



National Research Center for College & University Admissions

For Immediate Release

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For More Information

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Study Rates College and University Admission Websites

The Best Sites at Helping Young People and Securing Students

(Lee's Summit, MO) – The National Research Center for College & University Admissions (NRCCUA), the leading organization connecting young people and their families with colleges and universities around the country, today released its annual rankings of the admissions Websites of more than 3,000 postsecondary institutions. The 9th annual Enrollment Power Index® (EPI), a research-based analysis, rates how well the functionality and design of college and university websites provide information to potential students to take them from prospect to applicant.

This year, Lawrence University in Appleton, WI has the highest-rated admissions website. Of the 3,087 postsecondary institutions whose sites were graded, less than 30% earned A or B grades. The top 10 rated schools were:

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| 1. Lawrence University | 6. Wayne State University |
| 2. Pennsylvania College of Technology | 7. Gonzaga University |
| 3. LeTourneau University | 8. Saint Vincent College and Seminary |
| 4. University of New England | 9. Lakeland College |
| 5. Bellarmine University | 10. Newberry College |

“Today’s technically savvy generation of students has extremely high expectations when it comes to the amount and type of admissions information they find on university websites,” said Don Munce, President of NRCCUA. “Meeting these expectations with quality, up-to-date websites will help students better navigate the admissions process and ensure that colleges and universities are attracting students in the Internet generation.”

Only 140 institutions received an A, 713 a B, 1369 a C, 635 a D, and 230 an F. No sites scored in the 90s or 80s on the 100-point scale, only 16 scored in the 70s, and nearly one third earned scores in the 50s or 60s. Scores for the top 10 schools ranged from 74-71 on a 100-point scale, a significant decrease from last year’s top scores of 82-78.

The highest rated school in the North region was Pennsylvania College of Technology, Lawrence University in the Midwest, Bellarmine University in the South, and LeTourneau University was the highest rated in the West. (A full breakdown of the top ten institutions in these and other categories is available in a fact sheet following this release.)

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“Overall, approval ratings of college and university websites have continued to decline over the last several years, indicating a level of dissatisfaction among today’s students,” said Munce. “To satisfy prospective students and encourage them to apply, college and university admissions offices need to continue updating and enhancing their websites to keep them dynamic.”

EPI measures the ability of a college or university admissions website to take students from a prospect to an applicant. It provides a detailed analysis of trends and clear indicators of what institutions can do to improve the effectiveness of their sites.

To identify the site features that have the most significant impact of a potential student’s perception of the site, an email survey was sent to more than 100,000 college-bound high school students asking them to rate two admissions websites. Next, over 3,000 sites were evaluated to identify functional features present on each site. Statistical tests were then used to identify the functional features that were important to students and their relative importance.

The study examined 34 different criteria that were divided into five main categories.

1. Prominence of an admissions office link on the institution’s home page (10.61 possible points).
2. Admissions Web page design and ease of navigation (23.25 possible points).
3. Online access to admissions materials (13.42 possible points).
4. Additional admissions information (38.97 possible points).
5. Ability to contact the admissions office (13.75 possible points).

Trends on Features

Since the technology for admissions websites is constantly advancing and changing, so are the expectations of potential students on the type of information available to them. The EPI survey takes this into account as the research criteria are updated, on a yearly basis, to reflect changes in technology and the students’ expectations. Certain features, such as the website search feature, have become standard but not universal and now carry less weight in the rating system.

This year’s research revealed three items that have become more critical to admissions websites and are expected by potential students who use the sites.

1. Interactive functions such as instant messaging and live online chat rooms for students to communicate with admissions officers as they explore their college options
2. The presence of information about the community/city where the college is located and an online campus visit date scheduler
3. The ability to apply online, as well as track the application status online

“Our in-depth and comprehensive research tells us that innovative admissions websites are increasingly more important to students as they consider their college options,” said Ron Morris, NRCCUA director of admissions marketing research. “A small but growing number of

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institutions, for instance, are starting to incorporate text message reminders, current student blogs and interactive chat features into their admissions procedures.”

“We hope that the EPI research will give institutions a bench mark of what students expect in the college admissions process as well as ways to further develop and enhance their websites.” said Munce.

For more information on the EPI study, please visit www.NRCCUA.org/epireport

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NRCCUA - The National Research Center for College & University Admissions is a non-profit education research organization based in Lee’s Summit, MO. For over 35 years, NRCCUA has conducted the largest nationwide survey of high school students, which serves as a communications link between college-bound high school students and public and private colleges and universities. For more information, visit www.nrccua.org.

