Lumina FOUNDATION | ESG Education Strategy Group

SHEEO Higher Education Policy Conference
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The Great ADMISSIONS REDESIGN

Lessons in Automation, Simplification, and Proactivity

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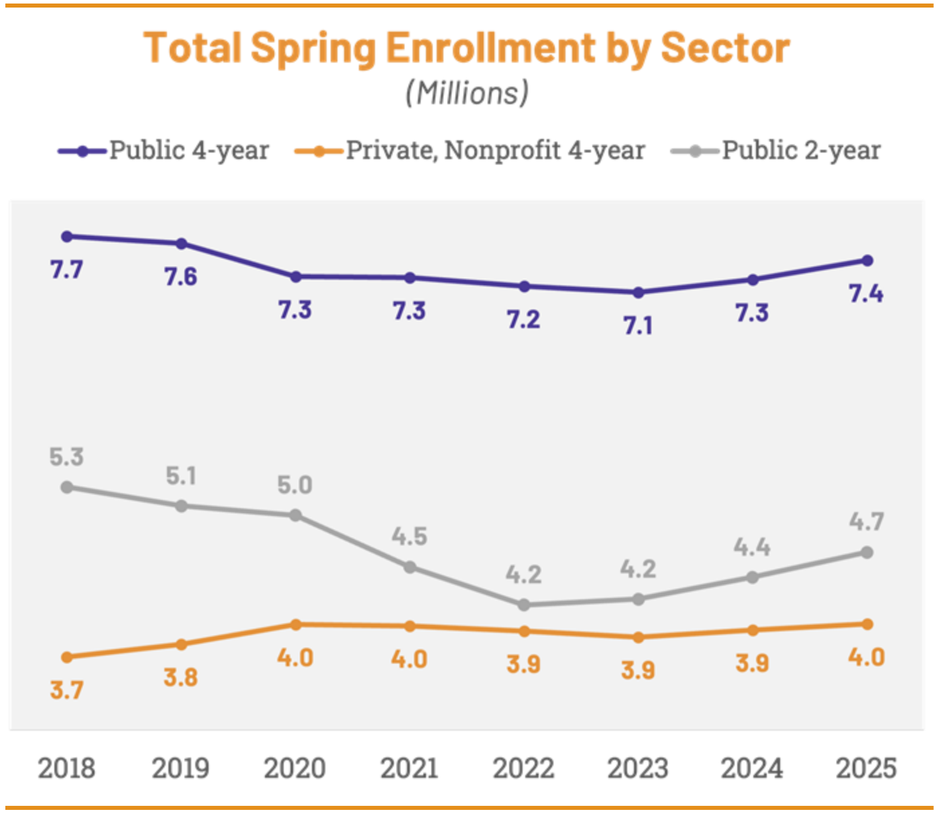
When it comes to enrollment, higher education is at a crossroads.

- **Demographic cliff**
- Year-over-year **declines in freshman enrollment** following the COVID-19 pandemic
- Waning public trust around the **value** of higher education and concerns around affordability
- Shifting **test policies** for admissions
- **Supreme Court ruling** on affirmative action
- Volatility in **federal funding**

How can the college admissions process evolve from *gatekeeper* to *gateway*?

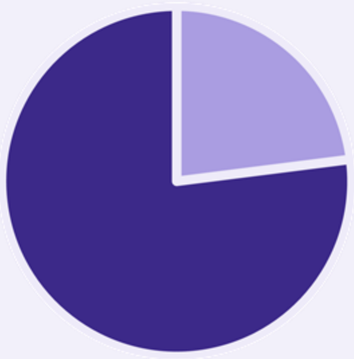


Source: National Student Clearinghouse

Students face steep barriers to navigate the enrollment process because of unnecessary bureaucracy and misaligned systems.

A recent survey of students aged 16-22 found that:

52% of students say that applying to college has been more stressful than anything else they have done academically.



More than **three-quarters** of students feel the college admission process is complex.

Source: National Association for College Admission Counseling

To **disentangle the "gauntlet"** that college applicants currently square up against, scholars have been increasingly advocating for admissions innovations that prioritize:

Proactivity
Informs students of their options before they apply and communicates quickly and efficiently

Automation
Leverages data and technology to reduce the burden on both students and practitioners

Transparency
Ensures information, including eligibility, total cost, and financial aid, is clearly conveyed

Source: Annenberg Institute

Admissions redesign is emerging as a promising solution, quickly gaining momentum across the country.

