

# What's new with Common App: 2025–26 updates

Michaela Alcorn, Manager of Counselor Engagement
Meredith Lombardi, Director of Education & Training

## Agenda

- Common App year in review
- 2025–26 system enhancements
- Common App initiatives
- Advising tools and resources
- Your questions

## Key objectives

- Identify what you can do before August 1
- Learn what to expect after August 1
- Connect with resources

## Thank you for submitting questions in advance!

### What we heard:

- General updates
- Direct admissions
- Scholarships
- Resources
- Courses & Grades / SRAR usage
- Writing supplements
- Activities section limitations
- 20 college limit max

Share your enhancement suggestions with Common App's product team.

<u>ideas.commonapp.org</u>

## Common App year in review

#### **MISSION**

Common App is a nonprofit membership organization committed to the pursuit of access, equity, and integrity in the college admission process.

#### **VISION**

Be the trusted source to access, afford, and attain opportunity for all.

#### **MOONSHOT**

By 2030, Common App will close its equity gap in students pursuing post-secondary opportunities



## **Common App member institutions**

2024-25

Member institutions

300+

Public members 600+ °

Charge no application fee

**50** 

U.S. states, DC, and Puerto Rico **50+** 

International members

15+

Countries outside the U.S.

## This year so far

2024–25 as of May 1

1.5M

Unique first-year

100 Unique counselors

10.1M

First-year apps submitted

26.2M

Total forms submitted (+4% y-o-y)

### Forms submitted

8.5M: School reports

**184K:** ED1 + ED2

3.4M: Fee waiver

**7.2M:** Counselor recommendations

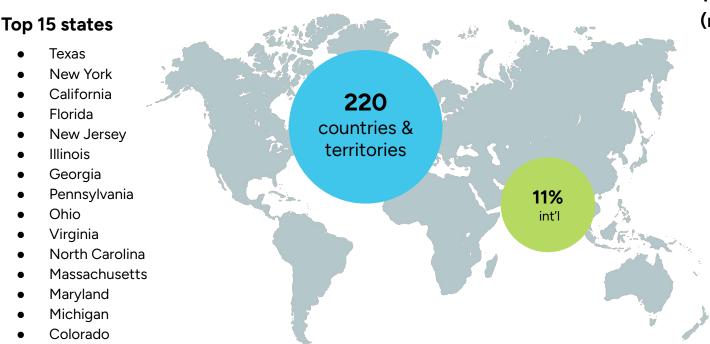
**1M:** Optional report 1 + 2

**5.8M:** Midyear report

**132K:** Final report

## First-year applicants' home states and countries

2024-25 as of May 1



## Top 15 countries (non-US)

- China
- India
- Ghana
- Nigeria
- Canada
- Pakistan
- Nepal
- Uzbekistan
- Ethiopia
- United Arab Emirates
- Bangladesh
- Saudi Arabia
- United Kingdom
- Viet Nam
- Brazil

# Data research and analytics

As an organization serving millions of students and counselors each year, Common App is uniquely positioned to share data and provide insight into the college admissions process.

- Research briefs
- Deadline updates
- State reports

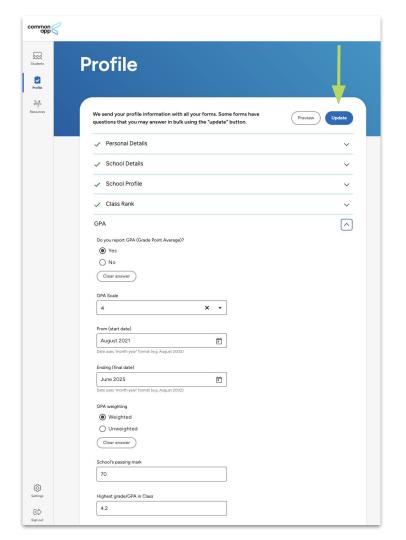
Common App's **Next Chapter** Applicants from above-median ZIP codes TRACKING OUR PROGRESS RESEARCH BRIEF APRIL 2025 71% 70% 69% Since the 2021-2022 appl season, numbers show that equity gap has been steadi Highlighting independent students In the 2023-2024 applicati Contexts, college applications, and post-application outcomes season, we reached 422,89 low- and middle-income st GOAL First-year application trends through March 1 Applications 8 Applicants 8,535,903 1,390,256 30% elow-median ZIP codes 863 minority race/ returning members\* ethnicity (URM) Member Type increased by 12%. their peers at 8% since mestic applicants Applications to public members (10%) grew at a faster rate First-generation Growth was faster for students reporting than those to priapplicants eligibility for a Common App fee waiver increased by 13% (9%) compared to those not reporting 2023-24 (2%) since 2023-24. fee waiver eligibility (2%).

commonapp.org/research

## **Reminder: Final reports**

## Profile information can be updated for all students prior to completing final reports

- Class rank (start and end dates)
- GPA (start and end dates)
- Transcript (most recent grades included)



