
Updated Evidence on Changes in College Applications, Admissions, and Enrollments Under Test-Optional Admissions Policies

Evidence from Fall 2025

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Executive Summary

The Admissions Research Consortium (ARC) is a collaborative research initiative that aims to help participating institutions gain insight into their own and their peers' admissions processes and outcomes, as well as changes in student behavior influenced by the Covid-19 pandemic. Guided by a Core Advisory Committee and a Research Advisory Committee, evidence and insights from ARC inform future practice and policy in the years following the pandemic. Previously published consortium [research](#) examined changes in post-pandemic applications, admissions, enrollment, and first-year academic performance at ARC institutions.

In this brief, we provide updated evidence on trends in applications, admissions, enrollments, test score disclosure, and enrollee test scores at ARC colleges through fall 2025.

Four key findings emerge from our research:

1. After increasing 9.5% from fall 2020 to fall 2021, ARC colleges' first-year enrollment has flattened even as applications and admissions to ARC colleges have continued to grow through fall 2025.
2. The share of ARC colleges' first-year enrollees from underrepresented minority (URM) racial/ethnic groups rose steadily from fall 2018 to fall 2023 before declining in fall 2024 after the Supreme Court outlawed the consideration of applicant race in college admissions. In fall 2025, the URM share of ARC colleges' first-year enrollees remained lower than in fall 2023.
3. The percentage of applications to test-optional ARC colleges that disclosed an SAT/ACT score increased between fall 2024 and fall 2025 after declining over the two previous admission cycles.
4. Across all ARC colleges and within each college segment, the share of first-year enrollees with test scores below the pre-pandemic 20th percentile increased between fall 2020 and fall 2021 and has remained elevated through fall 2025. Most of these low-scoring enrollees withheld their scores at the point of application. Meanwhile, the share of enrollees with relatively high test scores has remained stable, and the share of enrollees with mid-range test scores has declined.

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The Admissions Research Consortium (ARC)

The Admissions Research Consortium (ARC) is a collaborative research initiative that aims to help participating institutions gain insight into their own and their peers' admissions processes and outcomes, as well as changes in student behavior influenced by the Covid-19 pandemic. Guided by a Core Advisory Committee and a Research Advisory Committee, evidence and insights from ARC inform future practice and policy in the years following the pandemic. This research brief presents updated data on applications, admissions, and enrollment. Related new ARC studies examine the latest data on all four-year outcomes for the fall 2021 entering class (Bloem et al., 2026a) and the relationship between math readiness and STEM outcomes (Goyer et al., 2026).

Background

Data Sample and Definitions

In 2025, ARC institutions shared administrative data on applications, admissions, and enrollment from fall 2018 to fall 2025. We provide evidence on student and college choices based on a combined dataset that covers a sample of 46 selective four-year public and private nonprofit institutions over eight application cycles. We categorize these sample institutions into four institutional segments defined by institutional control and pre-pandemic acceptance rates:¹

- **More Selective Private Colleges:** 18 private institutions with admit rates below 25%
- **Selective Private Colleges:** 13 private institutions with admit rates above 25%
- **More Selective Public Colleges:** 8 public institutions with admit rates below 60%
- **Selective Public Colleges:** 7 public institutions with admit rates above 60%

This research employs the following terms and definitions:

Application cohorts, application cycles, and admission cycles are indexed according to the fall entry term for which students applied (e.g., fall 2025). Because ARC studies fall admissions processes and their outcomes, all analyses in this report group students according to the fall entry term for which they *applied*, even if students deferred first-year *enrollment* to a later entry term. Thus, applicants for fall 2024 who deferred enrollment to fall 2025 are grouped as enrollees from the fall 2024 application cohort.

The number of **applications** refers to the aggregate number of applications ARC institutions collectively received and evaluated, which is notably larger than the number of unique

¹ Admit rates are based on data from ARC colleges and are calculated as a weighted average using fall 2018 to fall 2020 application data.

applicants who applied to ARC institutions, since some students applied to several ARC institutions.

The number of **admissions** refers to the aggregate number of admission offers ARC colleges collectively extended, while **admits** and **admitted students** refer to unique students offered admission, and **admit rate** refers to the fraction of applications offered admission.

Data from ARC institutions were merged with College Board assessment data to enable research insights into test score disclosure. Because the final dataset includes all observable test scores from either the institution or College Board, when considering SAT/ACT scores, we distinguish between disclosed SAT/ACT scores, withheld SAT scores, and no-SAT/withheld ACT scores. **Disclosed SAT/ACT scores** are SAT/ACT scores that students submitted to ARC colleges for consideration in the admissions process. **Withheld SAT scores** are SAT scores that applicants withheld from colleges, but that are observable in College Board administrative data. We define withheld SAT scores from College Board administrative data by the combination of a student's highest SAT section scores. Finally, a third category, referred to as **No-SAT/ Withheld ACT scores**, represents students who did not disclose an SAT or ACT score to the ARC institution and who do not have an SAT score on file with College Board. These students may have an ACT score that they withheld.

Underrepresented Minority (URM) students are defined as students who are Black, Hispanic, Native American, Native Hawaiian/Pacific Islander, or Two or More Races.

Neighborhood locales are determined by the NCES locale of the student's home census tract in the United States. The City locale designation applies to territory located within principal cities of census-based statistical areas (CBSAs). The Suburban designation applies to territory located inside an urban area with 50,000 or more inhabitants but outside the boundary of a principal city of a CBSA. Towns are urban areas with fewer than 50,000 inhabitants. Rural areas are those with fewer than 50,000 inhabitants that are located outside urban areas with 50,000 or more inhabitants.²

Neighborhood median family income is the median income of families in the student's home census tract in the United States. This measure comes from the American Community Survey. Twenty percent of U.S. census tracts fall into each quintile of *neighborhood median family income*.

² More on NCES locale definitions can be found at https://nces.ed.gov/programs/edge/docs/EDGE_LOCALE_TECHDOC.pdf.

Results

Applications, Admissions, and Enrollments

Between the fall 2018 and fall 2025 admission cycles, ARC institutions received more than 10 million applications, extended more than 4 million offers of admission, and enrolled over 1 million first-year students. This sample comprises the dataset analyzed in this report.

Figure 1 shows that applications increased sharply from fall 2020 to fall 2021, by nearly 20%, and continued to increase at a lower rate (on average 6.2%) from fall 2021 to fall 2025. Admission offers have increased steadily since fall 2021. Enrollment increased by nearly 10% from fall 2020 to fall 2021 and remained elevated through fall 2025.

