

Clearinghouse Partners With College Board to Study SAT® Test Takers

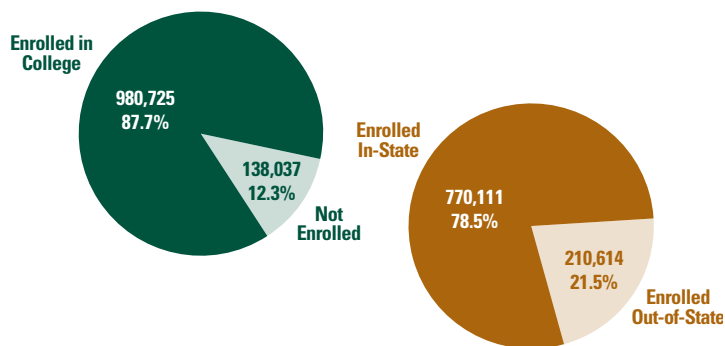
State and National College Enrollment Patterns Revealed

The Clearinghouse recently collaborated with the College Board to track the college enrollment patterns of SAT® test takers at the state and national level one year after completing high school. This is the first time college enrollment data has been available for SAT test takers. The SAT is administered by the College Board, a non-profit association whose members include more than 5,200 schools, colleges, universities, and other educational organizations.

80.9% of SAT test takers attend Clearinghouse institutions, resulting in an 87.7% college enrollment rate.

The Clearinghouse matched 2006 SAT Reasoning Test takers who graduated from public high schools in each state and the District of Columbia against its national database of college enrollment, using its StudentTracker educational research service. The Clearinghouse database contains enrollment and degree records on more than 80 million students. The records are maintained on behalf of our more than 3,000 member institutions, which represent 91% of total US higher education enrollment.

The reports show the percentage of 2006 college-bound seniors from public schools who took the SAT and later enrolled in college, including those who enrolled in-state versus out-of-state. Nationally, 80.9% of the students were verified as being enrolled in college. Adjusting for the institutions represented by the Clearinghouse, it is estimated that 87.7% of SAT takers enrolled in post-secondary education. Eighty-five percent (85.1%) of the students chose to attend an in-state institution. The number of women (88.5%) who enrolled in college versus men (86.6%) was slightly higher; however, women and men enrolled in in-state colleges at virtually the same rate, 78.5% and 78.6% respectively. Using this information, the Clearinghouse and the College Board can track the college enrollment of each class of SAT takers. "This data will be invaluable as we continue our efforts to address concerns about college



The new Clearinghouse-College Board reports show the postsecondary enrollment of 2006 public high school graduates who took the SAT. National results are shown above. State-level reports are also available.

retention rates nationwide," noted Gaston Caperton, president of the College Board.

"This data will be invaluable as we continue our efforts to address concerns about college retention rates nationwide."

Information on enrollment by race/ethnicity and type of institution attended (two-year, four-year, public, private) is also available. "We expect to incorporate additional information in future reports, such as graduation rates and the percentage of SAT test takers who complete each year of college, which will greatly expand our insights into the college success of these students," said Daniel Boehmer, president of the Clearinghouse. To learn about how your high school district or state educational office can utilize StudentTracker for High Schools or obtain statistics on 2006 SAT Test Takers for your state, contact your Clearinghouse regional director or service@studentclearinghouse.org.

3000th School Joins Clearinghouse

In June, the number of postsecondary institutions participating in the Clearinghouse reached a record high with the addition of school number 3,000: Oklahoma City University (OCU). OCU, a private four-year college with more than 3,700 students, joined the Clearinghouse as a free Core service participant.

"We're happy to have helped the Clearinghouse reach such an important milestone," said Charles Monnot, OCU's registrar, "Participating in the Clearinghouse enables us to provide our students with more timely and accurate enrollment reporting while easing our staff's administrative workload, freeing them to work on other tasks. In addition, it provides us with the flexibility to consider additional Clearinghouse services in the future as our needs change."