## Reminder: Download your data

## Save your student application activity before the 2024–25 application closes on July 28

### Export list includes:

- All colleges students have added
- Decision plans and deadlines
- Submission statuses
  - Applications
  - Writing supplements
  - School forms

My students Students Profile 4 Student name Resources This year's to-do list @ This week Next week This year 盘 ( ||| ) Search filters School reports Sort by: Last name 2 students (2) Fee waivers Jenny Jacobson No deadline selected Mid-year 1 of 2 Early decision 1 agreements Ima O'Donnell Counselor Jul 26, 2025 Mid-year 2 of 4 recommendations Mid-year reports @ Final reports @ (6) Settings Show students Sign out

recommend.commonapp.org

# 2025–26 system enhancements

## **Counselor Advisory Committee**

James Ash, Needham High School (MA)

Jerome Bennett, Cristo Rey OKC Catholic High School (OK)

Kimberly Brown, Wade Hampton High School (SC)

**Yvonne Espinoza**, Yvonne Espinoza College Counseling Services (TX)

Chaka Felder, Higher Heights Youth Empowerment Programs, Inc. (CT)

**Steve Frappier**, Westminster School (GA)

Cristan Harris, Hawken School (OH)

Erin Kim, Granada Hills Charter (CA)

Lesley Klecan, St. Mary's School (OR)

Wilson Lee, Singapore American School (Singapore)

Katherine Nerona-Balog, Admit-Ed (KS)

**Dexter Padayachee**, Sesameed (South Africa)

Kelsey Smith, Philadelphia Education Fund (PA)

Randy Stamm, Hackensack High Schools (NJ)

Jon Young, Belvidere High School (IL)



Independent schools

Community-based organizations

Independent educational consultants

Interested in serving on the committee or want to nominate a colleague?

Use our nomination form.

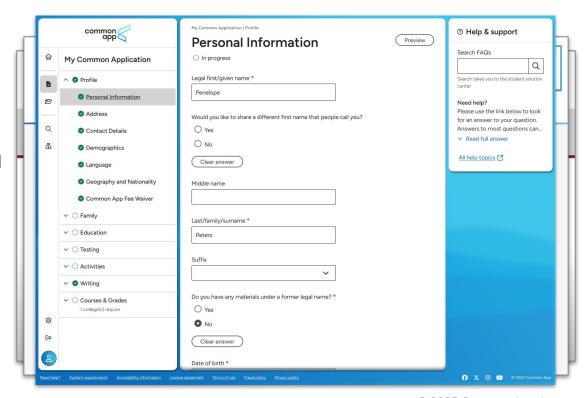


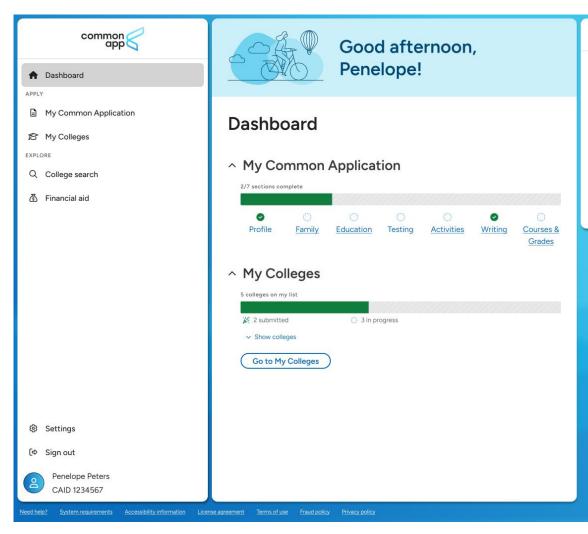
## First-year application UI updates

### **Coming August 2025**

Common App is getting a refreshed application experience that will include an updated visual design, creating a more usable and accessible application experience.

Our <u>blog post</u> includes a full PDF of screenshots illustrating the updated application design.





③ Help & support

Search FAQs

Q

Search takes you to the student solution center

Need help?

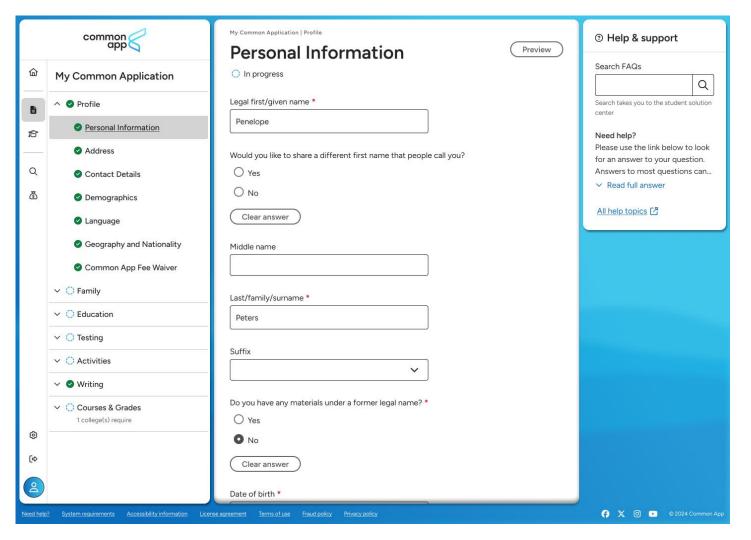
Please use the link below to look for an answer to your question.

