



**DIRECT ADMISSION ACCESS:
CORRELATION BETWEEN
IMPLEMENTING DIRECT ADMISSIONS
WITH ENROLLMENT RATES**

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Director of Admissions
Adams State University
2023 – 2024

AGENDA

INTRODUCTION

What is "Direct Admissions?"

(Not to be confused with Automatic Admissions or Guaranteed Admissions)

Why is it such a big deal?

"Complexity creates barriers, barriers erode resilience. With no resilience, students may stop trying and that is the tragedy." Sean Kennedy, President of the Southern Association for College Admission Counseling

What prompted me to use this topic for research?

President David A. Tomblasek's research contributing to investigating the impact of State Higher Education Appropriations and Financial Aid, as referenced in the U.S. Dept. Ed.'s September 2022 article "Strategies for Increasing Diversity and Opportunity in Higher Education."



RESEARCH QUESTION/RESEARCH HYPOTHESIS

Research hypothesis: The implementation of Direct Admissions processes will lead to a significant long-term increase in enrollment and retention rates, while reducing the financial burden of higher education, particularly for students from minority backgrounds.

LITERATURE REVIEW

Mixed reviews

- Idaho implemented for innovative strategy to admit all high school graduates to public institutions in 2015. (O'Lea & Delaney, 2022)
- Enrollments were increased at open-enrollment colleges. (Burke, 2023)
- Automatic acceptance does not necessarily indicate that students will matriculate into the sending institution. (Hooper, 2023)
- Admissions and compliance offices at institutions of higher learning often need access to more robust information than what is merely available on student lists. (Brown & Burns, 2023)

Shared college-going high school graduate information between K-12 state education databases and institutions of higher education. (Brown & Burns, 2023)

"DIRECT ADMISSION" INTERVIEWS

4-Year Impacts

- Idaho State Board of Education (January 9, 2024). Sara Scudder, Colle and Career Access Officer; Jessica Eby, Apply Idaho Manager; and, Cate Collins, Principal Research Analyst.
- The data is challenging because it does not reflect the significant increase in Dual Credit programs
- Idaho has experienced a decline from "Direct Admissions" to "Open Campus Choice" since many high-achieving students
- The data advantage is highlighted by Adams State, the state's only member of the Common Application
- Boise State University (January 12, 2024). Kelly Tolbert, Executive Director, Admissions & New Student Programs.

With interviews the focus about the initiative through a press release, giving time for admissions offices to prepare and respond to students and families who immediately wanted more information about the process, acceptance rates have increased (Change of "Western Impact" suggested as did other IHEs who assessed on "open choice" students were conducted)

Adams State started a year after the year of Direct Admissions

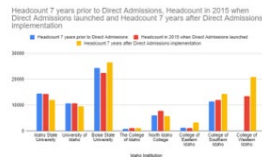
METHODOLOGY

I decided to use a factorial ANOVA formula to evaluate 12 month headcount (enrollment) data for unduplicated undergraduates at 8 institutions in Idaho.

- 3 major universities
- 5 community colleges

For maximum results, I decided to research headcount for these institutions 7 years prior to 2015 (implementation year) and 7 years after 2015 to get the best idea of impact on enrollment as can be determined from analyzing IPEDS data.

KEY FINDINGS



LIMITATIONS

- Limited access to data in IPEDS on only first-year, traditional college-going students
- Other trends are not considered, such as dual credit / concurrent enrollment factors
- The change in demographic IPEDS data between 2009-2010 is not tracked nor considered
- FEW data for the demographic shift in the U.S. is not tracked nor considered
- Financial Aid data is not considered
- Marketing data is not considered
- Only 2 Idaho IHEs were willing to interview while the third recommended the state agencies who "inspired" the initiative



"DIRECT ADMISSIONS" FOR THE SLV

- Southern local school districts in the San Luis Valley have been invited to be Direct Admissions partners with Adams State University

