

WELLESLEY



# Student Recruitment 2020



# WELLESLEY COLLEGE CLASS OF 2024 PROFILE

## CLASS SNAPSHOT

6,627	Applicants
1,343	Admitted (20%)
580	Enrolling (43%)
44	States represented + District of Columbia Guam, & Puerto Rico
29	Nations of citizenship
51%	Students of color, including two or more races

Statistics updated 9.22.2020

## DEMOGRAPHICS

<b>Race/Ethnicity:</b>	
African American/Black	7%
Asian American	22%
Latina/Hispanic	17%
Native American	<1%
Pacific Islander	<1%
Two or more races	5%
Other/Not reported	1%
White/Caucasian	34%
International Citizens	14%

Students who come from a home where at least one language other than English is spoken	46%
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## FIRST GENERATION

Neither parent has a four-year college degree.	
Percent of entering class:	19%

## RECEIVING AID

Percent of entering class receiving financial aid award containing grant aid:	58%
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## GEOGRAPHIC DISTRIBUTION

New England	20%
Pacific & Mountain	23%
South	19%
Mid-Atlantic	15%
Central	9%
International & Americans Abroad	14%

## STATES REPRESENTED

By location of high school; 44 states + DC,  
Guam, & Puerto Rico.

Top states represented:

California  
Massachusetts  
New York  
Texas  
New Jersey

## CITIZENSHIPS REPRESENTED

29 nations of citizenship represented by  
non-U.S. citizens.

Top countries of citizenship represented:

China  
Canada  
South Korea  
India  
Mexico

## ALUMNAE RELATIVES

Alumnae relatives include  
mothers, grandmothers,  
aunts, cousins, or sisters.

Percent of entering class: 11%

## SECONDARY SCHOOL TYPE

Public and Charter	62%
Independent	28%
Religious	9%
Homeschools	1%

## MEAN TEST SCORES

SAT Evidence-Based Reading and Writing	710
SAT Math	721
ACT Composite	32

## HIGH SCHOOL RANK

(Of the 34% who were ranked)

Top Ten Percent: 85%

## TOP NON-COGNITIVE ATTRIBUTES

Creativity  
Emotional Intelligence  
Empathy  
Engagement in Society  
Independence  
Intellectual Attributes  
Motivation  
Openness to New Experiences

## ACCEPTANCE INFORMATION BY ENTRANCE PLAN

	APPLIED	ACCEPTED	PERCENTAGE
Total	6,627	1,343	20%
Early Decision I & II	649	253	39%
Deferred from Early Decision	219	18	8%
Regular Decision	5,978	1,072	18%

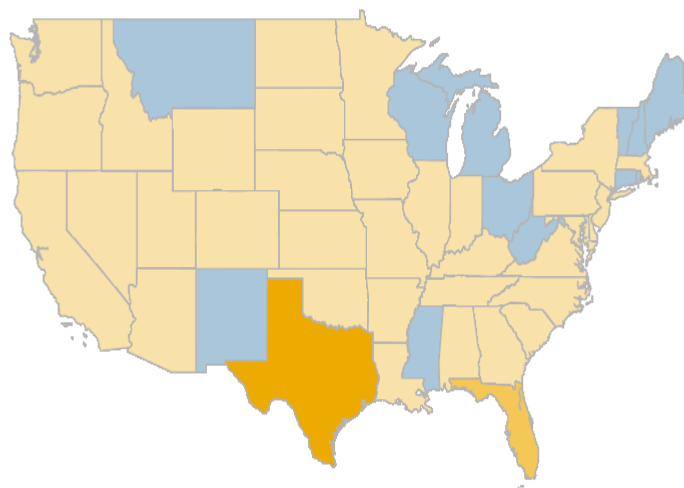
[wellesley.edu/admission/facts#snapshot](https://wellesley.edu/admission/facts#snapshot)

Change in Number of High School Graduates  
*Actuals (2001 to 2013), Projections (2014 to 2032)*

