



**PCACAC**

POTOMAC & CHESAPEAKE ASSOCIATION  
FOR COLLEGE ADMISSION COUNSELING

*LEADERSHIP EDUCATION WEBINAR CERTIFICATE PROGRAM  
ETHICAL NAVIGATIONS*



# *Affirmative Action: Where Are We Now?*

**LEADERSHIP EDUCATION WEBINAR**

March 2025



# *Admission Practices HOST: Vickie Garner*

- **Who are we?**: Admissions Practice (AP) Committee
- **What are we doing today?**: Affirmative Action: Where Are We Now?
- **Why is it important?**
  - [NACAC's Guide to Ethical Practices in College Admissions \(GEPCA\)](#)
  - Promoting ethical admission practices has been the cornerstone of NACAC since its founding in 1937. The Guide supports both students and institutions by promoting best practices in college admission. (GEPCA Preamble)



# *PRESENTERS*

- **Ben Toll, The George Washington University**
  - Dean of Admissions
  - [btoll@gwu.edu](mailto:btoll@gwu.edu)
- **Hamzat Saba, Thurgood Marshall Academy Public Charter High School**
  - Director of College and Alumni Programs
  - [hsaba@tmapchs.org](mailto:hsaba@tmapchs.org)

# *LEARNING OBJECTIVES*

1. Review NACAC's response following the 2023 Supreme Court's ruling in the SFFA vs. Harvard case.
1. Explore the evolving landscape of college admissions policies and practices. What happened last year?
1. Discuss the student experience and the impact on their college process.
1. Using GEPCA, or "The Guide" to support best practices in college admissions.

## ***Ethical Practices (GEPCA)***

\* **The Guide to Ethical Practices in College Admission (GEPCA), also called The Guide, is a document that “reflects NACAC’s commitment to principled conduct among professionals that support students in the college transition process.”**

\* ***Core Value: Access and Equity***

***We believe we should strive to increase access and eliminate from the education system bias based on race, ethnicity, religion or creed, sex, gender identity, sexual orientation, socioeconomic status, age, political affiliation, national origin, or disability. We view this as fundamental to our responsibility as educators.***

