

Informing Students about their College Options:
Lessons from *Expanding College Opportunities* for
Low-Income, High-Achieving Students

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Advancing Opportunity,
Prosperity, and Growth

Low-Income High Achievers

FAMILY INCOME

at or below **\$41,472**

SAT PERCENTILE

Top 10%

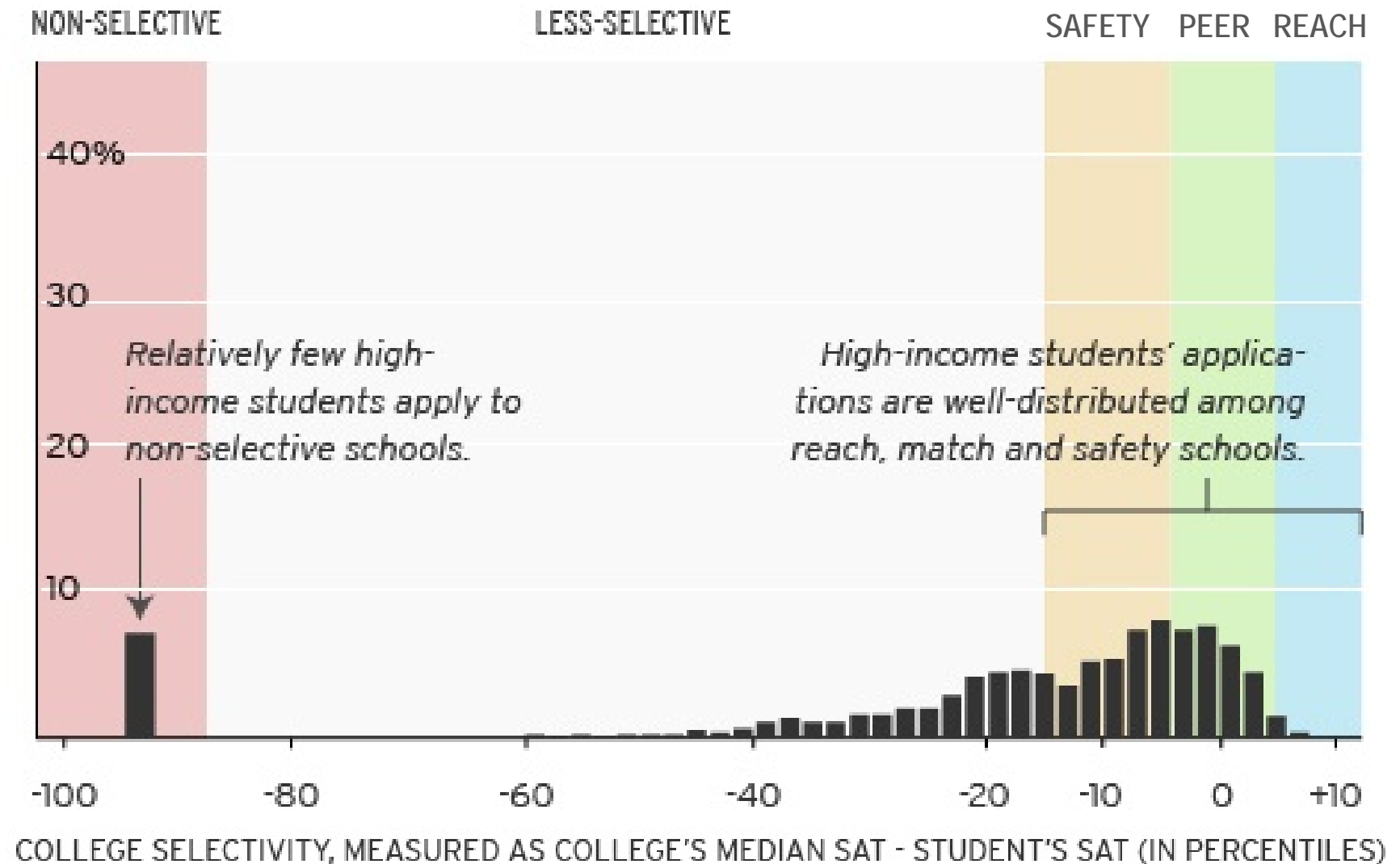
SELF-REPORTED HIGH SCHOOL GPA

A- or higher

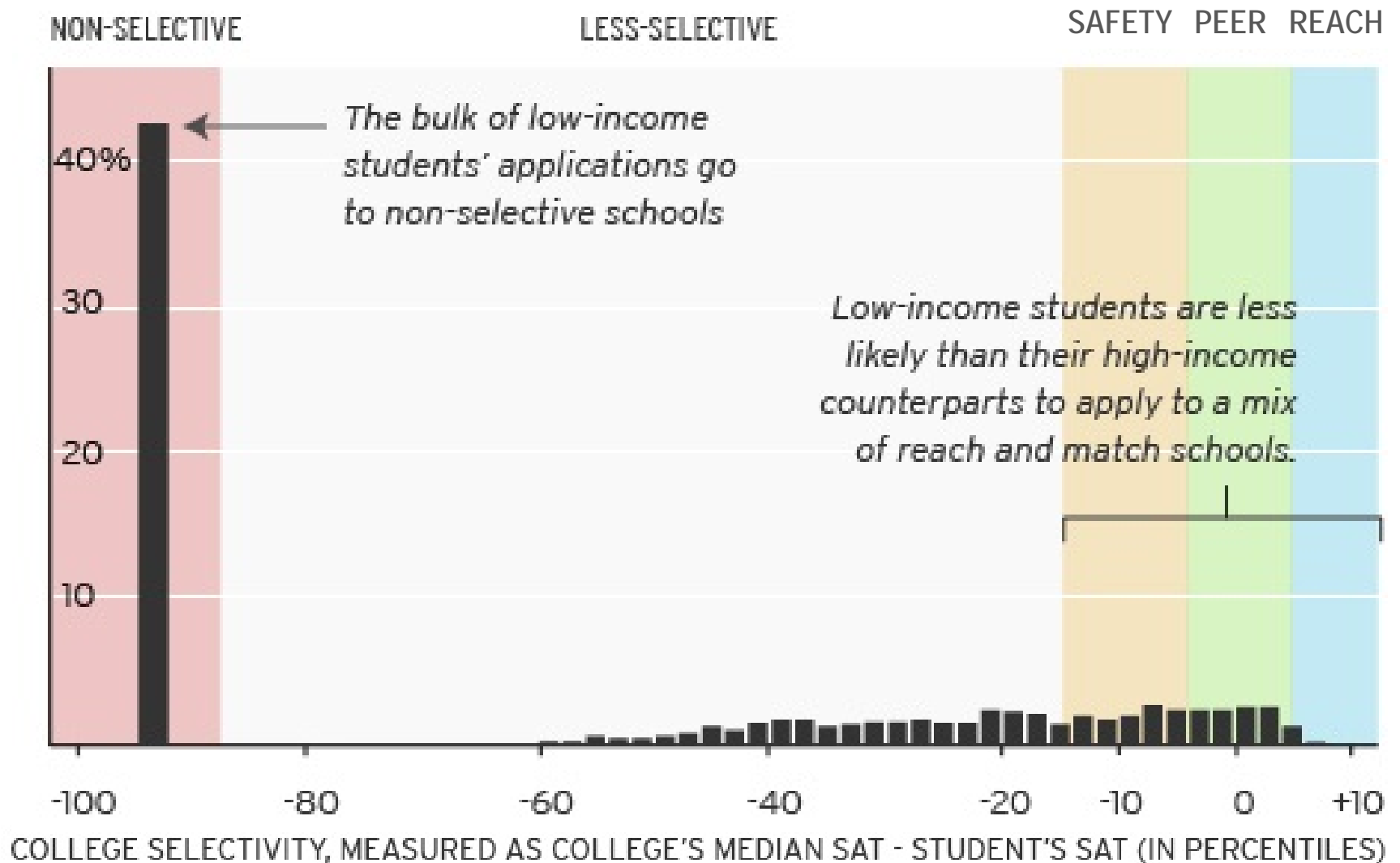