Figure 1: ARC Institutions' Enrollment Funnel, Fall 2018 to Fall 2025

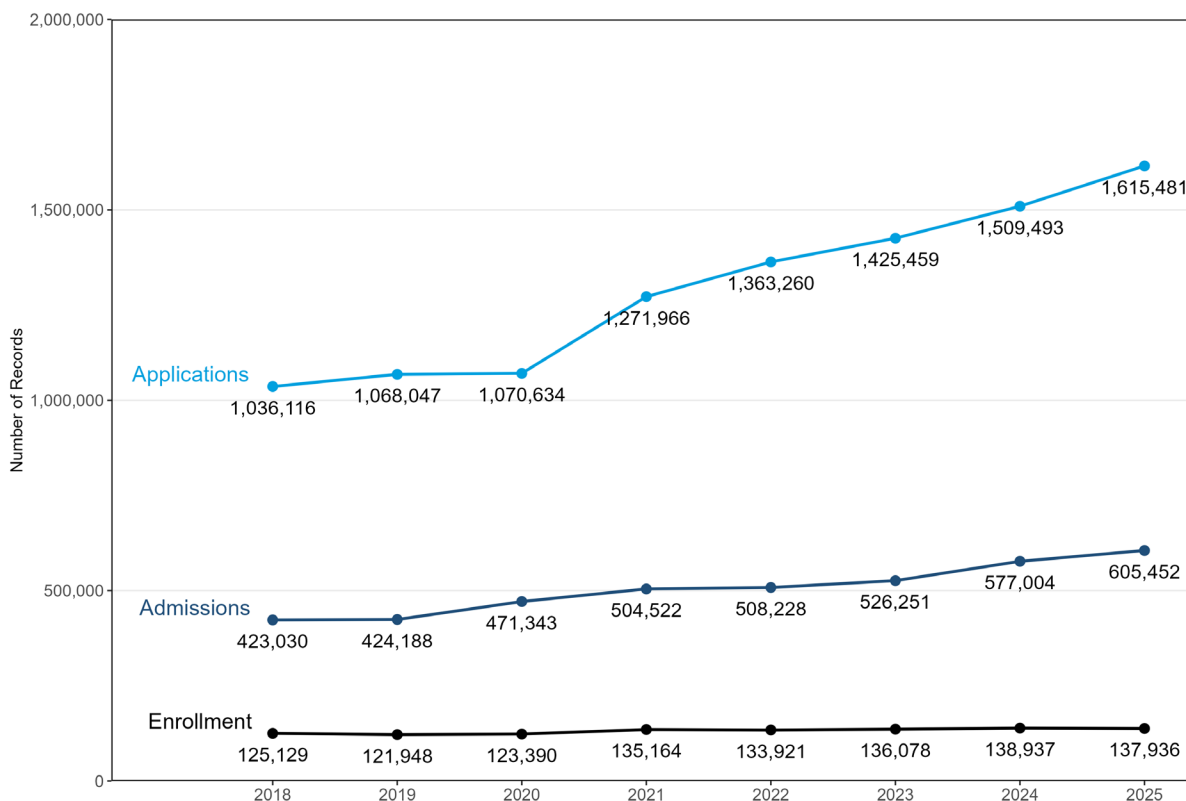


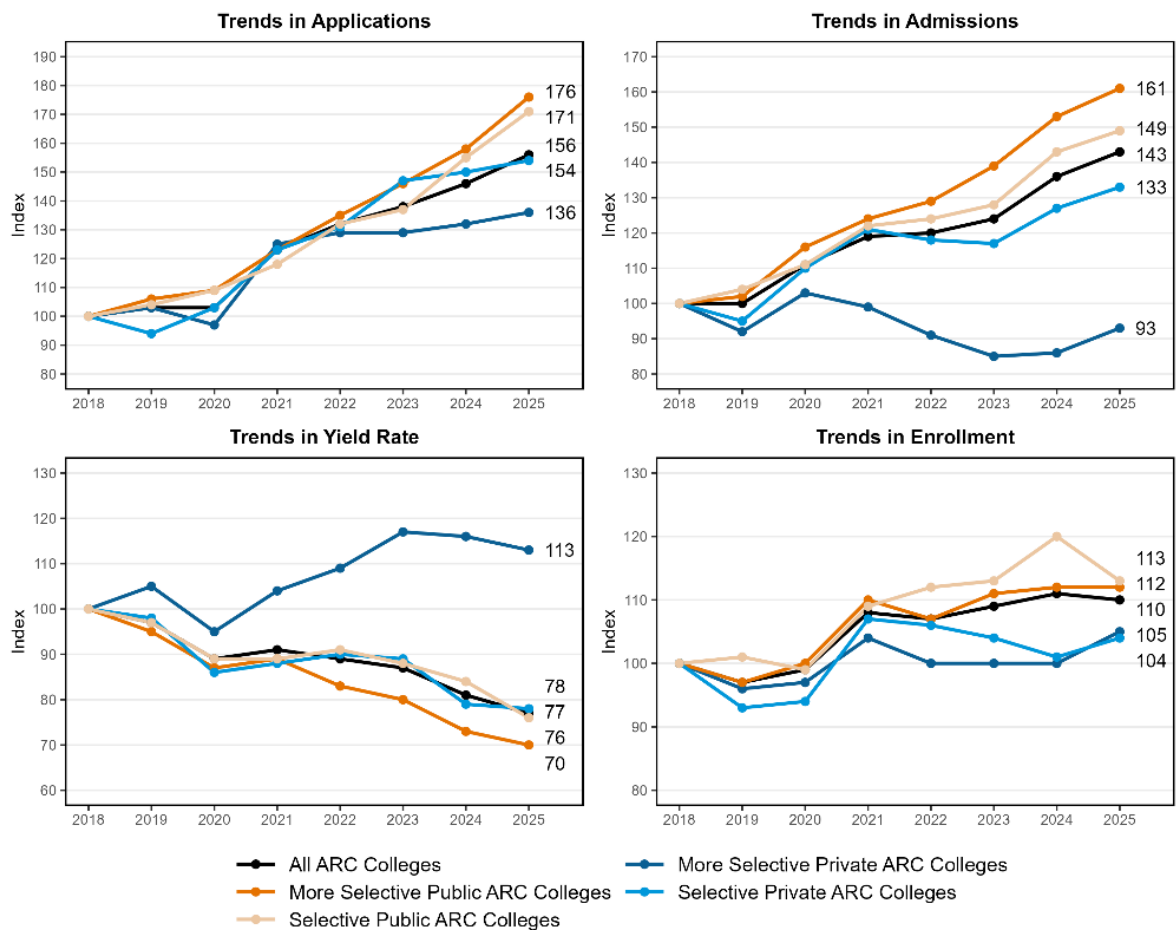
Figure 2 compares enrollment-funnel trends over eight years at all ARC institutions and the four institutional segments. To better compare funnel trends across segments that differ in size and selectivity, we express each data series as an index anchored to the fall 2018 entering cohort, which corresponds to the start of ARC historical data. Each index has a value of 100 in the base year.

Between the fall 2018 and fall 2025 application cycles, total applications to ARC institutions increased by 56%, but there is considerable variation across the four segments, with More

Selective Public ARC institutions experiencing the largest application growth (76%) over these eight cycles.

Over this same period, total admission offers from ARC colleges grew by 43%. Admissions growth occurred in all institutional segments except More Selective Private colleges, where fall 2025 admission offers were 7% lower than in fall 2018.

Figure 2: Enrollment Funnel for ARC Colleges and Segments, Fall 2018 to Fall 2025



Since fall 2018, yield rates at ARC institutions have declined by 23% overall. A similar decline occurred in all institutional segments, except for the More Selective Private institutions, where yield rates have increased by 13% since fall 2018.

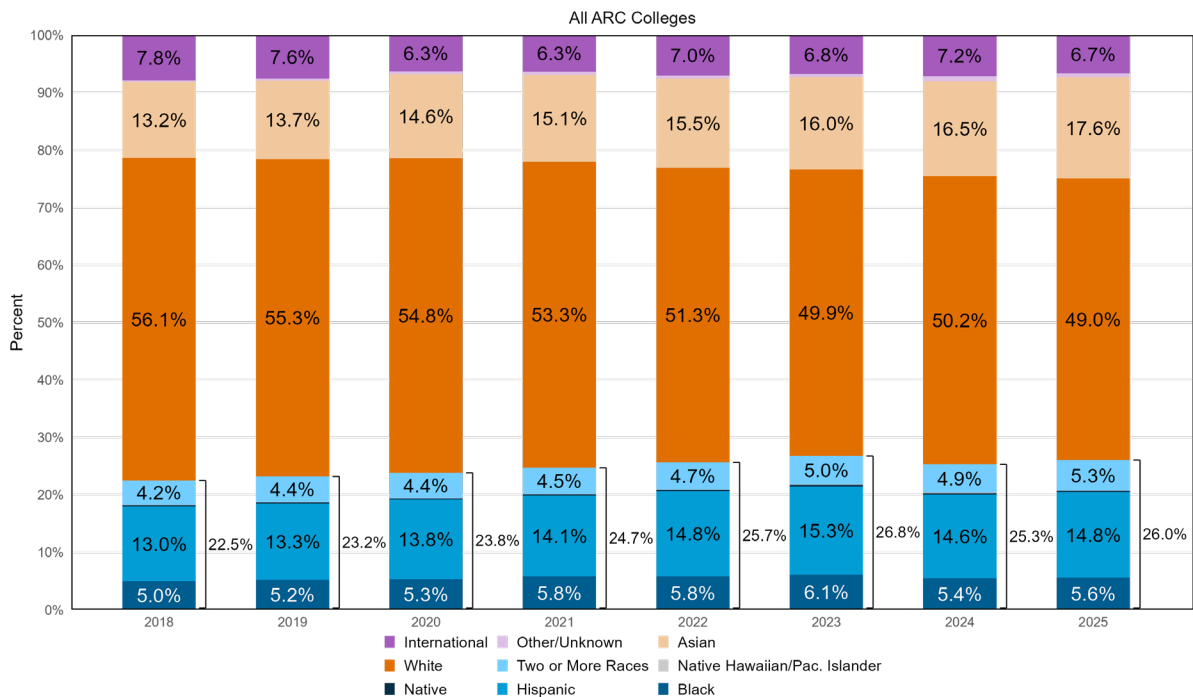
Finally, between fall 2018 and fall 2025, enrollment at ARC colleges increased by 10% overall. All institutional segments experienced growth in enrollment between fall 2020 and fall 2021, with public colleges experiencing more growth than private colleges between fall 2018 and fall 2025.

Student Composition

Racial/Ethnic Composition

Figure 3 shows how the racial/ethnic composition of ARC colleges' first-year enrollees changed between fall 2018 and fall 2025. Across all ARC colleges, the share of URM enrollees grew from 22.5% in fall 2018 to 26.0% in fall 2025, mirroring steady growth in the URM share of US high school graduates over this period (Lane et al., 2024). Growth in the URM share of enrollees was gradual through fall 2023, with no abrupt change in URM student representation between fall 2020 and fall 2021, the first cohort with widespread test-optional admissions policies. URM representation declined by 1.5 percentage points between fall 2023 and fall 2024, the first cohort with widespread race-neutral admissions policies.³ The URM share of enrollees partially recovered in fall 2025, rising 0.7 percentage points to 26.0%, still 0.8 points below its fall 2023 peak.

