

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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## The Early Birds Turn Toward College

EARLY ADMISSIONS returns are rolling in. So this month, *CB* looks at a few bell-weather indicators of activity this admissions season.

**Bowdoin's Record.** Bowdoin C. in Maine attracted more than 589 Early Decisions I applications, a 3.7 percent increase over last year and the most in the college's history. "We don't go into Early Decision with a number [to admit] in mind," Scott Meiklejohn, dean of admissions and financial aid, told *The Bowdoin Orient*, the student newspaper. "The number of early acceptances we make will reflect how excited we are about the applications."

**Dartmouth's High.** Dartmouth C. in New Hampshire attracted 1,800 Early Decision applications for the Class of 2016, 2.6 percent more than last year and also a new school record.

Maria Laskaris, dean of admissions and financial aid, told the student paper, *The Dartmouth*, "Our entire recruitment plan is based on two kinds of principles. One, the academic quality of our student body, and two, the diversity of the student body...our core message has to do with our commitment to affordability and accessibility and how financial aid works."

**Duke Soars.** Duke attracted a record high 2,716 Early Decision applications, a whopping 23 percent increase over last year. "Given the number of regular decision applicants we expect, we don't want to fill much more than 40 percent of the class with Early Decision applicants," Cristoph Guttentag, dean of undergraduate admissions, told the *Durham Herald Sun*. Last year, Duke admitted 650 ED candidates.

**Georgetown Up.** Georgetown U. also received a record number of early applications for the Class of 2016. According to *The Hoya*, the student newspaper, about 6,750 hopefuls beat the deadline for early applications for next fall, a 1.4 percent increase over last year's total. Only 1,600 students will enroll as first-year students in 2012.

Charles Deacon, dean of undergraduate admissions, told the student paper that he was surprised by the increase since Harvard, Princeton and the U. of Virginia have reinstated their Early Action programs. Georgetown's unrestricted EA program allows high school students to apply early to multiple colleges. Deacon said Georgetown will admit around 15 percent of the early applicants.

**GW's Increase.** Meanwhile, George Washington U. in Washington D.C. drew 8 percent fewer Early Decision I applications, or 1,575 from prospective students. Its ED II deadline is January 10. Last year, GW admitted 36 percent of its ED applicants, a 5 percent rate higher than regular applications. Kathryn Napper, dean of undergraduate admissions, told the *GW Hatchet* that the school hopes to enroll a freshman class of 2,350 students.

**Georgia Colleges Notify Early.** Before the Thanksgiving turkey was even served, 7,400 students were able to give thanks that they had been admitted early to the U. of Georgia or Georgia Tech for next fall. About 10,800 students applied early to UGA, an increase of 200 over last year, according to Georgia Public Radio. It admitted about 56 percent, rejected 7 percent and deferred the others. Successful admits took an average six AP or

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## CB Goes to School

"20 Million Degrees and Rising" was the title of the National Education Writers Association annual higher education seminar last month, this year on the beautiful campus of the University of California at Los Angeles. *CB* attended the seminar which centered on the issues surrounding the nation's need to meet the demand for more college graduates. National experts focused on a variety of tough topics including student retention.

Caroline Hendrie, EWA executive director, described the timing of the discussions (as well as the crossroads in higher education) as "a seminal moment." In her welcome, she said, "As our nation's political and education leaders call for more Americans with postsecondary credentials, the capacity of colleges and universities to rise to this challenge is being tested by the very economic problems that have made those institutions' services so vital." Here's what else *CB* learned.

**Where the Jobs Are (or Will Be).** As the title of the seminar suggested, economists are claiming that by 2025, the U.S. will need 20 million people with postsecondary degrees to support the economy. In fact, 63 percent of all employment will require postsecondary education, according to Nicole Smith, senior economist at the Georgetown U. Center on Education and the Workforce. But as she pointed out at the EWA seminar, it's not that simple. "Not only will workers need a degree, but the occupation you select will matter," she said. And even within occupations, race and

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## EARLY BIRDS

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International Baccalaureate classes, posted GPAs that ranged from 3.87 to 4.09 and scored between 1944 and 2074 on their 2400-point SATs. Georgia Tech admitted 58 percent of its 3,000 early applicants and deferred 25 percent.

