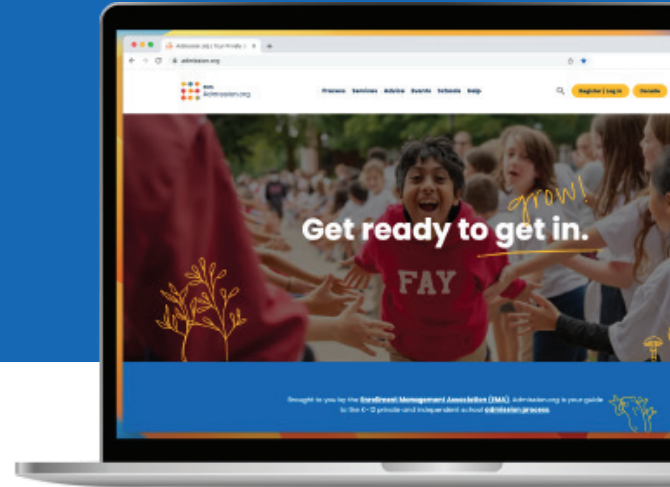


Data Speaks for the Standard Application Online

55%

of parents surveyed for *The Ride to Independent Schools* rated the admission application process as too stressful—a 12% increase over the previous report.

Families want a less redundant, more streamlined process, and the Standard Application Online (SAO) is uniquely positioned to simplify their experience.



What does the 2023–2024 data say about the SAO?

577,536 all-time applications submitted make the SAO the most trusted K–12 common application.

5,300 2023–2024 applications from candidates supported by community-based organizations.

90% of SAO applications created have the “interested in” flag on, allowing schools to begin communicating with families before application submission.

14 hours are saved on average by families when submitting three SAO applications; five applications save 28 hours, and eight applications deliver 49 hours saved!

#1 most visited page on [Admission.org](https://www.admission.org) is the Standard Application Online.

But the real story isn't about who's using the SAO...

73% of the top 15 cities sending visitors to Admission.org have three or fewer schools that accept the SAO within a 100-mile radius.

11,482 searches were conducted in the SAO for EMA member schools that don't accept the application.

53,851 estimated hours families would have saved if those schools accepted the SAO—over six years of time!

Ready to change the narrative?

15 minutes is all it takes for schools to set up an SAO application.

6 Enrollment Management System providers—Blackbaud, Community Brands, Finalsite, OpenApply, Proof + Geist, and Veracross—integrate with the SAO for seamless data collection, which includes the former inResonance, Senior Systems, Ravenna, and SchoolAdmin systems.

Get started at www.enrollment.org/sao.