ESTIMATED NUMBER OF THESE STUDENTS

25,000 - 35,000

HIGH-INCOME STUDENTS' PORTFOLIOS OF COLLEGE APPLICATIONS



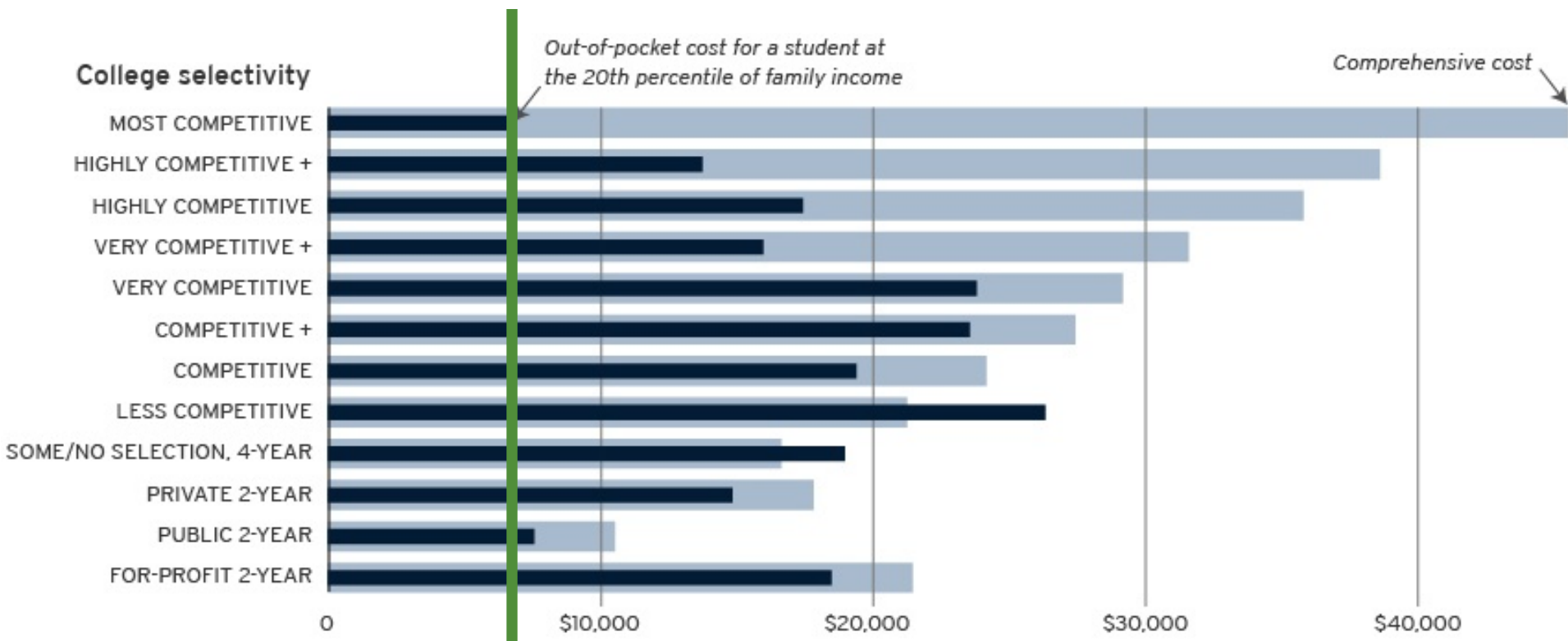
LOW-INCOME STUDENTS' PORTFOLIOS OF COLLEGE APPLICATIONS



Explanations for the Behavior Gap

1. Prohibitive cost of selective colleges
2. Low-income high achievers who apply are not admitted or fail to thrive at peer colleges.
3. Selective colleges could easily recruit low-income high achievers, so they are evidently not trying.
4. Existing counselors could easily guide low-income high achievers, so they are evidently not trying.
5. For cultural reasons, low-income high achievers don't want to attend peer colleges.
6. Students need better information.

College selectivity



Explanations for the Behavior Gap

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6. Students need better information.