**Harvard Counts On Quality.** Part of the influence on early admissions among the Ivy's is the fact that Harvard C. reinstated its non-binding Early Admissions program after a four-year hiatus. Harvard received 4,245 early applications to the Class of 2016. Almost 72 percent of the applicants qualify for financial aid. "We are never concerned about the numbers," William R. Fitzsimmons, dean of admissions and financial aid, told *The Harvard Crimson*. "It is always about the quality. And the impression so far is that the quality is very, very high." This year's early admissions pool saw a significant increase in the number of African American applicants, up nearly two-thirds from four years ago.

**James Madison EA Apps Rise.** James Madison U. received 9,300 Early Action applications by its November 1 deadline, dean of admissions Michael Walsh told Hampton Roads.com. This was an increase of 1,400 applications from last year. Walsh speculated that the number increased because students are not required to attend JMU if accepted early.

**Johns Hopkins Higher.** Johns Hopkins U. attracted 1,432 Early Decision applications for the Class of 2016. According to John Latting, dean of admissions, the early pool is "bigger, more diverse and apparently stronger academically" than past years. "We see about five hun-

dred more applications every five years," he told the *jhunewsletter.com*. Latting also said, "Last year, we accepted 38 percent early and 18 percent regular, which came out to an 18 percent acceptance rate overall. This year, it'll likely be closer to 15 percent overall."

Latting added, "There's a certain luxury to the Early Decision program, both for applicants and admissions staff members. The staff has fewer applications to read and thus more time to read them, so it's fair to say that we give greater evaluation to those applications submitted early."

**Northeastern Up.** Northeastern U. in Boston saw a 14 percent increase in early apps this year, "with almost six applicants for every open slot," according to the *Boston Globe*. Northeastern's apps have increased for the last three years.

**U. of Penn Preview.** The U. of Pennsylvania garnered 4,510 Early Decision applications, a modest 1.3 decrease from last year. "The initial view is that the quality of applications is up," Dean of Admissions Eric Furda told *The Daily Pennsylvanian*.

**Princeton is Back.** Princeton U. drew 3,547 single-choice Early Action applications for 1,275 first-year spots. Princeton used a binding Early Decision policy from 1996 to 2006. But it canceled the program to try to make admissions fairer. Now the Ivy League school has instituted an early policy that allows accepted students to wait until spring to make their decisions.

"The world of college admissions has changed since then," Dean of Admissions Janet Rapelye told *The Daily Princetonian*. "There are about a million more students graduating

from high school now than in 1992." University President Shirley Tilghman added, "We will be watching very closely to ensure that we do not lose diversity going forward."

**UVA Returns.** The U. of Virginia received 11,417 Early Action applications for 3,300 freshmen seats in 2012. "We believe that Early Action gives the most flexibility and freedom to students because they can receive early notification of acceptance thereby allowing them to compare financial aid," Greg Roberts, dean of admissions, told *The Cavalier Daily*. "The result of this is a larger, stronger and more diverse early admissions pool than we found under Early Decision and that was the intent."

**Yale's Dip.** Yale U. saw an 18 percent drop in early applications from last year. This year, Yale attracted 4,310 early applications, down from 5,257 in 2010. Jeffrey Brenzel, dean of admissions, told the *Yale Daily News* that the decrease was expected since both Harvard and Princeton had reinstated their early application programs. Despite the decline, Yale fielded 20 percent more early applications for the Class of 2016 than it did for the Class of 2011. In 2010, Yale admitted 761 early applicants. This year, the number is likely to be between 650 and 750 early admits. Early decisions will be released in mid-December.

**Other Early Stats.** Babson C. attracted 18 percent more students to its binding Early Decision program and 22 percent more to its non-binding option. Boston U. fielded 21 percent more ED applicants this fall, a record. Brown received 2,900 early applications, a 4 percent increase. And Northwestern U. ended up with 15 percent more. ■

## Enrollment Trends

**DePaul Bulging.** DePaul U. in Chicago enrolled an all-time high of 25,398 students, including 6,699 new freshmen, transfer, graduate and law students, an 8 percent increase. DePaul received 16,700 applications to its freshman class, a 40 percent increase. The enrolled class of 2,458 students is 10 percent larger than last year.

"We achieved success across the board this year," said David H. Kalsbeek, senior vice president for enrollment management and marketing at the nation's largest Catholic university. "These goals were achieved because we made critical investments in staffing and financial resources ...Combine that with the fact that Chicago is a destination, world-class city with great allure to students...."

