



COALITION

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## MONTHLY MEMO FOR COUNSELORS

October 2016

*From the Executive Director*

Hello Counselors!

Happy Halloween! As my family hosts our share of spooky costumes and eats too much candy, I'm thinking about the eve of another Coalition milestone: the first major deadline. This month, I wanted to share some early usage and application data and also an announcement about the Coalition. The November Monthly Memo will be delivered before Thanksgiving and include materials for introducing families to the Coalition Platform.

### **Coalition Expands Access with New Member Criteria**

The Coalition for Access, Affordability, and Success expands access with new membership criteria that will go into effect January 1, 2017. These supplementary standards recognize colleges and universities who provide substantial support to low income and underrepresented students, who offer responsible student financial aid, and who demonstrate a commitment to student graduation.

Last winter, the Coalition's Board of Directors appointed a Membership Task Force—co-chaired by Zina Evans of the University of Florida and William Fitzsimmons of Harvard University—that recommended the additional eligibility criteria, which were unanimously endorsed by the Board of Directors and approved by a vote of member institutions earlier this month. Ninety-six percent of the member colleges and universities submitted a ballot, with 98% voting in favor of adopting the new eligibility criteria.

### **Early Application Statistics and Information**

Since the site opened last April, the site has been viewed 5,843,818 times by 347,490 unique users. 82,336 individuals have created Coalition accounts. And, as of last Monday, 48,960 students are working on an application. We are particularly glad that 18.5% of students have submitted applications using the Coalition fee waiver that applies to all member colleges.

If you know of a colleague who would like to receive communication from the Coalition, please invite them to request additional information at the bottom of our home page. Wishing you a great fall!

Most sincerely,

Annie Reznik