Direct Admissions

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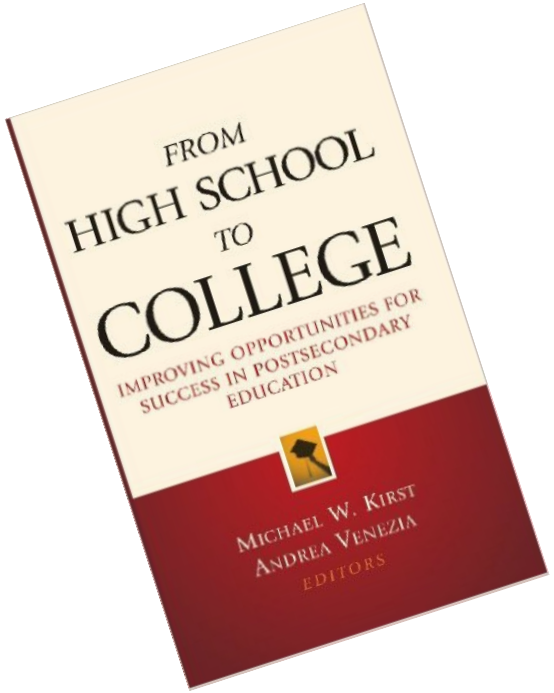
SNOW COLLEGE

Don’t Fail Idaho
https://www.youtube.com/watch?v=DkwaJR3EtUU

Educational Messaging



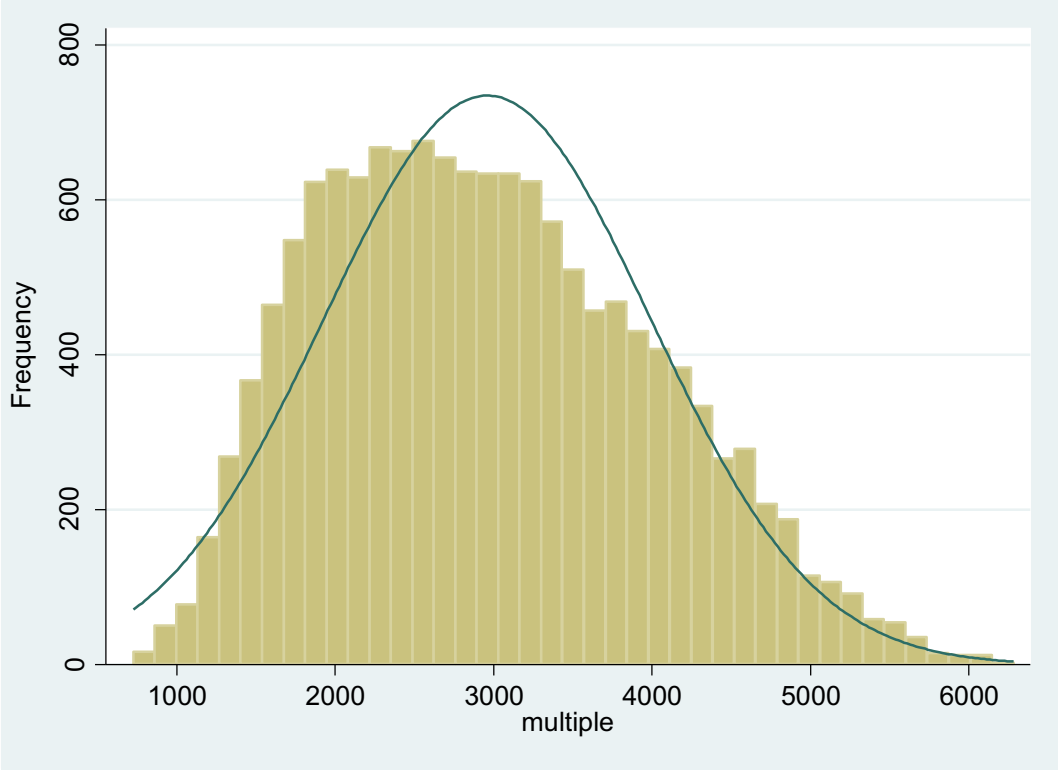
"There are very few policy mechanisms for addressing the connection between secondary and postsecondary education, and many existing policies simply perpetuate the separation. Many K-12 policies in this arena come out of the belief that not every student is going to go to college. Now that over 70 percent continue on to some form of postsecondary education, this belief is misguided and obsolete, and hurts many students."