**U. of MN Limits Transfers.** The U. of Minnesota plans to limit transfer enrollment to 8 percent over the next few years. But

that decision has sparked a controversy with state and community colleges that supply many of those transfer students, according to *TwinCities.com*, a Pioneer Press website. Critics claim the decision goes against the state's commitment to improve access to four-year degrees for state residents. The U. of Minnesota says the criticism is unfair since it already admits transfers at a much higher rate than peer institutions. In 2009, it admitted 3,260 transfers or more than 40 percent of all new students on the Twin Cities campus.

**More Men at UNC.** More male students enrolled at the U. of North Carolina this fall than in 2010 and there were fewer women in general, according to *The Daily Tar Heel*. This means 125 more men and 45 fewer women. The paper said this was the result of an increase in the yield of out-of-state students. However, the overall ratio of female to male students

remains at 60:40. "There was no intentional effort involved," said Stephen Farmer, provost. "It's 60:40 in applications, 60:40 in admitted students, 60:40 in enrolled students."

**Off the Beaten Path.** MacMurry C. in Jacksonville, Illinois, increased the size of its first-year class from 90 students last year to 126 this fall. The overall student count was up 4 percent to 584. The number of transfers also increased from 87 last year to 90 this year.... Enrollment at Kilgore C. in Texas slipped by 4.5 percent this fall to 6,415, reversing a growing trend of the past few years. "It is a natural contraction," said Kilgore President Bill Holda. "The enrollment has stayed very steady for noncredit courses...." Enrollment at the C. of Marin, a California community c., fell by about 400 students, to 7,387, in part because of a state-imposed fee increase of \$10, officials said. The state cut about \$520 million, or 8 percent, from the 2009-10 state community college budget and is imposing fee hikes. ■

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gender matter. For example, today workers with a postsecondary certificate in a STEM field earn more than a lot of B.A.'s, she noted, but added women working in STEM fields have a lower income disparity compared to men than in other fields. "Choice does matter," she argued.

The Georgetown Center has been tracking the trends in careers and employment. According to its latest new report released last month, those with but high school diplomas may still find jobs in the future, but there will not be enough to go around. The report, *Career Clusters: Forecasting Demand for High School through College Jobs, 2008-2018*, suggests that there will be 180,000 fewer manufacturing jobs over the next decade, for example. Those with some postsecondary education or training will most likely find jobs in healthcare and hospitality. The report argues that workers with bachelor's and graduate degrees have the most positive outlook. "Hot" occupations include engineering managers, actuaries and pharmacists. For a copy of the report, see <http://cewgeorgetown@georgetown.edu>.

#### What Do Employers Want?

Alexander Astin, founding director of the Higher Education Research Institute at UCLA which hosted the seminar, said that according to recent surveys, 67 percent of employers not only want skilled workers, but employees with the ability to understand the global context of situations and decisions. Sixty-five percent state that they want employees who understand cultural diversity in America and other countries, Astin noted. Three-fourths of employers say the ability to connect choice and actions to ethical decisions is important.

According to Astin's own survey, there are "some qualities we never talk about, but are critical to the world we are living in," he said. He's identified four such qualities that employers desire: *equanimity, ethic of caring, ecumenical worldview and global citizenship*. According to Astin, students acquire these qualities through such positive activities as service learning, interdisciplinary courses, study abroad programs and leadership training. He argues that negative influences include watching television and playing video games. To Astin, developing

### First-Year Students At a Glance

EACH YEAR, the Higher Education Research Institute at UCLA surveys freshmen nationwide about their first-year experience. Some of the results make national news. But here are a few sad stats gleaned from the 2011 survey at the EWA seminar with implications for counselors preparing students for college and admissions officers on campuses.

- 36 percent of students had difficulty adjusting to the demands of coursework.
- 39 percent had a hard time developing effective study skills.
- 48 percent struggled with effective time management.
- 48 percent had difficulty getting along with their roommate.
- 61 percent felt lonely or homesick.
- 37 percent of students felt isolated from campus life.
- 27 percent felt the admissions or recruitment materials didn't accurately portray the campus.

For more info see [www.heri.ucla.edu](http://www.heri.ucla.edu). ■

these qualities actually promotes academic achievement, satisfaction with college and an ability to get along with persons from other races and cultures. "To me, this means that colleges need to pay attention to the heart." For info, see [www.spirituality.ucla.edu](http://www.spirituality.ucla.edu).

**Student Retention.** Keeping students in college is critical. And according to an EWA survey of its members, news articles about student retention rates are in demand. America will not reach its graduation goals if it doesn't focus on increasing the graduation rates of students and in a timely fashion.