Figure 3: Racial/Ethnic Composition of Enrolled Students from Fall 2018 to Fall 2025, All ARC Colleges

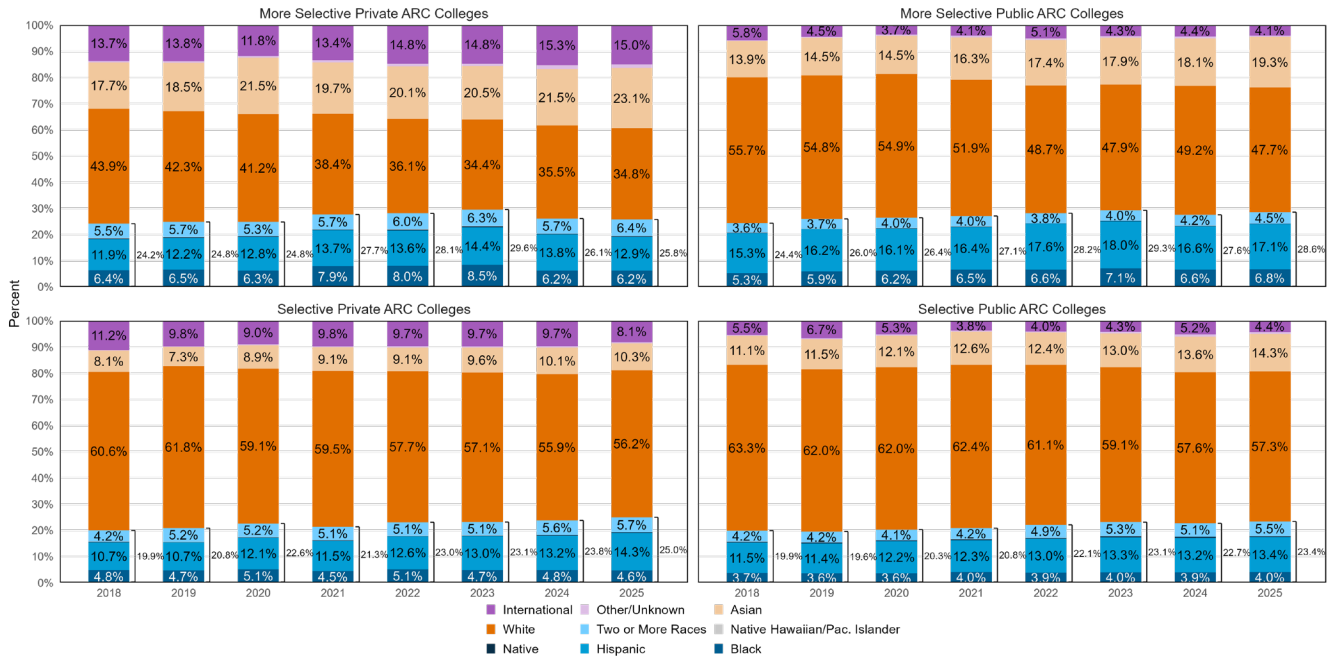


³ This 1.5 percentage-point decrease is larger than the 0.2 percentage-point decline in the URM share of ARC college enrollees between 2023 and 2024 reported in Bloem et al. (2025, Figure 9). The disparity stems from a difference in institution samples: Bloem et al. (2025) use a sample of 60 ARC institutions, whereas this report uses a sample of 46 ARC institutions whose administrative data span the fall 2018 to fall 2025 cohorts.

The partial recovery in the overall URM share of enrollees shown in Figure 3 masks divergent trends across segments, shown in Figure 4. Consistent with earlier research findings (Bloem et al., 2025, Bloem et al. 2026a), URM representation in More Selective Private institutions decreased substantially from fall 2023 to fall 2024, and our data show that this decline persisted through fall 2025, leaving the URM share 3.8 percentage points below its fall 2023 peak (25.8% vs. 29.6%).

The patterns at other ARC segments were different from those at More Selective Privates. At More Selective Public institutions, the URM share fell 1.7 percentage points between fall 2023 and fall 2024 but recovered in fall 2025 to 28.6%, within 0.7 percentage points of its fall 2023 peak. Between fall 2023 and fall 2025, the URM share at Selective Private institutions rose 1.9 percentage points and remained level at Selective Public institutions.

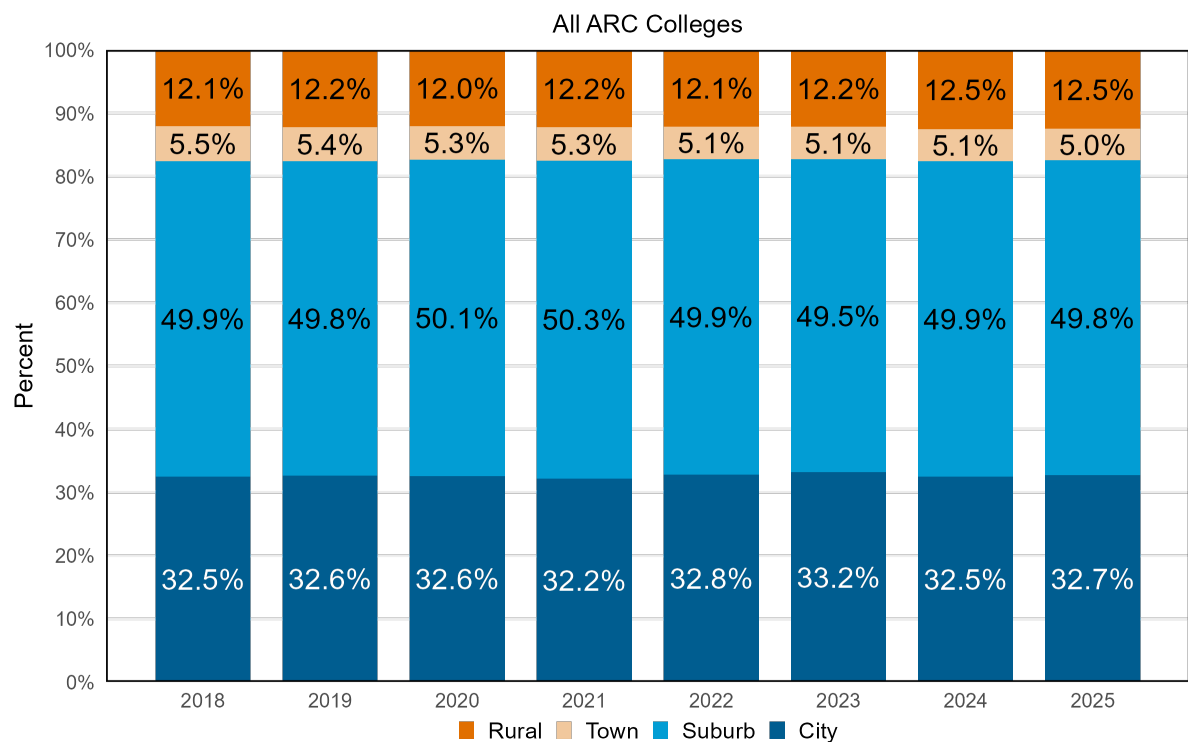
Figure 4: Racial/Ethnic Composition of Enrolled Students from Fall 2018 to Fall 2025, by ARC Segment



Locale Composition

Figure 5 shows trends in the composition of ARC colleges’ domestic first-year enrollees by neighborhood locale. About half of all students come from Suburb, a third come from City, 12% come from Rural, and 5% come from Town locales. These shares remained stable across all eight cycles.

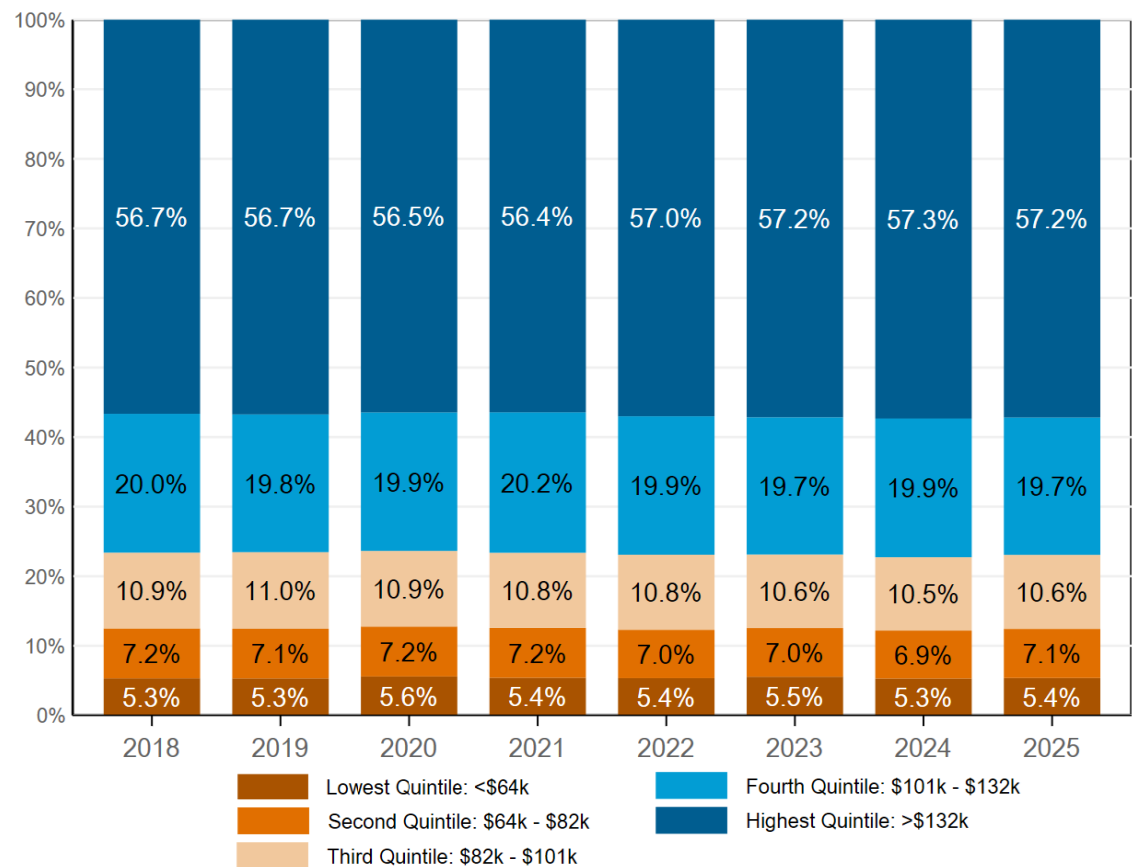
Figure 5: Locale Composition of Enrolled Students from Fall 2018 to Fall 2025, All ARC Colleges



Socioeconomic Composition

Figure 6 shows the composition of ARC colleges’ domestic first-year enrollees over time by neighborhood median family income. From fall 2018 to fall 2025, the percentage of ARC colleges’ first-year enrollees from lower-income neighborhoods (the lowest, second, and third neighborhood-income quintiles) remained stable at about 23%.