EXPANDING COLLEGE OPPORTUNITIES



FRONT VIEW
(CLOSED)

EXPANDING
COLLEGE
OPPORTUNITIES

→
Inside tab
dividers



EXPANDING COLLEGE OPPORTUNITIES



Students

About 40,000 high-achievers, most from the bottom 3rd of family income.

Materials

Customized to student's locality, estimated family income, and high school.

Components

Application Guidance, Net Costs, No-Paperwork Fee Waivers.

Delivery

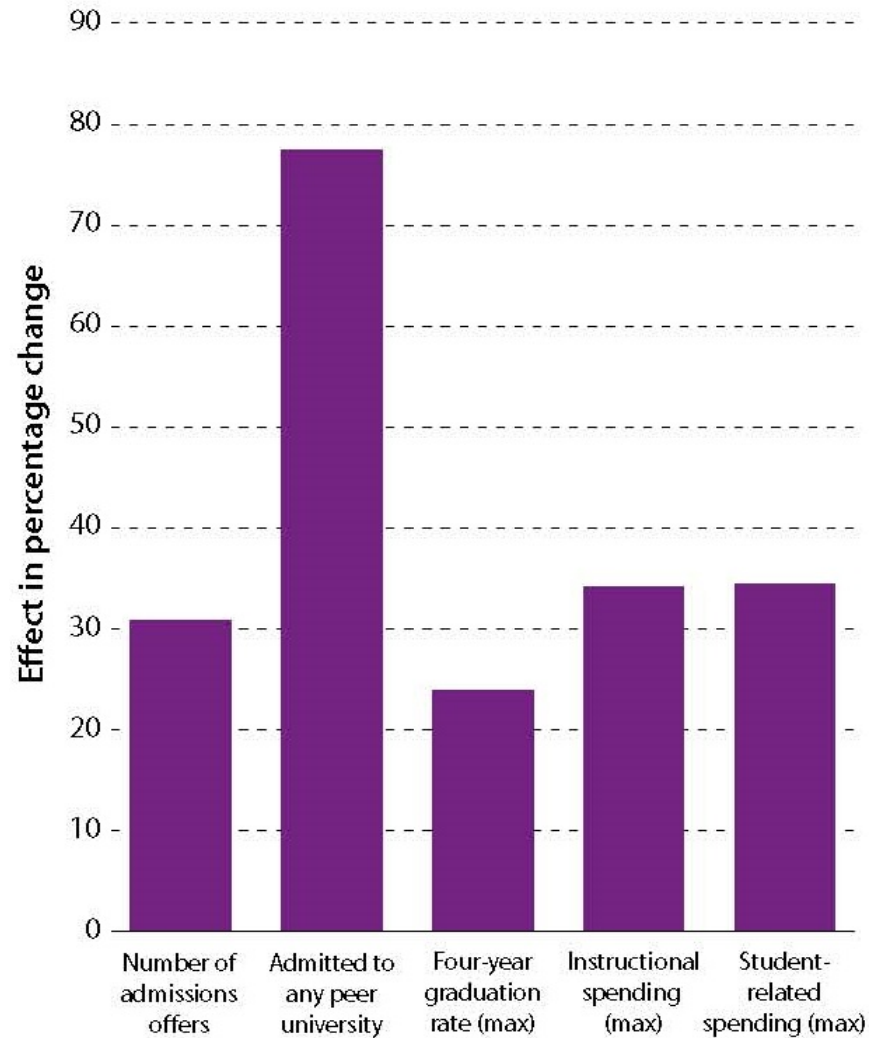
Mail & Internet, \$6 per student including reminders.