# *NACAC's Response to the 2023 SCOTUS Ruling Ending Affirmative Action*

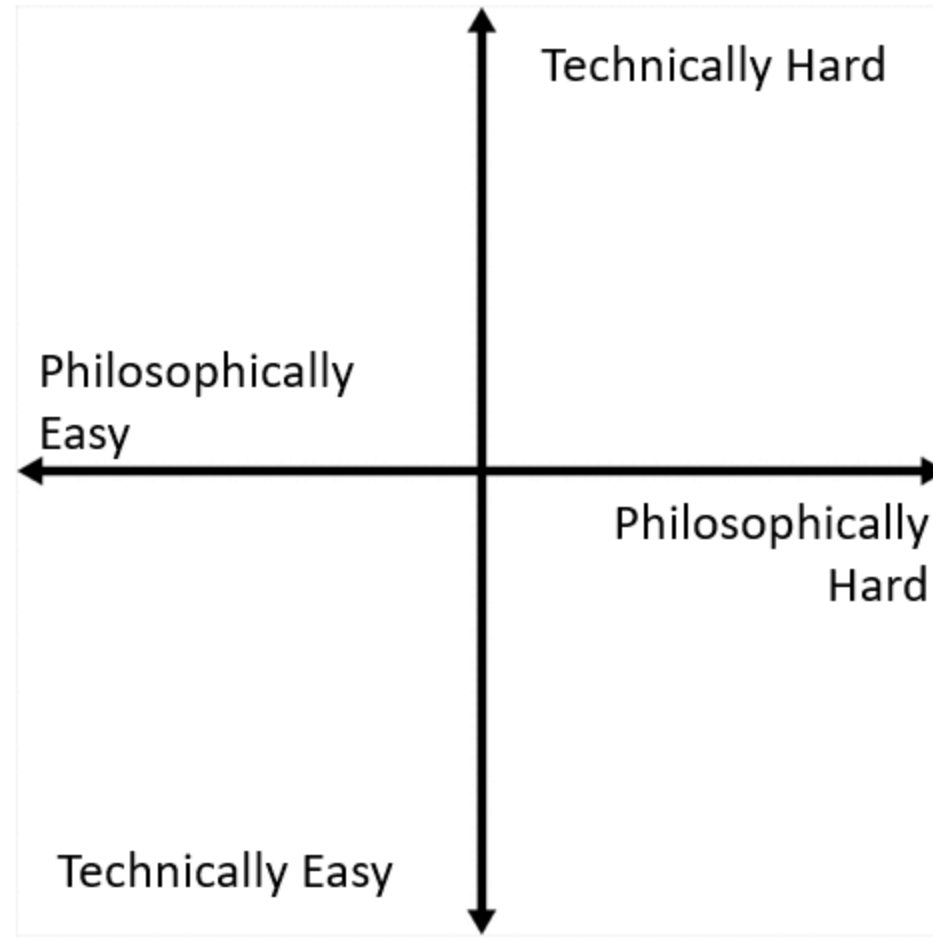
June 29, 2023

We are disheartened by the Supreme Court ruling against race-conscious college admission. While the court recognized that admission offices can consider students' full identities through their lived experiences in information reflected in the college application, we are dismayed at the extent of the court's profound misunderstanding of both the college admission process and the effects of race and racism on the educational system in America. We have a system that produces profoundly unequal educational opportunity and yields highly inequitable outcomes leading into postsecondary education.

"The court's decision is a bitter setback in that it overturns decades of precedent in the practice of race-conscious admission, misrepresents the extent to which colleges have shaped their practices on past court decisions, and willfully ignores the experience of millions of under-represented students and the professionals and institutions striving to make postsecondary access more fair and equitable," said Angel Pérez, NACAC CEO.



# *The GWU Experience - Immediate Action Steps To Be In Compliance*



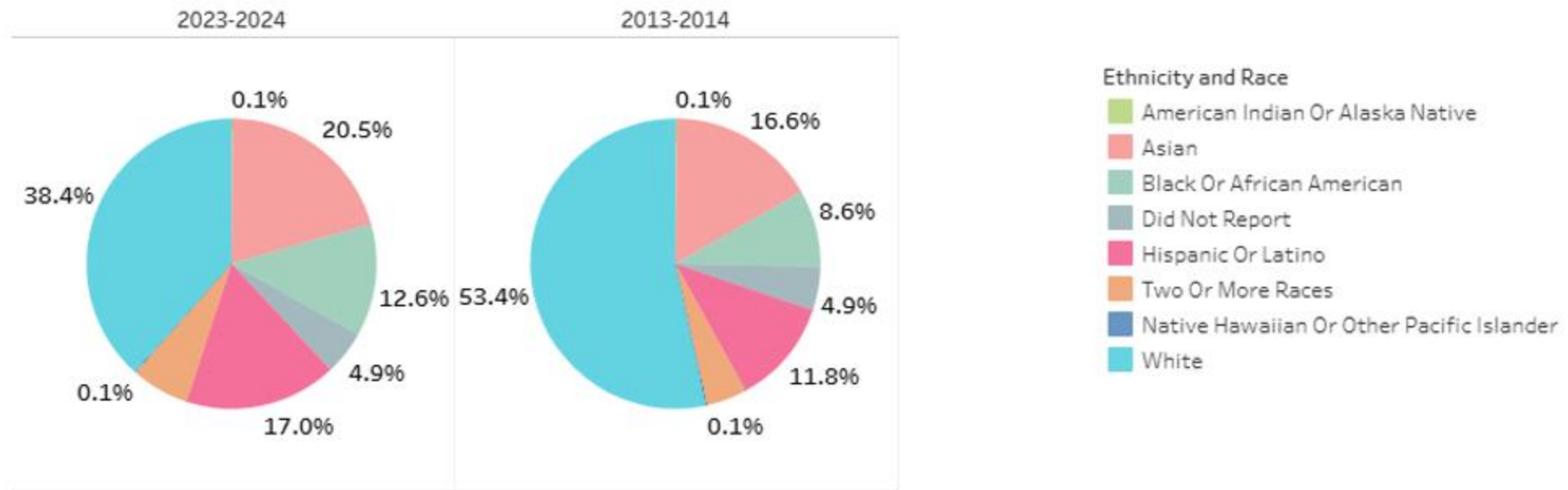


# *Application Evaluation*

- What did we change?
- What did we not change?
- Why? How do you assess the risk of changes?
- At what point is your institution comfortable unmasking the data?
- Where do we see differences in how institutions made those decisions?