IDAHO Campus Choice

ONE CLICK COLLEGE ADMIT

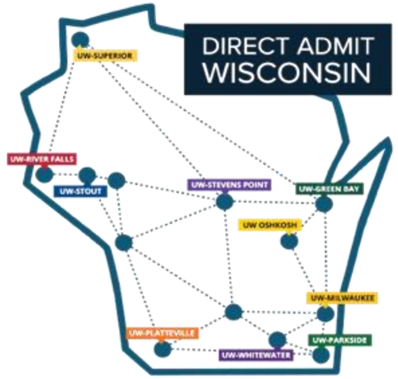
NICHE Direct Admissions®

Connecticut Automatic Admission Program

DIRECT ADMISSIONS MINNESOTA

common app

Indiana PRE-ADMISSIONS Your Path to College



TNDIRECT ADMISSIONS

Lumina's Great Admissions Redesign is igniting a national movement.

In 2023, Lumina Foundation launched **The Great Admissions Redesign** (GAR), challenging states, systems, and institutions to propose bold approaches to simplifying and automating admissions. More than **70 applicants across 32 states** and U.S. territories responded to Lumina's challenge.

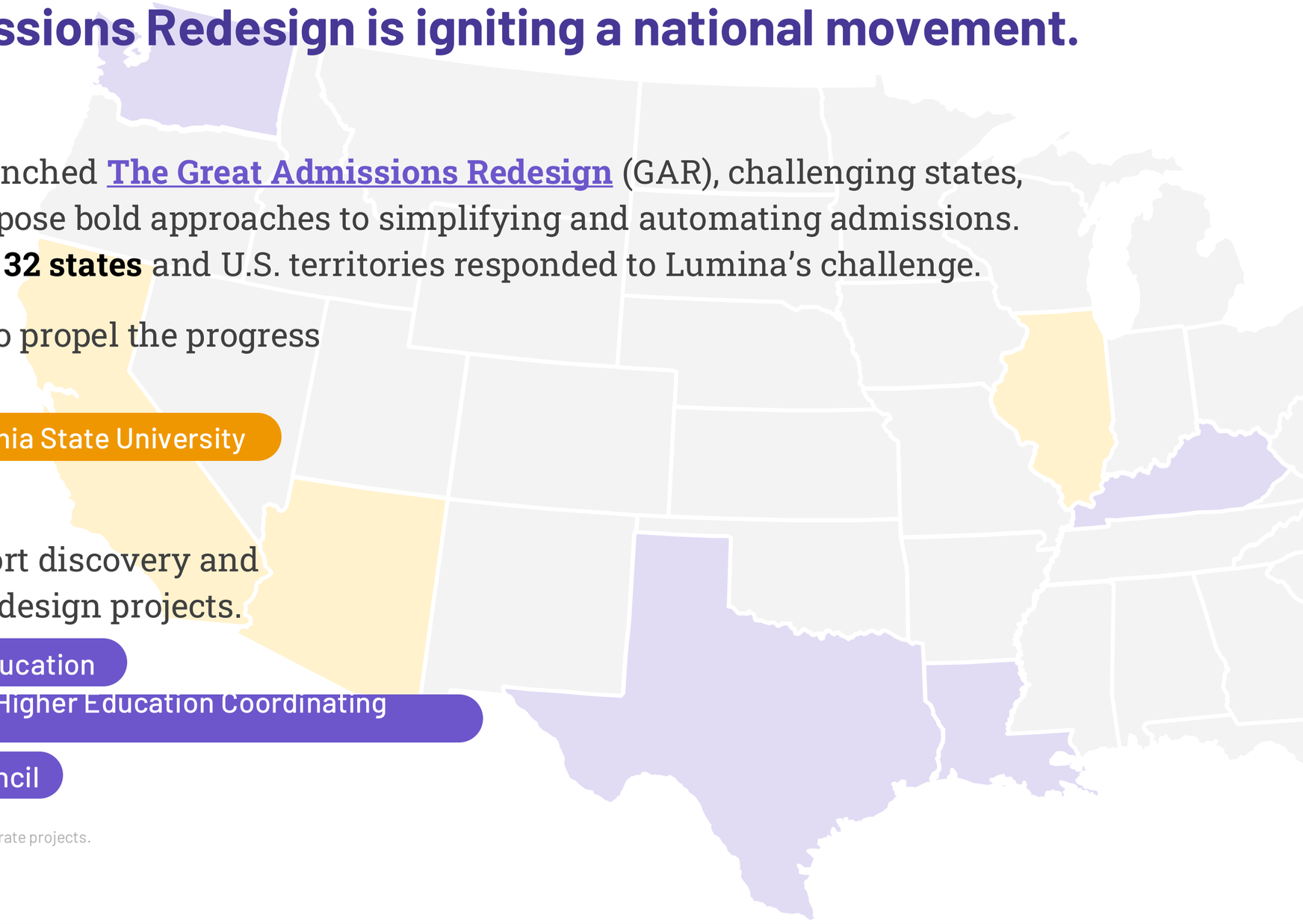
Implementation grants sought to propel the progress of mature redesign projects.

