

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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**SPECIAL  
ISSUE**

*CB's 23rd Annual National Admissions Trends Survey Results...*

## Financial Issues “Hot” (and getting hotter)

FOR NEARLY A QUARTER of a century, *CB* has been tracking yearly admissions cycles by surveying admissions officers inside a variety of colleges and universities across the nation.

This year, by press time, *CB* had heard from 80 plus representative institutions, large and small, public and private, from coast to coast, reporting on whether the recent surge in applications has continued, whether the male/female imbalance persists, what kind of financial aid packages schools are offering and many other issues of interest to high school counselors and college-bound students. Here's Part I of what they told us.

### AVAILABILITY OF FINANCIAL AID

A year ago when students began applying for financial aid, the credit crisis was still in its infancy. So *CB* wanted to find out how it had impacted students. James Amidon, director of public affairs at Wabash C., noted “more need” among students. Lesley Al-Hajeri at Embry-Riddle Aeronautical U., said, “Financial issues are hot.” Michael Johnson, Dickinson C., agreed, “There was increased interest in financial aid and scholarships.”

However, only 12 percent of the colleges and universities that participated in *CB's* 23rd National College Admissions Trends Survey said the credit crunch last year had “significantly impacted the availability of loans” for students attending their school.

Susan Winstel, director of admissions at Carlow U., reported, “We are seeing more parents being denied Parent-Plus Loans.” Duquesne U.'s associate director of admissions Bill Edwards said, “The availability of federal loans remains the same.” Michael Perry, director of admission at Florida Institute of Technology, noted, “There are fewer lenders to choose from and a limit to private loans.”

Janet McClean at Purdue U. said, “Not for fall semester, but for spring semester we anticipate students will be adversely impacted.”

“Alternative loans are harder to obtain,” confirmed Rebecca McDonald, assistant director of admissions at Wells C. “Wabash is loaning privately to students,” explained James Amidon.

*CB* also wanted to know whether more students were applying for financial aid.

Fifty-nine percent of the colleges and universities in *CB's* survey reported that their students were applying for more financial aid. Less than one percent said their students were applying for less financial aid. And 30 percent said that student financial aid requests were about the same in 2008 as in 2007.

### EARLY APPLICATIONS FOR 2008

In recent years, several colleges and universities have curtailed their Early Decision programs. But Michael Johnson at Dickinson C. said, “There was an increased interest in Early Decision and Early Action programs to secure a place early with needed financial aid.”

Phyllis Schultz at Lawrence U., said, “Although the cohort of 2008 college-bound students seemed to move slowly toward its college decisions, we found that students who applied earlier to Lawrence (e.g. through Early Action rather than Regular Decision) also committed Lawrence much earlier than previous cohorts.”

Of the colleges and universities in *CB's* survey that use early programs, 74 percent said they received more applications through Early Action or Early Decision programs.

Schools that received more applications through early programs for 2008 than 2007 (with the percent of the 2008 first-year class

accepted early in parenthesis), were: Brandeis U. (20 percent), Bryant U. (15 percent), Butler U. (86 percent), Carnegie Mellon U. (20 percent), Centre C. (46 percent), Chapman U. (30 percent), Claremont McKenna C. (26 percent), Colgate U. (49 percent), Dickinson C. (64 percent), Duquesne U. (26 percent), Elon U. (66 percent), Fordham U. (34 percent), James Madison U. (NA), Johns Hopkins U. (35 percent), Kalamazoo C. (58 percent), Lafayette C. (41 percent), Lawrence U. (37 percent), Lewis & Clark C. (38 percent), Longwood U. (29 percent), Nazareth C. (42 percent), Ohio Wesleyan U. (77 percent), Providence C. (51 percent), Reed C. (30 percent), Saint Michael's C. (62 percent), St. Lawrence U. (31 percent), U. of Georgia (50 percent), Wabash C. (47 percent) and Wells C. (57 percent).

Schools receiving fewer applications through early programs for 2008 than in 2007 were: Bucknell U. (39 percent), Denison U. (6 percent), DePauw U. (45 percent), Harvey Mudd C. (16 percent), Saint Joseph U. (60 percent) and Scripps C. (15 percent).

