



eRecruitment Web Forum: Top 10 Admissions Issues

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Inside Higher Ed

INSIDE
HIGHER ED



1. Affirmative Action

- The Supreme Court case and why it matters to more institutions than may realize it
- Political issues
- Messages to minority students
- Issues that will become more prominent if U. of Texas loses



2. Quest for Out-of-State Applicants

- The strategy
- Why it may work
- Why it might not
- Backlash potential
- Privates as well as publics



3. Angst Over Liberal Arts

- Why these institutions are vulnerable (or not)
- How to sell education that doesn't lead directly to a job
- If you can't beat 'em, join 'em



4. Loans – Too Much Borrowing?

- Why the debate is different now (the economy, influence of Occupy, etc.)
- The real numbers vs. the perceived numbers



5. Loans – Not Enough?

- Second thoughts about “no loans”
- Continued influence of “no loans” as an ideal



6. Social Media

- To attract potential students
- To evaluate potential students
- ROI



7. International Students

- Why so many colleges want more of them
- Why some colleges are better situated than others
- The debate over using agents



8. Is College Worth It?

- Why everyone is asking this question
- Hype vs. reality
- Parents vs. students



9. How Many Boxes?

- Why more people won't check boxes.
- The groups that want boxes (multi-ethnic, gay)
- Where this debate is headed



10. Pressure on Admissions Leaders

- The Claremont McKenna scandal
- The University of Illinois scandal
- Day to day pressure