In addition to Core, participation in other Clearinghouse services has also grown significantly over the past 12 months. School participation in both DegreeVerify and EnrollmentVerify grew nearly 14%; Student Self-Service grew 27%; and Transcript Ordering – our fastest-growing service – grew 67%.

"The across-the-board growth of our services is great news for all of our member institutions," said Clearinghouse president Dan Boehmer, "The more work we do on behalf of our schools, the more time they can spend assisting their students and alumni."

Two New Additions to Clearinghouse Marketing Team

New Research Associate and Services Representative Named

The Clearinghouse is pleased to welcome two new additions to its marketing department: Ajeenah Haynes, research associate, and Bill Pierce, services representative.



Ajeenah Haynes

Ajeenah is responsible for delivering Clearinghouse Academy sessions designed for researchers and evaluators that use our StudentTracker educational research service. She also assists our director of research, Richard Reeves, in defining and creating research reports that help the higher education community better understand how Clearinghouse data can be used to identify and study student enrollment and completion trends and more.

Prior to joining the Clearinghouse, Ajeenah was the service learning coordinator at Howard University (HU), where she organized projects on various social issues to help promote classroom-based community service among universities in the D.C. metropolitan area. She also served as a graduate assistant at HU and is an adjunct professor in Research Methods at George Mason University. Ajeenah has worked as a research assistant at Personal Improvement Computer Systems, a health behavior technology company, and Hinton Hoytt & Associates, a management consultant firm. Additionally, she has provided research support for a number of research studies and has presented at several learning conferences. She is a member of the American Sociological Society and the Association of Black Sociologists. Ajeenah has a BS degree in Sociology from the University of Wisconsin-Madison

and an MA with honors in Sociology from Howard University, where she is completing a doctorate degree.



Bill Pierce

Bill develops and implements training programs to help users of our collegiate services realize the greatest benefit from their Clearinghouse relationship. One of his primary responsibilities is presenting our popular Clearinghouse Academy workshops, which are free half-day training sessions held throughout the country for our higher education members.

Bill has more than 20 years of experience in training for military and civilian governmental agencies and not-for-profit organizations. He has traveled extensively throughout the US giving audience-friendly interactive lectures and presentations on a wide range of complex subjects. Before joining the Clearinghouse, Bill was the deputy director of Benefits Information for the Military Officers Association of America (MOAA), assisting MOAA's 360,000 members, their dependents and survivors with information on their benefits and entitlements. Among the positions Bill held during his long military service were mission commander for the Defense Threat Reduction Agency; plans officer responsible for security planning for the United States Forces Korea; and chief of Military Personnel for the Department of Defense's On-Site Inspection Agency. Bill has a BS from Oregon State University and is a graduate of both the US Marine Corps Command and Staff College and US Army Command and General Staff College.

RECORD
THE CLEARINGHOUSE

PERMIT # 9
WOODBRIIDGE, VA
PAID
US POSTAGE
FIRST CLASS
PRESORTED

National Student Clearinghouse
13454 Sunrise Valley Drive, Suite 300
Herndon, VA 20171
www.studentclearinghouse.org

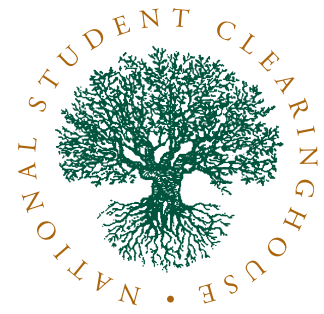


THE CLEARINGHOUSE RECORD

FALL 2007

www.studentclearinghouse.org

703.742.4200



Inside:

- **Nebraska Higher Education Progress Report**
- **Meet Our Newest CAC Members**
- **Audit Tips**
- **College Board Uses StudentTracker to Study SAT® Test Takers**
- **Clearinghouse Grows to 3,000 Colleges**
- **New Additions to the Clearinghouse Team**

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.

Transcripts Go Digital

The University of Chicago Launches Digital Transcript Delivery

Staying on the cutting edge is nothing new for the University of Chicago (U of C). The 117-year old institution has an impressive history of using new technologies to better service its students and alumni. One of U of C's most recent improvements was the introduction of digital transcript delivery.