Who makes it through to a degree? According to Sylvia Hurtado of the HERI, women are graduating earlier and at higher rates than men. In fact, HERI's latest survey found that 44 percent of women graduate within four years, compared to 33 percent of men. Nearly 60 percent graduate in five years and 63 percent in six. Fifty-three percent of men graduate in five years and 58 percent in six. Among different races and ethnic groups, Asian Pacific Islanders lead the pack. Nearly 45 percent graduate in four years, 73 percent in six. The graduation rate for white students is 64 percent in six years, but 52 percent for

Latino/a students and 41 percent for African American students.

HERI also analyzed data from UCLA's National Freshman Survey to see who was most likely to graduate. Among the positive predictors: grades, family resources and hours per week studying. But among the somewhat surprising negative predictors: Students who expect to transfer, live off campus, worked full-time in high school and rely on loans. These and other trends can be found in a new report released November 29 called "Completing College." For a copy, see <http://www.heri.ucla.edu>.

**CC Students Shut Out of Classes.** Pearson publishing, the sponsor of the EWA seminar, released a survey last month that found "the weak job market of the past few years has brought a wave of applicants to community colleges," but students are having trouble gaining access to courses. The Pearson Foundation Community College Student Survey said that nearly four in 10 students or 37 percent "were unable to enroll in a class this semester because the class was full." ■

## THE COUNSELOR'S BOOKSHELF

**Resources from the EWA Seminar.** *The Innovative University: Changing the DNA of Higher Education from the Inside Out* by Clayton M. Christensen and Henry J. Eyring who spoke at the EWA seminar on higher ed. Eyring argued that the current crisis in higher education is not the same as the past when colleges and universities had no real competition. Today, technologies have "disrupted" traditional institutions. The question is, how

will higher ed respond? (2011, Jossey-Bass); ISBN: 978-1-118-06348-4; \$32.95. See [www.jossey-bass.com](http://www.jossey-bass.com).

*Cultivating the Spirit: How College Can Enhance Students' Inner Lives* by Alexander W. Astin, Helen S. Astin and Jennifer A. Lindholm. Astin also spoke at the EWA seminar. (2010, Jossey-Bass); ISBN: 978-0470769331; \$40.00.

**Other Resources.** *The Scholarship of*

*Teaching and Learning Reconsidered* by Pat Hutchings, Mary Taylor Huber and Anthony Ciccone is a new report from the Carnegie Foundation for the Advancement of Teaching; also published by Jossey-Bass in 2011; ISBN: 978-0-470-59908-2; \$30.

*Pathfinder (An Action Plan): Making the Most of High School* by Frank C. Leana and Carole S. Clark; (2010 iUniverse); ISBN: 978-1450270151; available on Amazon.com in paperback and as a Kindle Edition; \$11.95 list price. ■

## CURRICULUM CAPSULES

**UC Davis Expands.** This fall, UC Davis introduced a new major in sustainable agriculture and food systems and a new minor in sustainability in the built environment. Davis' dean of agriculture said the new major reflects changes in how scientists think about food and agriculture. Also new this semester is an undergraduate minor in human rights. In 2012, UC Davis will launch a master's degree in professional accountancy. And in 2013, it will offer a new master's and doctorate in the study of religion. This fall, 32,654 students enrolled at the Davis campus. But enrollment is expected to swell by another 5,000 students and 300 faculty by 2020.

**STEM Boost.** Mount St. Mary's C. in Los Angeles is among 109 institutions sharing a \$100 million grant from the U.S. Department of Education to expand STEM (science, technology, engineering and math) programs at colleges with high Hispanic enrollment. Mount St. Mary's C. is the only Catholic college for women west of the Mississippi River. A forthcoming study from the college will document that fewer women than men are enrolled in STEM subjects in California colleges. To find out more, go to [www.msmc.la.edu](http://www.msmc.la.edu).

**American Studies.** The U. of Rochester in New York is offering a new undergraduate

American Studies major. Students will master skills in critical reading, thinking and writing, as well as look at the experiences and values of Americans past and present through many different disciplines, such as "The Idea of America" required seminar. See, [www.rochester.edu/college/msc/americanstudies.html/](http://www.rochester.edu/college/msc/americanstudies.html/).