Schools receiving the same number of applications through early programs in 2008 than in 2007 were: Baldwin Wallace C. (NA) and Roanoke C. (50 percent). New York U. admitted the same number of students through its Early Decision program, filling 27 percent of its first-year class.

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COLLEGE BOUND's Publisher/Editor: **R. Craig Sautter**, DePaul University; Chief Operating Officer: **Sally Reed**; Assistant Editor: **Emma Schwartz**; Illustration: **Louis Coronel**; Board of Advisors: **Lisa Burnham**, Edina High School, Minnesota; **Claire D. Friedlander**, Bedford (N.Y.) Central School District; **Howard Greene** and **Matthew Greene**, authors, *The Greenes' Guides to Educational Planning Series*; **Frank C. Leana, Ph.D.**, educational counselor; **M. Fredric Volkmann**, Washington University in St. Louis; **Mary Ann Willis**, Bayside Academy (Daphne, Ala.).

## ADMISSIONS TRENDS

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### MORE TOTAL APPLICATIONS IN '08

In 2008, 76 percent of colleges and universities in *CB's* survey attracted more applications.

For example, Heather Stinson, senior assistant dean of admission, Colgate U., saw an "increase in applications." Satyajit Dattagupta, associate director of admission, DePauw U., noted "increased interest."

Some admissions officers saw this as a result of multiple applications. Michael Johnson, Dickinson C., noted, "There were more applications being submitted per student to assure that options are maximized." Jessica Fowle, assistant director of admission at Kalamazoo C., observed "more students applying to a large number of schools." Janet C. McClean, Purdue U., said "Students are applying to more than one college or university." Paul Marthers, dean of admission, Reed C., detected "multiple applications."

Others at public institutions noted a sizeable increase. Linda Ferguson at Indiana State U., said, "Freshman applications to Indiana State grew by 20 percent and new student enrollment has grown almost 5 percent over the previous year, and over 18 percent for the past three years." Teresa Wonnell, Johns Hopkins U., said, "...applications were up 7 percent from 2007 and 79 percent since 2002. This growing applicant pool brings more diverse students who differ in academic and non-academic interests, political affiliations and nationalities."

And Edith Waldstein, vice president for enrollment management, Wartburg C., said there was a "significant increase in applications for both majority and minority students."

Schools that reported receiving more applications in 2008 than in 2007 (with the number of applications in parenthesis) were: Aquinas C. (2,086), Baldwin-Wallace C. (3,321), Brandeis U. (7,724), Bryant U. (6,255), Butler U. (5,923), Campbellsville U. (1,760), Centre C. (2,226), Chapman U. (NA), Claremont McKenna C. (4,178), Clemson U. (15,500), Colgate U. (9,416), Denison U. (5,304), DePauw U. (4,176), Drake (4,786), Duquesne U. (5,715), Elon U. (9,434), Florida Institute of Technology (3,168), Fordham U. (23,761), Gannon U. (3,021), Georgia Southern U. (8,620), Husson U. (1,897), Indiana State U. (7,572), James Madison U. (19,245), Johns Hopkins U. (16,011), Kalamazoo C. (2,062), LaSalle U. (5,800), Lawrence U. (2,618), Lewis & Clark C. (5,551) and Louisiana State U. (15,093).

Also receiving more applications in 2008 than in 2007 were Loyola U. Chicago (19,940), Marian C. (1,682), Marywood U. (2,139), Monmouth C. (1,919), Mount Mercy C. (402), Nazareth C. (2,181), New York U. (36,802),

## International Students

How did international students do at the colleges and universities in this year's *CB* survey?

Michael Steidel, director of admission at Carnegie Mellon U., said "more students appeared from China!" Also, Mike Pelly, vice chancellor of enrollment at Chapman U., saw "increased application from out-of-state and international students." And Teresa Wonnell at Johns Hopkins U., added, "...Our campus is uniquely international, with over 70 countries represented."

Emil Rinderspacher, senior associate director of admissions at the U. of Iowa, said, "We were inundated with international applications from China."