Your Customized College Requirement and Deadline Chart

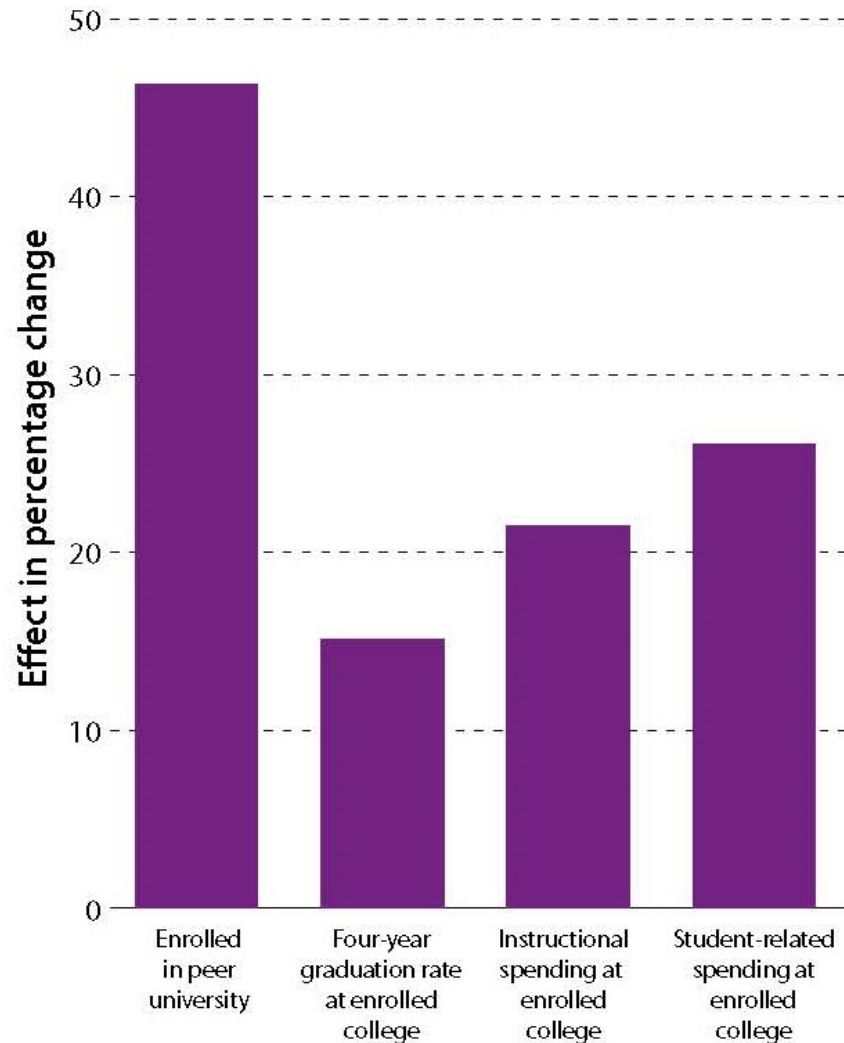
Use the information in the chart below to stay on top of the college application process!

