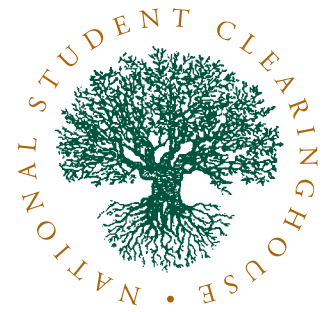


# THE CLEARINGHOUSE RECORD

FALL 2005

www.studentclearinghouse.org

703.742.4200



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- Correcting Your Draft Cohort Default Rate
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## Write for *The Record*

If you or a colleague is interested in submitting an article for publication in *The Record*, contact Kathleen Dugan at 703-742-4208.

## Cal State Long Beach Studies the "Impact" of Impaction

Perhaps more than most colleges, the history of California State University, Long Beach (CSULB) is intertwined with that of local demographic trends. The college was established in 1949 to accommodate post-World War II population growth in Orange County and southeast Los Angeles County. Almost six decades later, CSULB is grappling with record high enrollments and applications attributed to a statewide demographic phenomenon, Tidal Wave II.



Tidal Wave II refers to the nearly 80 million children of the Baby Boom generation, called Echo Boomers; the largest generation since the 1960s. As a result of Tidal Wave II, the California Postsecondary Education Commission estimates that more than 700,000 additional students will seek higher education from state institutions by 2010.

***StudentTracker provides "...almost 100% coverage."***

The wave has already hit at CSULB. In 2002, the campus was officially designated as impacted, meaning it had received too many eligible applicants and exhausted its enrollment capacity. In order to reduce the size of its incoming freshman class, CSULB instituted higher admissions criteria. The institution, which has approximately 35,000 students, is the seventh of the 23 Cal State campuses to be designated as impacted.

"We just don't have enough capacity to handle all the people who are traditionally CSU eligible," said Dr. Van Novack, assistant vice president of Institutional Research and Assessment at CSULB, "Starting in fall 2002, this institution — for the first time in its history — did not take every freshman who met minimum system wide requirements." Prior to impaction, CSULB admitted nearly 75% of its freshmen applicants. After impaction, in fall 2002, incoming freshmen enrollment was reduced by one-third to 3,037.

### Tracking Post-Impaction Students with StudentTracker

Almost immediately, the school identified a class of student it had never encountered: students who were CSU eligible but not eligible at the Long Beach campus. "We had redirection agreements with some of the local campuses for those students," noted Novack, "but we had no way of tracking whether they took advantage of them or not." CSULB turned to the Clearinghouse's

StudentTracker service to find out if impaction had negatively affected these students. In addition, CSULB wanted to learn what became of the students it had admitted, but who did not enroll. Added Novack: "Where did these students go if they didn't come here?"

StudentTracker enables schools to match their student records against the Clearinghouse's nationwide database of 65 million records on current and former students. The data is provided by its more than 2,800 participating institutions, which enroll over 91% of all US college students.

CSULB sent record data to the Clearinghouse for the post-impaction freshmen co-horts it wanted to study: students who had applied for each fall semester beginning in 2002. According to Novack, StudentTracker provides "... almost 100% coverage. If they enrolled in almost any other educational institution, you can find them."

### Understanding Impaction's Effect

The school found that the majority of students who were CSU eligible, but no longer CSULB eligible, had enrolled in other four-year institutions, mostly other CSUs. However, they did not attend the campuses to which CSULB had redirected them, said Novack, perhaps due to their location or a preference for an academic program elsewhere. He added that the results "... showed us that we hadn't really harmed these students by not taking them. We were not denying them a

*continued on page 2*

four-year college degree. We were just denying them the opportunity to obtain it here.”

CSULB also learned that by raising its out-of-state admissions criteria so significantly, it now faced new and tougher competition for qualified non-local students: University of California campuses and highly-selective private universities. This lowered its yield rate. “Our highest yield comes from students for whom we are the best choice. Obviously the more qualified the students, the more choices they have,” explained Novack, “The Clearinghouse data allowed us to find out where students we admitted and who didn’t enter CSULB went. That was very eye opening.”