- Adams State will meet closely with the Arkansas State University model of Direct Admissions

OVERVIEW OF THE DIRECT ADMISSIONS PROCESS

- Initiation to SLV Schools to permit approval needed from Principal/ Superintendent
- Data collection and verification through OBA
- Admissions will collect official transcripts
- Parental questions will receive a personalized letter and email with courtesy information about the pilot program and students will receive one of these letters in a unique envelope packet to include a form where they can accept or decline the offer
- Admissions may collect additional residency or reporting requirements through questionnaires to the student matriculate



CONCLUSION

For the hypothesis, there is clearly statistically significant results, although it has not proven to be as useful for 4-year IHEs compared to open-enrollment 2-year IHEs. In future research, I might revisit this to focus entirely on 4-year universities and disaggregated data to better evaluate the impact.

There are a multitude of other factors that might affect enrollment efforts, especially this year due to FAFSA Simplification, the Workday Student Implementation, losing a CRAV, etc.

If institutions are not open enrollment / open access (more selective), I might still caution whether this is the best decision or not depending on what existing resources there might be for data integrity and automation of processes. Review institutional mission, vision, promise, and branding as appropriate before considering revising status.

Execution and prompt delivery would maximize results.

REFERENCES

O'Lea, T.C., & Delaney, J.A. (2022). You are Admitted! Early Evidence on Enrollment from Idaho's Direct Admissions System. *Research in Higher Education*. Springer Nature & V.

Burke, L. (2023). Why more colleges are adopting direct admissions. *Highfield Div.* <https://www.highfielddiv.com/direct-admissions-implementation-colleges>

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INTRODUCTION

What is “Direct Admissions?”

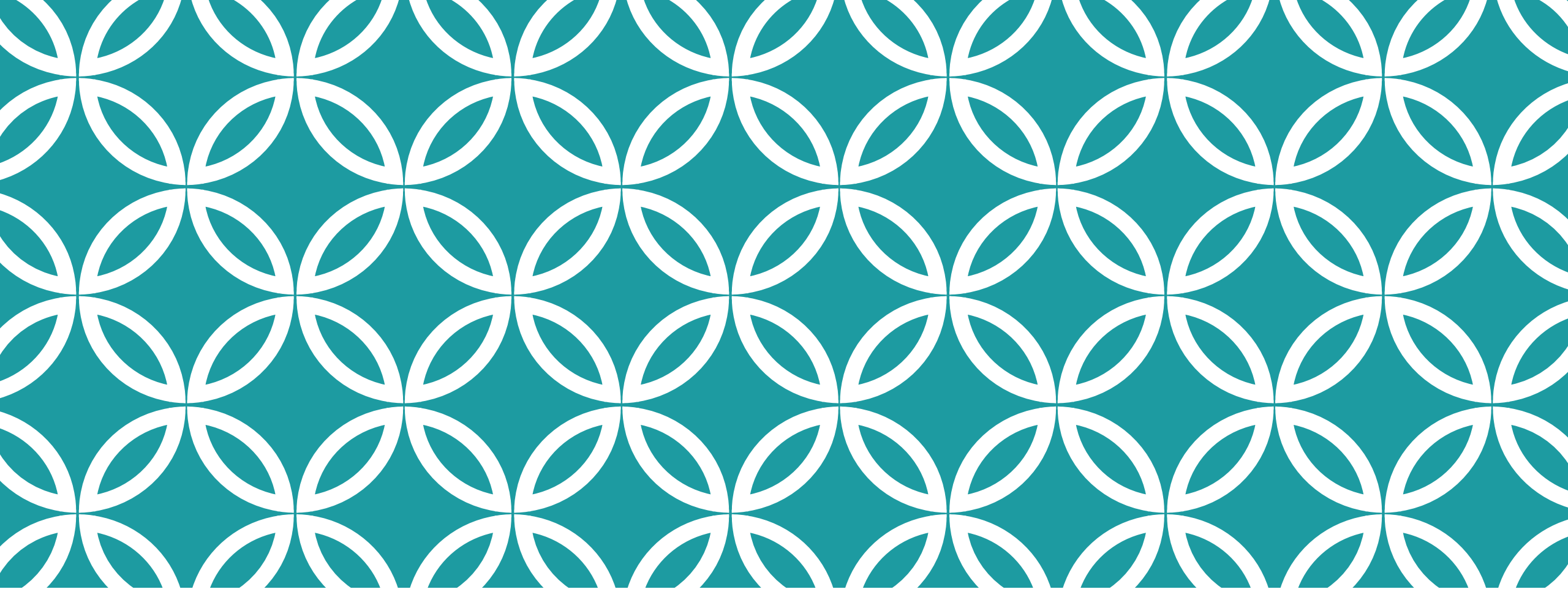
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RESEARCH QUESTION/RESEARCH HYPOTHESIS