Answers to most questions can...

✓ Read full answer

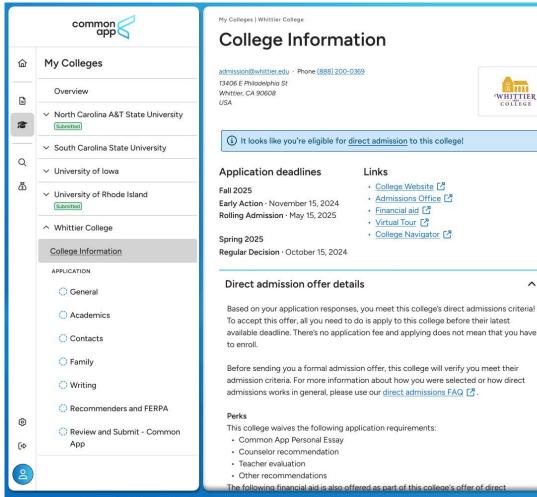
Upon login, students are presented with a personalized view of their My Common Application and My Colleges progress.

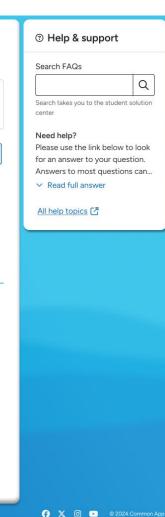
Students can take action to work on their applications from the Dashboard, or by selecting a section in the 'Apply' menu header.



The 'Common App' menu item will be named 'My Common Application,' and will come before 'My Colleges' in the main navigation menu for ease of application completion.

Students will see progress indicators for each section (the 'green checkmark' indicates completion).





WHITTIER

^

COLLEGE

'My colleges' provides students with information about the colleges they have added

Students can track their progress on, complete, and submit their college-specific application sections.

Links

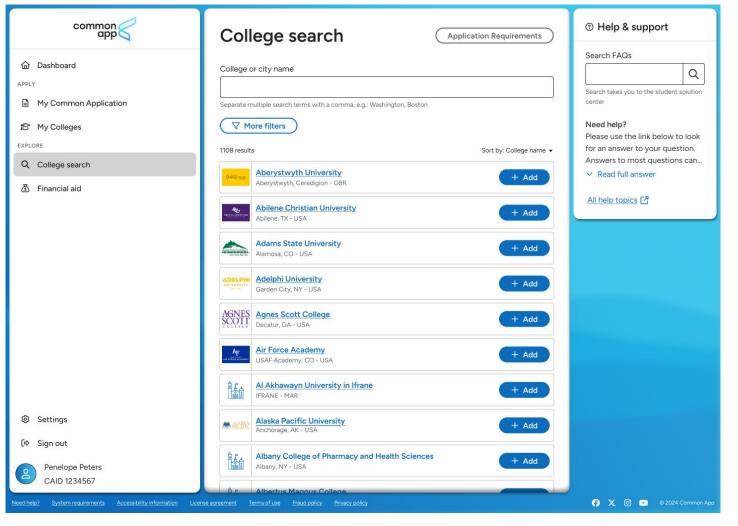
· College Website

Financial aid Γ<sup>2</sup>

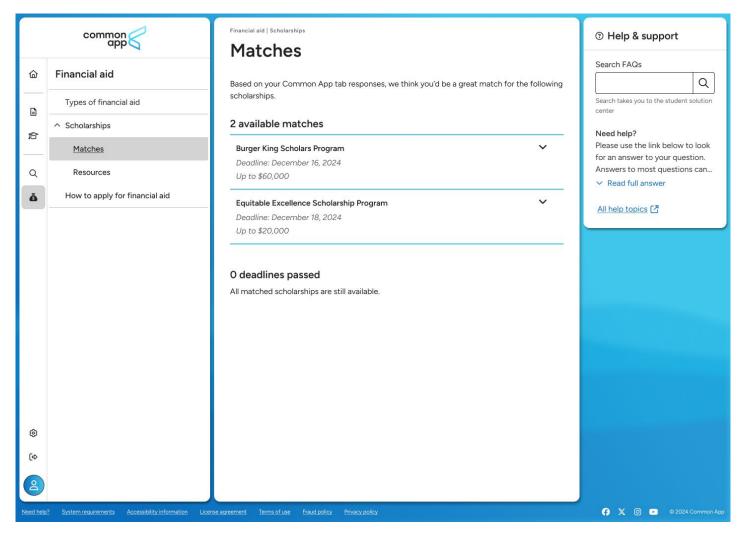
· Virtual Tour [2]

· Admissions Office

College Navigator



Students will find 'College search' in the 'Explore' main menu header, through which they can search for, learn about, and add colleges to their 'My colleges' list.



