



PRESS RELEASE

For Immediate Release
April 8, 2020

Contact: Ivy Hartman, MOACAC Communications Chair
hartmanivy@rsdmo.org
(314) 494-3291 cell

COLLEGE ADMISSION CHANGES AMID THE COVID-19 OUTBREAK

College admission has been affected by the outbreak of COVID-19, and for no group is that more true than for the class of 2020. In addition to the cancellation of proms and graduations, many high school seniors are forced to make a college decision without the benefit of the in-person interaction and tours that typically occur in the spring of a student's senior year of high school.

Colleges and universities are responding through an array of online and virtual learning opportunities in addition to enhancing their outreach to students. Aaron Cook, Kansas City Regional Admissions Representative for the University of Missouri-Columbia, has spent his week writing personal notes to each of his admitted students, encouraging them to make Mizzou their home. "This interaction has been amazing! Students and their families continue to respond that they appreciate a bit of normalcy during a senior year that saw everything change instantly." Kansas State University's Sami Thomas, St. Louis Regional Admissions Representative, remains optimistic about the future. "Yes, high school may not be coming to a close as expected, but there will be many new and exciting experiences awaiting in the fall. We are still prepared to offer them all the support we can and remind them that brighter days are ahead." She, too, has spent the last weeks reaching out personally to admitted students about her institution.

Many institutions have extended the traditional May 1st decision day to June 1st, allowing students more time to consider their options and compare financial aid packages. A recent SCOIR survey (<https://www.scoir.com/covid-19-survey-results>) noted that 42% of respondents are more concerned about the financial implications of attending college because of the economic downturn.

The Missouri Association for College Admission Counseling (MOACAC) is a non-profit state affiliate of the National Association for College Admission Counseling (NACAC). We represent more than 700 members across the state. Many of our members are on the front lines of making these decisions and helping students and families navigate them as well.

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