Figure 6: Neighborhood Median Family Income Composition of Enrolled Students from Fall 2018 to Fall 2025, All ARC Colleges



Test Scores and Test Score Choices

Score Disclosure, Withholding, and Absence

Linking ARC institutions' applicant records to College Board data enables us to distinguish applicants who disclosed an SAT/ACT score, withheld an SAT score, and had no SAT score. Specifically, we categorize applicants in test-optional cohorts into three groups:

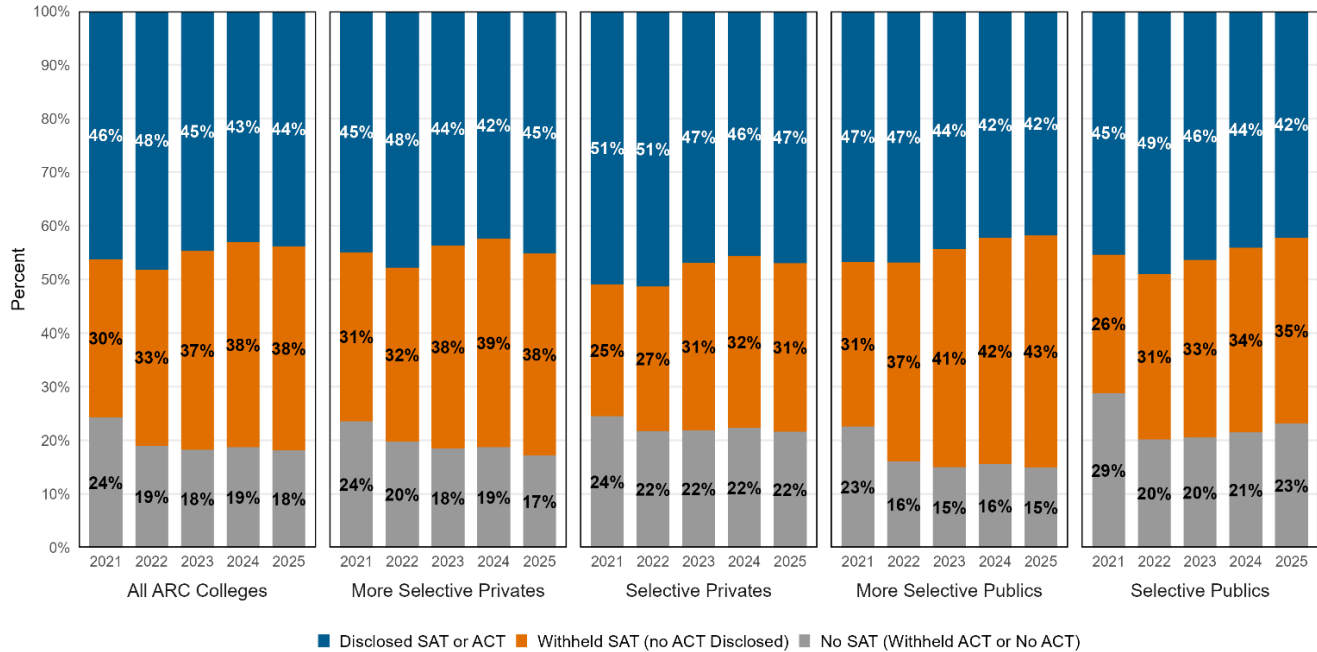
- **Score disclosers** provided an SAT/ACT score for consideration in admissions.
- **SAT withholders** had an SAT score and withheld it.
- **No-SAT/ACT withholders** had no SAT score and either withheld or had no ACT score.⁴

⁴ We cannot distinguish ACT withholders from applicants who had no ACT score. As a result, our count of score withholders is a lower bound on the true number of score withholders; conversely, our count of No-SAT applicants is an upper bound.

SAT withholders and No-SAT/ACT withholders are indistinguishable to institutions because neither group presents a test score in their application, but these two groups are distinguishable using College Board data.

Focusing on the 42 ARC sample institutions that practiced test-optional admissions over the fall 2021 to fall 2025 admission cycles, Figure 7 shows the distribution of applications by score choice in each college segment and overall, for each cycle from fall 2021 to fall 2025.⁵ In the aggregate, score disclosure rates increased slightly from 2024 to 2025 after declining from 2022 to 2024, while score withholding rates held steady from 2024 to 2025 after increasing over the previous two admission cycles. Among applications to private colleges, score disclosure rates increased and withholding rates decreased from 2024 to 2025; among applications to public colleges, disclosure rates held steady or declined while withholding rates increased.

Figure 7: Applicants’ Score Choices by ARC Segment, Fall 2021 to Fall 2025, Test-Optional Colleges Only

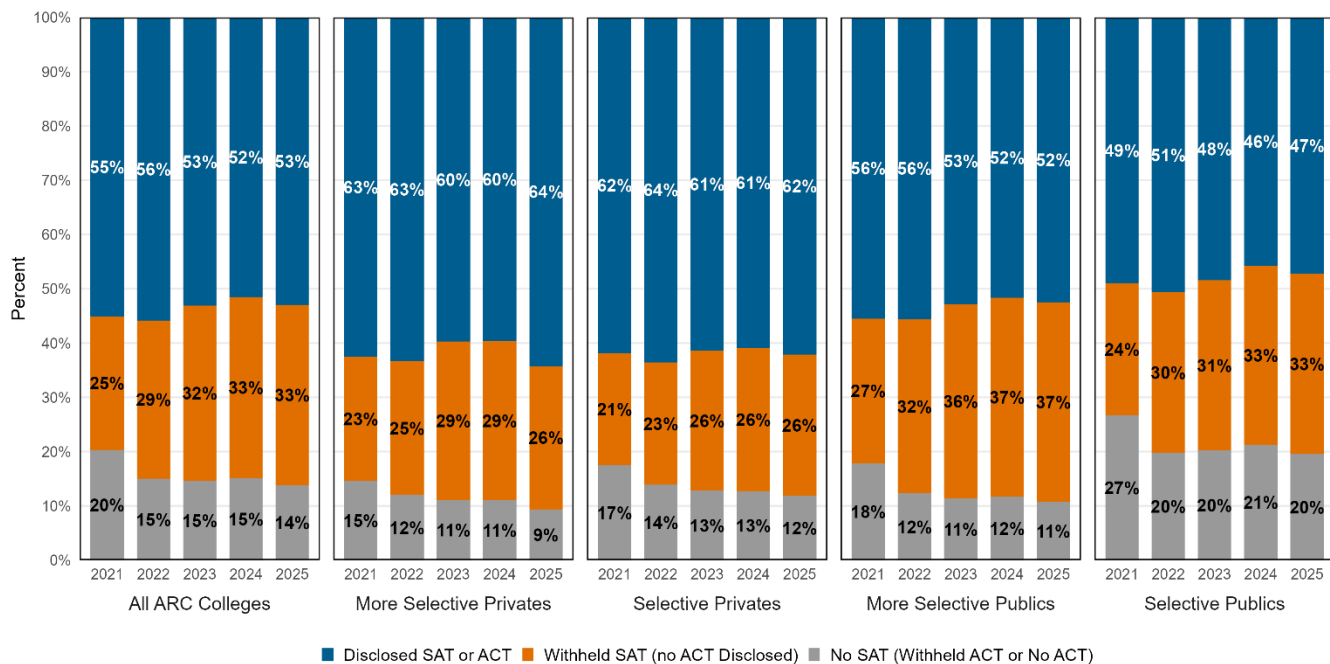


Note: Applicants may be counted more than once if they applied to two or more ARC sample colleges.

Figure 8 shows the distribution of admission offers by score choice for all test-optional ARC institutions and for each college segment from fall 2021 to fall 2025. In the aggregate and in each college segment, disclosure rates among admitted applications increased or held steady from fall 2024 to fall 2025 after declining over the prior two admission cycles.

⁵ The 42 test-optional ARC institutions include 16 More Selective Privates, 13 Selective Privates, 7 More Selective Publics, and 6 Selective Publics.