In the 'Financial aid' section of the 'Explore' main menu section, students will find opportunities to learn about financial aid and apply for scholarships.

## **Account rollover**

The 2024-25 Common App will close to students, counselors, and recommenders:

- First-year app: July 28, 5 pm ET
- Transfer app: July 29, 5 pm ET

The Common App launches on August 1 each year, but students don't have to wait until then.



### Username and password

remain the same.



#### What rolls over?

- A student's college list
- Answers to questions in My Common Application
  - Profile
- Activities
- Family
- Writing
- Education O Courses & Grades
- Testing
- Advisor invitations

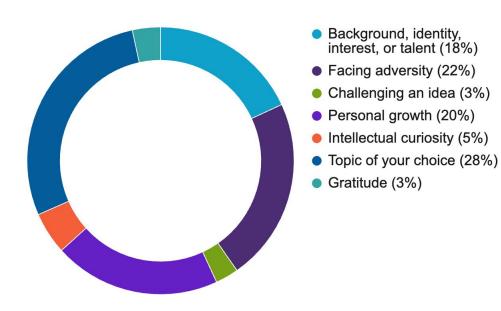


#### What does NOT roll over?

- Responses to questions that are edited or removed
- Direct admissions offers, scholarship matches
- My Colleges question responses
  - College-specific questions
  - FERPA release authorization
  - Recommender invitations (counselors, teachers, other recommenders)

#### **Account rollover FAQ**

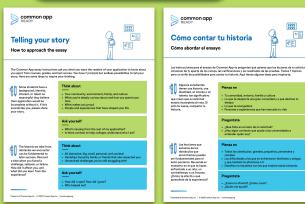
## 2025–26 essay prompts remain the same



### **Essay resources**

- Web link
- Blog post
- Video tutorial
- Common App resources (English and Spanish)





# Additional information question changes

The Additional information question word count maximum is changing from 650 words to 300 words

In the 5 most recent application cycles:

- The average (mean) # of words / student responding to this question has remained below 300
- The midpoint (median) # of words / student responding to this question has remained below 200

### **Current question (max 650 words)**

Do you wish to provide details of circumstances or qualifications not reflected in the application?\*

Yes
No
Clear answer

### 2025–26 revised question (max 300 words)

Would you like to share any additional details or qualifications not reflected in the application? \*



Yes



) N

Clear answer

## Additional information question changes

The Community disruption question (with reference to COVID-19) is becoming a "Challenges and circumstances" question

The word count will remain 250 words max

In the 5 most recent application cycles:

- The # of students responding to this question has dropped from 300K (2020–21 app cycle) to 100K (2024–25 app cycle)
- The average # of words / student responding to this question has remained below 200

### 2025–26 revised question (max 250 words)

Sometimes a student's application and achievements may be impacted by challenges or other circumstances. This could involve:

- · Access to a safe and quiet study space
- · Access to reliable technology and internet
- Community disruption (violence, protests, teacher strikes, etc.)
- Discrimination
- Family disruptions (divorce, incarceration, job loss, health, loss of a family member, addiction, etc.)
- Family or other obligations (care-taking, financial support, etc.)
- · Housing instability, displacement, or homelessness
- Military deployment or activation
- Natural disasters
- · Physical health and mental well-being
- · War, conflict, or other hardships

If you're comfortable sharing, this information can help colleges better understand the context of your application. Colleges may use this information to provide you and your fellow students with support and resources.

Would you like to share any details about challenges or other circumstances you've experienced?\*

	11		
١	Ye	- )	(
•			/
			•

-		
	1	Ν
/	1	1

Vo

# Student context inventory pilot

In partnership with the Harvard Graduate School of Education's initiative, Making Caring Common, the Student Context Inventory gives students the option to tell colleges more about their circumstances and responsibilities in a checklist-style within college-specific sections of the application.

- 2022–23: 12 participating colleges, 196,000 applicants reached
- 2023–24: 23 participating colleges, 277,000 applicants reached
- 2024–25: 40 participating colleges, 461,000 applicants reached

After a 3-cycle pilot, the question will be added to the common portion of the application for the 2025–26 cycle.