Here are the colleges and universities in *CB's* survey that admitted more international students in 2008 than in 2007, (with the number in parenthesis): Brandeis U. (200), Bryant U. (374), Bucknell U. (83), Butler U. (214), Campbellsville U. (88), Centre C. (23), Chapman U., Colgate U. (104), Denison U. (405), DePauw U. (187), Dickinson C. (90), Duquesne U. (178), Elon U. (177), Embry-Riddle Aeronautical U. (AZ) (62), Fordham (480), Gannon U. (7), Georgia Southern U. (123) and Harvey Mudd C. (44).

Also admitting more international students were Indiana State U. (147), James Madison U., Kalamazoo C. (59), Lafayette C. (159), LaSalle U. (40), Lawrence U. (97), Louisiana State U. (144), Marywood U. (21), Monmouth

Ohio U. (14,046), Ohio Wesleyan U. (4,244), Oklahoma City U. (1,065), Philadelphia Biblical U. (1,004), Prairie View A&M U. (5,964), Purdue U. (29,952), Reed C. (3,485), Roanoke C. (3,579), Saint Michael's C. (3,618), St. Lawrence U. (5,418), St. Mary-of-the-Woods C. (417), Temple U. (18,670), Thomas More C. (1,150), U. of Arizona (22,544), U. of California, Santa Cruz (27,842), U. of Colorado at Boulder (23,004), U. of Georgia (17,350), U. of Idaho (6,272), U. of Illinois-Urbana Champaign (23,240), U. of Iowa (15,582), U. of Maryland Eastern Shore (4,639), U. of North Dakota (4,069), U. of Oklahoma (10,863), U. of Toledo (11,140), Virginia Tech (20,756), Wartburg C. (2,414) and Whitman C. (3,281).

Colleges that received fewer applications in 2008 than in 2007, with the number of applications in parenthesis, included: Bucknell U. (8,024), Carlow U. (980), Dickinson C. (5,282), Embry-Riddle Aeronautical U. (AZ) (1,148), Embry-Riddle Aeronautical U. (FL) (3,524), Longwood U. (4,197), The Ohio State U.-Columbus (21,878), Providence C. (8,844), Saint Joseph's U. (7,294), Scripps C. (1,931), U. of Notre Dame (13,945), U. S. Naval Academy (10,960), Wabash C. (1,365) and Wells C. (1,117).

Institutions that received about the same number of applications: Carnegie Mellon U.

C. (2), Mount Mercy C. (14), Nazareth C. (7), New York U. (833), Ohio State U.-Columbus (715), Ohio U. (437), Ohio Wesleyan U. (267), Philadelphia Biblical U. (26), Roanoke C. (NA) Saint Joseph U. (66), Saint Michael's C. (26), Scripps C. (36), Temple U. (781), U. of Arizona, U. of Colorado at Boulder (188), U. of Idaho (89), U. of Illinois-Urbana Champaign, U. of Iowa (705), U. of Maryland Eastern Shore (70), U. of Notre Dame (140), U. of North Dakota (548), U. of Oklahoma (143), U. of Toledo (376), the U. S. Naval Academy (14), Virginia Tech (415) and Wabash C. (33).

Colleges that admitted fewer international students in 2008 than in 2007 were: Aquinas C. (NA), Carlow U. (3), Carnegie Mellon U. (696), C. at Brockport, Drake, Embry-Riddle Aeronautical U. (FL) (268), Florida Institute of Technology (519), Husson U. (4), Longwood U. (62), Loyola U. Chicago (126), Prairie View A&M U. (33), Providence C. (75), St. Lawrence U. (79), St. Mary-of-the-Woods C. (2), Thomas More C. (2) and Wilson C.

Colleges that admitted the same number of international students in 2008 as in 2007 were: Claremont McKenna C., Clemson U., Lewis & Clark C. (96), Oberlin C. (65), Purdue U. (521), Reed C. (100), U. of Georgia, Ursuline C. (0), Wells C. (23) and Whitman C. (41).

Johns Hopkins U. admitted 254 international students and Oklahoma City U. admitted 139 international students. ■

(22,059), C. at Brockport (SUNY) (8,602), Lafayette C. (6,357), Oberlin C. (7,006) and Wilson C. (NA), Harvey Mudd C. attracted 2,532 applications in 2008.