As a consequence, CSULB is considering a ceiling for admission requirements. “As students become more qualified, they are less likely to come here,” he continued, “having the information on where they end up helps us realize why that’s occurring.”

| Freshmen Admitted By CSULB, But Who Did Not Enroll |           |           |           |
|--|-----------|-----------|-----------|
|  | Fall 2002 | Fall 2003 | Fall 2004 |
| <b>Admitted</b>                                    | 11,511    | 13,751    | 13,016    |
| <b># Admitted/Not Enrolled</b>                     | 8,457     | 10,235    | 9,907     |
| <b>% Admitted/Not Enrolled</b>                     | 73.6      | 74.4      | 76.1      |
| <b># NSC Record Matches</b>                        | 7,784     | 9,258     | 9,113     |
| <b>Found by NSC</b>                                | 92.0%     | 90.5%     | 92.0%     |

Using StudentTracker, CSULB learned where the freshmen it had admitted, but who chose not to enroll, decided to go to college.

### A Source of “Incontrovertible Data”

The information available to CSULB through StudentTracker, said Novack, has “... changed the way we’ve thought about several things. As somebody who does this for a living, it really bothers me when institutions develop policies without empirical data. This is a source of really good, incontrovertible data. It’s just so absolute: they either did or didn’t go somewhere else.”

*“The more you use [StudentTracker] the more you find other ways to use it.”*

In the past, the institution has used surveys, which he finds “costly and time-consuming.” Novack reports that he has received data from the Clearinghouse in as little as 24 hours. Usually, it takes just three to four days. He considers StudentTracker’s cost nominal. “We’ve always been really pleased with the turnaround and the support. The more you use it, the more you find other ways to use it.”

CSULB has also used StudentTracker to track former students who didn’t graduate and to learn which of its graduates opted to obtain higher degrees, like a masters or doctorate, at other schools. “Once students stopped going to CSULB, they just fell completely off our radar, whether they succeeded somewhere else or not,” said Novack, “I think we’ve only scratched the surface with what we can learn using Clearinghouse data.” To learn how your institution can benefit from StudentTracker, contact **703-742-4200** or [studenttracker@studentclearinghouse.org](mailto:studenttracker@studentclearinghouse.org).

## Chicago Public Schools Tracks Its High School Graduates’ College Enrollment

In 2004, Chicago Public Schools (CPS), the nation’s third-largest school system, graduated 18,172 students from its more than 90 high schools. Recently, through StudentTracker for High Schools, CPS was able for the first time to identify which of its graduates actually enrolled in college. This knowledge is critical to fulfilling one of CPS’s major initiatives: increasing the number of its students who continue their education after high school and who graduate from college.

Previously, CPS relied on data from senior student surveys, which only indicated their students’ plans to go to college not if they really enrolled. Individual schools have used final college transcript requests to gauge whether students continue their education. However, a final transcript request does not translate into actual enrollment. In addition, schools were not able to determine retention across years or graduation from college. Through its newly launched long-term post-secondary tracking project, CPS hopes to learn the actual post-secondary educational outcomes of its graduates. With this information, it can better assess and improve the ability of its high schools to prepare students for college.

The school system’s analysis of the StudentTracker data showed

that 47% of its 2004 graduates enrolled in either a two- or four-year college. By combining senior survey and StudentTracker data, CPS discovered the enrollment of survey respondents. Of the students who indicated they had concrete plans to go to college, 72% actually enrolled. Of those who did not have concrete plans to go to college, 46% actually enrolled.

CPS’s comprehensive study also revealed that its graduates’ college enrollment mirrored national trends when broken down by race, ethnicity and gender. Latinos (at 39%) had the lowest college enrollment and Asians (at 76%) the highest. Enrollment for non-Latino whites and blacks was 61% and 46%, respectively. More of its female graduates (at 51%) went on to college compared to its male graduates (at 43%). CPS also studied enrollment by grade point average and test scores. Its analysis included results at the district level and by individual school.

