



Personalized Admissions Project

Turning Admissions on Its Head

The Personalized Admissions Project admits qualified students to state universities before they even apply. This means universities ask students to accept them, rather than students submitting applications and hoping they will be chosen by the university.

In participating schools, qualified students on track to meet all entry requirements are sent an acceptance letter in early senior year and, if they accept the admission offer, a spot is reserved for them. By removing barriers to admission, this project seeks to expand access to higher education for all qualified students across Arizona.



Current ASU students admitted as part of the Personalized Admissions Project in front of the ASU Charter in Tempe, AZ.

The Project in Action

Every qualified student should know the university recognizes their hard work and wants them. This message is especially important for students who assume the university was beyond their reach. This project delivers that message to these qualified students.

“It was almost surreal when I opened the letter, knowing that I was able to go to college and to get the help that I really needed,” said Joana Huaracha Franco, a current ASU student who received a personalized admissions letter when she was a senior at Trevor Browne High School in Phoenix. The Personalized Admissions Project aims to connect students like Franco, who already meet admission requirements into the state’s public universities, to the resources needed to actually enroll and attend.

This project is an example of the ASU Charter in action as we promote the success of Arizona’s students, families and communities.



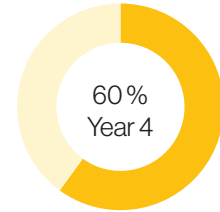
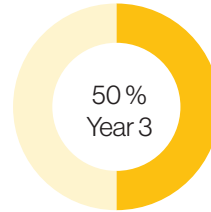
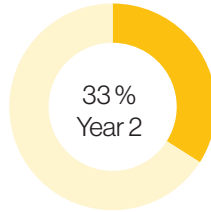
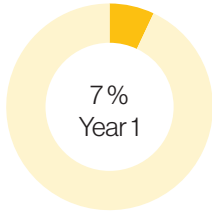
**If your district or charter
is interested in joining,
contact us:**

decisioncenter@asu.edu

Providing Opportunities for Arizona Students

In 2024-25, six in ten students attended a school offering Personalized Admissions.

This opportunity is available to the majority of students in the state, with more schools and students being added every year. The goal is to eventually provide this opportunity to students in every school in the state.



■ Percent of Arizona seniors in schools participating in the Personalized Admission Project

How it works for students in participating schools:



Students receive a letter at home

Students on track to meet the university entrance requirements receive a letter from one to all three state universities.



Help is standing by

Help is available from the high school and university partners – just ask!



Accept the offer and provide the needed information

Students must contact the university and accept the offer or it expires. Once the student accepts the offer of admission, the student provides the needed information.



Have a successful senior year and attend your chosen university in August

After a successful senior year, students can attend their chosen university.

How it works for schools and districts:



Sign up to offer Personalized Admissions

Reach out to us and let us know you want this opportunity for your seniors.



Share data

Sign a data sharing agreement and securely share student transcripts with us.



Identify qualified students

We analyze your students' transcripts, provide the school with a list of qualified students, and then send them letters.



Support students as they make their postsecondary plans

As students receive letters, schools support students and parents in making their choice and contacting the chosen university to accept the offer of admission.

Your district or charter organization is welcome to join.
Contact us: decisioncenter@asu.edu

