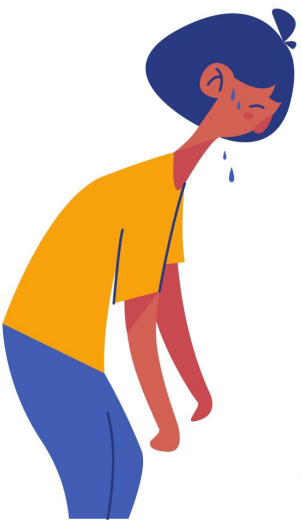


Who's Melting Away in Summer? - Post-Secondary Applicants

JOINT ANNUAL MEETING (JAM)

NOVEMBER 2, 2023

ANNA TIKINA, BCCAT

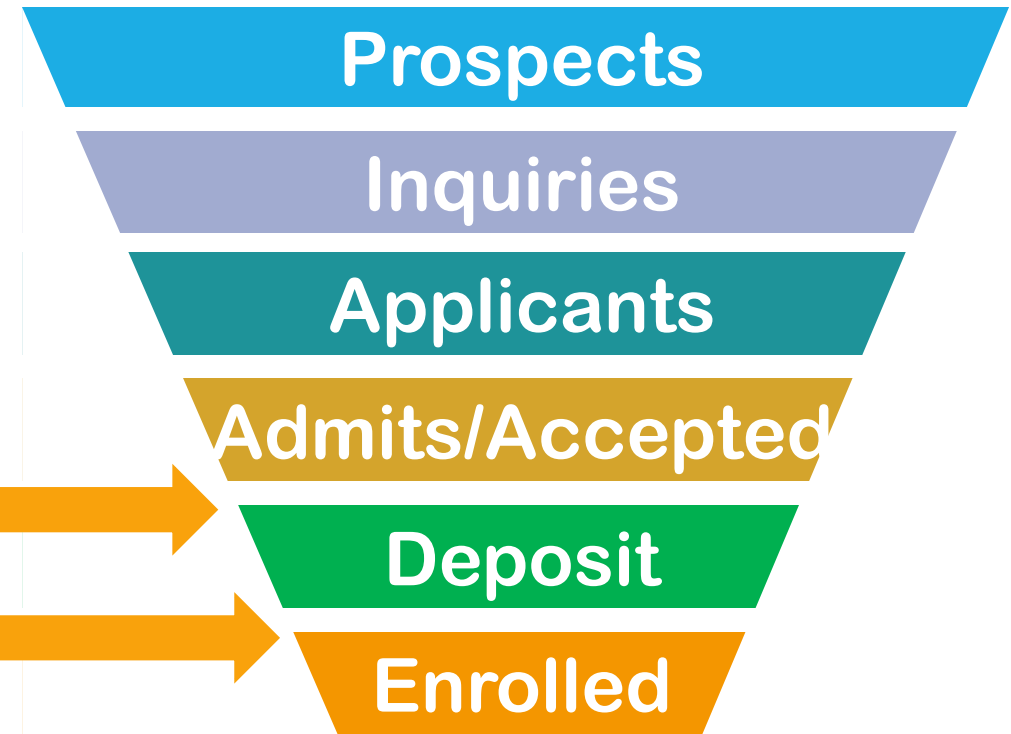


What is Summer Melt?

- “...college-intending students fail to enroll at all in the fall after high school graduation.”

(Castleman et al., 2014)