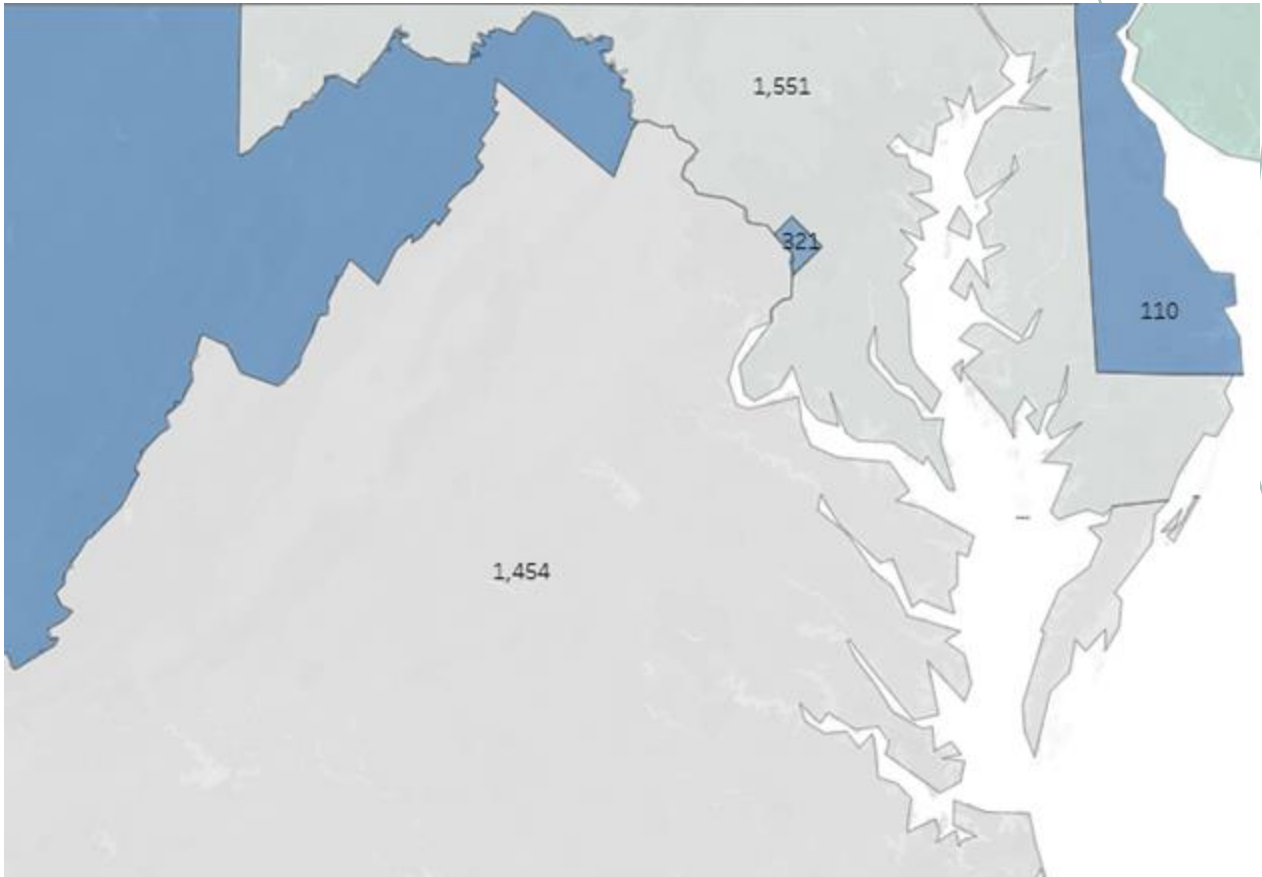
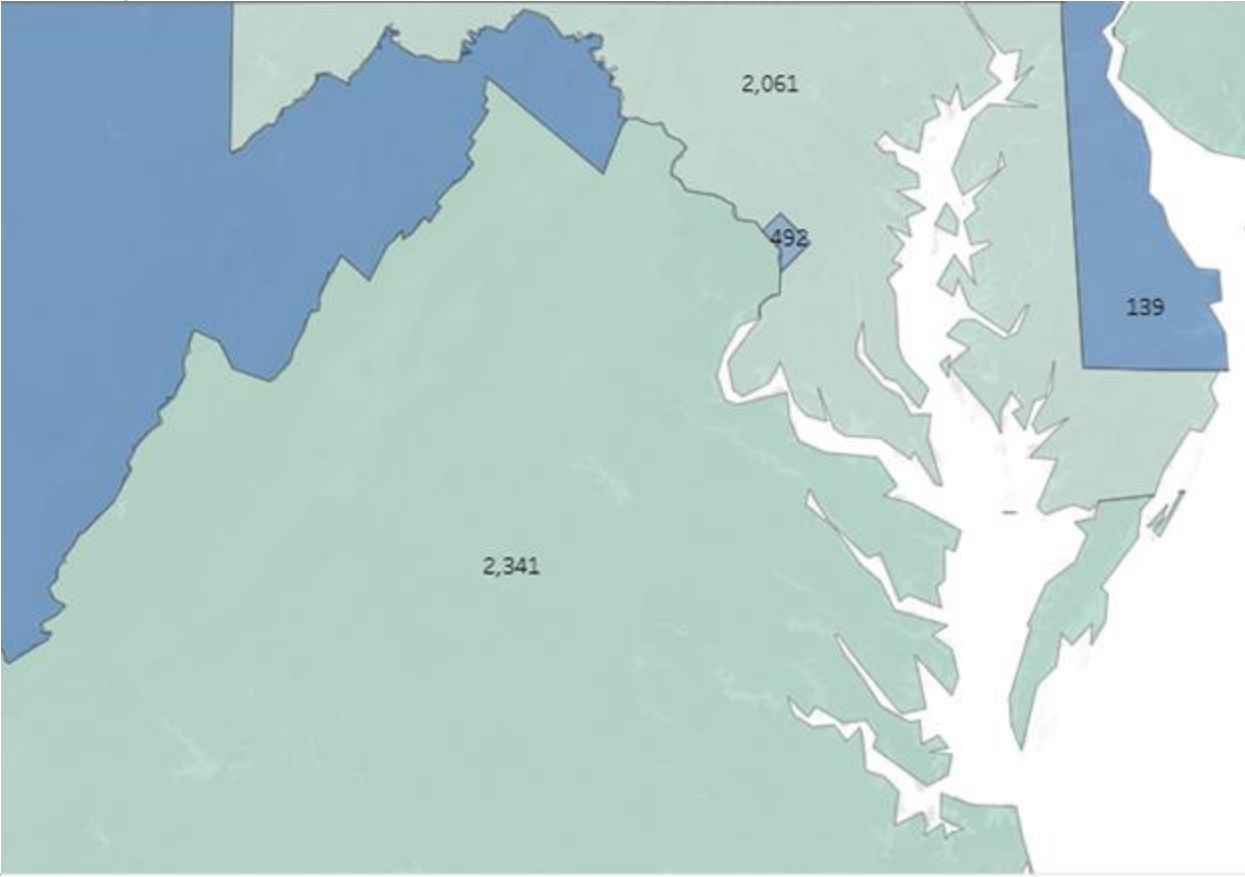
# *We've Spent the Last Five Years Talking About the Demographic Cliff – Application Pools are Changing*