CPS plans to use the study of its 2004 graduates as a baseline for its post-secondary tracking project. To learn more about StudentTracker for High Schools, contact **703-742-4200** or [studenttracker@studentclearinghouse.org](mailto:studenttracker@studentclearinghouse.org).

# Santa Barbara City College Goes Live With Transcript Ordering In Just Two Weeks

Santa Barbara City College (SBCC) is one of the leading two-year colleges in the state and the nation. Its combination of quality education and beautiful seaside location makes it a popular choice for students, especially those who want to take advantage of its innovative transfer program. SBCC has guaranteed transfer agreements with a number of prominent four-year California and out-of-state universities that allow students to apply their first two years of study toward a baccalaureate degree.

As a result, SBCC's Admissions and Records Office fulfills more than 30,000 transcript requests each year. In order to improve student service, SBCC opted to re-introduce online transcript ordering. The college had previously participated in a Web-based transcript ordering service, Transcript Express. Transcript Express ceased operations last fall, leaving SBCC to process thousands of transcript orders manually. Because credit card payment for transcripts was not available at SBCC, the school also had to implement separate billing processes for mail, fax and in-person requests.

*"The entire process is incredibly efficient, convenient, and thorough. The system is so user-friendly that the learning curve is low for both students and staff."*

According to Allison Curtis, the director of Admissions & Records, "Students and alumni are used to having everything available online. Once our online transcript ordering option was gone, we felt it in increased workload and student frustration, especially the inability to pay using credit card." SBCC wanted to make the convenience of online transcript ordering available to its students and alumni again and, after selecting Clearinghouse Transcript Ordering, sought to implement the service quickly. "We had a very aggressive timeline. We wanted to be up within two weeks so we could make online service available to students and alumni as soon as possible," added Curtis, "We also wanted to take advantage of the small window of time available to us between other initiatives to get Transcript Ordering implemented."

## Hitting the Two-Week Target Date

Transcript Ordering was designed to be easy to implement. The Clearinghouse conducts a short interview process to create each school's individual profile and generate its custom Web screens. Templates are used to develop the school's auto-generated emails and help pages. No programming is required by the school, which simply adds a link from its Web site to its Transcript Ordering page. The duration of the implementation process is determined by how long it takes the school to provide input and complete testing.

SBCC provided the Clearinghouse with scenarios representing various types of transcript orders (i.e., different processing, delivery and hold options). The school's A&R staff then created and processed a number of test orders, marking each one as pass or fail. Said Curtis, "If an order failed, we wanted to determine why it failed and if it was an SBCC processing issue or a Clearinghouse issue. In most cases, the result was a pass. If it was a fail, it was usually due to an SBCC process issue."

Said Clearinghouse transcript order accounts manager, Adriene Doray-Franklin, "SBCC's implementation of was one of the fastest and the smoothest I have encountered. They responded immedi-