**Architecture Major.** The U. of Maine at Augusta will offer a new B.A. in Architecture, a five-year professional program that will lead graduates into a three-year apprenticeship without needing a master's degree. "For the first time, Maine students can become architects without ever having to leave the state, and they will be able to do so at a fraction of the cost of similar programs at private institutions," said a professor in the program. ■

## NEWS YOU CAN USE

**Athletics Axed.** Noting that 90 percent of the athletic programs in NCAA Division I schools operate in the red, Wallace D. Loh, president, U. of Maryland, announced that the university was eliminating six programs (eight teams) effective July 1, 2012: men's cross country, indoor track, outdoor track; men's swimming and diving; men's tennis; women's acrobatics and tumbling; women's swimming and diving; and women's water polo. "The current business model of intercollegiate athletics nationwide is inequitable and unsustainable," Loh said.

**UC Requires Fewer Exams.** The U. of California Board of Regents recently removed SAT Subject Tests from its list of requirements for next year's incoming freshmen. But according to the *Daily Nexus*, the student paper of UC Santa Barbara, high school seniors may still submit their scores and "favorable results still boost one's chances of acceptance." Applicants must still submit SAT Reasoning Test or ACT test scores and are advised to take subject tests if recommended by specific programs.

**And on an International Note.** Universities

throughout the United Kingdom are reporting a drop in applications for Fall 2012, according to the most recent data from the Universities and Colleges Admissions Service. As of end of November, Oxford and Cambridge universities were down less than one percent (0.8 percent). But applications from UK students applying to all UK universities fell by 15.1 percent.

Applications from Scottish students to all universities in the United Kingdom were down 17.1 percent. Scottish applications to Scottish universities were down 16.2 percent.

The BBC News reported that the "slump" was due to the higher tuition fees of Scottish students to English institutions. ■

## SCHOLARSHIP SCOOPS

**Funds for First-Gen Students.** The Coca-Cola Foundation awarded \$250,000 to the American Indian College Fund for scholarships for first-generation Native Americans. At least one student from each of the 34 tribal colleges will receive scholarships up to \$5,000 and attend a week-long leadership development program in the summer. For more info, see [www.collegefund.org](http://www.collegefund.org).

**Scholarships for Technical Fields.** The American Institute of Management Sciences announced it will award three \$1,000 scholarships to graduating high school students interested in pursuing technology or engineering. Deadline: February 29, 2012. For info, see <http://www.masteraims.org>.

**Military Vets.** U.S. military veterans, their spouses and children are eligible for scholarships from the GOVETS Foundation. "By completing a 250-word essay, they can register for a \$2,500 scholarship to further their

education," says GOVETS Foundation CEO Brian Hazelgren. Deadline: December 31. See applications at [www.govetsfoundation.org](http://www.govetsfoundation.org).

**Philadelphia Scholars.** Fifty-five scholarships amounting to between \$1,000 and \$5,000 each are being awarded by Ronald McDonald House Charities and McDonald's Owner/Operators of the Greater Philadelphia Region to African American, Hispanic and Asian American high school seniors. Deadline, January 27, 2012. See [www.rmhc.org](http://www.rmhc.org) and check for other McDonald scholarship info.

**#Free to Tweet Scholarship.** Students can tweet their way to a new scholarship by tweeting about the importance of the First Amendment. No kidding. The Knight Foundation will award 22 students age 14-22 with a \$5,000 scholarship for the best entries in an essay contest on their support of the First Amendment. The tweeting takes place beginning at midnight December 15 (the 220th

anniversary of the First Amendment) and lasts until the end of the day. For specific rules and information, see <http://1forall.us>.

**Future Diplomats.** By answering this question, "Explain what you would do as a diplomat in the U.S. Foreign Service to improve the U.S." and one of eight designated countries, one student can win a full scholarship for an upcoming Semester at Sea voyage sponsored by the American Foreign Service Association, Semester at Sea study abroad program and Booz Allen Hamilton. Learn more at [www.afsa.org/essay\\_contest.aspx](http://www.afsa.org/essay_contest.aspx).

**Sustainability Essay.** Three students or teachers of any internationality will win Amazon Gift Certificates ranging from \$75 to \$250 for the best 1,000- to 1,500-word essays on the topic of "What sustainability means to me," sponsored by the Carnegie Council for Ethics in International Affairs. Deadline, December 31. Email entries to [info@cceia.org](mailto:info@cceia.org). Include name, address, email, age and affiliation. See, [www.carnegiecouncil.org](http://www.carnegiecouncil.org). ■

**HAVE A HAPPY NEW YEAR!**

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