### MORE ADMITTED

At the same time, 71 percent of the schools in *CB's* survey admitted more students in 2008 than in 2007, including (with the number admitted in parenthesis): Aquinas C. (1,690), Baldwin-Wallace C. (2,213), Bryant U. (2,822), Campbellsville U. (1,228), Carnegie Mellon U. (6,478), Centre C. (1,381), Chapman U., Claremont McKenna C. (800), Clemson U. (NA), Colgate U. (2,254), C. at Brockport (3,821), DePauw U. (2,657), Duquesne U. (4,320), Elon U. (3,990), Florida Institute of Technology (2,591), Gannon U. (2,487), Georgia Southern U. (4,335), Husson U. (1,549), Indiana State U. (5,024), James Madison U. (12,522), Johns Hopkins U. (4,062), Kalamazoo C. (1,448), Lafayette C. (2,366), LaSalle U. (3,900), Lawrence U. (1,539), Lewis & Clark C. (3,002) and Louisiana State U. (11,092).

Also admitting more students were Marywood U. (1,604), Mount Mercy C. (323), Nazareth C. (1,624), Ohio State U.-Columbus (12,907), Oberlin C. (2,288), Ohio Wesleyan U.

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# New Programs and Majors

WHAT NEW PROGRAMS OR MAJORS are the diverse colleges and universities in CB's national admissions trends survey offering their students? Here's what they told us.

**Baldwin-Wallace C.** Neuroscience; **Brandeis U.** Hispanic Studies; **Bryant U.** Environmental Science, Applied Mathematics and Statistics; **Bucknell U.** Residential College program in Language & Culture and School of Management B.S. in Studies in Economics and Mathematics; **Butler U.** Motorsports Engineering; **Carlow U.** Art Therapy Preparation; **Carnegie Mellon U.** Bachelor of Computer Science & Arts; **Centre C.** Minor in Gender Studies; **Chapman U.** Environmental Sciences; **Claremont McKenna C.** Master's in Finance; **Clemson U.** Genetics, Bioengineering; **C. at Brockport (SUNY)** Information Technology, Kinesiology, Sports Management, Exercise Physiology, Athletic Training; **DePauw U.** MAT program in Education Studies; **Dickinson C.** Middle Eastern Studies, Africana Studies; **Drake** Primate Studies concentration; **Duquesne U.** Pharmacy Supply Chain Management; **Elon U.** Anthropology, Music Technology; **Embry-Riddle Aeronautical U. (AZ)** Mechanical Engineering, Associates in Aviation Maintenance Science; and at **Embry-Riddle Aeronautical U. (FL)** Aviation Environmental Science, Mechanical Engineering.

**Florida Institute of Technology** Sports Psychology concentration, Pre-law, construction, Astrobiology, Middle Grades Mathematics and Science Education; **Fordham U.** Environmental Science, Bioinformatics; **Gannon U.** Nutrition and Human Performance; **Georgia Southern U.** Doctor of Clinical Psychology, Doctor of Public Health, Doctor of Nursing Practice, Master of Education with a major in Accomplished Teacher (fully online); **Husson U.** Chemistry/Pre-Pharmacy; **James Madison U.** Engineering; **Johns Hopkins U.** Archaeology, minors in English, Theatre arts & studies, Museums & Society, Center for Leadership Education.

**Lafayette C.** Policy Studies; **LaSalle U.** International Business; **Lawrence U.** Biochemistry; **Lewis & Clark C.** Studio Art, Computer Science; **Longwood U.** Nursing (pending approval); **Louisiana State U.** Biological Sciences, Mass Communications, General Studies; **Loyola U. Chicago** School of Communications; **Marian C.** Photography,

Motorsport Management; **Marywood U.** Architecture, Philosophy; **Monmouth C.** Theater; **Mount Mercy C.** Outdoor Conservation, Human Resource Management, Management & Information Systems; **Nazareth C.** International Business, Music Business; **Oberlin C.** Graduate Teacher Education Program; **Ohio State U.-Columbus** Environmental Engineering, Biomedical Engineering, Parks, Recreations and Tourism, Criminology and Criminal Justice Studies, Environmental Policy and Management; **Ohio U.** Environmental Sustainability Certificate, PhD in Civil Engineering, Nurse Administrator & Family Nurse Practitioner, Nurse Educator & Nurse Administrator, Nurse Educator, Nurse Administrator & Family Nurse Practitioner, Nursing, Outdoor Recreation & Education, BS in Neuroscience; **Oklahoma City U.** Competitive Cheerleading, Cross-Country/Track.

