



The Perfect Storm for Application Frenzy

The perfect storm of factors has created an application frenzy fueling the increasing selectivity for college admissions:

- Demographic bubble in 2008 and 2009 reflecting the largest group of high school seniors ever.
- Increased desire of baby boomers to enroll their sons and daughters in elite schools.
- Spiraling tuition costs giving helicopter parents a big stake in fueling the competition.
- The rampant growth of lookalike “super-students.”
- Ease of on-line applications.
- Expanded financial aid packages attracting the less affluent.
- Aggressive recruiting of low and middle income students and in new regions.
- Highly ambitious students casting a wider application safety net.
- Elimination of early notification programs (Princeton, Harvard and University of Virginia).
- The popularity of the common application (accepted by 391 colleges as of summer 2009).

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