

**A**  
**2023**

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## **FINDINGS REPORT**

### **About the Survey**

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*The Best 389 Colleges: 2024 Edition*

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**Reporter Resources**

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**About The Princeton Review**

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**3) Based on current figures, how has your fall 2023 undergraduate enrollment changed (or not) in comparison with that of fall 2022? (We understand that final enrollment data will not be available until after your census date.)**

**ALL RESPONDENTS**

21% Significantly up (5% or more)  
16% Somewhat up (2 to 4%)  
Combined indicating up: 37%  
42% About the same  
14% Somewhat down (2 to 4%)  
07% Significantly down (5% or more)  
Combined indicating down: 21%

**PRIVATE COLLEGES**

21% Significantly up (5% or more)  
11% Somewhat up (2 to 4%)  
Combined indicating up: 32%  
43% About the same  
16% Somewhat down (2 to 4%)  
09% Significantly down (5% or more)  
Combined indicating down: 25%

**PUBLIC COLLEGES**

19% Significantly up (5% or more)  
28% Somewhat up (2 to 4%)  
Combined indicating up: 47%  
39% About the same  
09% Somewhat down (2 to 4%)  
05% Significantly down (5% or more)  
Combined indicating down: 14%

*Note: 47% of respondents at public colleges reported enrollment up for fall 2023 compared with 32% of respondents at private colleges.*

### NORTHEAST COLLEGES

20% Significantly up (5% or more)  
04% Somewhat up (2 to 4%)  
Combined indicating up: 24%  
58% About the same  
09% Somewhat down (2 to 4%)  
09% Significantly down (5% or more)  
Combined indicating down: 18%

### MID-ATLANTIC COLLEGES

31% Significantly up (5% or more)  
13% Somewhat up (2 to 4%)  
Combined indicating up: 44%  
41% About the same  
05% Somewhat down (2 to 4%)  
10% Significantly down (5% or more)  
Combined indicating down: 15%

### SOUTH COLLEGES

16% Significantly up (5% or more)  
28% Somewhat up (2 to 4%)  
Combined indicating up: 44%  
40% About the same  
12% Somewhat down (2 to 4%)  
04% Significantly down (5% or more)  
Combined indicating down: 16%

### SOUTHWEST COLLEGES

23% Significantly up (5% or more)  
31% Somewhat up (2 to 4%)  
Combined indicating up: 44%  
23% About the same  
15% Somewhat down (2 to 4%)  
08% Significantly down (5% or more)  
Combined indicating down: 16%

### WEST COLLEGES

21% Significantly up (5% or more)  
21% Somewhat up (2 to 4%)  
Combined indicating up: 44%  
36% About the same  
14% Somewhat down (2 to 4%)  
08% Significantly down (5% or more)  
Combined indicating down: 16%

**4) What was your institution's policy regarding admission test (SAT /ACT / IB ) scores for degree-seeking, first-time applicants for admission for fall 2023?**

**ALL RESPONDENTS**

89% Test optional: did not require scores (but considered them)

10% Test blind or test free

01% Required scores

**PRIVATE COLLEGES**

91% Test optional: did not require scores (but considered them)

09% Test blind or test free

00% Required scores

**PUBLIC COLLEGES**

81% Test optional: did not require scores (but considered them)

15% Test blind or test free

04% Required scores

**MIDWEST COLLEGES**

91% Test optional: did not require scores (but considered them)

09% Test blind or test free

00% Required scores

**NORTHEAST COLLEGES**

90% Test optional: did not require scores (but considered them)

10% Test blind or test free

00% Required scores

**MID-ATLANTIC COLLEGES**

95% Test optional: did not require scores (but considered them)

05% Test blind or test free

05% Required scores

**SOUTH COLLEGES**

88% Test optional: did not require scores (but considered them)

04% Test blind or test free

08% Required scores

**SOUTHWEST COLLEGES**

93% Test optional: did not require scores (but considered them)

00% Test blind or test free

07% Required scores

**WEST COLLEGES**

69% Test optional: did not require scores (but considered them)

31% Test blind or test free

00% Required scores

*Note: 95% of respondents at Mid-Atlantic colleges said their schools were test optional for fall 2023 compared with 69% of respondents at West colleges.*

**5) What do you expect the policy to be for degree-seeking, first-time applicants for admission for fall 2024?**

84% Test optional: will not require scores (but will consider them)

10% Test blind or test free

03% Will require scores

03% Have not decided fall 2024 policy

**PRIVATE COLLEGES**

88% Test optional: will not require scores (but will consider them)

