21st Century, visit:**  
<http://admissions21.collegeboard.org>