

Direct admissions at a glance

OFFER UPTAKE

820,000+

high school seniors received offers

+13% compared to last year

40%

of students that received an offer **added at least one school to their college list** that they weren't already considering

25%

of students that received an offer **responded by applying to at least one offering institution** that they were not already considering

+50% compared to last year



Among students that applied to any offering institution, **nearly half applied to more than one offering institution**

PARTICIPATING INSTITUTIONS

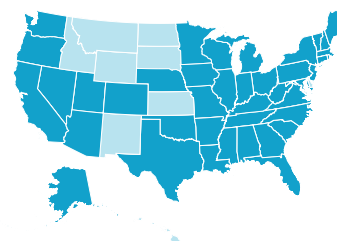


institutions **sent direct admissions offers** through Common App Direct Admissions

+80% compared to last year

66%

of institutions **include financial aid** with their offer



41

states and Washington D.C. had **at least one institution** participate in Common App Direct Admissions

STUDENT REACH AND UPTAKE



Students were 10x more likely to respond to an offer when the institution was less than 100 miles from home



Members that sent a greater share of offers to in-state students tended to have higher application rates on direct admissions offers



Students were less likely to respond to offers received later in the application season, with the sharpest declines in application rates starting with offers sent after November



First-generation students and students eligible for a Common App fee waiver were nearly twice as likely to respond to an offer by applying to the offering institution

Hear directly from participating institutions

PRIVATE INSTITUTION



Augsburg University

Minneapolis, Minnesota



17.1x

increase in the number of students who **matriculate** through DA since 2023.

2023 **9 students**
2024 **37 students**
2025 **112 students**
2026 **154 students**



31.2x

increase in the number of students who **apply** after receiving a DA offer since 2023.

"The idea behind direct admissions is not only making sure students know that they are 'college material'—it's also making that whole process much easier for them.

We know some students feel apprehensive about applying and making that investment when they aren't sure they'll be admitted. Direct admissions takes all that worry off the table."

Stephanie Ruckel | Associate Vice President,
Strategic Enrollment Management

PUBLIC INSTITUTION



George Mason University

Fairfax, Virginia

"I've had plenty of students come up to me...and say, 'I wasn't going to apply to Mason. It wasn't on my radar, but now that I've gotten my scholarship and my financial aid, I'm now coming to Mason.'

I think institutions have to be ready and willing to do whatever they can to meet the students where they are. And direct admission is going to be one of those tools. And ever since it started, it's only continued to grow. So, I don't see it going anywhere."

Patrick Money | Executive Director of
Admissions for Freshman Recruitment



40%

of students offered admission in 2025 ultimately **applied**



Students that **applied** through DA increased by **13.6x** from 2022 to 2025



Students that **enrolled** through DA increased by **11.6x** from 2022 to 2025