

May 28, 2020

Dear colleague,

I hope this finds you well since I last reached out in early April to share my blog post, [“Some Reassurance Amidst the Covid-19 Pandemic.”](#) There were many questions swirling then, most of which remain open-ended today even as states begin to cautiously reopen. As with many institutions, Northwestern’s leadership has launched [a phased return to campus](#), with the goal of returning as much of our community as possible for the start of classes in September, while continuing to protect everyone’s health and safety. But regardless of where you live, no amount of careful planning or communication can forecast exactly what high school and college will look like come fall.

Luckily, we do have clarity on what the college process will look like, at least at its core: although the pandemic may necessitate modified mechanics for this process, the substance of applying to college won’t change. As always, we are making every effort to reach an increasingly diverse and talented population of students around the world to show them what makes Northwestern special. Come fall, we will hope to see that diversity and talent reflected in our applicant pool. And our review process will remain grounded in a [holistic approach](#) coupled with a [commitment to college access](#).

We imagine the substance of your work is unchanging, too: you want your students to thrive. You want them to explore widely, to identify best-fit colleges, and to feel good about their applications. You want them to have amazing choices for college. And you’ll put an incredible amount of time and energy into guiding them toward these outcomes.

Our readiness to partner with you is as strong as ever. My team has developed a range of [digital programming](#) to help your students get to know us, from traditional [information sessions](#) and [campus tours](#) that provide an overview, to [student panels](#), [performance showcases](#), and [local food reviews](#) that carry across the intangibles you’d hope to get on a campus visit. In almost every case, we offer live Q&A with admission directors and/or current students. And while we don’t treat demonstrated interest as a tally of touchpoints that carries weight in our review process, we do value connections with students who are exploring Northwestern and have set up registration links to help us stay in touch.

Whether or not we’re able to travel in the fall, we’ll find ways to [come to you](#). Our digital toolbox is growing, and we’re available for remote college fairs and high school visits. Next week, we’ll be joining Princeton, Dartmouth, Vanderbilt, and UC Berkeley for our annual [“Coast to Coast” tour](#)—only this spring, we’re presenting online. Indeed, the digital landscape enables us to reach more places and people than we normally might, and we are excited to connect with you.

Even in a global pandemic, our work in college admissions is fundamentally optimistic—for students, counselors, and admission professionals alike. We are all operating under the premise that an undergraduate experience is something worth pursuing, and that learning alongside a diverse group of people will foster personal and societal growth. It is more important than ever that we encourage our students to lean into the forward-looking, imaginative parts of applying to college.

For now, though, we hope you are primarily looking forward to a relaxing summer. We know this spring has posed an unbelievable challenge for educators, and we hope the next couple of months allow you to recharge. We’ll be in touch with updates at the start of the academic year. And if you’re looking for us in the meantime, you can always find your [regional contact](#), plus all kinds of other information, on our online [counselor hub](#).

Warmly,



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Director of Undergraduate Admission