**Providence C.** Women's Studies, **Reed C.** Environmental Studies; **Saint Joseph U.** Asian Studies, Communications minor; **Saint Michael's C.** Peace & Justice Studies; **St. Mary's of-the-Woods C.** Criminal Justice, Advertising; **Scripps C.** Neuroscience, Media Studies; **Temple U.** B.S. General Science with Teaching, B.S. Biology with Teaching, B.S. Neuroscience-Cellular & Molecular, B.S. Earth & Space Science with Teaching, B.S. Mathematics with Teaching, B.S. Physics with Teaching, B.S./B.A. Environmental Science, B.S. Neuroscience: Systems, Behavior and Plasticity; **Thomas More C.** B.A. in Spanish; **U. of California, Santa Cruz** Computer Science: Game Science, Bioinformatics; **U. S. Naval Academy** Arabic, Chinese.

**U. of Illinois-Urbana Champaign** African American Studies; **U. of Iowa** Creative Writing track in English; **U. of Maryland Eastern Shore** Pharmacy (2010); **U. of North Dakota** Accountancy, Chinese Studies, Ethics, Human Resource Management, Leadership, Operations and Supply Chain Management, Recreations and Tourism Studies, Non-Profit Leadership, Scientific Computing, Sports Business, Vocational Marketing Education, Writing and Editing; **U. of Toledo** Athletic Training, Doctorate in Nursing; **Wabash C.** Business Leadership, **Wartburg C.** Social Entrepreneurship minor; **Wilson C.** Financial Mathematics, Environmental Sustainability, Sport Management, Equine Journalism. ■

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(2,723), Oklahoma City U. (842), Philadelphia Biblical U. (617), Prairie View A&M U. (2,286), Purdue U. (21,423), Roanoke C. (2,500), Saint Joseph's U. (6,215), Saint Michael's C. (2,489), St. Mary's-of-the-Woods (293), Temple U. (11,349), Thomas More C. (900), U. of Arizona (18,158), U. of California, Santa Cruz (20,370), U. of Colorado at Boulder (17,933), U. of Georgia (9,245), U. of Idaho (4,867), U. of Illinois-Urbana Champaign (16,043), U. of Iowa (12,827), U. of North Dakota (3,067), U. of Notre Dame (3,727), U. of Oklahoma (7,958), U. of Toledo (10,272), U. S. Naval Academy (1,525), Virginia Tech (13,293), Wartburg C. (1,729), Whitman C. (1,470) and Wilson C.

Colleges and universities that admitted fewer students in 2008 than in 2007: Brandeis U. (2,511), Bucknell U. (2,395), Butler U.

(4,250), Carlow U. (626), Denison U. (2,027), Dickinson C. (2,334), Drake (3,319), Embry-Riddle Aeronautical U. (AZ) (990), Embry-Riddle Aeronautical U. (FL) (2,822), New York U. (9,312), Ohio U. (10,931), Providence C. (4,010), Reed C. (1,132), Scripps C. (837), St. Lawrence U. (1,827), U. of Maryland Eastern Shore (2,984) and Wells C. (713).

Those admitting about the same number in 2008 as in 2007: Loyola U. Chicago (12,753), Monmouth C. (14,201) and Wabash C. (670). Meanwhile, Fordham U. admitted 11,075.

## WAIT LISTS

Only 42 percent of the colleges in this year's survey that used wait lists admitted more students from their wait lists. However, Michelle Beauregard, director of admission at Bryant U., said she saw "more movement on wait lists and later movement."

Schools that admitted more students from their wait lists in 2008 than in 2007 (with the number of students wait listed and admitted in parenthesis): Bryant U. (1,420/163), Butler U. (375/263), Chapman U., Clemson U., DePauw U. (141/121), Elon U. (2,754/90), Husson U. (15/12), Johns Hopkins U. (1,539/40), Kalamazoo C. (233/41), Longwood U. (200/40), New York U. (1,837/543), Providence C. (2,531/160), Roanoke C. (328/50), Temple U. (1,245/500), U. of Iowa (143/11) and Wabash C. (59/5).

