



COALITION

coalitionapp.
info@coalitionapp

MONTHLY MEMO FOR COUNSELORS

January 2018

From the Executive Director

Dear Counselors,

Happy New Year! At the Coalition, we are thinking about the new opportunities that 2018 will bring while also celebrating the growth of our young organization. Last year, 46 member colleges and universities accepted the Coalition Application, and this year students could apply to 102 schools through MyCoalition. Last year, at the end of the cycle, 39,000 students filed 49,000 applications. This year, with several deadlines ahead next week, over 130,000 students have filed over 230,000 applications. Every single member that accepts the Coalition Application received applications, with 47% of the applications filed this cycle going to schools that accept multiple applications (last year 20% of applications went to schools that offer multiple applications). And, 23% of all applications filed were by students who qualify for a fee waiver.

New this year, we invite you to share resources with your students who may not have a MyCoalition account. This month, we focused on helping students keep track of deadlines. Please feel free to share our [deadline directory](#) with students who continue to work on their college application process. We look forward to sharing resources with you each month.

And, something that won't change: Coalition essay prompts. As you introduce the college application process to new students and parents, please know that the Coalition Essay questions will remain the same for next year. The prompts are available on our website at the following [link](#).

Finally, if you know of a colleague whose New Year's resolution is to learn more about the Coalition, please invite them to request additional information through this [form](#). And, as always, please don't hesitate to reach out with any ideas, suggestions, or questions.

Most Sincerely,

Annie Reznik

Executive Director, Coalition for Access, Affordability, and Success