Research Hypothesis: The implementation of Direct Admissions processes will lead to a significant lasting increase in unduplicated undergraduate college-going headcount at institutions of higher education, particularly for students from minority backgrounds.

LITERATURE REVIEW

Mixed reviews

- Idaho celebrated for innovative strategy to admit all high school graduates to public institutions in 2015. (Odle & Delaney, 2022)
- Enrollments were increased at open-enrollment colleges. (Burke, 2023)
- Automatic acceptance does not necessarily indicate that students will matriculate into the sending institution. (Hoover, 2023)
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Shared college-going high school graduate information between K-12 state education databases and institutions of higher education. (Brown & Burns, 2023)

“DIRECT ADMISSION” INTERVIEWS

4-Year Impacts

- **Idaho State Board of Education** (January 9, 2024): Sara Scudder, Colle and Career Access Officer; Jessica Eby, Apply Idaho Manager; and, Cate Collins, Principal Research Analyst.
 - The data is challenging because it does not reflect the significant increase in Dual Credit programs
 - Idaho has rebranded a couple times from “Direct Admissions” to “Next Steps Idaho” to “Idaho Campus Choice” since many IHEs still require an application
 - The data exchange is facilitated by Apply Idaho, the state’s own version of the Common Application
- **Boise State University** (January 12, 2024): Kelly Talbert, Executive Director, Admissions & New Student Programs.
 - IHEs discovered the news about the initiative through a state press releases, giving little time for admissions offices to prepare and respond to students and families who immediately wanted more information about the process/ expectations
 - Their feeder college (College of Western Idaho) struggled as did other IHEs who depend on “place bound” students versus commuters
 - Apply Idaho started a year after the first year of Direct Admissions

“DIRECT ADMISSION” INTERVIEWS

4-Year Impacts

- **University of Idaho** (January 17, 2024): Melissa Goodwin, Director of Admissions Operations.
 - State Board has access to GPA and test score data
 - Threshold and requirements are discussed every year
 - Students fall into two lists (“group of 6” IHEs or “group of 8” IHEs) and are sent a pre-admission letter with the logos of each IHE
 - No application fee nor transcripts are required for the initial admission decision (data verified by CRM)
- **Arizona State University** (January 12, 2024): Brad Baertsch, Senior Director of Admissions Services.
 - Began with a statewide initiative for Bachelor’s degree attainment
 - The 3 public universities do it as part of Arizona’s policy, but it done differently at each
 - Pilot program started with one individual school district (Phoenix Union)
 - Based on the data provided from the school, students are broken up into three groups (admissible, need to apply, not admissible)
 - Data team through Department of Education to clean the school’s data and letter comes from them
 - The current agreement ensures ASU gets a list of all 9th-12th students
 - Pilot program was expanded up to 20 school districts when new privacy concerns/ laws came into play