- Northern Arizona University
- California State University
- Illinois Board of Higher Education

Planning grants sought to support discovery and vision-setting within nascent redesign projects.

- Kentucky Council on Postsecondary Education
- Louisiana Board of Regents*
- Texas Higher Education Coordinating Board
- Washington Student Achievement Council

*Note that the Louisiana Board of Regents received funding for two separate projects.



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Kentucky's Framework for Collaborative Action

"We can achieve more together than anyone can do alone"

"Progress moves at the speed of trust. Relationships are the infrastructure for change"

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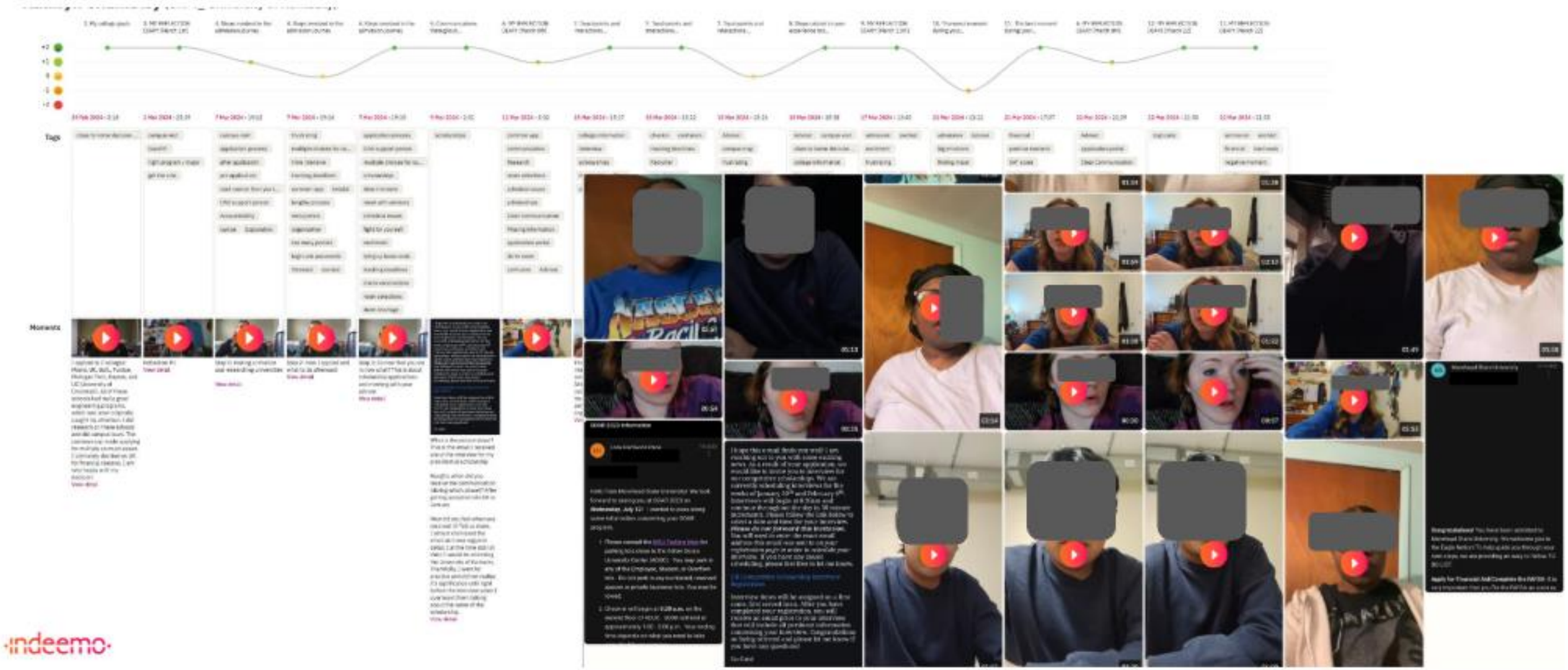
Student Journey Mapping College Admissions in Kentucky