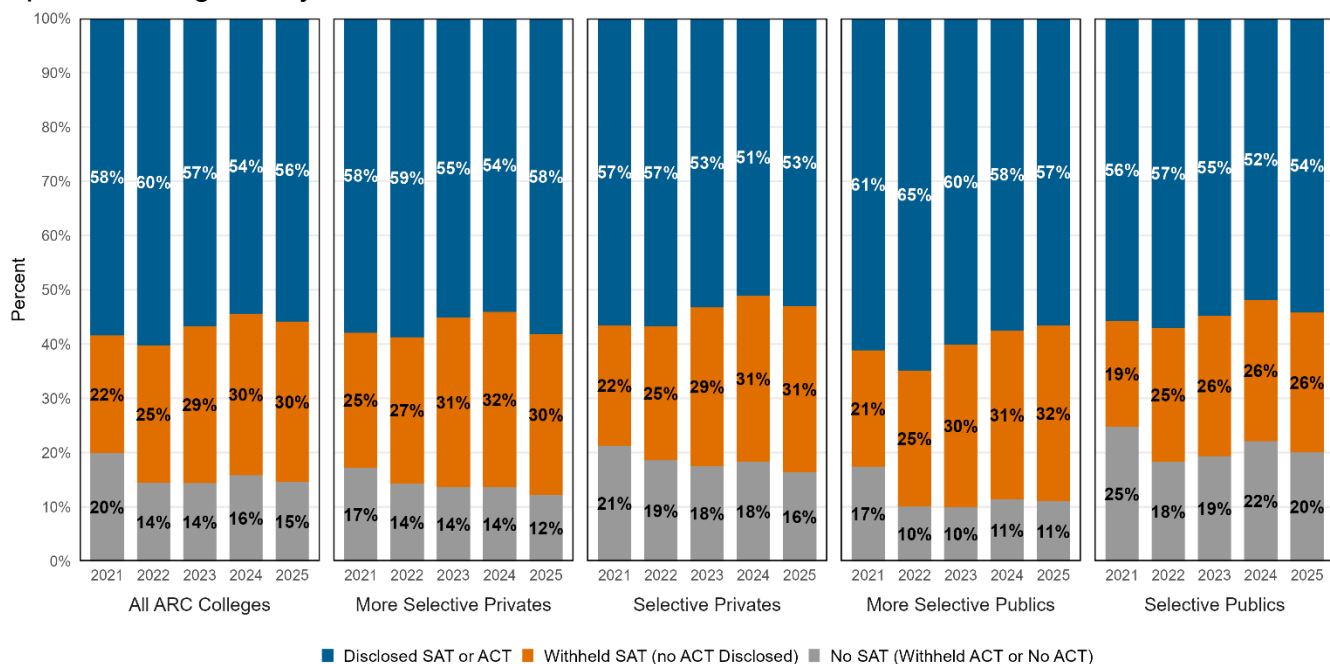
Figure 8: Admitted Students' Score Choices by ARC Segment, Fall 2021 to Fall 2025, Test-Optional Colleges Only



Note: Admitted students may be counted more than once if admitted by two or more ARC sample colleges.

Figure 9 shows trends in first-year enrollees' score choices across all test-optional ARC institutions and in each college segment from fall 2021 to fall 2025. In the aggregate, enrollees' score disclosure rate increased from 54% to 56% between fall 2024 and fall 2025, while the rate of score withholding held steady at 30%. At the segment level, More Selective Private colleges saw the largest increase in score disclosure rate, from 54% in 2024 to 58% in 2025.

Figure 9: Enrollees' Score Choices by ARC Segment, Fall 2021 to Fall 2025, Test-Optional Colleges Only



Score Distributions

Figures 10 and 11 examine how the distribution of test scores changed from fall 2018 to fall 2025 among test-optional ARC colleges' first-year enrollees who disclosed or withheld a test score.⁶ In each figure, the five test score bands each capture about one-fifth of ARC colleges' first-year enrollees in fall 2018.

Figure 10 shows that the percentage of first-year enrollees with scores in the lowest SAT score band (less than 1210) increased sharply from 21% in 2020 to 28% in fall 2021, following the onset of the Covid-19 pandemic and the widespread adoption of test-optional admissions, and has remained between 31% and 33% through fall 2025. At the same time, the share of first-year enrollees with scores in the highest score band (1460-1600) remained relatively stable (between 21% and 24%) over the study period. The share of first-year enrollees with test scores in each of the middle score bands has contracted. This pattern likely reflects a combination of test-optional effects and recent declines in math and reading proficiency among US high school seniors (NCES, 2024a; NCES, 2024b).

⁶ These figures exclude enrollees in the No SAT category, for whom we do not observe a test score. Because ARC colleges' No SAT enrollees typically have weaker academic credentials (e.g. high school GPA, first-year college GPA, four-year cumulative college GPA) than other first-year enrollees at their respective colleges (Bloem, et al., 2026a), statistics shown in Figures 10 and 11 likely understate post-2020 increases in the percentage of ARC colleges' first-year enrollees who would have fallen in the bottom test-score band had all enrollees taken a test.

Figure 10: Score Distribution of Fall 2018 to Fall 2025 Enrollees, All Test-Optional ARC Colleges

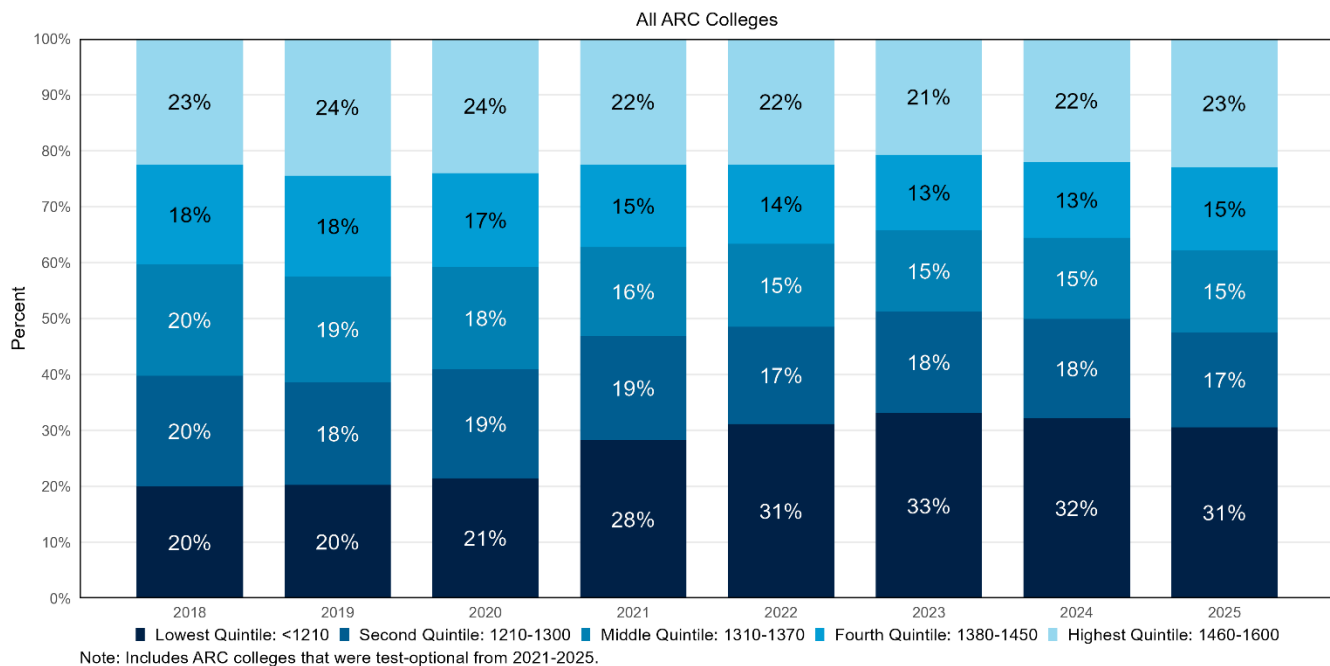
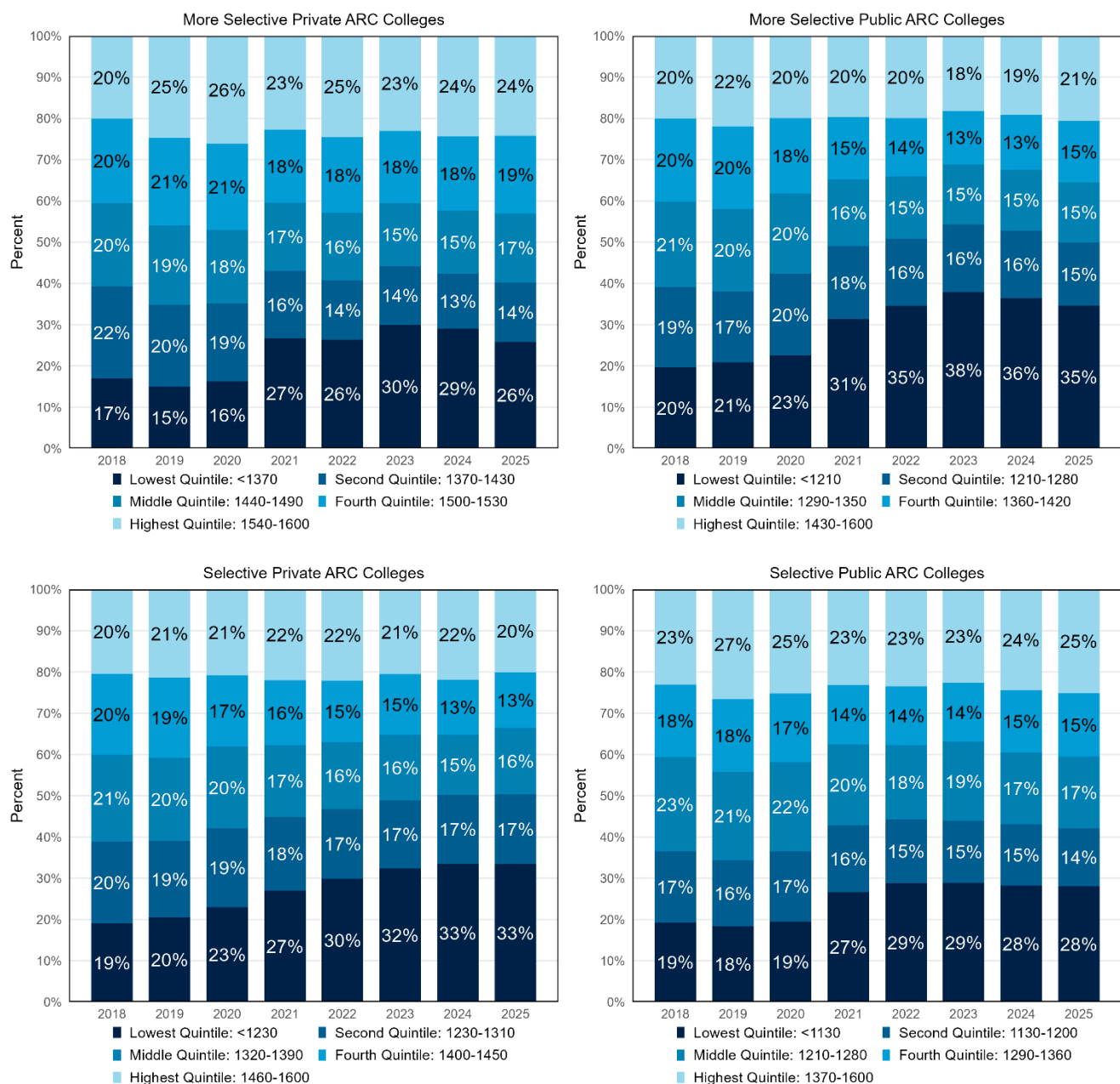