"This is really the best service to date."

Since 2004, U of C has participated in the Clearinghouse's online Transcript Ordering service, which automates the school's transcript ordering and payment processing. In collaboration with the Clearinghouse, U of C expanded its service to incorporate digital transcript delivery and launched the new option last February.

The Digital Difference

U of C's digital transcript is a PDF version of its regular transcript embedded with a unique digital signature. Selecting "Electronic PDF" from U of C's Transcript Ordering site requires the student to enter an email address for the recipient. In turn, the recipient is emailed a link and password to a secure site where the digital transcript can be retrieved. Because the technology is new, requestors are advised when the order is placed to contact the recipient to verify that he or she is willing to accept a digital transcript.

"In terms of what happens online, it almost looks trivial," said former U of C university registrar, Tom Black. However, the technology behind the service is state-of-the-art. In order to enable the Clearinghouse to deliver U of C transcripts, the application uses a secure web service, called the Data Transport Standard, which was recently approved by the Postsecondary Electronic Standards Council (PESC). "It's a special and effective way of moving files," Black explained, "We can send our transcripts to the Clearinghouse so they can match it up with the order number and make the appropriate notations in the student's order, such as when the transcript has been delivered and when it's been picked up. It's very efficient."



THE UNIVERSITY OF
CHICAGO

Digital transcripts also offer an extremely swift delivery option for U of C's students and alumni. Because transcript order data is transferred between U of C and the Clearinghouse several times a day, a digital transcript can be delivered anywhere in the world hours after the order is placed. "This is really the best service to date," added Black.

A More Secure Solution

One of the other reasons that U of C implemented digital transcripts is because it offers a more secure delivery option than paper. "With paper, the technology is absolutely flawed. There's a billion dollar fraud industry counting on it," noted Black, "You can foil the safety measures by going to Kinko's and using a color copier. However, it's very difficult to crack and disable the digital signature." Unlike a paper transcript, the digital transcript is authenticated when the recipient opens it.

After clicking the file, the recipient is presented with one of three responses: valid, invalid (the document was altered after the digital signature was applied), or author unknown (the recipient may not be connected to the Internet, which is required for signature validation). "With the electronic signature, the technology isn't flawed but the receiver may not be totally aware of what he is getting," Black continued,

continued on page 2



Do you participate in Transcript Ordering?

If so, watch your mail for copies of our free Transcript Ordering poster and note pads that you can use to promote Transcript Ordering to your students.

"I look at that as a good thing because people will be more careful with these documents and look at them with a great deal of suspicion, which is how all documents should be looked at anyway."

Open Standards Design

Since its launch, the popularity of U of C's digital transcripts has grown steadily. Each year, the university processes 30-40,000 transcripts. Digital transcripts now account for one-quarter of its transcript orders. One reason for its popularity is that the service was implemented using industry standards. This ensures that all recipients can receive and open the digital transcripts. Both the delivery mechanism and order response employ the PESC standard. The transcript itself is a PDF, an open standard widely used on the Web. "Individuals, like employers, aren't going to do programming in order to accept a transcript," said Black, "They will respond to a PDF, however, and that's who the intended audience was for this service."

According to Black, U of C's digital transcript service is "self-promoting." Usage has grown a percentage or more each month, proving U of C's

students find digital transcript delivery a convenient and familiar option. "Some of the kids aren't really aware that transcripts are sent out by mail," he added, "They expect documents to move electronically."

In September, again working with the Clearinghouse, U of C enhanced its digital transcript service to incorporate PESC's XML order-response standard, which automatically uploads orders into the school's student information system. Said Black, "This means that for nearly 25% of all orders—the electronic orders—staff are not required. If the Clearinghouse and U of C schedule around-the-clock file transfer processes, service can be expanded to nights, weekends, and holidays. This is unique."