METHODOLOGY

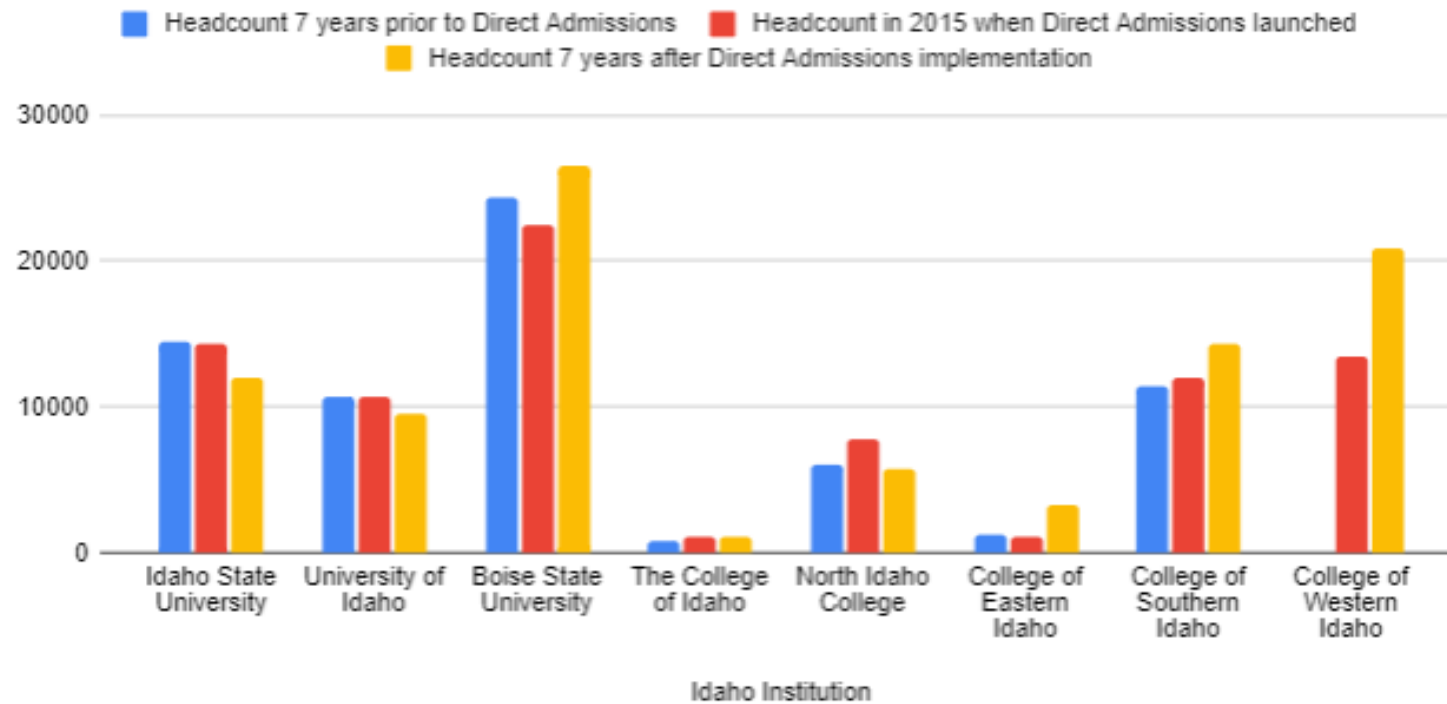
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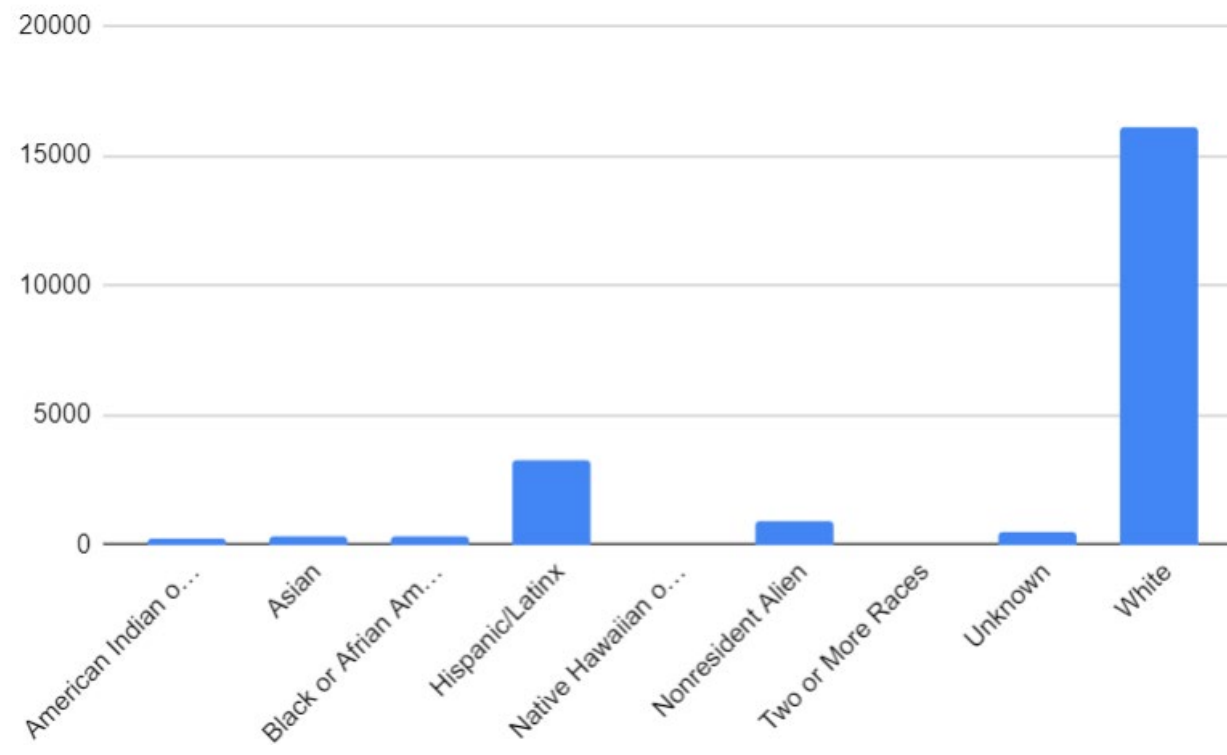
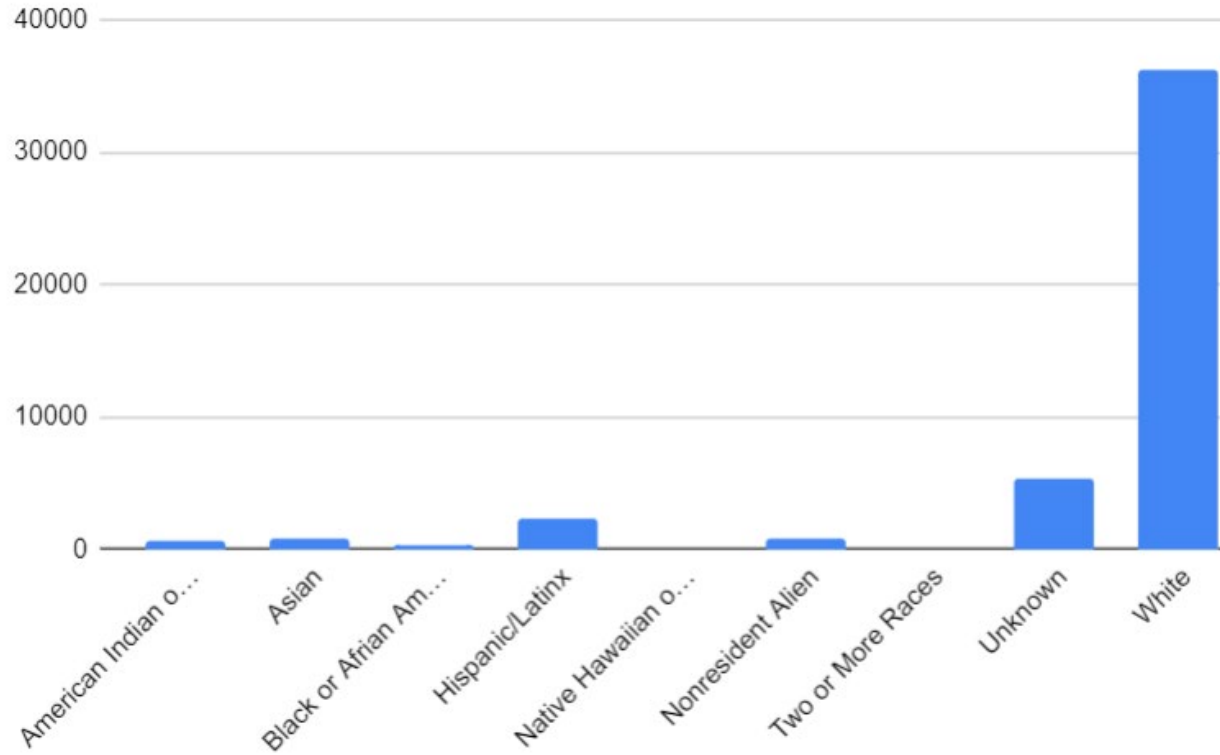
For maximum results, I decided to research headcount for these institutions 7 years prior to 2015 (implementation year) and 7 years after 2015 to get the best idea of impact on enrollment as can be determined from analyzing IPEDS data.