- Kirst and Bracco, 2004 (Chapter 1 – *From High School to College: Improving Opportunities for Success in Postsecondary Education*, 1-30)

Direct Admissions Goals

- To promote a college-going culture
- To connect students, families, and high schools with colleges and universities earlier, giving families time to consider their options and plan for their student's future
- To ease the transition from high school to college
- To show students that they have access to a certificate, associate's or bachelor's degree program if they choose to further their education in Idaho

Admissions Criteria



Total Students:	21,313
Students with SAT:	14,707
Total Credits:	>= 12
Students with 2835 or GPA >=3:	8,720

Group of 6 | Group of 8

SAT Math and Reading

GPA	900	920	940	960	980	1000	1020	1040	1060	1080	1100	1120	1140	1160	1180	1200
2.25	11,089	10,888	10,684	10,478	10,253	10,025	9,779	9,591	9,378	9,195	8,940	8,718	8,472	8,257	8,032	7,816
2.30	10,888	10,682	10,464	10,240	9,993	9,759	9,564	9,341	9,140	8,895	8,659	8,425	8,198	7,976	7,729	7,536
2.35	10,684	10,464	10,235	9,980	9,743	9,545	9,317	9,115	8,861	8,623	8,368	8,160	7,924	7,679	7,475	7,247
2.40	10,478	10,240	9,980	9,734	9,537	9,308	9,098	8,832	8,596	8,340	8,113	7,878	7,631	7,415	7,173	6,966
2.45	10,253	9,993	9,743	9,537	9,299	9,092	8,818	8,564	8,316	8,078	7,841	7,607	7,367	7,127	6,916	6,705
2.50	10,025	9,759	9,545	9,308	9,092	8,817	8,547	8,309	8,054	7,816	7,585	7,346	7,088	6,882	6,662	6,415
2.55	9,779	9,564	9,317	9,098	8,818	8,547	8,301	8,038	7,782	7,567	7,328	7,052	6,846	6,634	6,348	6,117
2.60	9,591	9,341	9,115	8,832	8,564	8,309	8,038	7,775	7,556	7,315	7,038	6,821	6,598	6,326	6,069	5,833
2.65	9,378	9,140	8,861	8,596	8,316	8,054	7,782	7,556	7,310	7,033	6,807	6,579	6,311	6,054	5,797	5,593
2.70	9,195	8,895	8,623	8,340	8,078	7,816	7,567	7,315	7,033	6,804	6,570	6,295	6,033	5,780	5,541	5,294
2.75	8,940	8,659	8,368	8,113	7,841	7,585	7,328	7,038	6,807	6,570	6,290	6,028	5,765	5,520	5,261	5,014
2.80	8,718	8,425	8,160	7,878	7,607	7,346	7,052	6,821	6,579	6,295	6,028	5,759	5,512	5,250	4,989	4,779
2.85	8,472	8,198	7,924	7,631	7,367	7,088	6,846	6,598	6,311	6,033	5,765	5,512	5,246	4,983	4,758	4,509
2.90	8,257	7,976	7,679	7,415	7,127	6,882	6,634	6,326	6,054	5,780	5,520	5,250	4,983	4,757	4,492	4,262
2.95	8,032	7,729	7,475	7,173	6,916	6,662	6,348	6,069	5,797	5,541	5,261	4,989	4,758	4,492	4,255	4,041
3.00	7,816	7,536	7,247	6,966	6,705	6,415	6,117	5,833	5,593	5,294	5,014	4,779	4,509	4,262	4,041	3,839

> 60% | 50-60% | 40-50% | < 40%

SAT Math and Reading

GPA	900	920	940	960	980	1000	1020	1040	1060	1080	1100	1120	1140	1160	1180	1200
2.25	11,089	10,888	10,684	10,478	10,253	10,025	9,779	9,591	9,378	9,195	8,940	8,718	8,472	8,257	8,032	7,816
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3.00	7,816	7,536	7,247	6,966	6,705	6,415	6,117	5,833	5,593	5,294	5,014	4,779	4,509	4,262	4,041	3,839