Tom Black, now the university registrar at Stanford University, sees digital transcript delivery as a bridge to additional electronic services, including digital delivery of other types of student records and near real-time document delivery. "The potential is huge." To sign up for free Transcript Ordering or schedule a Web-based demo, contact your Clearinghouse regional director or service@studentclearinghouse.org.

Nebraska Conducts Landmark Study Using StudentTracker

Coordinating Commission for Postsecondary Education Tracks College Success of State's Students

At the request of the state legislature, Nebraska's Coordinating Commission for Postsecondary Education (NCCPE) recently conducted an extensive two-year study. Its purpose was to estimate concurrent enrollment, retention, transfer, graduation, and persistence rates of undergraduates at Nebraska's public colleges and universities, including students who transferred from institutions where they enrolled as first-time freshmen. NCCPE is a constitutional government agency responsible for higher education planning and coordination within the state.

The study supplemented the assessment of the academic progress of Nebraska's postsecondary students that NCCPE submits to the legislature each year. The annual progress report is used to determine how well Nebraska is meeting the priorities identified by the legislature's Higher Education Task Force: increasing the number of students entering and completing postsecondary education within the state and reducing student out-migration.

Tracking Students Using Clearinghouse Data

In preparing the annual progress report, NCCPE relies primarily on data from the Integrated Postsecondary Education Data System (IPEDS) maintained by the US Department of Education's National Center for Education Statistics. However, "readily available retention and graduation data are limited to students who stay at the same institution where they enrolled as first-time freshmen," explained NCCPE's research coordinator, Barbara McCuen, Ph.D., "Consequently, we turned to the Clearinghouse to estimate what percentage of students transfer and complete or persist in degree programs beyond traditional same-institution rates. The Clearinghouse is the only source for concurrent enrollment, transfer, persistence, and graduation data for students who do not stay at the Nebraska institution where they started as freshmen."

For its two-year study, NCCPE worked with the University of Nebraska central administration, which provided data for its five institutions; the three institutions constituting the Nebraska State College System; and the state's six community colleges. Based on NCCPE research guidelines, the institutions used the Clearinghouse's educational research service, StudentTracker, to match records of first-time freshmen cohorts against the Clearinghouse's national database containing enrollment and degree records on more than 80 million students.

"Clearer, Broader Picture" of Nebraska's Performance

According to McCuen, the two-year study was a "landmark study for Nebraska." The study revealed that about 11% of Nebraska's college students are concurrently enrolled. Through StudentTracker, NCCPE learned "how many students typically take courses at two institutions and where the schools are in relation to each other." Freshmen transfer rates were also evidenced for the first time. Reassuringly, NCCPE found that most students who transferred did so among the state's public institutions. The study indicated that transfer rates varied significantly by institution type.

Overall, Nebraska's graduation rate for public institutions is less than 50%, ranging from about 35% at the community colleges to 55% at the University of Nebraska. Incorporating Clearinghouse data revealed that additional percentages of students completed degree programs after transferring to other institutions. For example, about 15% of first-time freshmen who began at a Nebraska state college graduated from another institution within six years. Of particular interest to legislators was finding that 16% of students who started in academic transfer programs at community colleges transferred to four-year institutions where they earned bachelor's degrees. In addition, about 15% of students who enrolled in bachelor's degree programs or community college academic transfer programs persisted in their studies five or six years after their initial enrollment, adding significantly to the percentages of students who demonstrated academic progress.

This study, McCuen noted, "could not have been conducted without the Clearinghouse, and it presented Nebraska's legislature with a clearer, broader picture of the state's performance in postsecondary education than previous reports provided."

Reports of the two-year study are included in the December 2005 and March 2007 Nebraska Higher Education Progress Reports available on NCCPE's Web site at www.ccpe.state.ne.us. For more information on StudentTracker, contact your Clearinghouse regional director or service@studentclearinghouse.org.

Meet Our Newest Advisory Committee Members

The Clearinghouse is pleased to welcome the five newest members of the Clearinghouse Advisory Committee (CAC).