*for All*

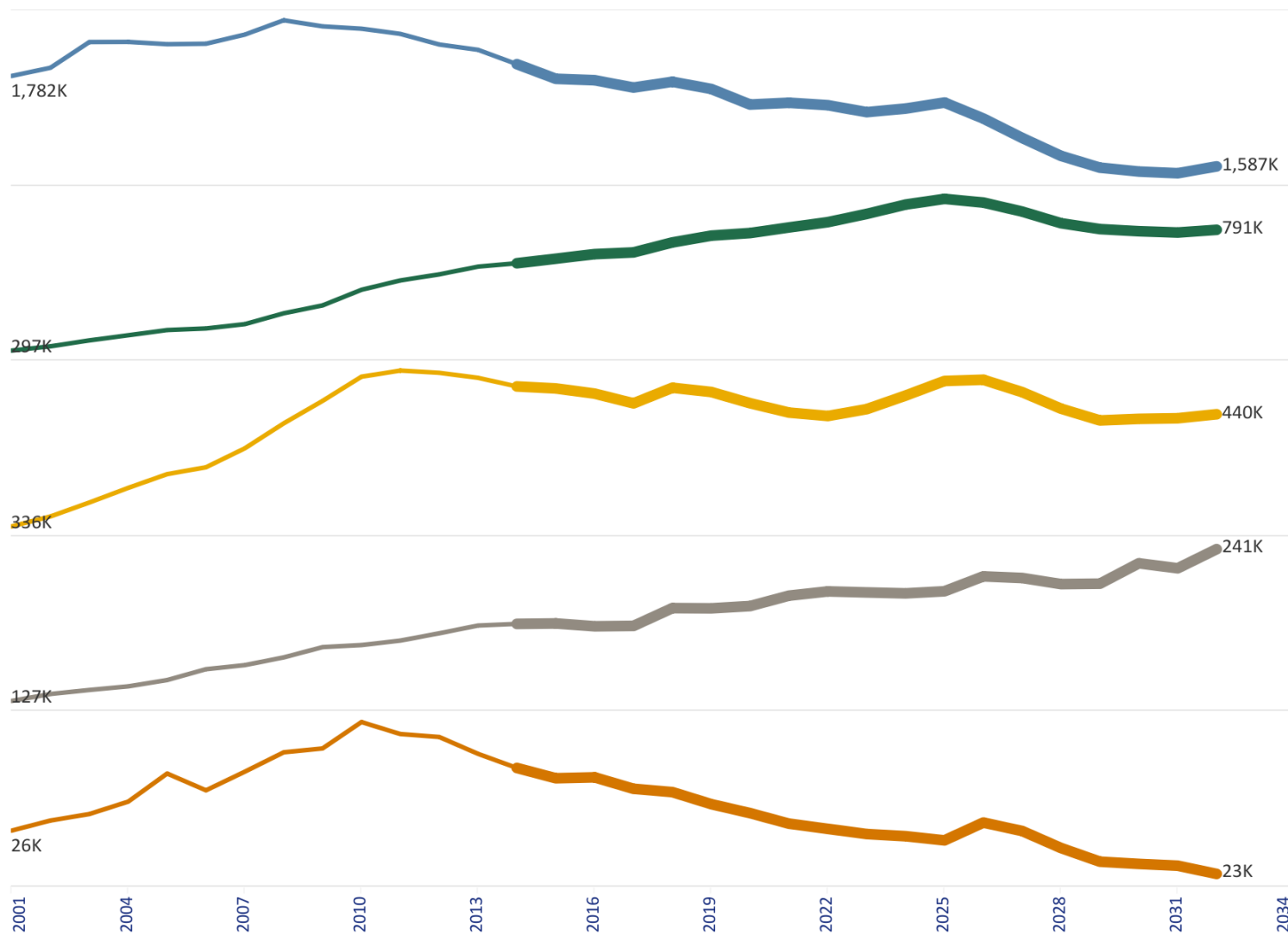


*Select a State to Filter*





## Public School Trends Nation

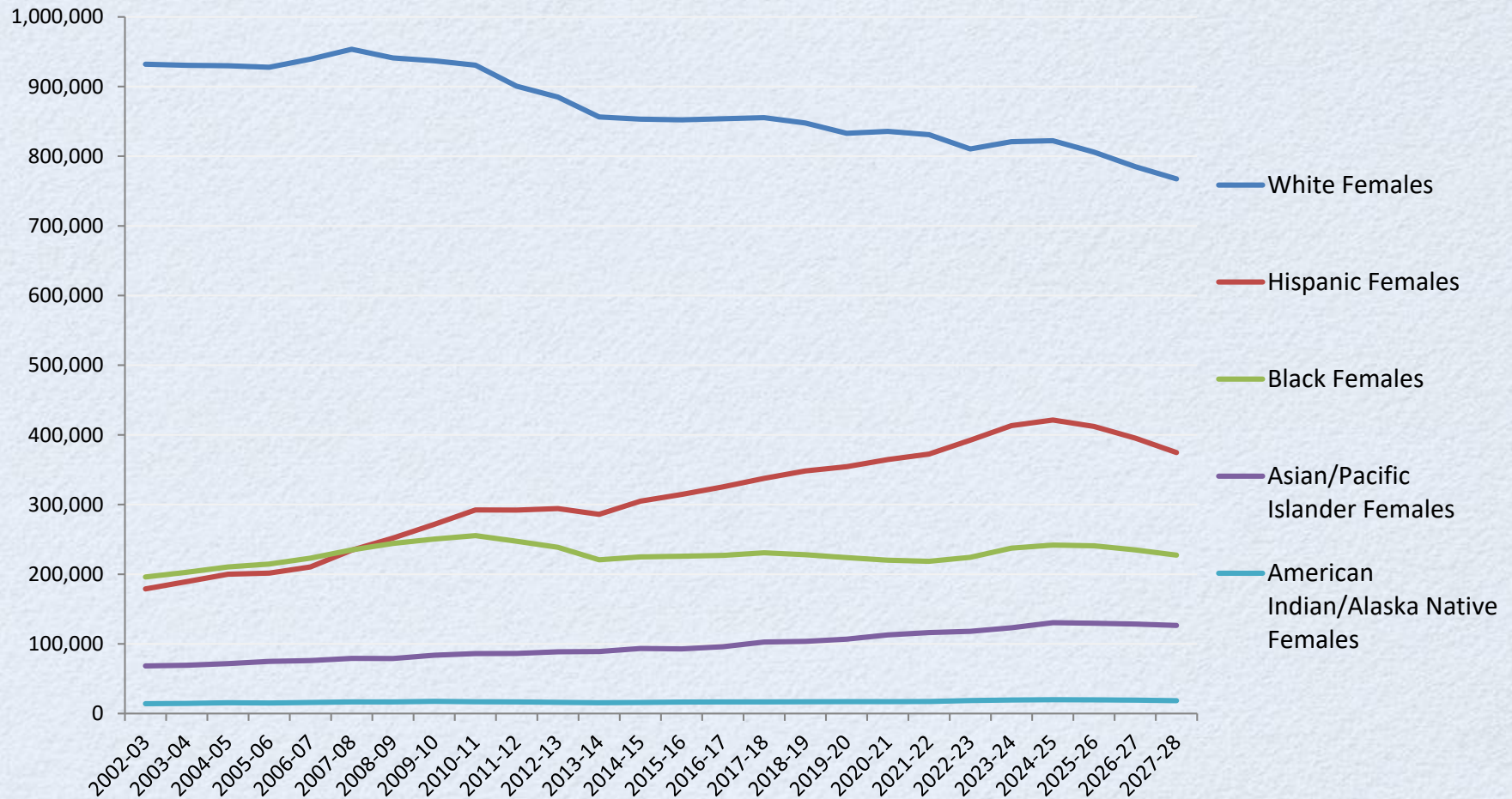


Source: Western Interstate Commission for Higher Education, Knocking at the College Door: Projections of High School Graduates, 2016.

