

# **IS IT TIME FOR A NATIONAL CLEARINGHOUSE FOR UNDERGRADUATE ADMISSION?**

College Board Midwestern Regional  
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# Twitter?

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- Jon: @TenSecondCynic
- CB MW Forum #mwforum
- Session #CBCH

# Presenters

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- **Pamela Horne**, Associate Vice Provost for Enrollment, *Purdue University*, IN
- **Tony Bankston**, Dean of Admissions, *Illinois Wesleyan University*, IL
- **Barbara Sams**, Director of College Counseling, *Saint Louis Priory School*, MO
- **Jon Boeckenstedt**, Associate Vice President, *DePaul University*, IL

# Overview



- Introduction
- Backdrop
- How a Clearinghouse might work
- High School perspectives
- College perspectives
- Discussion

# A Short Film

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- The video that was embedded in this spot can be viewed at:

<http://www.youtube.com/watch?v=3tiUELkyQFg>



# Is Life Just a Series of Games?

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- Choosing a place to sit today
- Buying a new car
- Choosing off the menu
- Chess

# Backdrop

- Game Theory/Decision Theory:
  - concerned with identifying the values, uncertainties and other issues relevant in a given decision, its rationality, and the resulting optimal decision. It is closely related to the field of game theory as to interactions of agents with at least partially conflicting interests whose decisions affect each other.
  - Dozens, if not hundreds of tangents, ideas, competing models

# Competing Interests

- Students want:
  - ▣ “Best” college
  - ▣ Lowest price or highest NPV
  - ▣ Transparency
  - ▣ Predictability
  - ▣ Fairness
- Colleges benefit from:
  - ▣ “Best” students
  - ▣ Highest revenue
  - ▣ Translucency
  - ▣ Uncertainty
  - ▣ Arbitrariness

**Both sides are behaving rationally!**

# Current Issues in Admissions

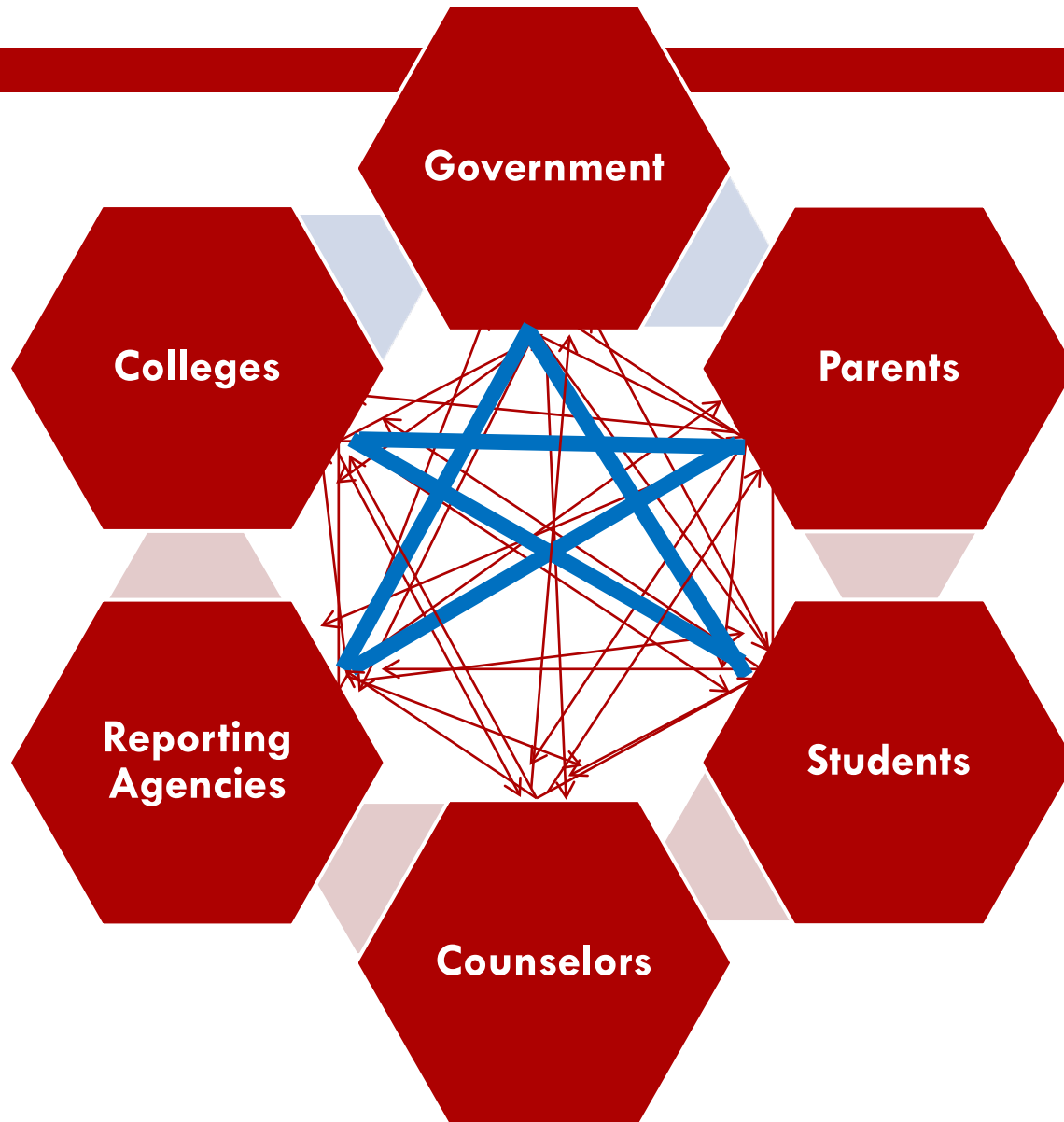
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- Chaos: Dates, plans decision types
- Asymmetrical information sets up competition, game playing
- Outside agents profiting
- Deception: Admit rates, preferential admissions, class rank encryption, double deposits
- Financial Aid Confusion: Net Price Calculators
- Single chance game