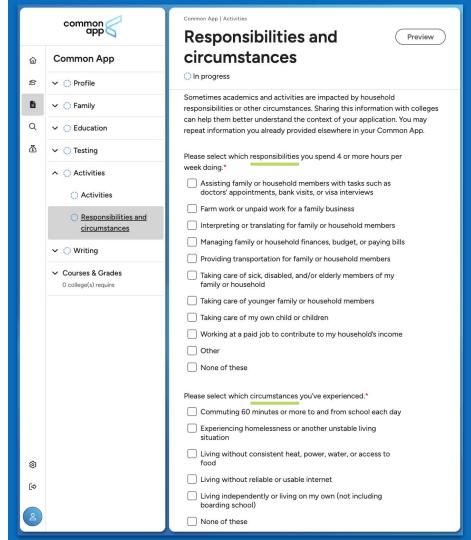


## New question: Responsibilities and circumstances

The newly required **Responsibilities and circumstances** questions in the Common App **Activities section** will give admissions readers
insight into the significant commitments and
circumstances that have shaped a student's
academic journey and extracurricular involvement

#### Two sections:

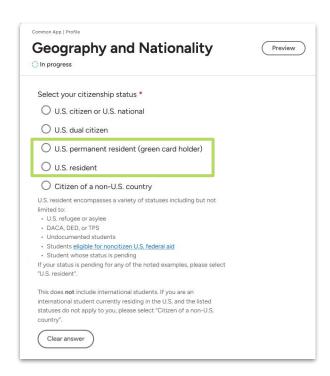
- 1. Household responsibilities
- Circumstances



## Citizenship question

## Students will see updated choice options and hint text for the citizenship status question

- U.S. permanent resident will include the clarifying term 'green card holder'
- Introducing new U.S. resident choice option
  - Collapses two previous choice options
  - Encompasses a variety of statuses including but not limited to:
    - U.S. refugee or asylee
    - DACA, Deferred Enforced Departure (DED), or Temporary Protected Status (TPS)
    - Undocumented students
    - Students eligible for noncitizen U.S. federal aid
    - Student whose status is pending



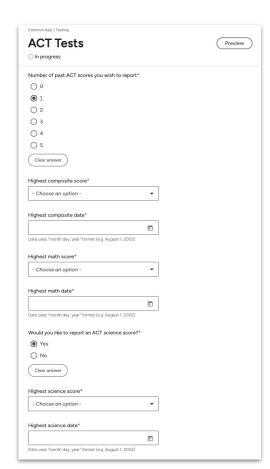
# ACT self-reporting changes

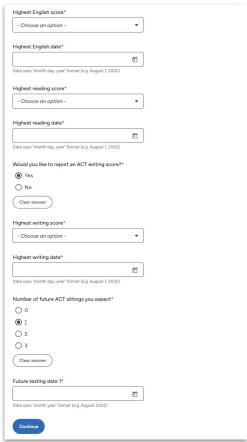
As of April 2025, the ACT Science section has become optional for the online administration of the test.

Beginning in August, students in Common App will have the option to self-report scores for:

- ACT with science and writing
- ACT with science
- ACT with writing
- ACT without science or writing

The order of the subsections will also be updated to reflect the order as they appear on score reports.





## **Self-reported transcripts**

Some colleges ask students to self-report the grades they've earned in the courses they've taken.

This can be in Common App (Courses & Grades) or through STARS (the Self-reported Transcript and Academic Record System, formerly known as SRAR or SSAR).

#### In 2024-25:

- 66 colleges used Courses & Grades (Courses & Grades FAQ)
- 36 colleges used STARS (STARS FAQ)

### 2025-26 updates

- FAQs with list of participating colleges will get updated
- Common App member colleges using STARS will be encouraged to include language on:
  - College information page in the app
  - Post-submission messaging

# Counselor forms updates

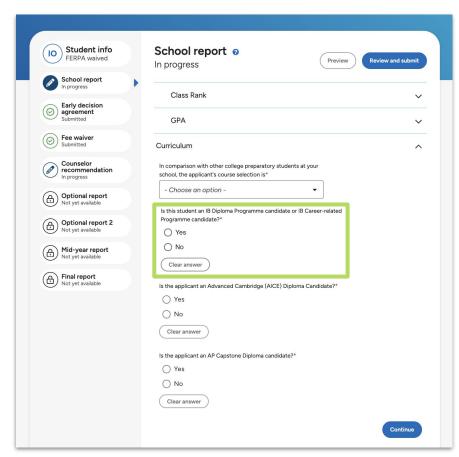
### School profile, School details/information

The community disruption question will replace reference to COVID-19 with a bulleted list of community disruption examples

- Natural disasters
- Pandemics or disease
- Protests
- Teacher strikes
- Violence or school shootings
- War, conflict, or other hardships
- Other community disruptions

### School report, Curriculum

The International Baccalaureate (IB) Diploma candidate question will include the IB Career-related Programme



# College and career readiness integration partners































New 2025–26 integration partners



## Recommender invitations

## Students invite and assign recommenders in My Colleges.

When students attend a school using one of Common App's integration partners to submit school forms, their Common App will prevent them from inviting their counselor and teacher recommenders. Students do this in the platform their school uses.

Students are still able to invite 'other recommenders' and 'advisors' from their Common App account.