08% Test blind or test free

00% Will require scores

04% Have not decided fall 2024 policy

**PUBLIC COLLEGES**

75% Test optional: will not require scores (but will consider them)

15% Test blind or test free

07% Will require scores

03% Have not decided fall 2024 policy

**MIDWEST COLLEGES**

88% Test optional: will not require scores (but will consider them)

11% Test blind or test free

00% Will require scores

01% Have not decided fall 2024 policy

**NORTHEAST COLLEGES**

88% Test optional: will not require scores (but will consider them)

10% Test blind or test free

00% Will require scores

02% Have not decided fall 2024 policy

**MID-ATLANTIC COLLEGES**

91% Test optional: will not require scores (but

## SOUTHWEST COLLEGES

79% Test optional: will not require scores (but will consider them)

00% Test blind or test free

21% Will require scores

08% Have not decided fall 2024 policy

## WEST COLLEGES

67% Test optional: will not require scores (but will consider them)

30% Test blind or test free

00% Will require scores

03% Have not decided fall 2024 policy

*Note: 91% of respondents at Mid-Atlantic*

28% Important

Combined Very important or Important 43%

38% Considered in decisions

19% Not considered in decisions

#### NORTHEAST COLLEGES

33% Very important

33% Important

Combined Very important or Important 66%

33% Considered in decisions

01% Not considered in decisions

#### MID-ATLANTIC COLLEGES

27% Very important

49% Important

Combined Very important or Important 76%

19% Considered in decisions

05% Not considered in decisions

#### SOUTH COLLEGES

20% Very important

48% Important

Combined Very important or Important 68%

24% Considered in decisions

08% Not considered in decisions

#### SOUTHWEST COLLEGES

23% Very important

31% Important

Combined Very important or Important 54%

23% Considered in decisions

23% Not considered in decisions

#### WEST COLLEGES

45



ALL RESPONDENTS

09% Yes

06% No

85% Undecided

PRIVATE COLLEGES

08% Yes

04% No

88% Undecided

PUBLIC COLLEGES

12% Yes

10% No

78% Undecided

MIDWEST COLLEGES

08% Yes

08% No

84% Undecided

8)

## WEST COLLEGES

04% Yes, we plan to eliminate legacy preference

04% No, we plan to keep legacy preference

92% Our institution does not currently, nor will it, give preference to legacy applicants

*Note: 92% of respondents at West colleges said their institution does not give preference to legacy applicants compared with 76% of respondents at Northeast colleges.*

**9) Please rank the following in terms of issues you expect will matter most among your institution's students this school year. Number them from 1 to 4 with 1 being the most important and 4 the least (comparatively).**

**Academics / quality and quantity of course offerings**

**Affordability / cost of attendance and level of financial aid for students**

**Health / campus protocols and medical services**

**Social justice / commitments to promoting diversity and addressing discrimination**

## ALL RESPONDENTS

#1 Affordability / cost of attendance and level of financial aid for students

#2 Academics / quality and quantity of course offerings



- #2 Affordability / cost of attendance and level of financial aid for students
- #3 Social justice / commitments to promoting diversity and addressing discrimination
- #4 Health / campus protocols and medical services

*Note: on the 2022 survey respondents overall ranked the list of issues most important to administrators differently:*

- #1 Academics / quality and quantity of course offerings
- #2 Health / campus protocols and medical services
- #3 Social justice / commitments to promoting diversity and addressing discrimination
- #4 Affordability / cost of attendance and level of financial aid for students

*Note: Respondents from public colleges ranked affordability and academics higher than*

Note: By regions...

Respondents from Mid-Atlantic colleges ranked academics higher than those of any other region.

Respondents from Southwest colleges ranked affordability higher than those of any other region.

Respondents from West colleges ranked social justice higher than those of any other region.

Respondents from Southwest colleges ranked health higher than those of any other region.

11) In its recently reported decision regarding the cases *Schweiker v. Wilson*, *Adarand v. Peña*, *Harris v. Quinn*, and *Shelby County v. Holder*, the U.S. Supreme Court ruled that the use of race in college admission decisions (sometimes called “affirmative action”) is unconstitutional. This ruling reversed the Court’s decades-long support for affirmative action. What is your opinion with respect to this decision?

ALL RESPONSES?