Colleges that admitted fewer students from their wait lists in 2008: Brandeis U. (1,469/75), Bucknell U. (2,518/9), Centre C. (139/0), Colgate U. (1,152/11), Denison U. (612/1), Dickinson C. (432/22), Fordham U. (3,701/22), Harvey Mudd C. (448/0), James Madison U. (1,592/NA), Lafayette C. (1,236/46), Lawrence

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## ADMISSIONS TRENDS

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U. (313/34), Lewis & Clark C. (738/213), Oberlin C. (934/8), Saint Joseph's U. (416/0), Saint Michael's C. (438/14), U. of Colorado at Boulder (1,014/6), U. of Georgia (600/215), the U. of Illinois-Urbana Champaign (489/199), U. of Oklahoma (1,704/865) and Whitman C. (475/0).

Colleges that admitted the same number of students from their wait lists in 2008: Claremont McKenna C. (511/0), Ohio State U.-Columbus (600/5), Ohio Wesleyan U. (33/6), Reed C. (700/14), Scripps C. (489/0), the U. S. Naval Academy (170/33) and Wartburg C. (9/6). Meanwhile, St. Lawrence U. placed 658 on its wait list and admitted 17. Carnegie Mellon U. waited listed 3,139, but admitted 0. Virginia Tech wait listed 1,716 and admitted 0.

## CLASS SIZES

In the end, 64 percent of the colleges and universities in *CB's* 23rd National Admissions Trends Survey said they actually enrolled a larger first-year class in 2008 than in 2007, including (with first-year class number): Aquinas C. (456), Brandeis U. (769), Bryant U. (914), Bucknell U. (957), Campbellsville U. (449), Carlow U. (230), Carnegie Mellon U. (1,466), Centre C. (337), Chapman U. (964), Claremont McKenna C. (320), Duquesne U. (1,438), Elon U. (1,291), Embry-Riddle Aeronautical U. (AZ) (418), Embry-Riddle Aeronautical U. (FL) (1,064), Fordham U. (1,871), Gannon U. (624), Georgia Southern U. (3,131), Harvey Mudd C. (202), Husson U. (729), Indiana State U. (1,940), James Madison U. (3,957), Johns Hopkins U. (1,236), LaSalle U. (847), Lawrence U. (382), Lewis & Clark C. (535), Longwood U. (1,050) and Louisiana State U. (5,141).

Also seating a larger first year-class were Loyola U. Chicago (2,176), Marian C. (331), Marywood U. (485), Mount Mercy C. (172), Nazareth C. (471), Oberlin C. (768), Philadelphia Biblical U. (331), Prairie View A&M U. (1,412), Purdue U. (7,063), Saint Joseph U. (1,474), Saint Michael's C. (551), St. Mary-of-the-Woods C. (129), Scripps C. (252), Thomas More C. (275), U. of Arizona (6,459), U. of California, Santa Cruz (3,974), U. of Colorado at Boulder (5,863), U. of Idaho (1,709), U. of Illinois-Urbana Champaign (7,299), U. of Maryland Eastern Shore (1,200), U. of Notre Dame (2,011), U. of North Dakota (1,942), U. of Toledo (3,899), U. S. Naval Academy (1,261), Virginia Tech (5,401), Wabash C. (253) and Wilson C. (NA).

Colleges that ended up with smaller first-year classes were: Baldwin Wallace C. (742), Butler U. (927), Colgate U. (738), C. at Brockport (994), Denison U. (606), DePauw U.

## Facebook as Admissions Tool

In *CB's* 23rd national survey, 52 percent of the colleges reported using new electronic media tools such as Facebook or text messaging in the recruitment of students. That is relevant, especially in face of recent revelations.

