



OFFICE OF ADMISSIONS

UNIVERSITY of WASHINGTON

Division of Student Life

The Entryway *to a* World-Class Education

The University of Washington Office of Admissions supports wide student access and excellent educational outcomes. Over 25% of UW undergraduates are Pell Grant eligible; over 80% of UW undergraduates earn their degree.

**No Limits.
It's the Washington Way.**

Our Story

When applicants talk, the UW Admissions Office listens. We have created an admission process dedicated to hearing students' personal and academic experiences, so that we make thoughtful, informed decisions. Through holistic review, we have welcomed the opportunity to move beyond calculating GPAs and test scores to consider the complete story that is the personal and social context of every applicant.

The admission policies and processes at the University of Washington drive the academic choices and behaviors of school districts, high schools, parents, and – most importantly – students. We are proud of the many ways in which holistic review, especially its emphasis on the value of a rigorous college preparatory curriculum, has improved education in the state's high schools and the college experience itself:

- It has encouraged students from all backgrounds to consider, apply to and enroll at the UW.
- Students, parents, and counselors now understand that the UW always looks at achievement within the context of access and opportunity.
- Counselors across the state have applauded our efforts, noting its positive effect on "senioritis."
- Students are taking college preparation more seriously and taking more courses in mathematics, science, literature, and world languages, particularly AP courses.
- Not by chance, the state of Washington ranks 3rd in degree completion at public baccalaureate institutions.
- The UW itself has seen steady improvements in retention and graduation rates and the diversity of our student body.

In selecting the freshman class, the mission of the Office of Admissions is to reflect the values of the University. In the words of President-designate Michael K. Young, "in addition to serving a large number of talented Washington students, we also strive to reflect the UW's growing global presence, both national and international. We embrace the opportunity to be proactive in attracting the most talented students from the nation and around the world as they add to the educational experience of all UW students as well as the community at large."

Our Commitment

Access – The mission of the Office of Admissions is to help create an intellectually and culturally vibrant student body that represents the people of Washington and provides a rich educational environment for all students.

Engagement – For parents, prospective students, high school counselors, community college advisers, and members of the community, the Office of Admissions serves as the first point of contact with the University of Washington. The public expects and receives exceptional levels of service, expertise, and fairness from the University's admission professionals.

Diversity – The Office of Admissions is proud of its commitment and achievement in creating diverse classes of undergraduates, who in turn shape and change the life and culture of the University and beyond. This guiding commitment helps build the rich diversity of student backgrounds and experiences necessary to provide an exceptional undergraduate education.

Care – Every applicant shares with us a unique human story and a family history replete with achievements and challenges. The holistic review process we use in Admissions treats every application with the attention and respect it deserves so that we can truly say we reviewed every applicant as an individual.

Student Learning – Because the Office of Admissions has strengthened the value of college preparation in Washington high schools through our holistic admissions review and extensive outreach, freshmen come to the UW ready to learn and succeed. This marriage between well-prepared students and a great university sustains our enviable retention and graduation rates and the great success in business, academia, and the life our graduates enjoy.

Quick Facts

Annually:

- Works with 100,000 prospective students and receives 700,000 unique visitors to its website
- Sends 175,000 recruitment-related emails and 150,000 personal response emails
- Answers 90,000 telephone calls and emails
- Gives daily campus tours to 16,000 visitors
- Gives weekly information session to 8,000 participants
- Advises 3,000 prospective applicants through drop-in counseling
- Undergraduate applications increased to nearly 33,000 from 2007 to 2011, an increase of 32%. Freshman applications alone increased to over 24,000 from 2007 to 2011, an increase of 38%.
- The University has become more selective and diverse in freshman admissions even while enrolling larger classes:
 - Enrolling freshman class average GPA now exceeds 3.70 while the average SAT scores now exceeds 1800
 - Diversity in the freshman class exceeds the levels seen before I-200

Efficiencies

The UW Office of Admissions has managed to maintain mission success through efficiency and innovation. For example:

1. We changed to a single, earlier freshman deadline, simplifying the process for applicants while allowing us to begin reviewing applications earlier, which has saved time and resources.
2. We moved to a "pooling" (as opposed to "rolling") admission decision model, which has lowered anxiety for our applicants. Now all freshman applicants receive decisions at once, and we spend less time managing their anxiety and more time reviewing their applications.

3. We require fewer documents at the time of application from our more than 30,000 applicants annually but better scrutinize the documents we do require (such as final transcripts) for the approximately 8,000 students we enroll.
4. We partnered with our online application vendor and UW Technology to create an innovative online system that bridges applicant usernames to MyUW. This allows applicants to set up their UW identity (NetID) online rather than sending access codes through the mail, saving time and resources.
5. With the help of UW Technology, we are piloting for 2012 a university document imaging and management system to work more efficiently.
6. We have merged with the Office of the Registrar for mailing and residency-checking operations, saving both time and resources, and we share staff where possible.
7. We have partnered with the Office of Minority Affairs & Diversity to share in outreach and recruitment so we can do more with less duplication.

Challenges & Opportunities

Application numbers continue to increase even as budgets shrink. If the application pool continues to grow, the Office of Admissions will eventually have inadequate staffing for processing and reviewing.

The impact of budget cuts on the Office of Admissions has translated into decreases to critical outreach activity. Future budget cuts in Admissions would either reduce or eliminate many recruitment activities.

Admissions substantially reduced office hours between December 1 and March 31 to redirect all office labor towards application processing and holistic review.

Further budget cuts in Admissions would undermine the current system of processing and reviewing growing applicant pools, which in turn could result in a reduction in applications in future years and therefore weakening the selectivity and diversity of the academic profile. In a highly competitive admissions environment this would ultimately thwart enrollment goals.

“Admissions seeks academic strength, but not to the exclusion of broad access.”



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