Four-week digital diary study



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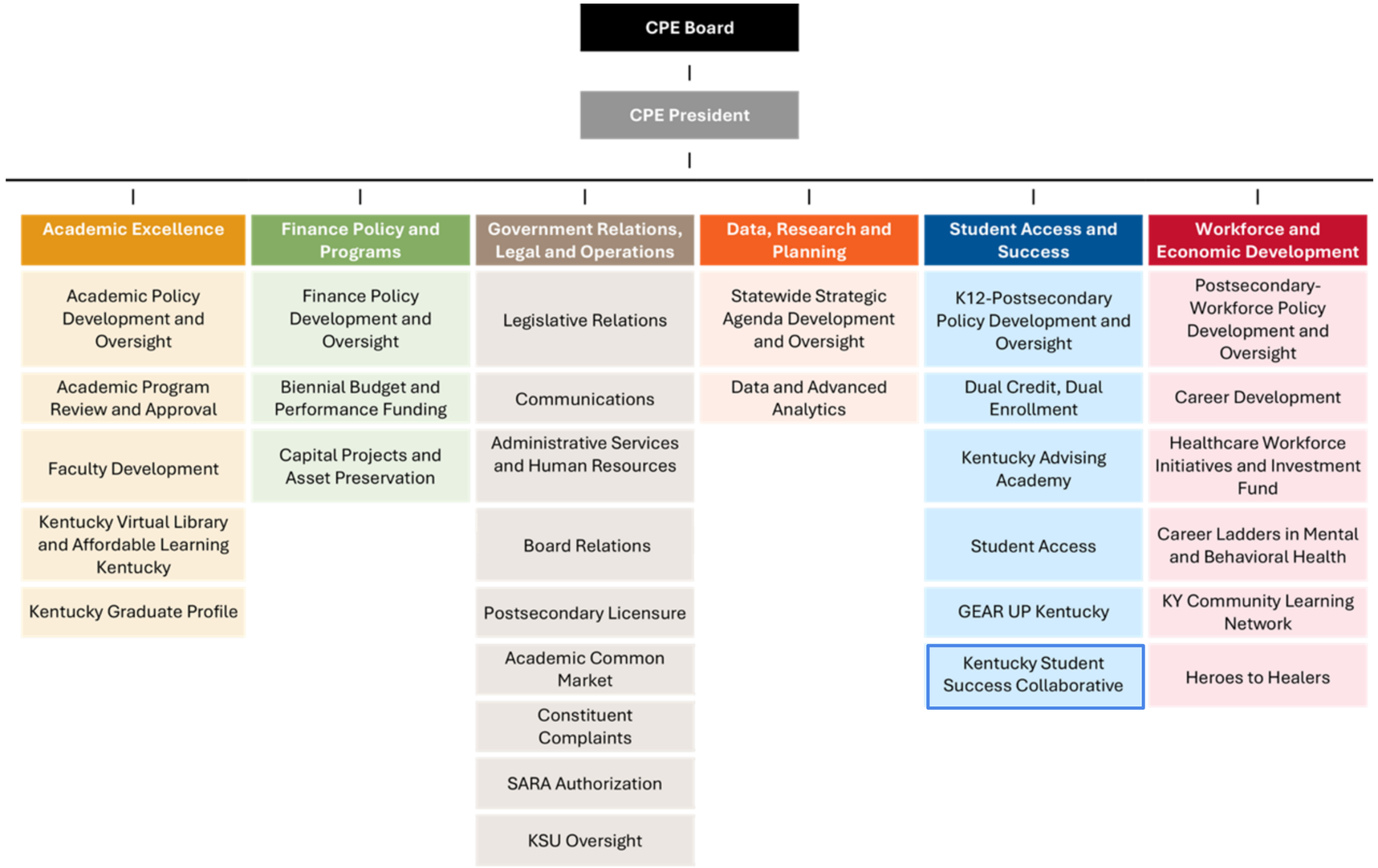

CPE is a coordinating board overseeing Kentucky's state universities and the Kentucky Community and Technical College System.

The Council facilitates a positive return on investment of public funds supporting higher education by monitoring academic quality, affordability and student success through policy and accountability measures.

CPE
Higher Education Matters

Six key lessons emerged from the grantees' inspiring redesign efforts.

The field is moving beyond traditional "direct admissions" efforts to consider simplification and automation **throughout the student journey**, including financial aid, transfer, and/or dual enrollment.

Policy, while not required, can create the enabling conditions to catalyze action.

It's essential to articulate a clear, compelling **vision** for simplification to all stakeholders.

A robust cross-sector **data ecosystem** is necessary for enabling automation.

Technology plays a crucial role in advancing the efficiency and transparency of admissions innovations, offering powerful tools to both students and practitioners.

To break through to students and families, admissions innovations must be supported by a **"ground game"** of champions in the field.

Opportunities to Learn More

Review ESG's newly released *Lessons Learned* report, read our article in Forbes, read briefs from DQC and Research for Action, invite your colleagues to attend a webinar, listen in to Lumina's upcoming live podcast, check out Lumina's website, and more!

SAVE THE DATE:

Aug 22 – Lessons Learned Webinar

Sept 4 – Lumina Live Podcast