Figure 11 shows trends in test scores among first-year enrollees in each of the ARC college segments from fall 2018 to fall 2025. The figure employs segment-specific score bands that capture about one-fifth of each segment’s first-year enrollees in fall 2018. Each segment shows a similar trend: in every segment, the fraction of enrollees with bottom-quintile test scores increased markedly with the onset of test-optional admissions and has remained elevated through fall 2025. Meanwhile, the share of enrollees in the top score band has remained fairly steady, and the share of enrollees in the middle score bands has declined.

Within this general pattern, Figure 11 reveals some interesting differences across segments. In fall 2021, increases in the share of students in the lowest score band were most pronounced at More Selective Private ARC colleges, where the share of first-year enrollees with SAT scores below 1370 jumped from 16% in fall 2020 to 27% in fall 2021 (a 69% increase). Over the whole eight-year study period, however, growth in the share of lower-scoring enrollees has been greatest at Selective Private and More Selective Public ARC colleges, where the share of enrollees in the bottom score band respectively rose from 19% and 20% in fall 2018 to 33% and 35% in fall 2025 (increases of 74-75%).

Figure 11: Score Distribution of Fall 2018 to Fall 2025 Enrollees, Test-Optional ARC Colleges, by Segment

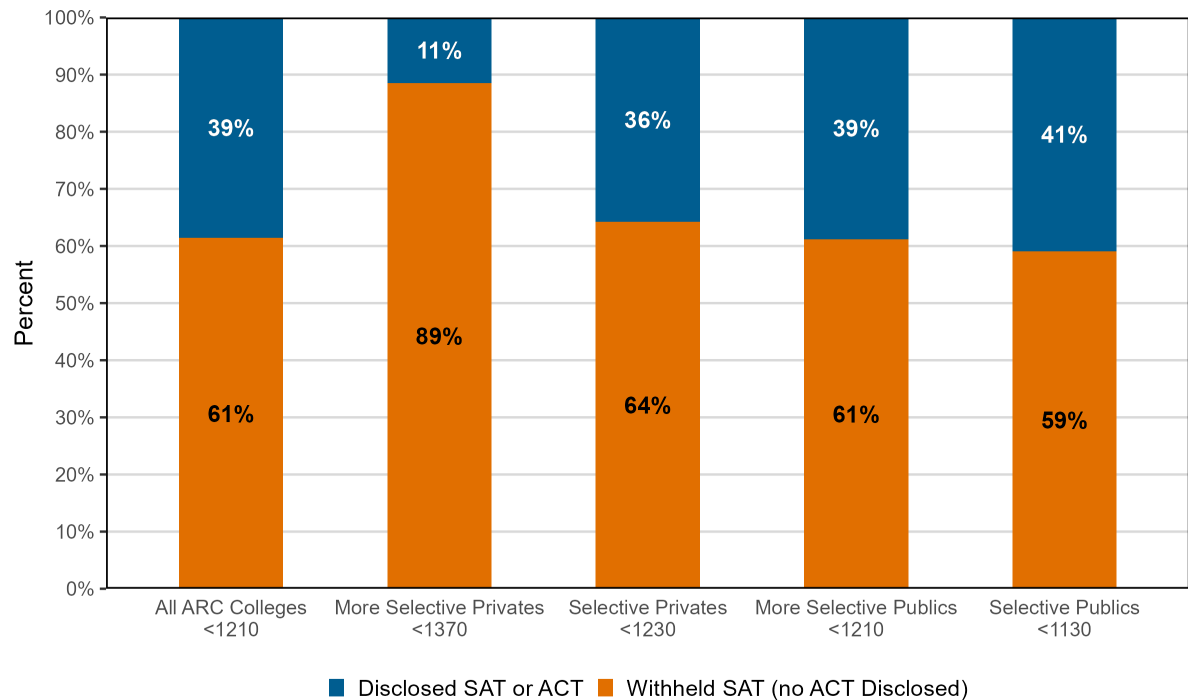


Note: Includes ARC colleges that were test-optional from 2021-2025.

Figure 12 shows that most of the lower-scoring enrollees represented in the bottom score bands of Figures 10 and 11 withheld their scores at the point of application. This is particularly true at More Selective Private ARC colleges, where 89% of fall 2021-2025 enrollees with scores below 1370 withheld their scores. Moreover, Appendix Figure A5 shows that lower-scoring enrollees' score-withholding rates generally increased from fall 2021 to fall 2025. These patterns are potentially concerning, as lower-scoring enrollees' high

rates of score withholding reduce colleges' visibility into the academic preparation of students who may require the most additional academic support to succeed in college.

Figure 12: Lower-Scoring Enrollees' Score Choices by ARC Segment, Fall 2021 to Fall 2025, Test-Optional Colleges Only



Note: Includes ARC colleges that were test-optional from 2021-2025.

Notes: Data reflect fall 2021-2025 enrollees at test-optional ARC colleges who disclosed an SAT/ACT score or withheld an SAT score in the indicated score ranges, which define the bottom quintile of SAT scores among fall 2018 enrollees.

Conclusion

The ARC initiative has enabled a unique set of data and analyses that illuminate changes in college and student behavior following the Covid-19 pandemic and the widespread adoption of test-optional college admission policies. Drawing on data from 46 ARC institutions, this Research Brief provides evidence on trends in applications, admissions, enrollment, student body composition, score disclosure, and enrollee test scores from the fall 2018 to fall 2025 admission cycles.

Across these cycles, the ARC data show growth in the enrollment funnel and a change in what colleges can observe about applicants. Applications rose 56% between fall 2018 and fall 2025, and admission offers rose at all but the More Selective Private colleges, where they fell. First-year enrollment grew 10% between 2020 and 2021 and has remained stable.

Neighborhood locale and income mix were stable, but racial/ethnic composition shifted. The URM share of enrollees fell in fall 2024, the first cohort with widespread race-neutral admissions policies, and recovered only partially in fall 2025 at the aggregate and unevenly across segments.

The clearest change in these cycles is in score visibility. Five cycles into widespread test-optional policies, most of the lowest-scoring enrollees withheld their SAT scores at application, including 89% at More Selective Private colleges, and withholding rates generally rose from fall 2021 to fall 2025. Over the same period, the share of enrollees in the lowest score band grew from about one-fifth to nearly one-third, while the share in the highest band held steady, and the middle bands shrank. These patterns are relevant to institutions thinking about how to identify students who may need the most academic support, since test scores are less often available at the point of admission.

We will continue to collect and analyze data on ARC colleges' applications, admissions, and enrollments. Data from the fall 2026 admission cycle will shed further light on how four-year colleges' enrollment funnels respond to ongoing changes in institutional practice and to federal policies and guidance governing college recruitment, admissions, and enrollment.