Douglas K. Burgess, Ph.D.
University Registrar, University of Cincinnati

Douglas Burgess is currently the university registrar at the University of Cincinnati. He has more than a decade of experience in higher education administration and records management. Before joining the University of Cincinnati, Douglas served at both Florida State University and the University of Central Florida. Douglas is past president of FACRAO and a member of AACRAO. He has spoken at several state and regional meetings on records management topics. In addition, Douglas has published critical articles on 19th century American literature and is co-author of a book analyzing the early work of American literary naturalist Frank Norris.



Herbert R. Chereck
University Registrar, University of Oregon

Herbert Chereck is the university registrar at the University of Oregon in Eugene where he has worked for nearly 25 years, serving first as associate registrar. During his long career at the university, Herb has overseen the implementation of numerous online student services and has presented on the use of technology in college administration at several conferences. Before working at the University of Oregon, Herb worked at Kent State University in Ohio for more than 10 years, as assistant registrar and then registrar. Herb is an active member of AACRAO, PACRAO, EDUCAUSE, and OrACRAO. He has an M.Ed. in Student Personnel in Higher Education from Kent State University.



Robert Doolos
University Registrar, Louisiana State University – Baton Rouge

Robert Doolos is the university registrar at Louisiana State University (LSU) in Baton Rouge. He has worked at LSU-Baton Rouge for almost 30 years, beginning his career there as an academic counselor in the College of Arts and Sciences. Robert is past president of LACRAO, past chair of the AACRAO SPEEDE Committee, and current chair of the Information Systems Technology Committee. Robert also served 22 years as an officer in the United States Army Reserve, and deployed with his unit to the Kingdom of Saudi Arabia and Kuwait during the Persian Gulf War.



Stanley E. Henderson
Vice Chancellor, Enrollment Management and Student Life, University of Michigan-Dearborn

Stanley Henderson is the vice chancellor for Enrollment Management and Student Life at the University of Michigan in Dearborn. He has worked in higher education for more than 25 years. Prior to his current position, he served as associate provost for Enrollment Management at the University of Illinois at Urbana-Champaign and, prior to that, as associate vice

president for Enrollment Management at the University of Cincinnati. He has also held director of admissions positions at both Western Michigan University and Wichita State University. He is a past president and board member of AACRAO. Stanley has completed doctoral work in Higher Education Administration at the University of Illinois at Urbana-Champaign.



Beth Tedrow
Dean of Student Services, Garden City Community College

Beth Tedrow is the dean of Student Services at Garden City Community College (GCCC) in Kansas. She started her career at GCCC in 1959 as a math instructor and has held a number of positions there, including dean of Women, counselor and

recruiting coordinator, and director of Admissions. In recognition of her long service to the college and its students, GCCC named its student center, the Beth G. Tedrow Student Center, in her honor. Beth is a past president of KACRAO, the Southwest Kansas Counselors Association, and the Kansas Counseling Association. She is also an active member and presenter for a number of national and state associations, including AACRAO and the American Counseling Association (ACA). Beth has an MS in Guidance and Counseling from Fort Hays State University in Kansas and a BS in Secondary Education from the University of Kansas.



Work for the Clearinghouse

The Clearinghouse is always looking for people who have college administration experience. If you are moving to the metropolitan Washington D.C. area and are interested in a position with the Clearinghouse, check out our opportunities at careers.studentclearinghouse.org.

Tips for Handling Your Next Audit

The Clearinghouse Audit Resource Center has had a very busy first year. Over the summer, the number of people using our online tools increased more than 50% and now averages 500 to 600 visitors each month. In addition, the Audit Resource Center team has provided individual assistance to more than 200 colleges. According to Donna Knauff, AVP of Operations Management, who heads the Audit Resource Center, “While the tone of the calls we receive fluctuates between calm and concerned, our advice is always the same: don’t panic. An audit is a cooperative process. Your job is to help the auditors; our job is to help you.”

As soon as an audit is scheduled, Donna advises registrars to contact the Clearinghouse’s audit team at auditresource@studentclearinghouse.org. At the outset of the audit, she also suggests that registrars provide the auditors with a copy of the Clearinghouse annual audit, which can be downloaded from our online Audit Resource Center at www.studentclearinghouse.org/audit.