KEY FINDINGS

Headcount 7 years prior to Direct Admissions, Headcount in 2015 when Direct Admissions launched and Headcount 7 years after Direct Admissions implementation



KEY FINDINGS



KEY FINDINGS

Idaho Institution	Headcount 7 years prior to Direct Admissions	Headcount in 2015 when Direct Admissions launched	Headcount 7 years after Direct Admissions implementation
Idaho State University	14503	14341	11962
University of Idaho	10628	10766	9608
Boise State University	24349	22539	26501
The College of Idaho	862	1160	1146
North Idaho College	6110	7792	5720
College of Eastern Idaho	1307	1172	3225
College of Southern Idaho	11398	12055	14386
College of Western Idaho	0	13489	20918

KEY FINDINGS

Tests of Between-Subjects Effects

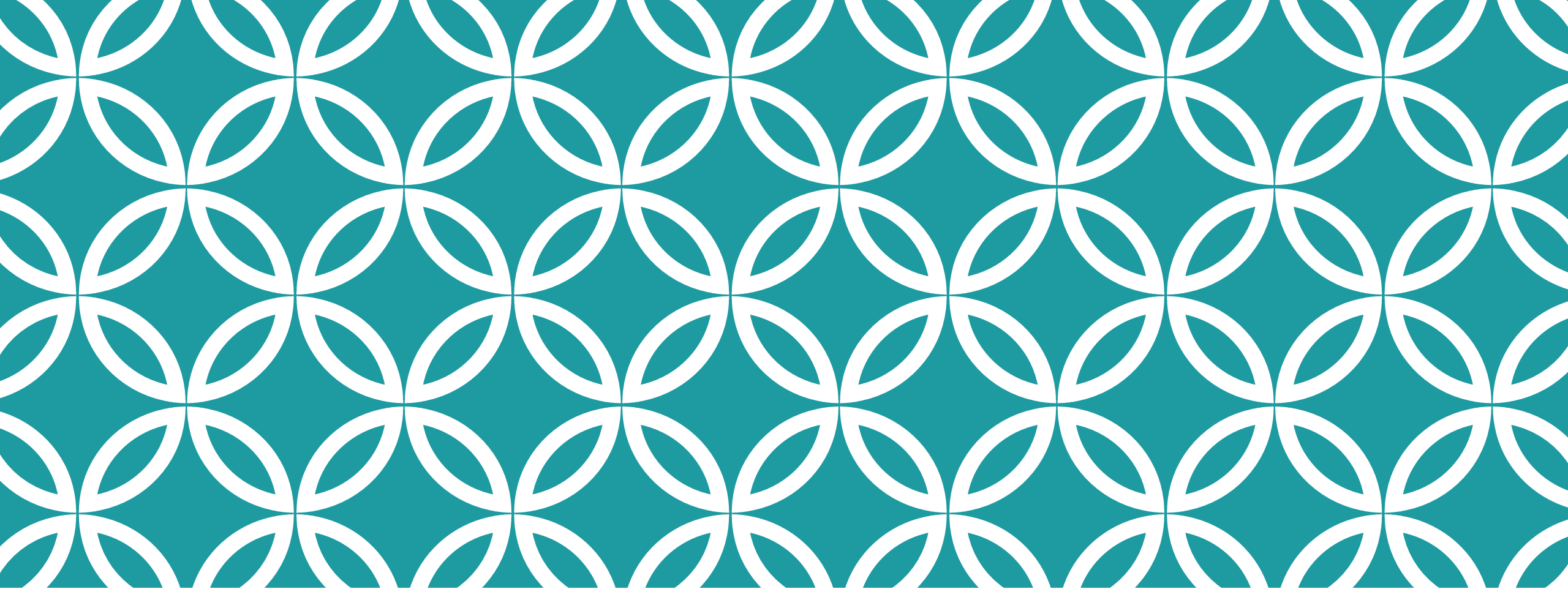
Dependent Variable: Enrollment

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3198797337 ^a	13	246061333.6	73.882	.000
Intercept	7917355823	1	7917355823	2377.248	.000
Institution	2715248085	6	452541347.5	135.879	.000
Implementation	30777111.23	1	30777111.23	9.241	.003
Institution * Implementation	406105116.0	6	67684186.00	20.323	.000
Error	303072895.7	91	3330471.382		
Total	1.152E+10	105			
Corrected Total	3501870233	104			

a. R Squared = .913 (Adjusted R Squared = .901)

LIMITATIONS

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- Only 2 Idaho IHEs were willing to interview while the third recommended the state agencies who “inspired” the initiative



“DIRECT ADMISSIONS” FOR THE SLV

- Seventeen local school districts in the San Luis Valley have been invited to be Direct Admission partners with Adams State University