BASIC COLLEGE INFORMATION		APPLICATION REQUIREMENTS AND DEADLINES						FINANCIAL AID	
COLLEGE NAME	WEB AND MAILING ADDRESS	DEADLINES	APPLICATION TYPE	LETTERS OF RECOMMENDATION REQUIRED	ESSAYS REQUIRED	TESTS REQUIRED	SAT/ACT TESTING CODES	OTHER APPLICATION COMPONENTS	FINANCIAL AID REQUIREMENTS AND DEADLINES
Duke University	http://admit.duke.edu/ Office of Undergraduate Admissions, Duke University 2138 Campus Drive, Box 90586 Durham, NC 27708	Scholarship Deadline: 1/3/2012 CSS Profile: 3/1/2012 Counselor Form: With Application Midyear Report: 2/15/2012 Transcript: With Application	Common Application + Institutional Supplement	2 Teacher Recommendations	Optional	SAT + 2 SAT Subject Tests ACT with writing	5156/3088	Additional short answer questions are included with institutional supplement The Universal College Application is also accepted.	3/1/2012
Emory University	http://www.emory.edu/home/admission/ Emory University, Office of Admission - Undergraduate 3263-001-1AA, 1390 Oxford Road NE Atlanta, GA 30322	Scholarship Deadline: 1/15/2012 (11/15/2011) CSS Profile: 2/15/2012 Counselor Form: With Application Midyear Report: Upon Availability Transcript: With Application	Common Application + Institutional Supplement	2 Recommendations	N	SAT ACT SAT Subject Tests Recommended	5187/0810	None	2/15/2012
Harvard University	http://admissions.college.harvard.edu Office of Admissions 86 Brattle Street Cambridge, MA 02138	Scholarship Deadline: Regular Decision:1/1/2012, Early Action:11/1/2011 CSS Profile: Reg. Decision:3/1/12, Early Action:11/1/12 Counselor Form: With Application Midyear Report: 2/15/2012 Transcript: With Application	Common Application + Institutional Supplement	2 Teacher Recommendations	Optional	SAT + 2 SAT Subject Tests ACT with writing + 2 SAT Subject Tests	3434/1840	None	3/1/2012
Johns Hopkins University	http://apply.jhu.edu/ Office of Undergraduate Admissions 3400 N. Charles Street Baltimore, MD 21218	Scholarship Deadline: 1/1/2012 CSS Profile: 3/1/2012 Counselor Form: With Application Midyear Report: 2/15/2012 Transcript: With Application	Common Application + Institutional Supplement	2 Teacher Recommendations+ 1 Counselor Recommendation	Y	SAT ACT with writing	5332/1704	None	3/1/2012
Rice University	http://futureowls.rice.edu/home.aspx Rice University, Office of Admission-MS 17 PO Box 1892 Houston, TX 77251	Scholarship Deadline: 1/1/2012 CSS Profile: 3/1/2012 Counselor Form: With Application Midyear Report: Upon Availability Transcript: With Application	Common Application + Institutional Supplement	1 Teacher Recommendation	Y	SAT + 2 SAT Subject Tests ACT with writing Please view the college website for additional testing requirements.	6609/4152	Interviews strongly encouraged (12/1/2011) Please check website for additional department-specific application components.	3/1/2012
Stanford University	http://www.stanford.edu/admissions Office of Undergraduate Admission 355 Galvez Street - Montag Hall Stanford, CA 94395	Scholarship Deadline: 1/1/2011 CSS Profile: 2/15/2012 Counselor Form: With Application Midyear Report: Upon Availability Transcript: With Application	Common Application + Institutional Supplement	2 Teacher Recommendations + 1 Optional Non-Teacher Recommendation	Y	SAT + Optional SAT Subject Tests ACT with writing + Optional SAT Subject Tests	4704/0434	Arts Supplement, (Optional, 12/1/2011), Final Report (Upon Availability)	2/15/2012
University of Pennsylvania	http://www.admissionsug.upenn.edu/ The Office of Undergraduate Admissions 1 College Hall, Room 1 Philadelphia, PA 19104-6376	Scholarship Deadline: 1/1/2012 CSS Profile: 4/15/2012 Counselor Form: With Application Transcript: With Application	Common Application + Institutional Supplement	2 Teacher Recommendations	Y	SAT+ 2 SAT Subject Tests ACT with writing + 2 SAT Subject Tests	2926/3732	Interview (Optional, With Application) Please check website for additional department-specific application components.	2/12/2012
Yale University	http://www.yale.edu/admb/index.html Yale University Undergraduate Admissions PO Box 208234 New Haven, CT 06520-8234	Scholarship Deadline: 12/31/2011 CSS Profile: 3/1/2012 Counselor Form: With Application Midyear Report: Upon Availability Transcript: With Application	Common Application + Institutional Supplement	2 Teacher Recommendations	Y	SAT + 2 SAT Subject Tests ACT with writing	3987/0618	Optional Interviews and Supplementary Materials (With Application)	3/1/2012

Effect of the ECO Intervention on Admissions Outcomes



Effect of the ECO Intervention on Enrollment Outcomes



Key Lessons from the ECO Project

Common Aspirations

Information Differs

Information Matters

Informational Interventions are Cheap

The Relevance, not just Quantity, of Information Matters

Data, Analysis, & Computational Power are Key

Assuming that Interventions must be In-Person is a mistake

A Way Forward

Partner with credible third parties to extend ECO

Serve all low-income high-achievers through the College Board and ACT

Improve targeting & effectiveness with federal data

Test similarly informative interventions on a broader array of students, earlier

Support scientific research on information-based interventions

- Data, rather than financing, is the bottleneck