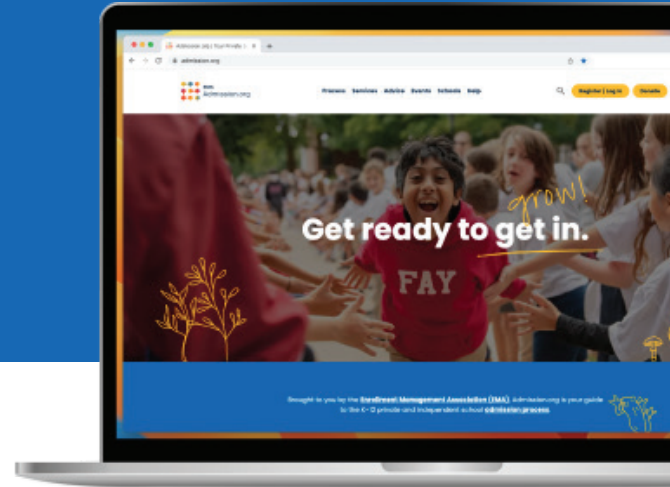


# Data Speaks for the Standard Application Online

# 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?

**581,668** 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, Education 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](https://www.enrollment.org/sao).