Summer Melt

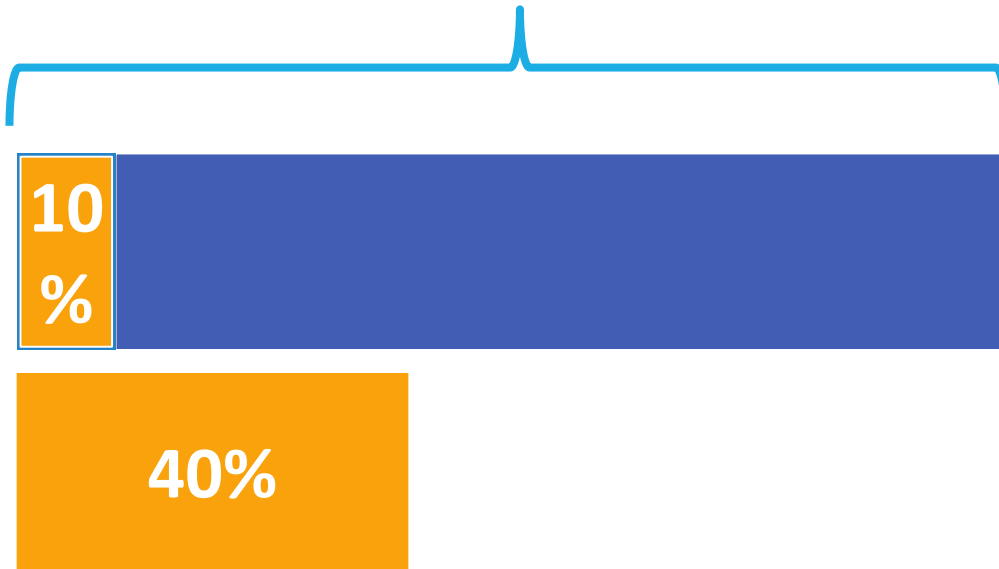




Extent of Summer Melt

College-Intending Students

100%

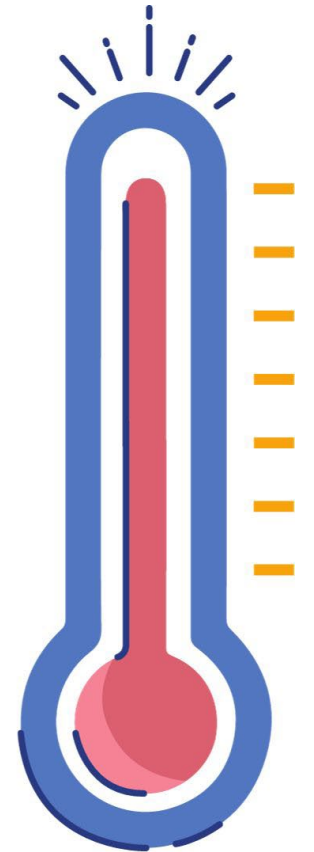


- In community colleges
- Lower income
- Lower achievement
- Racialized
- Higher melt in pandemic

(Castleman et al., 2014; Burke 2022)

Factors for Summer Melt

- Financial aid application or financial constraints
- No access to high school counselors
- Difficulty navigating or submitting forms/ correspondence with the PSI
- Personal factors



Reducing Summer Melt

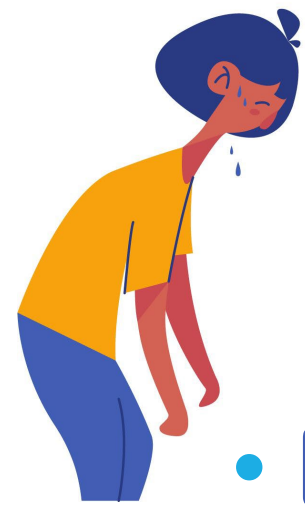
- **Staying connected over the summer**
 - Text messaging
 - Counselling
 - Peer mentors
- **Simplifying applications**



Reducing Summer Melt



Measure	Cost/Student	Increased Enrolment	Source
High School Counselors	\$200	5% more likely than students without measure	Castleman et al., 2012
Student Peer Mentors	\$80	4.5% more likely in 4Y PSIs	Castleman and Page, 2013
Counselling via College Access Organization	\$115	8% increase in on-time enrolment of low-income students	Castleman et al., 2014
Text Messaging	\$7	5% increase in enrolment in 2Y colleges	Castleman and Page, 2014
	?	3% increased in 4Y PSIs	Page et al., 2020
	\$5-\$10	~ 15% increase for low-income and first-generation students	DeBaun and Keller, 2021
Text Messaging with Counselor Follow-up	\$48	5-15% increase; especially for students going to 4Y PSIs	Castleman et al., 2014
	\$125	1.4 times more likely to enrol	Tackett et al., 2018
PSI-Branded Chatbot	varies?	up to 22% increase	Viano, 2023



Melting in Canada, Too?

