

Dear colleagues,

I hope the summer allowed for some version of self-care amidst all the uncertainty, challenges, and unrest. We know you are working overtime to adapt and support your students—in many cases remotely—as we begin a school year like no other.

We are also adapting, and the landscape this fall (along with the significant retirement of Shep Shanley after 50 years in Northwestern Admissions!) has moved us to pilot a modified regional outreach model, where multiple team members will collaborate as contacts and readers for a particular region. **We will still provide an individual point of contact for you with one of the team members, as we know it's helpful to have a single go-to.** But as traditional high school and CBO visits aren't a given for everyone right now, this model allows us to make ourselves available to more prospective students through a variety of regional programs online. It will also bring more staff perspectives to recruitment in a particular geographic area, and hopefully foster more consistency over time.

As I said, we want to ensure you still have an individual contact to keep things simple, even as we increase our “surface area” for prospective students. You can [find your regional contact on our website](#); while there are a few big changes, we've aimed for familiar names, faces, and places wherever possible.

I'll be in touch again in the coming weeks with our fall newsletter, which will include an updated first-year class profile. For now, here are a few resources for you and your students:

1. We've recently launched a vlog series, *Applied Learning*, which brings admission directors together to discuss broad topics like [researching colleges when you can't visit](#), [application essays](#), and [financial aid](#). We hope these informal dialogues will bring useful insights while stressing for students that there is no single way to approach the college search nor magic formula for a successful application. We also hope that our conversational approach in these videos will encourage students to be themselves throughout this process, too. The newest vlog in the series, “[Anatomy of a Holistic Review](#),” is scheduled to premiere tomorrow, 9/12. Note that this series is meant for any college-bound student, whether or not they're considering Northwestern.
2. For students who do want to learn more about Northwestern, my [most recent blog](#) shares general updates on our fall outreach. We've teed up a wide range of digital programs, many with live Q&A. Students can visit our [YouTube channel](#) for the full archive, and register for future programs on [our website](#).
3. Finally, like many colleges, we have [shifted to a test-optional policy](#) for the coming cycle. We imagine it's becoming difficult to parse the variations of test-optional unfolding across the college admission landscape, so we invite students to visit our [online FAQs](#) for specifics on how to approach their Northwestern application. But the bottom line is simple: Northwestern applications for the coming cycle can stand strong without any external exam scores, and our review process will remain grounded in a holistic approach coupled with a commitment to college access.

As always, you can find additional resources on our [counselor hub](#), and we welcome the opportunity to connect this fall through whatever remote avenue is most doable for you and your students.

Good luck kicking off a school year that is sure to demand our utmost courage, patience, and creativity.

Warmly,

Liz Kinsley  
Associate Dean & Director of Undergraduate Admission  
Northwestern University