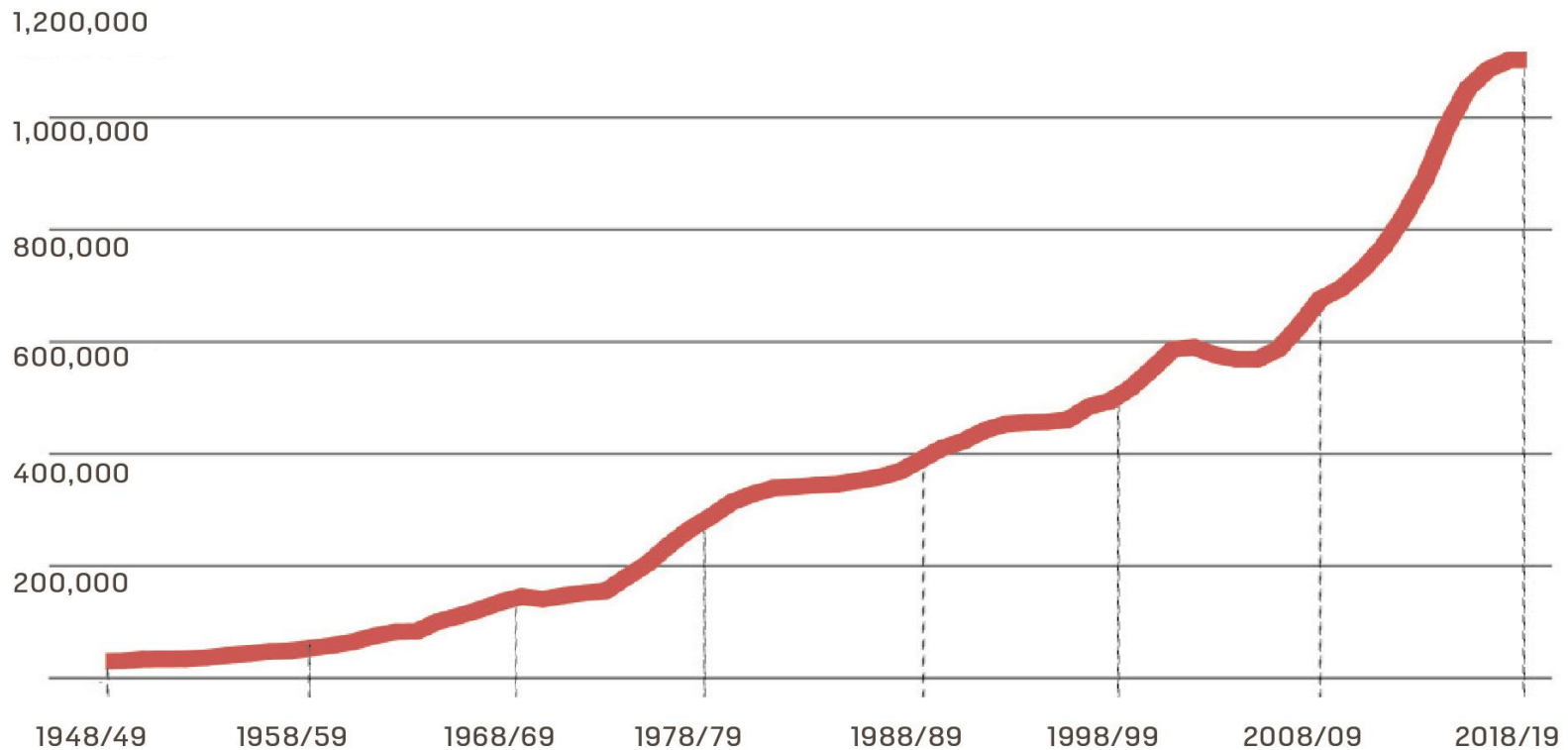
Notes: Projections begin with Class of 2014 (thicker line).

■ White
 ■ Hispanic
 ■ Black
 ■ Asian/Pac. Isl.
 ■ Amer. Ind./Alaska ..

# Female High School Graduates



## INTERNATIONAL STUDENTS IN THE U.S. 1948/49 – 2018/19



In 2018/19 there was an **increase of 0.05%** over the prior year in the number of international students in the United States.

Source: Open Doors: Report on International Educational Exchange is a comprehensive information resource on international students and U.S. students studying abroad. It is sponsored by the U.S. Department of State with funding provided by the U.S. Government and is published by IIE. For more information, visit [www.iie.org/opendoors](http://www.iie.org/opendoors).

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# Current Admission Landscape

- **Admission-related scandals**
- **Uncertainty about immigration policy**
- **Court cases and federal inquiries**
- **Big philosophical questions about practices and policies**



# The Layer of COVID

- **No in-person outreach**
- **Families face more financial uncertainty, globally**
- **Permanent behavioral changes**
- **New value proposition for college**

# Admission Strategy for 2020-21

- **Enhanced virtual programs/tools**
- **Focus on multi-institution webinars**
- **No Application Fee**
- **Test Optional for Class 2025**
- **No Early Evaluation**
- **High touch outreach**



# Important Role of Alums

- **Strategic Support**

- **Interviewing**

<https://admission.wellesley.edu/register/newvolunteer>

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