My Colleges | Christopher Newport University | Application

#### Recommenders and FERPA



Recommenders are people who will submit forms to colleges on your behalf. This page shows which recommender types this college needs. Each college will have different requirements.

#### ✓ FERPA Release Authorization

View Details v

#### Invite recommenders

Use this section to invite and then <u>assign recommenders</u> to this college. You'll need to assign recommenders for each college on your list.



#### ✓ Counselor

Your school is using Sooil for transcripts, school reports, and teacher recommendations. Please contact your counselor directly and they will provide instructions specific to your school regarding these documents. If your counselor wishes to submit forms via mail, you can download forms that can be completed on paper and mailed to each institution to which you apply.

#### √ Teacher

Your school is using Scoil for transcripts, school reports, and teacher recommendations. Please contact your counselor directly and they will provide instructions specific to your school regarding these documents. Once your teachers submit their recommendations online you will see the status below. If your teacher(s) wish to submit forms via mail, you can download the Teacher Evaluation PDF Form that can be completed on paper and mailed to each institution to which you apply.

#### ✓ Other recommender

Please select and assign the Other Recommender(s) below whose recommendation(s) will be submitted to this college on your behalf. You must invite an Other Recommender using the 'Invite Other Recommender' link before you can assign them for this college.

#### Recommender types accepted by this college:

- Arts Teacher
- Clergy
- Coach
   College Access Counselor
- College Access Col
- Employer
- Other

#### Required: 0 Optional: 3



#### Adviso

An advisor can be anyone assisting you with your application. They can review your application and give you personalized feedback. You may invite up to 3 advisors. Advisors do not submit any forms on your behalf. Colleges will also not receive any information about your advisor(s).



# 2025–26 transfer app updates

### **Nationality Information**

 Updated choice options and hint text for the Citizenship Details question

#### Other Information

- Responsibilities and Circumstances checklist question added
- Additional Information question updates
  - Challenges and Circumstances question
    - Removed reference to COVID-19
    - No change to character limit (1,250 characters max)
  - Additional details question
    - Character limit updated from 3,500 to 1,500 characters max
- Added link to our <u>Transfer Resource Center</u> as a resource for parenting students

espoi	nsibilities and	Dircumstances				
		activities are impacted by household responsibilities or other circumstances. Sharing this information with colleges and the context of your application. You may repeat information you already provided elsewhere in your Common				
* Plea	se select which res	ponsibilities you spend 4 or more hours per week doing.				
	Assisting family	or household members with tasks such as doctors' appointments, bank visits, or visa interviews				
	Farm work or ur	paid work for a family business				
	Interpreting or to	anslating for family or household members				
	Managing famil	y or household finances, budget, or paying bills				
	Providing transportation for family or household members					
	Taking care of sick, disabled, and/or elderly members of my family or household					
	Taking care of younger family or household members					
	Taking care of my own child or children					
	Working at a paid job to contribute to my household's income					
	Other					
	None of these					
* Plea	se select which cire	cumstances you've experienced.				
	Commuting 60	minutes or more to and from school each day				
	Experiencing homelessness or another unstable living situation					
	Living without consistent heat, power, water, or access to food					
	-	pliable or usable internet				
		ently or living on my own (not including boarding school)				
	None of these					
	Tronc or mose					
		Additional Information				
		Sometimes a student's application and achievements may be impacted by challenges or other circumstances. This could involve:				
		Access to a safe and quiet study space				
		<ul> <li>Access to reliable technology and internet</li> <li>Community disruption (violence, protests, teacher strikes, etc.)</li> </ul>				
		Discrimination     Family disruptions (divorce, incarceration, job loss, health, loss of a family member, addiction, etc.)				
		<ul> <li>Family or other obligations (care-taking, financial support, etc.)</li> </ul>				
		Housing instability, displacement, or homelessness     Military deployment or activation				
		Natural disasters     Physical health and mental well-being				
		War, conflict, or other hardships				
		If you're comfortable sharing, this information can help colleges better understand the context of your application. Colleges may use this information to provide you and your fellow students with support and resources.				
		* Would you like to share any details about challenges or other circumstances you've experienced?				
		Yes No				
		Would you like to share any additional details or qualifications not reflected in the application?				
		Yes No				

## Common App initiatives

# Progressing towards our moonshot goal

We're encouraged about the progress we've made to help more students from low- and middle-income communities with their postsecondary goals. We're continuing to find ways to make the college application process more simple, logical, and joyful, including:

- An expanded direct admissions program
- A new scholarship matching partnership
- Including community colleges that primarily award Associate's degrees in our membership

Common App's Next Chapter: Impact report (April 2025)



### **Direct admissions**

Common App Direct Admissions provides proactive admission offers from partnering member institutions to **first-generation and low- and middle-income students**, so they feel worthy and welcomed on a college campus.