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Appendix

Figure A1: Locale Composition of Enrolled Students from Fall 2018 to Fall 2025, by ARC Segment

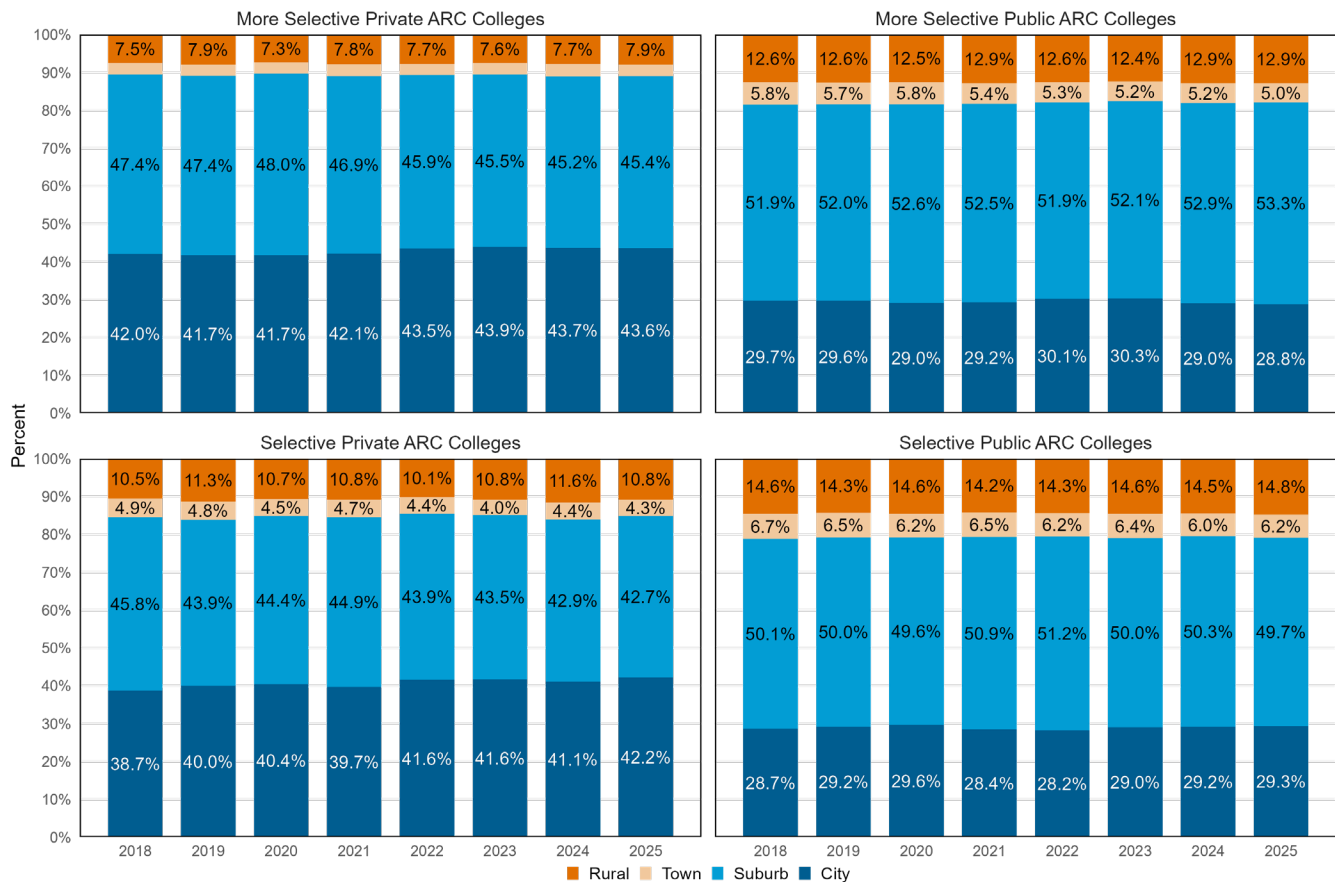


Figure A2: Neighborhood Median Family Income Composition of Enrolled Students
from Fall 2018 to Fall 2025, by ARC Segment