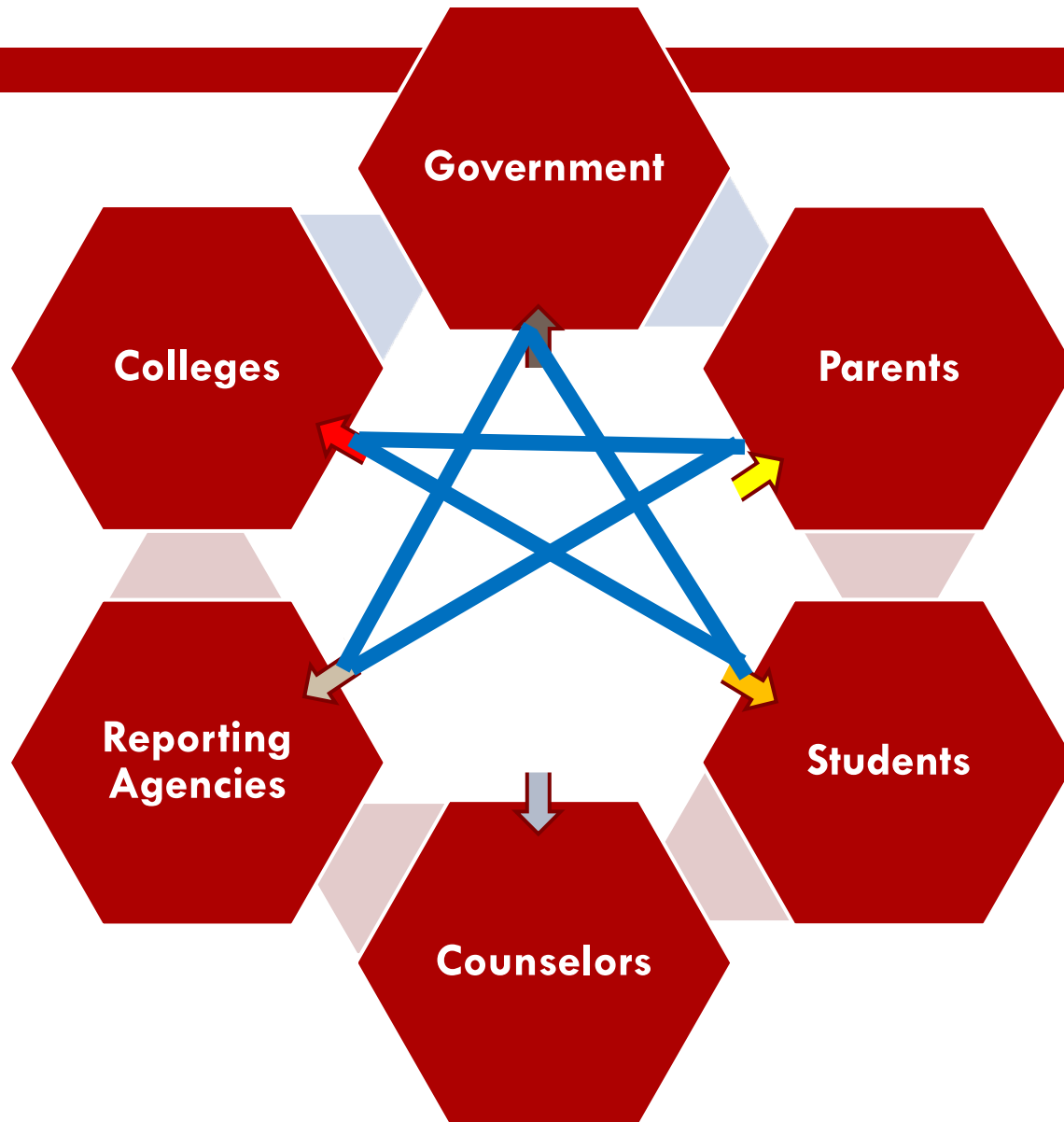
# CLEARING HOUSE

How it might work

# Current Structure



# Potential Structure



# Basic Idea

- Students and Counselors Input or Send Data to Clearinghouse One Time:
  - ▣ Transcripts
  - ▣ Test Scores
  - ▣ Essays
  - ▣ Recommendations
  - ▣ FAFSA or other financial information (prior/prior?)
- Students/Parents authorize sending materials to colleges
  - ▣ Directly, electronically (ala ISIR)

# Process

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- Colleges receive information electronically and process as they always would
- Decisions reported back to Clearinghouse
- Aid also sent to Clearinghouse
- Student accepts/rejects/deposits via Clearinghouse

# Possible Twists

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- Several rounds of first- second- and/or third choice?
- Stage-by-stage understanding of how spots are allocated?
- Back up into set formation, college planning?

# Students: + and -

- Complete access to *authentic, granular data* on prior year's decisions before application (e.g. admit rates for non-legacy, non-athletes); true net costs
- True single application for all colleges (supplements?)
- Common notification portal: Admission status, aid, etc. (single system for comparing aid?)
- Lack of customizable applications for specific schools or programs
- Can no longer extend game with double deposits
- More complete disclosure of scores, rank, etc.

# Colleges: + and -

- No more pressure to manipulate system or students to change numbers
- Ability to weigh choice order in decision
- More information on ability/willingness to pay up front
- Better insight into HS
- Loss of individual admissions plans, special apps
- Inability to shield certain decisions from public scrutiny
- Perceptions of selectivity and quality

# Others:

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- Parents: Reality dose about student's chances and their net costs
- Government, Ratings Agencies: Better access to real-time, actual data
- Everyone: Less game playing about the process

# A COLLEGE PERSPECTIVE

Tony Bankston

# Eroding Ethical Standards

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- Enrollment pressures on colleges and the individuals involved in that process continues to intensify.
- A growing number of cases involving fraudulent or misrepresentative data reporting highlights the issue of relying on an antiquated system largely based on trust.

# How a Clearinghouse Can Help

- Uniform data reporting
  - Application numbers
  - Enrollment figures
  - Academic data
- Uniform information regarding the enrollment process
  - Consistent “May 1” language
  - Elimination of multiple deposits

# A HIGH SCHOOL PERSPECTIVE

Barbara Sams

# OPEN DISCUSSION

Speak Up!