O CollegeBoard

Landscape Consistent Neighborhood and High School Information for Colleges

Jessica Howell Vice President, Research



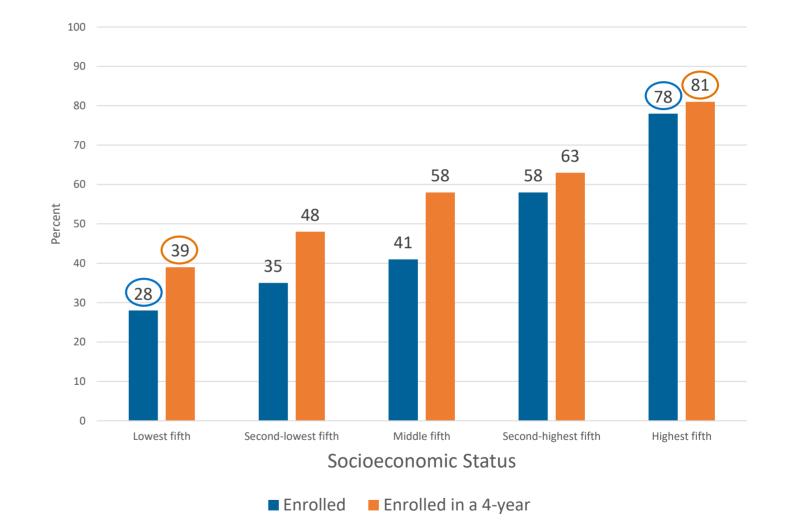
New Research on Equity in College Access and Admissions

11/22/2019



Data Reveal College Access Gaps

College Access Gaps by Socioeconomic Status



 $\mathbf{\hat{\nabla}}$ CollegeBoard

The Need for Contextual Information



Colleges want to understand applicants fully to consider them fairly

Colleges consider many things when reviewing an applicant, including their GPA, personal essay, letters of recommendation, test scores, and more. They also consider what students achieved in the context of where they've learned and lived their high school and neighborhood.

Students are applying to more colleges than ever before

This year, colleges will receive more than 10 million applications from students attending nearly 30,000 high schools. With more applications coming from more places, getting consistent, quality information for every applicant on their high school and neighborhood is becoming much more difficult.



Knowledge of each high school and neighborhood varies

With colleges receiving more applications from more places, there's simply no way for any admissions officer to know every single high school. In fact, admissions officers in the Landscape pilot estimate that about 25% of the applications lack a high school profile.

Landscape™

Delivering a Resource to Fill an Admissions Need

Fundamental tenet of holistic admissions is evaluating each application in context We heard a need for better and more systematic, reliable information about context:

- "We think about what a student has accomplished within the context of the opportunities and challenges he or she has faced."
- "We are looking for better information about context from high schools we know less well."
- "We have tried to develop in-house measures but lack national data and the staff resources and systems to do this on our own."
- "We have some data but need national benchmarks."

Landscape[™] Consistent High School and Neighborhood Information for Colleges

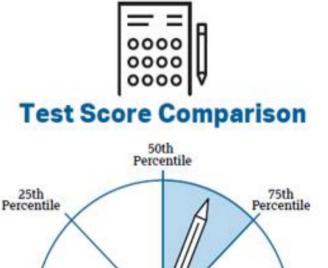
Three Categories of Information



Percent of students eligible for free and reduced-price lunch

> Average SAT[®] scores at colleges attended

AP[®] participation and performance



Applicant's test score compared to others from the same high school

High School and Neighborhood Indicators

College attendance Household structure Median family income Housing stability Education levels

Crime

Research shows these indicators are related to students' education outcomes. Two averages are created based on these six indicators. Values are shown on a scale from 1 to 100 relative to the U.S. average.

@ 2019 College Board.

Evolution of Research on Context



Foundational Work (300+ adm officers)

Admissions officers provided with more robust information about an applicant's context were more likely to recommend admitting a low-SES applicant from an underserved high school.

Research Pilot (8 institutions)

Contextual information about an applicant's neighborhood and high school influenced admissions decisions, particularly for low-SES applicants and students from non-feeder high schools.

Operational Pilot (15 institutions)

When Landscape is available to supplement individual applicant information in holistic admissions, the admission rates of applicants from more challenging environments increase, on average.

Expanded Pilot I (50+ institutions)

Year-over-year analyses now underway to understand how the use of Landscape relates to changes in admission and yield rates for applicants from different high school and neighborhood contexts.

Expanded Pilot II (100+ institutions)

Research partnerships continue into the next phase of learning with 2019-2020 partner colleges, universities, and scholarship organizations.

Bastedo & Bowman (2017)

Bastedo, Bell, Howell, Hsu, Hurwitz, Perfetto, & Welch (2018)

Howell, Hurwitz, Mabel, Perfetto, & Turcich (2020)

Landscape™

Consistent High School and Neighborhood Information for Colleges

Additional Landscape Information

- General information: <u>www.collegeboard.org/landscape</u>
- Data and methodology information: <u>https://secure-</u> media.collegeboard.org/landscape/comprehensive-datamethodology-overview.pdf
- Appropriate usage guidelines: <u>https://professionals.collegeboard.org/landscape#usage</u>
- More information for education professionals: <u>https://professionals.collegeboard.org/landscape</u>
- For more information or to join the research partnership, email: FutureAdmissions@collegeboard.org