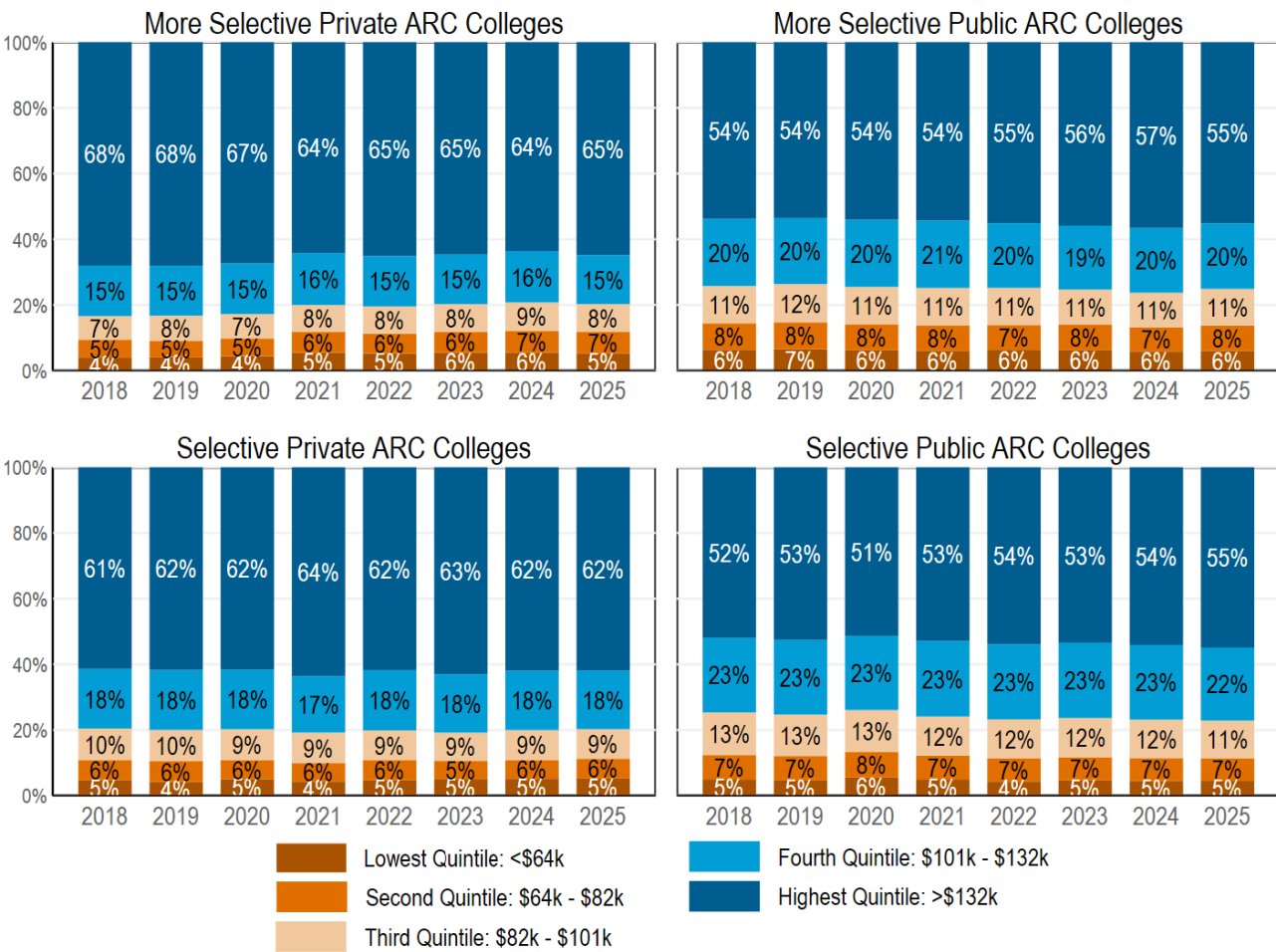
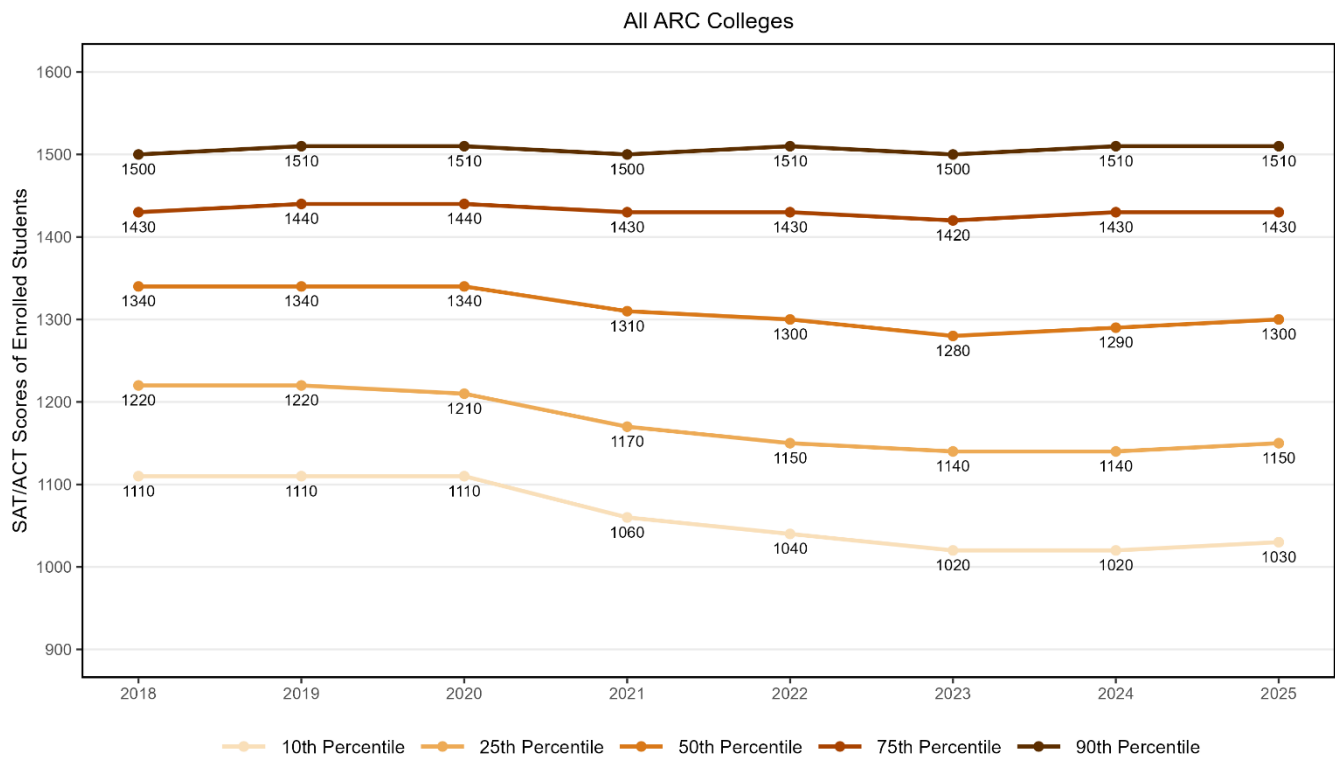
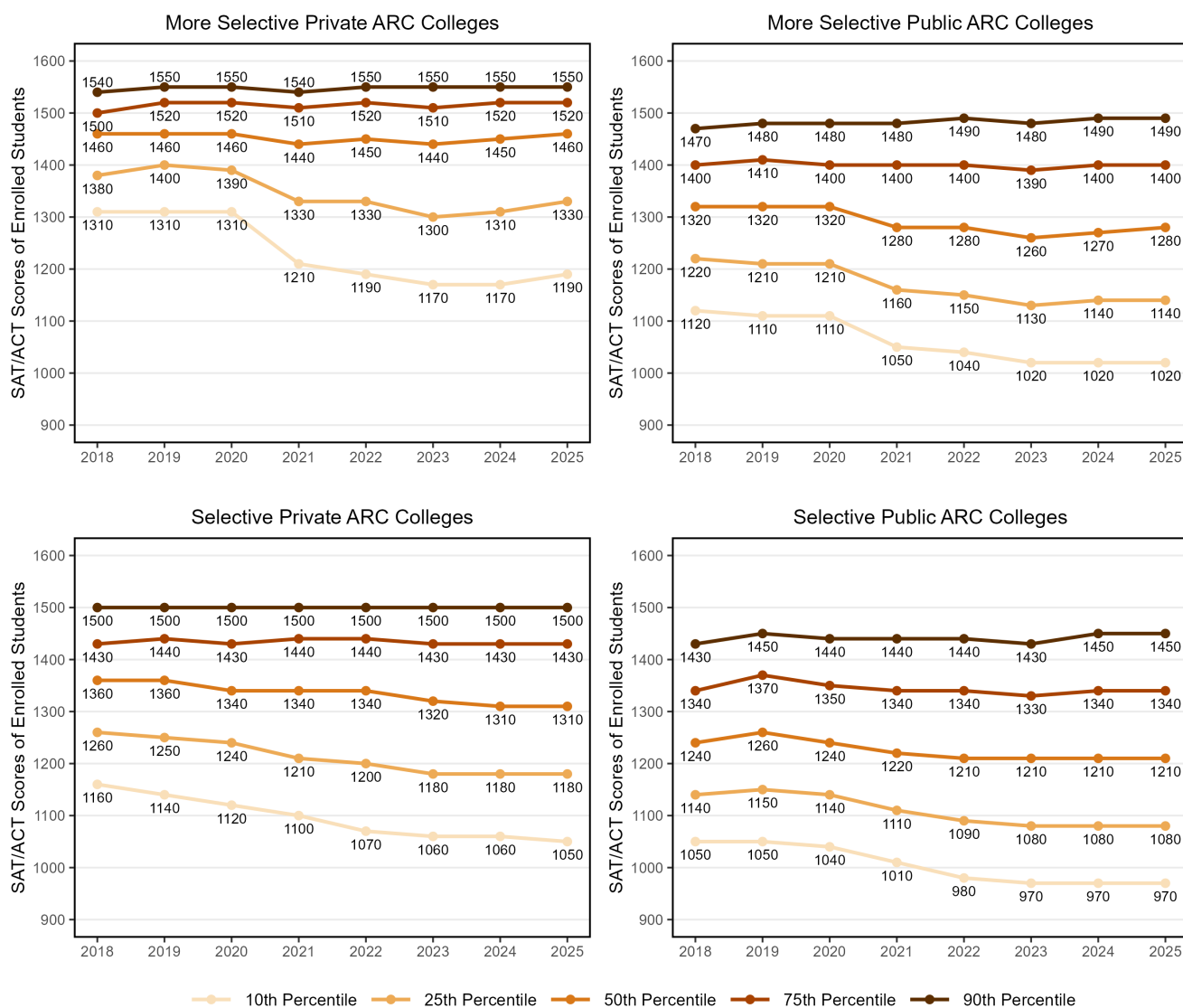


Figure A3: SAT Scores over Time at Selected Percentiles for Enrollees, All Test-Optional ARC Colleges



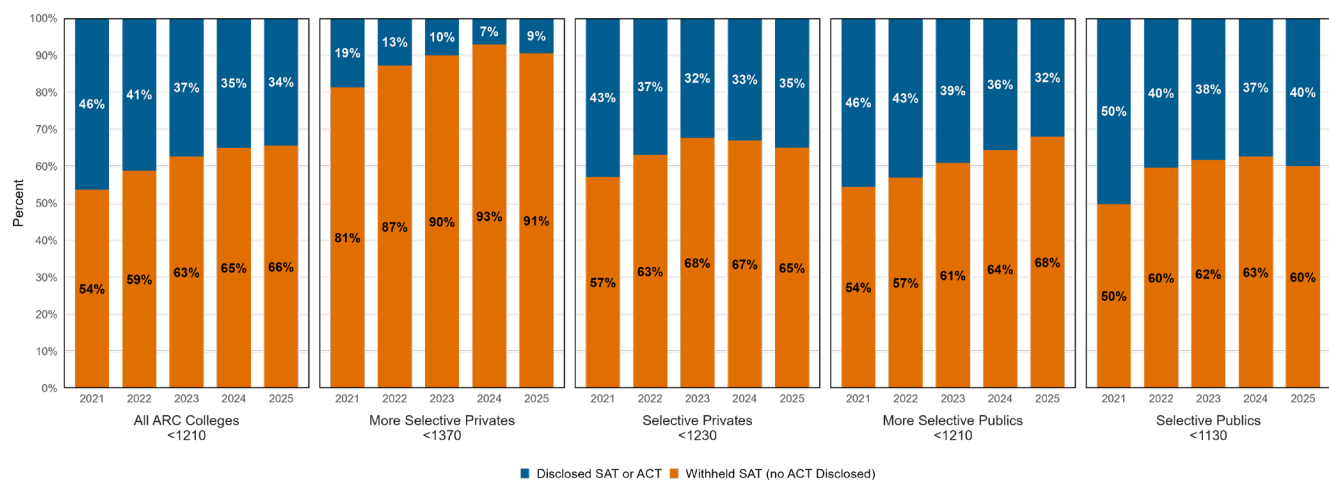
Note: Includes ARC colleges that were test-optional from 2021-2025.

Figure A4: SAT Scores over Time at Selected Percentiles for Enrollees, Test-Optional ARC Colleges by Segment



Note: Includes ARC colleges that were test-optional from 2021-2025.

Figure A5: Lower-Scoring Enrollees' Score Choices by ARC Segment and Cohort, Fall 2021 to Fall 2025, Test-Optional Colleges Only



Note: Includes ARC colleges that were test-optional from 2021-2025.

Notes: Data reflect fall 2021-2025 enrollees at test-optional ARC colleges who disclosed an SAT/ACT score or withheld an SAT score in the indicated score range, which defines the bottom quintile of SAT scores among fall 2018 enrollees in each group.

About the College Board

The College Board is a mission-driven not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of over 6,000 of the world's leading educational institutions and is dedicated to promoting excellence and equity in education. Each year, the College Board helps more than seven million students prepare for a successful transition to college through programs and services in college readiness and college success — including the SAT® and the Advanced Placement Program®. The organization also serves the education community through research and advocacy on behalf of students, educators and schools. For further information, visit www.collegeboard.org.

College Board Research

The Research Department generates data and evidence on the impact of educational programs, assessments, and initiatives on students and various education stakeholders. For further information and publications, visit <https://research.collegeboard.org>.