## To receive a Direct Admissions offer, students answer questions related to eligibility criteria.

- Create a Common App account
- Indicate their U.S. permanent residence
- Enter their GPA and GPA scale
- Respond to the Common App fee waiver question
- Provide highest education level of parent(s)

## Direct admissions: Participating colleges

2024-25



136 Participating institutions

Public institutions

Out of the participating colleges:

- 80%+ offer perks like waived requirements
- 60%+ extend offers beyond state borders
- 100% waive application fees

## 2024–25 program impact

(As of March 15, 2025)

712K+

First-generation or low- and middle-income students who received at least one direct admissions offer

22%

Students that added at least one institution **they weren't already considering** after receiving an offer

3 in 4

Students who chose to add an institution after receiving the direct admissions offer **ended up actually applying** 



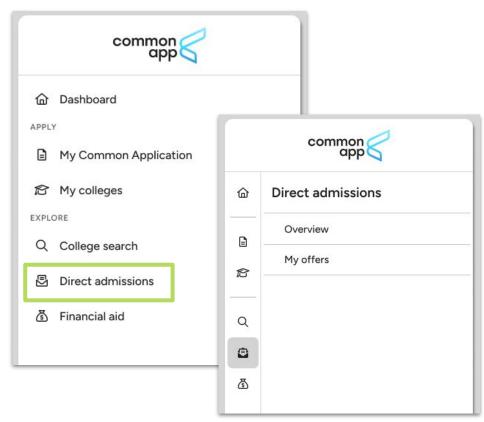
Students with greatest barriers (fee waiver eligible, URM, first-gen) are ~2x more likely to engage

2025–26 direct admissions

updates

 An enhanced student experience to make it easier for students to understand and engage with direct admissions offers

- Offers will start to go out in September
- List of participating colleges will be released late August/early September



# Direct admissions resources for students, families, and counselors

### Resources will be updated in Fall 2025

- <u>Direct Admissions list of participating</u>
   <u>colleges</u>
- <u>Direct admissions offer details by college</u>
- Common App Direct Admissions webpage
- Common App Direct Admissions:
   Frequently Asked Questions
- <u>Pilot findings</u>

### Direct admissions offer details by college

This companion resource breaks down all the college-specific perks and other details for direct admissions offers on Common App. For more informaiton on what direct admissions is and how it works on Common App, please use our <u>direct admissions FAQ</u>.

Search for a college
> Albertus Magnus College
✓ Allegheny College
Direct admissions offer details
<b>Perks</b> This college waives the following application requirements:
<ul><li>Counselor recommendation</li><li>Teacher evaluation</li></ul>
The following financial aid is also offered as part of this college's offer of direct admissions:
All students will receive \$25,000 - \$42,000 per year in <u>merit-based aid</u> . Please submit your <u>FAFSA</u> for any additional need-based aid.
Through our <u>Commitment to Access Program (CAP)</u> , Allegheny College will cover 100% of tuition for Pennsylvania and Ohio students from families earning a total income of \$50,000 or less.
Additional resources     Explore colleges profile - Learn more about what this college has to offer

## Scholarship matching

In partnership with Scholarship America and the National Scholarship Providers Association, our scholarships program connects students with scholarship opportunities they're eligible for based on their Common App data, helping scholarship partners better reach and serve underrepresented students.



# Our scholarship matching pilot successfully drove student action on financial aid opportunities

In close partnership with Scholarship America, Common App piloted in-app scholarship matching in 2023–24.

## The pilot drove

**2**x

Increase in application rates of students with high financial need to participating scholarship partners

18%

Increase in first generation applicants to participating programs



\$4.8 million

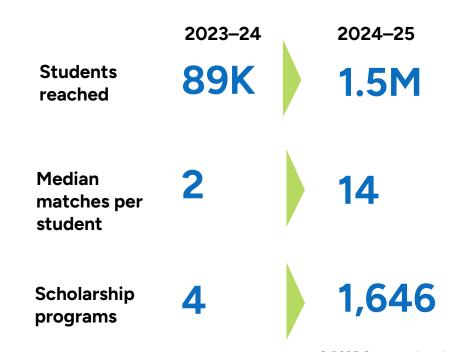
Awarded to students with high financial need

# We greatly expanded our scholarship matching program in 2024–25

Added a **new partnership** with the National Scholarship Providers
Association

Expanded scholarship matching to students across the United States

Enabled students to **match before submitting** a college application



## Scholarship matching experience

### Who can match?

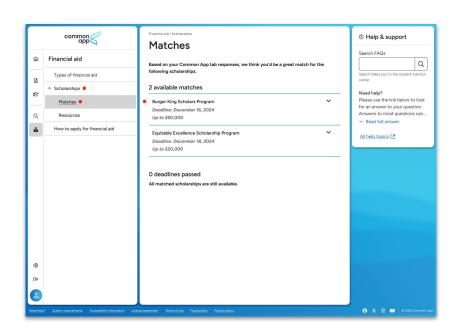
Students who have a permanent address in the United States can match. Students in Colorado can opt in on account creation.