- No publicly available studies
- Institutional studies
- Potential for using system-level application and student tracking platforms



Thank you!

Anna Tikina

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SWIPE RIGHT IN

THE US DIRECT ADMISSIONS
EXPERIMENT

Elle Ting, BC Council on Admissions and Transfer BCCAT
Joint Annual Meeting (JAM)
2023 Nov 2

WHAT IS DIRECT ADMISSIONS?

Hello
my name is

proactive admissions
automatic admissions
assured admissions
guaranteed admissions
proactive direct admissions

- Admissions approach that defaults graduating high school students into postsecondary admittance
- Data -matches student profiles (transcripts, standardized test scores, and prerequisites) with institutions' preset eligibility criteria
- Colleges and universities "apply" for students
- Platforms can be statewide, institution -specific, or independently operated
- Students/applicants who receive guaranteed acceptance notifications through the direct admissions system can choose to respond
- greatly simplified for students: in most cases, accepting an offer requires only one short form to be completed

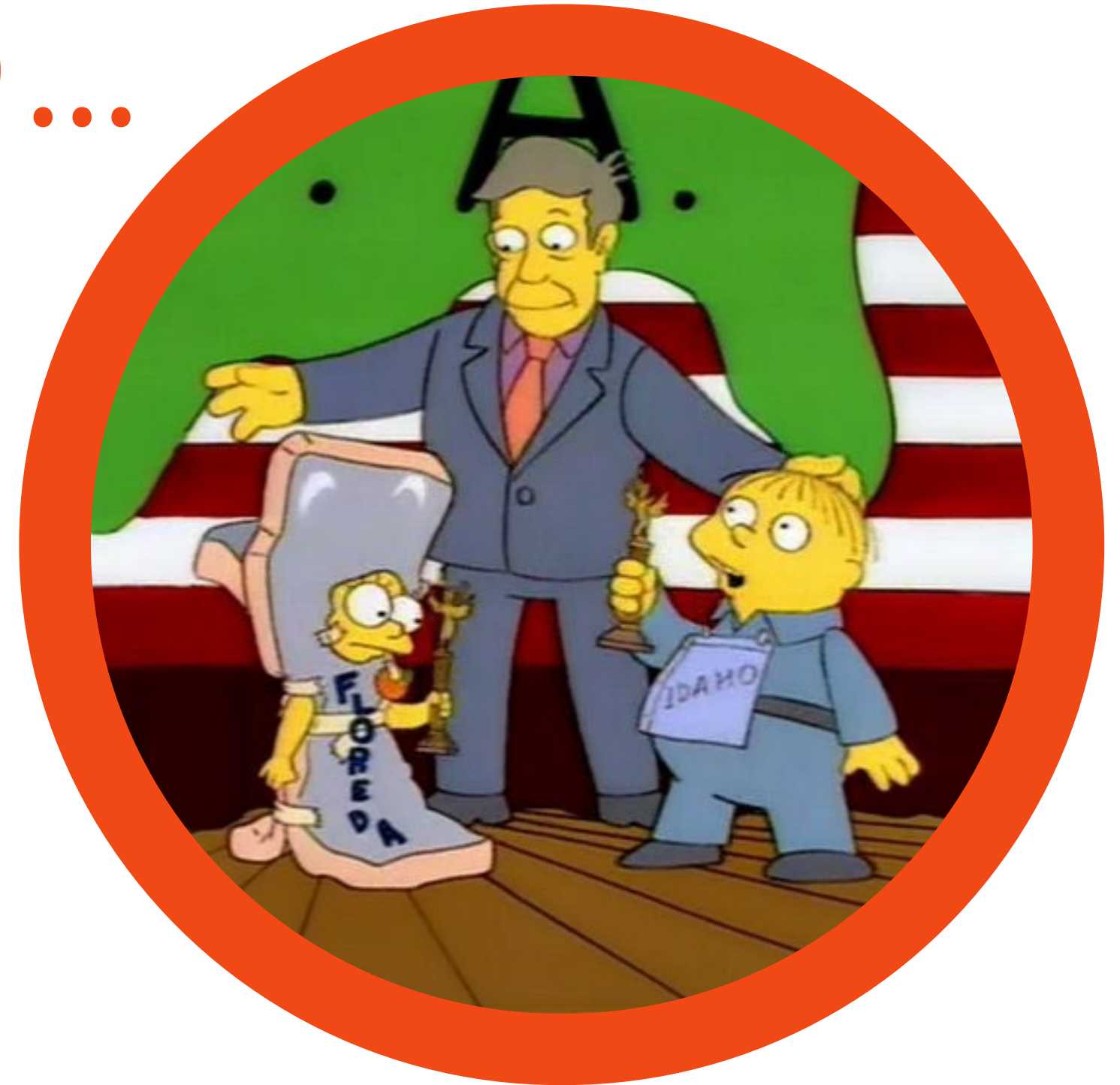
ONCE UPON A TIME IN IDAHO...