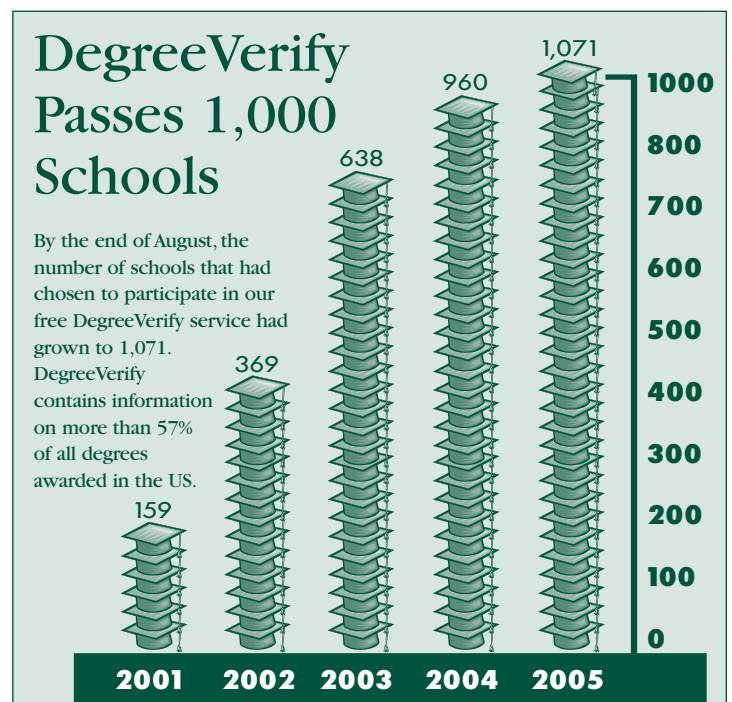


ately to my requests for custom information and data points and completed testing within two to three days. SBCC did everything we asked them to do so quickly that we easily met their two-week timeline." From SBCC's point-of-view, noted Curtis, "The entire process is incredibly efficient, convenient, and thorough. The system is so user-friendly that the learning curve is low for both students and staff."

## "Huge Success for Students"

SBCC's Transcript Ordering service, which went live in mid-June, was an immediate hit with students, who found the service on their own before the school began its site promotion and immediately began submitting online orders. The school will announce the availability of Transcript Ordering in its fall class schedule and catalog as well as on its student portal. Once students transition to online ordering, SBCC plans to phase out the fax option, which is responsible for most of the billing.

The A&R Technician who handles outgoing transcripts, Akil Hill, reports that Transcript Ordering is "extremely, extremely efficient" and "a huge success for students." To arrange a Transcript Ordering demo or learn more, contact 703-742-4200 or [transcripts@studentclearinghouse.org](mailto:transcripts@studentclearinghouse.org).



# Using StudentTracker to Correct Your Draft Cohort Default Rate

Our educational research service, StudentTracker, can help take the challenge out of challenging your draft cohort default rates. The Clearinghouse database contains data from more than 2,800 institutions representing over 91% of US college enrollment. As a StudentTracker subscriber, you can query our database of 65 million post-secondary student records to identify your student loan borrowers' deferment eligibility.

Simply submit a flat file or Excel spreadsheet containing the student records that you want to review to the Clearinghouse. In as little as one week, we'll send you an electronic file containing enrollment and (if you participate in our DegreeVerify service) graduation information at the unit record level and by institution for the students you submitted.

## *StudentTracker can help you challenge your draft cohort default rate more successfully.*

You can also quickly perform individual student look-ups via our secure site. Your subscription, which is available for a small annual fee, includes an unlimited number of queries during the 12-month period.

The Department of Education (ED) only provides a 45-day window for challenging your draft cohort default rate. By using StudentTracker to conduct your research, you can easily meet ED's deadline, freeing you to concentrate on other tasks, such as freshmen financial aid awards. As importantly, because StudentTracker utilizes the best and most current enrollment data available, your draft cohort default rate challenge is more likely to be successful. To subscribe to StudentTracker or learn more, contact **703-742-4200** or [studenttracker@studentclearinghouse.org](mailto:studenttracker@studentclearinghouse.org).



# Reporting Anticipated Graduation Dates

Free Clearinghouse 101 Workshops are held regularly throughout the country. Watch for your invitation when we come to your area. The following is one of the topics covered during the workshop.

## *What is an Anticipated Graduation Date?*

The Anticipated Graduation Date (AGD) is your best estimate of when a student is expected to complete his or her current program of study.

## *Why are AGDs important?*

Lenders and loan servicers use AGDs to extend the loan deferment of an enrolled student until 1) his or her anticipated graduation date arrives or 2) the student is reported as graduated, withdrawn or enrolled at a non-deferrable status. This causes fewer students to be placed in repayment prematurely and fewer deferment forms to be mailed to enrolled students.