Top Ranked College and University Admissions Websites 9th Annual Enrollment Power Index® (EPI)

EPI is a research-based analysis, rates how well the functionality and design of college and university Websites provide information to potential students to take them from prospect to applicant. EPI is done by the National Research Center for College & University Admissions (NRCCUA), the leading organization connecting young people and their families with colleges and universities around the country. More than 3,000 postsecondary institutions admissions Websites were rated on a 100 point scale. For more information visit www.nrccua.org.

Overall Top 15 Institutions

1. Lawrence University, WI
2. Pennsylvania College of Technology, PA
3. LeTourneau University, TX
4. University of New England, ME
5. Bellarmine University, KY
6. Wayne State University, MI
7. Gonzaga University, WA
8. Saint Vincent College and Seminary, PA
9. Lakeland College, WI
10. Newberry College, SC
11. Emmaus Bible College, IA
12. Mount Mercy College, IA
13. University of North Carolina Greensboro, NC
14. Penn State University York Campus, PA
15. Averett University, VA

Top 10 Institutions by Region

Top 10 Institutions in the North

1. Pennsylvania College of Technology, PA
2. University of New England, ME
3. Saint Vincent College & Seminary, PA
4. Penn State University York Campus, PA
5. Anna Maria College, MA
6. SUNY At Binghamton, NY
7. Clarion University of Pennsylvania, PA
8. Niagara University, NY
9. Iona College, NY
10. Mount Aloysius College, PA

Top 10 Institutions in the Midwest

1. Lawrence University, WI
2. Wayne State University, MI
3. Lakeland College, WI
4. Emmaus Bible College, IA
5. Mount Mercy College, IA
6. College of Mount St Joseph, OH
7. Ohio Northern University, OH
8. Central College, IA
9. Dominican University, IL
10. Cowley County Community College, KS

Top 10 Institutions in the South

1. Bellarmine University, KY
2. Newberry College, SC
3. University of North Carolina Greensboro, NC
4. Averett University, VA
5. Kentucky Wesleyan College, KY
6. Meredith College, NC
7. Barton College, NC
8. College of Charleston, SC
9. Austin Peay State University, TN
10. Elizabeth City State University, NC

Top 10 Institutions in the West

1. LeTourneau University, TX
2. Gonzaga University, WA
3. Adams State College, CO
4. University of San Francisco, CA
5. San Diego Christian College, CA
6. Schreiner University, TX
7. Linfield College, OR
8. Naropa University, CO
9. College of the Southwest, NM
10. Baylor University, TX

Top 10 by Institution Type

Top 10 Doctoral/Research Institutions

1. Wayne State University, MI
2. University of North Carolina Greensboro, NC
3. University of San Francisco, CA
4. SUNY At Binghamton, NY
5. University of New Orleans, LA
6. Saint Louis University, MO
7. South Dakota State University, SD
8. Baylor University, TX
9. Southern Methodist University, TX
10. Missouri University of Science and Technology, MO

Top 10 Masters Institutions

1. LeTourneau University, TX
2. University of New England, ME
3. Bellarmine University, KY
4. Gonzaga University, WA
5. Averett University, VA
6. College of Mount St Joseph, OH
7. Adams State College, CO
8. Dominican University, IL
9. Anna Maria College, MA
10. Meredith College, NC

Top 10 Liberal Arts Institutions

1. Lawrence University, WI
2. Saint Vincent College & Seminary, PA
3. Stephens College, MO
4. Macalester College, MN
5. Albion College, MI
6. San Diego Christian College, CA
7. Illinois Wesleyan University, IL
8. Saint Olaf College, MN
9. Concordia College-Moorhead, MN
10. Schreiner University, TX

Top 10 Catholic Institutions

1. Bellarmine University, KY
2. Gonzaga University, WA
3. Saint Vincent College & Seminary, PA
4. Mount Mercy College, IA
5. College of Mount St Joseph, OH
6. Dominican University, IL
7. Anna Maria College, MA
8. University of San Francisco, CA
9. Niagara University, NY
10. Iona College, NY

Top 10 Community Colleges

1. Cowley County Community College, KS
2. Louisburg College, NC
3. Middle Georgia College, GA
4. Briarwood College, CT
5. Southern College, FL
6. Jamestown Community College, NY
7. Kilgore College, TX
8. Northwest College, WY
9. Iowa Western Community College, IA
10. Metropolitan Community College, MO

Top 10 Specialty Institutions

1. Emmaus Bible College, IA
2. Sherman College of Straight Chiropractic, SC
3. Naropa College, CO
4. Baldwin-Wallace College, OH
5. South Dakota School of Mines and Technology, SD
6. Montana Tech of the University of Montana, MT
7. Northwood University, FL
8. Bryant University, RI
9. Southern Polytechnic State University, GA
10. Montreat University, NC