- First large-scale use of direct admissions was a statewide initiative: Idaho, 2015
- 2010: Idaho's college-going rate was found to be the lowest in US in a national survey
- Idaho spent over \$8.6 million on "60 Percent" education plan to increase the percentage of postsecondary graduates in the state to 60% by 2025: funded direct admissions pilot

(Richert, 2018)

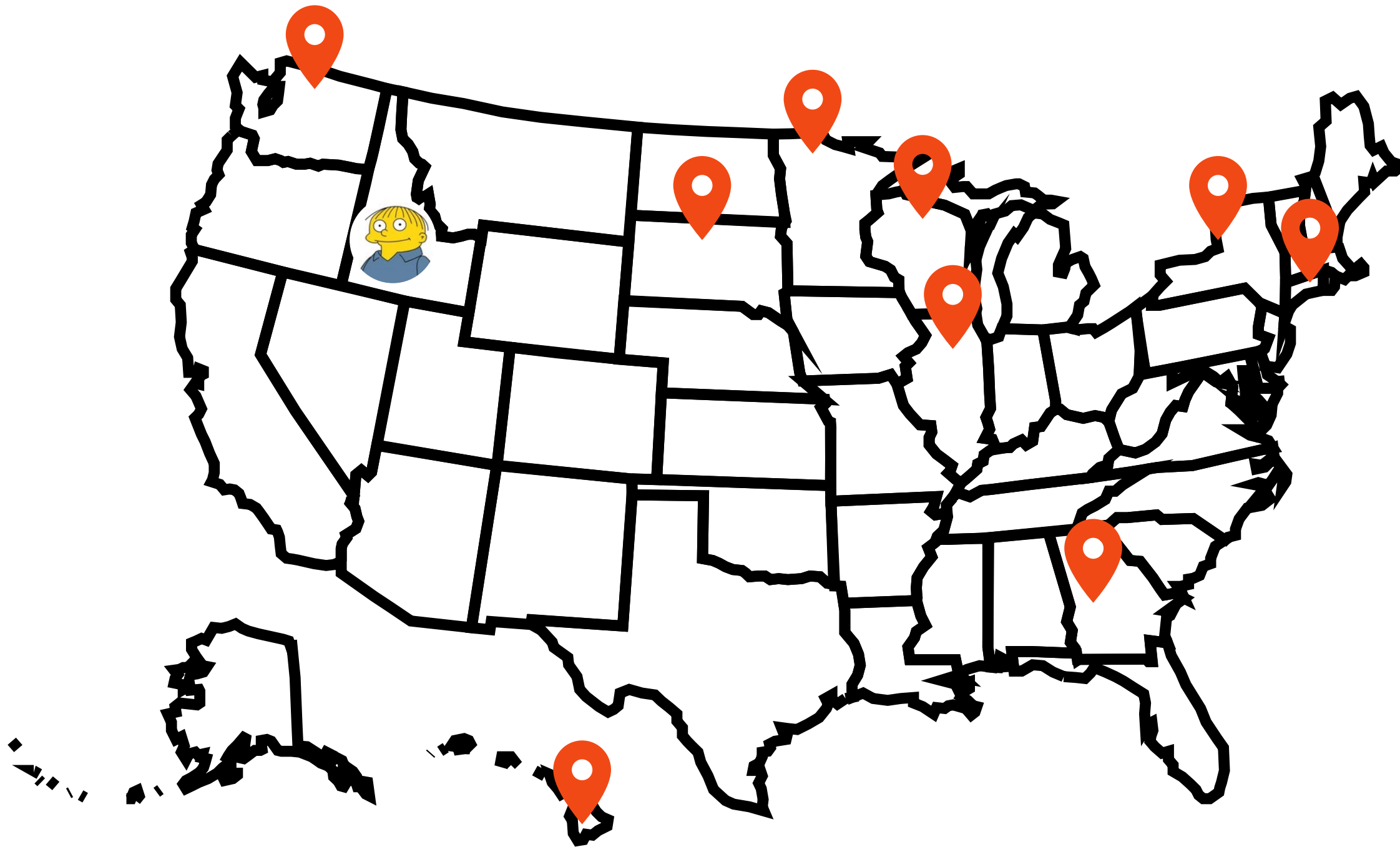
- Idaho was an ideal test case:
 - centralized education system
 - small postsecondary ecosystem
 - higher-than-average state appropriations

