8 out of 10 Surveyed Institutions Anticipate Enrollment Declines in Fall 2020

Share of surveyed institutions that estimate potential change in the enrollment of first-year undergraduate students for fall 2020 compared to fall 2019

- Expect increase of less than 5 percent: 7%
- Expect decrease of less than 5 percent: 29%
- Expect decrease of more than 5 percent: 51%
- Expect no change: 13%

Source: Poll of NACUBO member institutions, conducted April 28- May 1, 2020.
Most Institutions Have Changed Admissions Deposit Terms for First-Time, First-Year Undergraduate Students

Percent of surveyed schools altering admissions deposit terms for prospective new entering first-time, first-year undergraduates

Source: Poll of NACUBO member institutions, conducted April 28-May 1, 2020.
Many Surveyed Institutions Have Seen a Decline in Fall 2020 Admissions Deposits

Percent of surveyed institutions that have experienced changes in the number of fall 2020 admissions deposits

- Unsure: 12%
- Increase: 17%
- No change: 32%
- Decrease: 39%

Source: Poll of NACUBO member institutions, conducted April 28- May 1, 2020.
Few Institutions have Shifted to a Rolling Admissions Policy in Response to COVID-19

Share of surveyed schools changing their rolling admissions policy in response to the COVID-19 pandemic

Source: Poll of NACUBO member institutions, conducted April 28-May 1, 2020.
More than Half of Surveyed Schools Have Gone “Test Optional” for Fall Admissions

Number of surveyed institutions that have gone “test optional” for fall 2020 admissions

- Not “Test Optional”: 43
- Temporarily “Test Optional”: 47
- Permanently “Test Optional”: 29
- Unsure: 23

Source: Poll of NACUBO member institutions, conducted April 28-May 1, 2020.
Nearly Half of Surveyed Four-Year Private Non-Profit Institutions are Considering Increasing Financial Aid Offers to Prospective Students

Share of surveyed 4-year private non-profit institutions that are considering increasing scholarships and/or financial aid offers for all prospective first-year students in fall 2020

- Considering Increasing Financial Aid Offers: 48%
- Plan to Increase Financial Aid Offers: 16%
- No Plans to Increase Financial Aid Offers: 33%
- Not Sure: 4%

Source: Poll of NACUBO member institutions, conducted April 28-May 1, 2020.
The Pandemic’s Impact on Enrollment is Far-reaching

Common words and phrases used by survey respondents when prompted to discuss enrollment challenges that have emerged on campuses since the onset of the COVID-19 pandemic.

Source: Poll of NACUBO member institutions, conducted April 28-May 1, 2020.