## *How Do I Provide AGDs to the Clearinghouse?*

If you maintain AGDs in your student information system, report those dates. If not, you should use a simple formula to calculate and report AGDs. You'll find an example in the Core Services Programming & Testing Guide on the Clearinghouse Web site. Click "Colleges & Universities" on [www.studentclearinghouse.org](http://www.studentclearinghouse.org) and select "Core Service." The guide is in the Resource Center on the right.

AGDs must be provided for students who have a status of: F (full-time), H (half-time), or A (approved leave of absence). AGDs should not be provided for students who have a status of: L (less than half-time), W (withdrawn), G (graduated), or D (deceased). Your program should include a routine to identify and correct AGDs that are blank (and the status is F, H or A), occur before the current term-end date, or invalid (e.g., February 30).

If you have questions regarding your enrollment reporting, contact us at **703-742-4200** or [service@studentclearinghouse.org](mailto:service@studentclearinghouse.org).

## New StudentTracker Name & Logo Debut

On July 1, we changed the name of our EnrollmentSearch service to StudentTracker. The new name better reflects the service's unique ability to track individual students through their entire post-secondary education experience, including breaks in their education, transfers between institutions, and graduation. In addition, our Successful Outcomes program has been renamed StudentTracker for High Schools and our outreach program will now be known as StudentTracker for Outreach Programs.



As part of the name change, we also created a logo, which we believe visually conveys how well StudentTracker keeps pace with students as they move throughout their college careers. The new logo will be used in tradeshow signage, brochures and more.

For more information on how your institution or organization can use StudentTracker to perform all types of educational research and analyses more effectively, contact **703-742-4200** or [studenttracker@studentclearinghouse.org](mailto:studenttracker@studentclearinghouse.org).

# Meet Our Newest Advisory Committee Members

The Clearinghouse is pleased to welcome three new members to the Clearinghouse Advisory Committee (CAC). The 15-member committee meets several times a year to provide feedback to the Clearinghouse on ways to improve its existing services and recommend new areas of development.

Our newest CAC members are:



Angela Anderson

**Angela Anderson**  
**Assistant Vice Chancellor & Registrar**  
**East Carolina University**

Angela Anderson is the assistant vice chancellor and registrar at East Carolina University (ECU) in Greenville, North Carolina. During her 12 years at ECU, she has held a number of positions in the Office of the Registrar and served on several key university committees, including the Faculty Senate Committee,

the Start-Up Committee and the NCAA Self Study Steering Committee. Angela, a long-time member of AACRAO, is also active in both the Carolinas Association of Collegiate Registrars and Admissions Officers (CACRAO) and the Southern Association of Collegiate Registrars and Admissions Officers (SACRAO), serving on a number of committees and as a frequent presenter. She has a Master of Education from the University of Georgia and a BA in Elementary Education from the University of North Carolina.



Anders M. Nilsen

**Anders M. Nilsen**  
**Director of Financial Aid**  
**Manatee Community College**

Anders Nilsen has been the director of financial aid at Manatee Community College in Bradenton, Florida, for nearly 15 years. During his 30-year career in student aid, he has also worked as the director of financial aid at Oglethorpe University in Atlanta, Georgia, and as dean of finance at Phillips College of Gulfport in Mississippi. Anders is active in a number of professional organizations, including the National Association of Student Financial Aid Administrators (NASFAA), the Southern Association of Student Financial Aid Administrator (SASF AA), and the Florida Association of Community Colleges (FACC). He is currently the chair of the Florida Community College Financial Aid Directors Commission. Anders has an MBA and a BBA from the University of Southern Mississippi and served in the US Naval Reserve for more than 25 years before retiring as a Lieutenant Commander in 1993.



## Work for the Clearinghouse

We're always looking for people who have college administration experience. If you are interested in a position with the Clearinghouse, email us at [jobs@studentclearinghouse.org](mailto:jobs@studentclearinghouse.org).