Applicants by Ethnicity and Race – Percentage



# Fall 2024 Application Volume

# Fall 2019 Application Volume



# *Future Concerns*

- 2/14 Department of Education Dear Colleague letter to universities

Relying on non-racial information as a proxy for race, and making decisions based on that information, violates the law. That is true whether the proxies are used to grant preferences on an individual basis or a systematic one. It would, for instance, be unlawful for an educational institution to eliminate standardized testing to achieve a desired racial balance or to increase racial diversity.

- 3/13 Federal Government Letter to Columbia University

- **Deliver a plan for comprehensive admissions reform.** The plan must include a strategy to reform undergraduate admissions, international recruiting, and graduate admissions practices to conform with federal law and policy.

# *Counseling Students at Thurgood Marshall Academy - Student and Parent Reaction*

- Emotional Impact
- Sense of Disadvantage
- The Importance of Advocacy

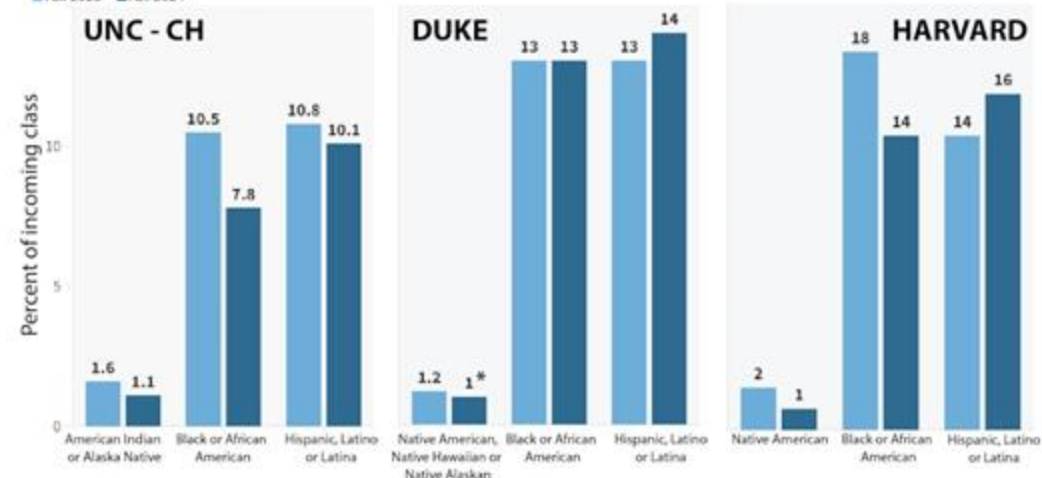
# *Counseling Students at Thurgood Marshall Academy - Student Reaction*

HBCUs saw a collective 543,066 applications for the class of 2027, a 20% increase from the previous year, while overall college applications rose by only 6%. This trend has continued

## UNC and Harvard among universities with a decrease of incoming Black student percentages

UNC reports a 25 percent decrease in Black student population among incoming class of 2024 compared to the incoming class of 2023. Similarly, Harvard's incoming Black student percentage was 18 percent last year, while this year the figure was 14 percent. Duke did not see this trend, with the same Black incoming student percentage this year and last year.

■ Fall 2023 ■ Fall 2024



Source: UNC, Duke, Harvard | Note: Duke figure for Native American, Native Hawaiian and Native Alaskan students in Fall 2024 was reported as just more than one percent.

# *Preparing Students for the new landscape*

- Strategic College Choices
- Strengthening the Application
- Essays and Personal Statements
- Financial Aid Opportunities

# *Long Term Implications*

- Future of Diversity on Campus
- Widening the Achievement Gap
- Broadening the Definition of Diversity



# *Using the Guide to Ethical Practices in College Admission*

- **Learn more at the upcoming PCACAC Conference Session**
  - **Monday, April 7, 2025**
  - **Real Dilemmas, Real Solutions: Today's Ethical Admission Practices**
  - **Presenters: PCACAC Admissions Practices Committee Co-chairs: Kathleen Voss and Amy Moffett**
  - **AP Committee members: Vickie Garner and Blake Brunner**

# *QUESTIONS?*



**YOU MAY ENTER YOUR  
QUESTIONS INTO THE Q&A  
BOX IN ZOOM**



**THANK YOU!**



**Please complete the Webinar Exit Survey!**