- Adams State will most closely follow the Arizona State University model of Direct Admissions

OVERVIEW OF THE DIRECT ADMISSIONS PROCESS

- Invitation to SLV Schools to partner, approval needed from Principal/ Superintendent
- Data collection and verification through CRM
- Admission will collect official transcripts
- Parents/ guardians will receive a personalized letter and email with courtesy information about the pilot program and students will receive one of three letters in a unique welcome packet to include a form where they can accept or decline the offer
- Admissions may collect additional residency or reporting requirements through questionnaires as the student matriculates



2024 DIRECT ADMISSION

Your great story begins at Adams State University!
Your SLV School District is a Direct Admission partner.

Putting the Priority on SLV Families!

- Adams Promise
- Grizzly Partner
- Opportunity Next
- SLV VIP
- And More!



SCHOLARSHIPS
Adams State University has launched a number of new scholarship opportunities for local students like you to attend classes tuition-free! Talk to your parents or guardians about registering for Fall 2024 classes today!

HOUSING
Fall 2024 Housing applications and registration are open now! Undergraduate students who are registered for on-campus, full time classes by 5pm on May 10th will be entered to WIN an additional \$1,000 scholarship or housing credit!



Visit our website:
www.adams.edu

Call or Text for More:
719-587-8146

Email us with any questions:
Admissions@adams.edu

CONCLUSION

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