## The Clearinghouse Advisory Committee

### Current Members

**Angela Anderson\***,  
Asst. Vice Chancellor & Registrar,  
East Carolina University

**Calvin D. Coleman**,  
Associate Registrar,  
North Carolina Central University

**Anita Cotter**,  
Associate Registrar,  
University of California Los Angeles

**William R. Haid**,  
Executive Director Enrollment  
Services, Colorado State University

**Kathleen M. Jones**,  
AVP for Enrollment & Registrar,  
Iowa State University

**James F. Murphy**,  
AVP Enrollment,  
CUNY Bernard M. Baruch College

**Anders M. Nilsen\***,  
Director of Financial Aid,  
Manatee Community College

**Ron Pennington**,  
Director of Institutional Research,  
St. Charles Co. Community College

**Patrick Perry**,  
Dean of Information Systems,  
CA Community College System

**Brenda Selman**,  
Registrar,  
University of Missouri-Columbia

**Howard Shanken**,  
Registrar,  
Grand Rapids Community College

**J. James Wager**,  
Asst. Vice Provost & Registrar,  
Pennsylvania State University

**W. W. "Tim" Washburn**,  
AVP of Enrollment Services,  
University of Washington

**David S. Yeh (Chairman)**,  
AVP & University Registrar,  
Cornell University

### Past Members

**Richard Backes, Sr.**,  
Associate Registrar,  
Washington State University

**Joseph R. DeCristoforo**,  
AVP & University Registrar,  
University of Texas-San Antonio

**Robert Dunning**,  
former Registrar,  
Sam Houston State University

**Suzanne Dmytrenko**,  
Registrar,  
San Francisco State University

**Peter S. Fong**,  
Dean Admissions & Records,  
Fullerton College

**Kathryn Forbes**,  
Associate Registrar,  
University of New Hampshire

**Gary Gibson**, Registrar,  
Vanderbilt University

**David Guzman**, Registrar,  
Washington State University

**Carolyn Parham**, Registrar,  
University of South Alabama

**Gail Stephens**,  
Senior Associate Registrar,  
Univ. of South Carolina-Columbia

**Jeff Tanner**, former Assoc.  
Dean of Admissions & Records,  
Brigham Young University

**Jan Williamson**, Registrar,  
Indiana University Southeast

**Richard L. Yount**, Registrar,  
Univ. of North Carolina-Charlotte

\* New members

# Clearinghouse Names Two New Regional Directors

The Clearinghouse recently named two new regional directors. On September 6, Paul Taylor became regional director for Indiana, Kentucky, Ohio, Pennsylvania, and New Jersey. On July 1, Darrell Pierre was promoted to regional director for the District of Columbia, Maryland and West Virginia.



Paul Taylor

Paul Taylor has more than 30 years of experience in college administration. Before joining the Clearinghouse, he was the vice president for Student Development and Enrollment Services for the Bluegrass Community and Technical College District in Kentucky. Prior to that, he served as the dean for enrollment management and student affairs at Lexington Community College for more than two decades. A former president of AACRAO, Paul has also served on the boards

and as president of the Kentucky Association of Collegiate Registrars and Admissions Officers (KACRAO), the Kentucky Association for the Promotion of College Admissions, and the

Southern Association of Collegiate Registrars and Admissions Officers (SACRAO).



Darrell Pierre

Darrell Pierre has worked for the Clearinghouse for more than five years, including serving as manager of Customer Service and manager of Commercial Client Services. In addition, since its launch in early 2004, Darrell has coordinated and presented our popular series of free Clearinghouse 101 workshops. More recently, he has assumed responsibility for StudentTracker for Outreach Programs, which enables outreach programs, like TRIO and Upward Bound, to assess the college success of their program participants.

Paul can be reached at **859-384-8500** or **ptaylor@studentclearinghouse.org**. Darrell can be reached at **703-742-4228** or **pierre@studentclearinghouse.org**.

See You at the 2005  
Conference on  
Information Technology!

If you're planning to go to the League for Innovation's 2005 Conference on Information Technology in Dallas, Texas, on Oct. 23-26, make plans to stop by the Clearinghouse booth #207. We can answer all your questions on how Clearinghouse services can save you time and money.

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