(Odlé and Delaney, 2022)



BEYOND IDAHO

STATEWIDE SYSTEMS



- 87,000+ Idahoans to date have been guaranteed admission at an in-state college or university
(Idaho State Board of Education, 2022)
- Hawaii, Minnesota, and Washington have statewide direct admissions in place
- South Dakota's direct admissions was established in 2018 but was paused
- Georgia, New York, and Wisconsin started direct admissions in Fall 2023
- Connecticut and Illinois are legislating direct admissions into place

NONGOVERNMENTAL

PROVIDERS

MAJOR PLAYERS IN THE DIRECT
ADMISSIONS MARKETPLACE

2021



2021



2022



2022



WHAT DIRECT ADMISSIONS CAN DO

Direct admissions = more applications

BENEFITS FOR STUDENTS

- “Structural simplification”: no entrance exams, interviews, references, or complicated forms
- Low -cost or free profile setup; automatic fee waivers and scholarships applied
- “Signaling effect”: positive changes in self - perception
- Designed to make admissions more equitable: recognizes and addresses unequal access to social capital

BENEFITS FOR INSTITUTIONS

- “Low -touch, low -cost”: less involved and expensive than traditional recruitment interventions
- Direct admissions students are a better fit, better prepared for studies overall
- Supports more diverse and inclusive student body

(Odle and Delaney, 2023)

WHAT DIRECT ADMISSIONS CAN'T DO (yet)

Direct admissions \neq more enrolment

Direct admissions increased the number of applications but had no effect on **enrolment** in any applicant subgroup

Learners from lower-income households so far receive the least benefit from direct admissions

Affordability remains a serious barrier for many learners, one that direct admissions alone cannot remove

(Odle and Delaney, 2023)

INSIGHTS & OUTLOOK 2023

Educational attainment will continue to be prioritized in government policymaking due to its high return on investment (ROI)

(Odle and Delaney, 2022)

Direct admissions can do the most good at two-year open-access institutions, which experienced the steepest declines during the pandemic

(National Student Clearinghouse, 2021-2023)

2023 saw the rise of new economic, legal, and cultural challenges to higher education access

(Brenan, 2023)

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THANK YOU!