#### MID-ATLANTIC COLLEGES

92% Race conscious admissions should have been sustained

08% Race conscious admissions should have been overruled

#### SOUTH COLLEGES

95% Race conscious admissions should have been sustained

05% Race conscious admissions should have been overruled

#### SOUTHWEST COLLEGES

100% Race conscious admissions should have been sustained

#### WEST COLLEGES

100% Race conscious admissions should have been sustained

### **12) How do you see this ruling impacting your institution's ability to enroll a class of students that is racially diverse and/or reflects in general the demographics of the population your institution serves?**

#### ALL RESPONDENTS

05% Will significantly impact enrollment objectives for my institution

38% Will somewhat impact them

Combined 43% Will somewhat or significantly impact them

53% Will have no impact

04% My institution does not have such objectives

#### PRIVATE COLLEGES

07% Will significantly impact enrollment objectives for my institution

46% Will somewhat impact them

Combined 53% Will somewhat or significantly impact them

42% Will have no impact

05% My institution does not have such objectives

#### PUBLIC COLLEGES

00% Will significantly impact enrollment objectives for my institution

21% Will somewhat impact them

Combined 21% Will somewhat or significantly impact them

77% Will have no impact

04% My institution does not have such objectives

*Note: 77% of respondents at public colleges said the ruling will have no impact on their ability to enroll a diverse class of students compared with 42% of respondents at private colleges.*

#### MIDWEST COLLEGES

02% Will significantly impact enrollment objectives for my institution

39% Will somewhat impact them

Combined 41% Will somewhat or significantly impact them

50% Will have no impact

09% My institution does not have such objectives

#### NORTHEAST COLLEGES

08% Will significantly impact enrollment objectives for my institution

49% Will somewhat impact them

Combined 57% Will somewhat or significantly impact them

43% Will have no impact

00% My institution does not have such objectives

#### MID-ATLANTIC COLLEGES

00% Will significantly impact enrollment objectives for my institution

41% Will somewhat impact them

Combined 41% Will somewhat or significantly impact them

59% Will have no impact

00% My institution does not have such objectives

#### SOUTH COLLEGES





21% No, those plans do not exist and are not being considered

*Note: 80% of respondents at Northeast colleges said they have plans in place to mitigate the potential impacts of the ruling compared with 33% of respondents at Southwest colleges.*

**14) Some state legislatures have introduced (or passed) legislation to block or restrict colleges' DEI (Diversity, Equity, and Inclusion) initiatives, policies, and programs. Some colleges' boards and administrators are taking steps to protect and promote DEI efforts. What is your opinion with respect to this subject?**

ALL RESPONDENTS

98% DEI efforts should be protected and supported

02% DEI efforts should be blocked or restricted

PRIVATE COLLEGES

99% DEI efforts should be protected and supported

01% DEI efforts should be blocked or restricted

PUBLIC COLLEGES

#### ALL RESPONDENTS

09% I am excited about the ways AI is being and can be used  
15% I am concerned about the ways AI is being and can be used  
72% Both of the above  
04% Neither of the above

#### PRIVATE COLLEGES

08% I am excited about the ways AI is being and can be used  
14% I am concerned about the ways AI is being and can be used  
73% Both of the above  
05% Neither of the above

#### PUBLIC COLLEGES

11% I am excited about the ways AI is being and can be used  
15% I am concerned about the ways AI is being and can be used  
70% Both of the above  
04% Neither of the above

#### MIDWEST COLLEGES

08% I am excited about the ways AI is being and can be used  
19% I am concerned about the ways AI is being and can be used  
71% Both of the above  
02% Neither of the above

#### NORTHEAST COLLEGES

08% I am excited about the ways AI is being and can be used  
13% I am concerned about the ways AI is being and can be used  
71% Both of the above  
08% Neither of the above

#### MID-ATLANTIC COLLEGES

03% I am excited about the ways AI is being and can be used  
16% I am concerned about the ways AI is being and can be used  
71% Both of the above  
10% Neither of the above

#### SOUTH COLLEGES

09% I am excited about the ways AI is being and can be used  
15% I am concerned about the ways AI is being and can be used  
72% Both of the above  
04% Neither of the above

#### SOUTHWEST COLLEGES

17% I am excited about the ways AI is being and can be used  
08% I am concerned about the ways AI is being and can be used  
71% Both of the above

04% Neither of the above

#### WEST COLLEGES

16% I am excited about the ways AI is being and can be used

08% I am concerned about the ways AI is being and can be used

76% Both of the above

00% Neither of the above

#### *Note:*

*19% of respondents at Midwest colleges said they are concerned about the ways AI is being and can be used compared with 8% of respondents at Southwest*