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](http://www.enrollment.org/sao).