### How do students match?

- After creating a first-year account, students should complete the profile, education, and activities sections of their Common App
- 2. Students will be notified of matches in the Scholarships section
- Students can apply for programs on the scholarship providers' sites

## What types of programs will students see?

Students may match with opportunities offered by private scholarship providers or state grant programs. Some programs are national, while many are local.



# Engagement continues to be strongest among first-generation, low-income students

32%

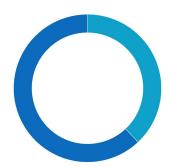
Of all students who matched acted on at least one opportunity

37%

Of first-generation students who matched acted on at least one opportunity

38%

Of below median income students who matched acted on at least one opportunity



# The future of scholarship matching

We're exploring opportunities to provide an even stronger student experience with scholarships, including:

- Displaying more information about opportunities, like requirements
- Matching based on additional criteria to connect students with more programs
- Providing students with tools to manage their matches and find the strongest fits



## Welcoming community colleges

As of January 2025, students can now apply to Common App's first cohort of community colleges.

- O Black Hawk College (IL)
- Carl Sandburg College (IL)
- Rend Lake College (IL)
- Sauk Valley Community College (IL)

Additional community colleges will be available in the 2025–26 application cycle in Illinois and other states.

- Lincoln Land College (IL)
- Oakton College (IL)
- Triton College (IL)
- + more to come!

Students can find community college filters on commonapp.org and in the application.

# Advising tools and resources

## Online advisor resources

- Create a practice student account
- Sign up for the monthly counselor newsletter
- Request a free map poster
- Recommender guide
  - Letter writing resources
  - Developing a School Profile
- Counselor and student video tutorials
- Student handouts in English and Spanish

## Supporter resources



#### **EXPLORE COLLEGES**

Help your students search, explore, and virtually tour over 1,000 Common App member colleges across the globe.

Explore >



### ORDER A COMMON APP MAP

Request a free national or regional map poster of Common App member colleges for your office or

classroom. Get a map >



#### CREATE A PRACTICE ACCOUNT

Create a Common App practice student account as an education professional to familiarize yourself with the ins and outs of navigating the application.

Create an account >



### TUTORIALS

Check out Common App's YouTube channel for video tutorials that walk students through different sections of the application.

Visit our YouTube channel >



#### ACCESS RESOURCES

Discover our toolkit of college application resources in English and Spanish.

View the toolkit



#### VIEW RESEARCH

Follow application trends and learn key insights from our research briefs and state reports.

Dive into the data >



#### FREE TRAINING

Request in-person and virtual training for schools, districts, and organizations. These sessions can be tailored for your specific audience.

Request training >



#### STAY INFORMED

Keep up with all things Common App and get our monthly digest of news and updates.

Sign up >



#### GET HELP

Need help? You're not alone. Get 24/7 support when you need it.

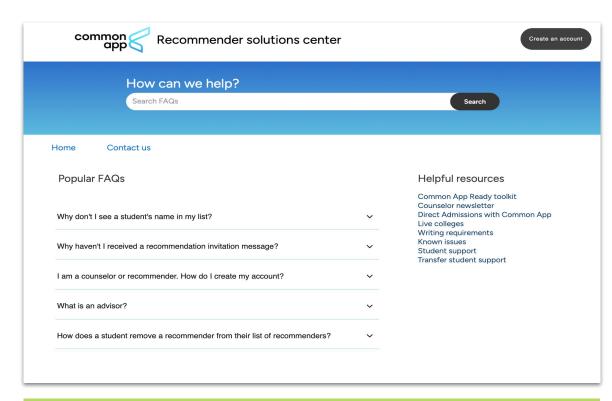
Go to the help center >

## 24/7/365

## Help when you need it!

- Frequently Asked Questions
- Known issues
- Requirements grid
- Writing requirements resource
- Application PDFs
- Community-based org (CBO) list \*
- Request training
- Contact support

<u>appsupport.commonapp.org</u> <u>recsupport.commonapp.org</u>



\* <u>CBO requests</u> must be submitted by **June 1** to be included in the upcoming cycle. Any requests after June 1 will be reviewed for the following year.

# Connect with #commonapp online or on the road



- @CommonApp
- @ReachHigher
- @BetterMakeRoom



- @CommonApp
- @ReachHigher2020
- @BetterMakeRoom



Common App Reach Higher





- @CommonApp
- @ReachHigher
- @BetterMakeRoom



CommonAppMedia BetterMakeRoom

# Questions

Michaela Alcorn

malcorn@commonapp.org

Meredith Lombardi mlombardi@commonapp.org

Contact 24/7/365 support when you need it <a href="mailto:appsupport@commonapp.net">appsupport@commonapp.net</a> (application questions) <a href="mailto:sfsupport@commonapp.net">sfsupport@commonapp.net</a> (recommender questions)