It may have come as a shock to many students, but a recent Kaplan survey of 320 admissions officers revealed that about one in 10 use social networking sights such as MySpace and Facebook to evaluate students. And about 40 percent of them reported that the material they saw usually hurts a student's chance of admission. Still, about 25 percent said the things they saw on these sites improved their evaluation of the students. Only

(625), Dickinson C. (613), Drake (902), Florida Institute of Technology (635), Monmouth C. (426), New York U. (4,260), Ohio State U.-Columbus (6,041), Ohio U. (3,965), Ohio Wesleyan U. (577), Reed C. (330), Roanoke C. (529), St. Lawrence U. (618), Temple U. (4,136), U. of Iowa (4,246), U. of Oklahoma (3,803), Wartburg C. (514) and Wells C. (155).

Colleges that ended up with the same size class as in 2007: Kalamazoo C. (364), Lafayette C. (601), Oklahoma City U. (355), Providence C. (988), U. of Georgia (4,800), Ursuline C. (110) and Whitman C. (430).

## YIELDS

Many insiders thought this would be the most unpredictable admissions cycle in years. So how did their yield (the number of admitted students who actually enrolled) turn out for these colleges and universities in 2008? Kristina Brooks, Scripps C., said, "applications and yield are both up."

Colleges that reported higher yields in 2008 than in 2007 included: Baldwin-Wallace C. (33 percent), Brandeis U. (30 percent), Bucknell U. (40 percent), Carlow U. (37 percent), Claremont McKenna C. (40 percent), Colgate U. (33 percent), Denison U. (30 percent), Dickinson C. (26 percent), Drake (27 percent), Duquesne U. (76), Embry-Riddle Aeronautical U. (AZ) (42 percent), Embry-Riddle Aeronautical U. (FL) (38 percent), Husson U. (47 percent), Loyola U. Chicago (17 percent), Providence C. (25 percent), Saint Joseph's U. (25 percent), Scripps C. (30 percent), St. Lawrence U. (34 percent), St. Mary-of-the-Woods C. (44 percent), U. of California, Santa Cruz (20 percent), U. of North Dakota (75 percent), Virginia Tech (42 percent) and Wabash C. (38 percent).

Colleges and universities with lower yields in 2008 than in 2007 included: Bryant U. (32 percent), Butler U. (22 percent), C. at Brockport (27 percent), DePauw U. (23 percent), Florida Institute of Technology (28

percent), Fordham U. (17 percent), Gannon U. (25 percent), Georgia Southern U. (72 percent), Indiana State U. (39 percent), James Madison U. (36 percent), Johns Hopkins U. (30 percent), Kalamazoo C. (25 percent), Lafayette C. (25 percent), Lewis & Clark C. (50 percent), Louisiana State U. (46 percent), Marian C. (55 percent), Marywood U. (40 percent), Monmouth C. (29 percent), Mount Mercy C. (53 percent), New York U. (37 percent), Ohio State U.-Columbus (47 percent), Ohio U. (36 percent), Ohio Wesleyan U. (21 percent), Oklahoma City U. (42 percent), Philadelphia Biblical U. (33 percent), Purdue U. (24 percent), Roanoke C. (21 percent), Temple U. (36 percent), U. of Idaho (48 percent), U. of Iowa (33 percent), U. of Oklahoma (48 percent), U. of Notre Dame (54 percent), U. S. Naval Academy (83 percent), Wartburg C. (32 percent) and Wells C. (22 percent).

Schools that reported about the same yield for 2008 as 2007 were: Campbellsville U. (37 percent), Carnegie Mellon U. (23 percent), Centre C. (25 percent), LaSalle U. (21 percent), Lawrence U. (25 percent), Nazareth C. (29 percent), Oberlin C. (34 percent), Reed C. (29 percent), Saint Michael's C. (22 percent), Thomas More C. (34 percent), U. of Colorado at Boulder (33 percent), U. of Georgia (52 percent), U. of Illinois-Urbana Champaign (46 percent), U. of Toledo (38 percent) and Whitman C. (29 percent).

Also, Elon U.'s yield was 32 percent. Harvey Mudd C.'s yield was 26 percent. Longwood U.'s yield was 37 percent. The U. of Arizona's yield was 38 percent. U. of Maryland Eastern Shore's yield was 40 percent. Ursuline C.'s yield was 78 percent. ■

Next month: Part II  
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