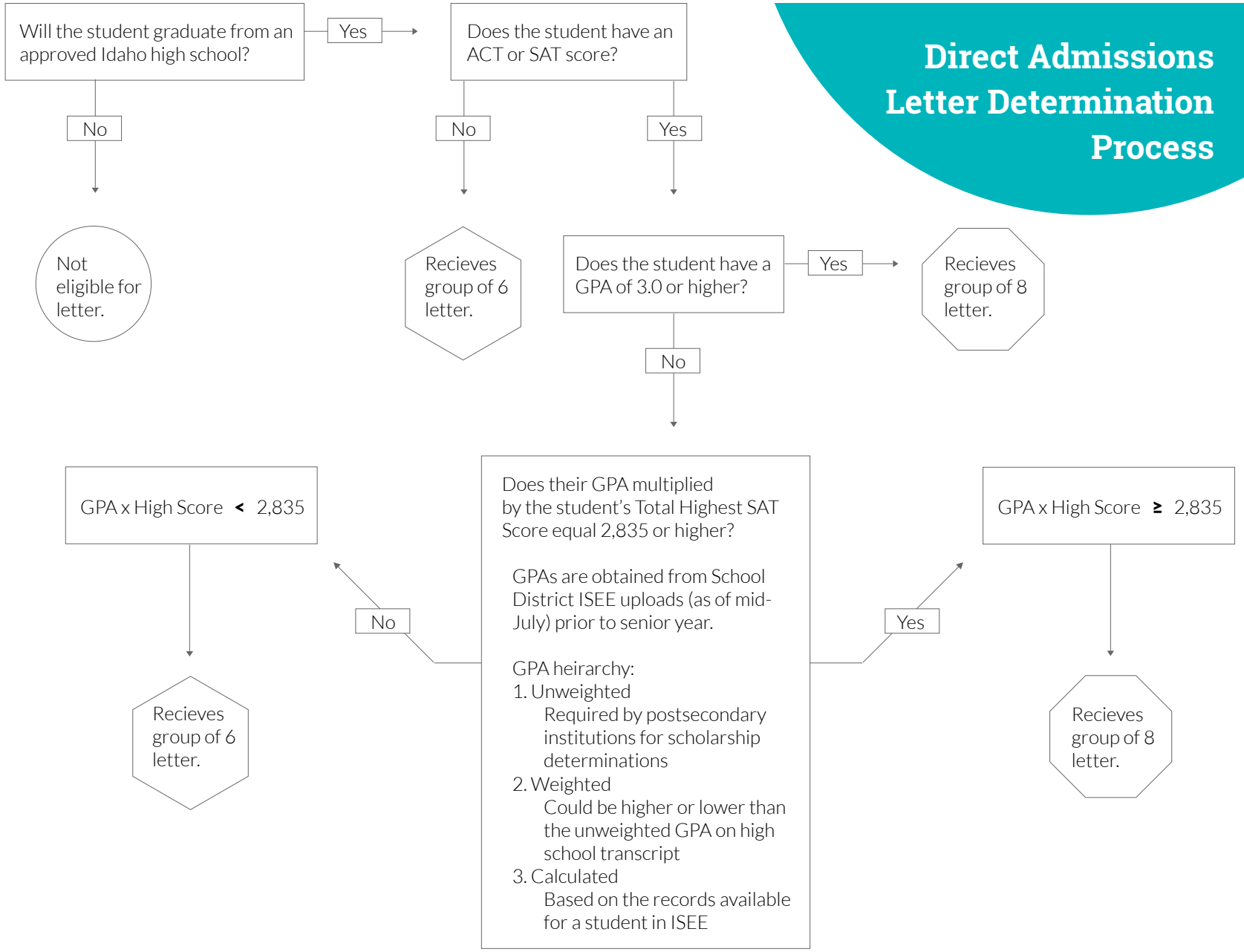
Regular Enrollment

	GPA	SAT
ISU:	2.5	950 (490 Math, 460 Reading)
LCSC:	2.0	690
UI:	2.5	830
BSU:	2.5	990

Conditional Enrollment

	GPA	SAT
ISU:	2.25	630 (270 Math, 360 Reading)
LCSC:	2.0	560
UI:	Institutional discretion	
BSU:	Institutional discretion	

Direct Admissions Letter Determination Process



Direct Admissions Ad Campaign

https://www.youtube.com/watch?v=Zs18GJcC__I

How Much of an Impact Did Your Direct Admissions Letter Have in Your Deciding to Attend College After High School?

Impact	No Impact	Low Impact	Low-Medium Impact	Medium Impact	Medium-High Impact	High Impact
n	468	216	102	179	88	73
%	42%	19%	9%	16%	8%	6%

How Much of an Impact Did Your Direct Admissions Letter Have in Your Deciding to Apply to a Particular College?

Impact	No Impact	Low Impact	Low-Medium Impact	Medium Impact	Medium-High Impact	High Impact
n	505	204	99	180	63	72
%	45%	18%	9%	16%	6%	6%

Survey Responses on Level of Impact of Direct Admissions

Coded Response	Coded Impact	n	%
Negative impact	Negative	9	2%
Already planned to attend, Direct Admissions did not help	None	423	72%
Already planned to attend, Direct Admissions helped	Moderate	131	22%
Undecided or had not thought about attending college, Direct Admissions helped	High	28	5%

Direct Admissions – Student Responses

- *I was really surprised. I wasn’t planning on applying to U of I. I didn’t think U of I was really on my radar in terms of being accepted.*
- *The letter really changed my perspective. It genuinely opened doors for me that I'd never thought possible. I knew after receiving it that my dream of being the college English professor could come true.*
- *I didn't think any college would accept me but I was wrong.*
- *It showed me that I had I actually had an opportunity to go to college. I was doubtful at first, but now I'm determined on going to school.*

Lessons Learned

Direct Admissions

- Worked with provosts
  - Doesn't always filter down

Apply Idaho

- Worked with admissions officers
  - Doesn't always filter up

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