According to Donna, “Auditors are not necessarily familiar with all student loan reporting guidelines.” Many of the auditor questions fielded by the Audit Resource Center team, for example, focus only on when Student Status Confirmation Reports (SSCRs) are provided to NSLDS. However, regulations also allow enrollment status changes to be reported to the student’s guarantor (which the Clearinghouse does on behalf of its member institutions each week).

“... Don’t panic. An audit is a cooperative process. Your job is to help the auditors; [the Clearinghouse’s] job is to help you.”

To help auditors ask the right questions, we encourage you to pass along the following tips BEFORE your audit begins:

- *Which students need to be reported?*
Any student whose status drops below half-time or who withdraws.
- *Who needs to be notified?*
NSLDS or the guaranty agency.
- *How soon must reporting occur?*
Enrollment status changes need to be reported within 60 days.
- *When does the “60-day clock” start?*
As soon as you learn that the student’s status has dropped. This is usually the date (aka, “date of determination”) when the status change was entered into your system.

For more tips, see our audit checklist and FAQs at www.studentclearinghouse.org/audit.

The Clearinghouse Advisory Committee

Current Members

Angela R. Anderson,

Asst. Vice Chancellor & Registrar,
East Carolina University

Susie C. Archer,

Asst. Provost for Academic Affairs,
Vanderbilt University

Thomas Black,

University Registrar,
Stanford University

Douglas K. Burgess, Ph.D.*,

University Registrar,
University of Cincinnati

Joy Chambers,

Interim Dean Student Support/
Director, Cuesta College -
San Luis Obispo

Herbert R. Chereck*,

University Registrar,
University of Oregon

Robert Doolos*,

University Registrar, Louisiana State
Univ.-Baton Rouge

Stanley E. Henderson*,

Vice Chancellor, University of
Michigan-Dearborn

Lorraine A. Kitchner,

Registrar, Saint Mary’s College

Anders M. Nilsen,

Director of Financial Aid,
Manatee Community College

Vincent A. (Van) Novack,

AVP of Institutional Research,
California State University -
Long Beach

Dr. Jeffery Seybert,

Dir. of Research, Eval. & Instructional
Dev., Johnson Co. Comm. College

Beth Tedrow*,

Dean of Student Services,
Garden City Community College

David S. Yeh (Chairman),

AVP & University Registrar,
Cornell University

Past Members

Richard Backes, Sr.,

Associate Registrar
Washington State University

Calvin D. Coleman,

Associate Registrar,
North Carolina Central University

Anita Cotter,

Associate Registrar,
University of California Los Angeles

Joseph R. DeCristoforo,

AVP & University Registrar,
University of Texas - San Antonio

Suzanne Dmytrenko,

Registrar, San Francisco
State University

Robert Dunning,

former Registrar,
Sam Houston State University

Mary Ellen Flaherty,

Registrar, Johns Hopkins University

Peter S. Fong,

Dean of Admissions & Records,
Fullerton College

Kathryn Forbes,

Associate Registrar,
University of New Hampshire

Gary Gibson,

Registrar, Vanderbilt University

David Guzman,

Registrar,
Washington State University

William R. Haid,

Executive Director of Enrollment Services,
Colorado State University

Kathleen M. Jones,

AVP of Enrollment & Registrar,
Iowa State University

James F. Murphy,

University Assoc. Dean of Enrollment,
CUNY Central Offices

Carolyn Parham,

Registrar, University of South Alabama

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

Gail Stephens,

Senior Associate Registrar,
Univ. of South Carolina - Columbia

Jeff Tanner,

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

J. James Wager,

former Asst. Vice Provost & Registrar,
Pennsylvania State University

W.W. “Tim” Washburn,

AVP of Enrollment Services,
University of Washington

Jan Williamson,

Registrar, Indiana University Southeast

Richard L. Yount,

Registrar, University of North
Carolina - Charlotte

*New Members