

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

Vol. 26, No. 6

February 2012

Trends Cited in CB's 26th Annual Survey **“Rush to Early” and “Parental Pushback”**

HOW DID THE 2011 ADMISSIONS CYCLE play out in admissions offices across the land? “Colleges and universities slightly increased admitted numbers in Early Decision,” saw a “slight increase” in ED applications;” showed “more reliance on wait lists,” “prospective students submitted more applications,” and there was “increased awareness of financial aid/merit aid/financial costs to attend when students chose” a school. That’s how Patricia H. Johnston at Bucknell U. summed up last year’s admissions season.

Those observations were reflected among others responding to *COLLEGE BOUND*’s 26th National College Admissions Trends Survey of 60 colleges, large and small, coast to coast. This year’s survey included a range of colleges, some off the beaten path.

“FINANCES WERE THE THEME”

Financial concerns continued to be a worry for both families and colleges. Eighty-six percent of colleges said they had more students requesting financial aid this year. “The economy was definitely a factor in college selections,” said Jeannie Crolley at Hendrex C. Carol A. Rowlands at Lafayette C. also noted, “Families continue to be concerned about rising college costs.”

“Lots of parents [are] pushing back for more financial aid,” according to Mark Erste at Franciscan U. of Steubenville.

“More students seemed to be ‘depositing’ at several schools—making a commitment to several schools instead of just one school, and then making a ‘final’ decision in May,” said Patrick A. Roberts, Georgia Southern U. “Due to the economy, we saw students wait-

ing as late as possible to pay for housing and orientation deposits.”

Kara Cozadd, Monmouth C., also noted “later deposit dates.”

In yet another measure of the impact of the economy, Garrett Knoth, associate director of admissions, Hope C. said, “more colleges are lowering GPA/test score requirements to give merit aid in order to meet enrollment goals. Discount rates are going up at less selective institutions.”

Yes, “Finances were the theme this year—and will most definitely be the theme for the foreseeable future,” said Lee Hanagan at Lawrence U. “Families at every point on the financial spectrum [are] haggling over financial aid packages.”

Kelly S. Gosnell, vice president for admissions, Trinity Washington U., said, “More students wanted and needed more money.”

Are colleges taking new steps to increase financial aid? Fifty-five percent of those surveyed said “yes.” Tiffany Huggins at Colgate U., noted Colgate is “in the middle of a financial aid campaign.” Lesley Al-Hajeri, Embry-Riddle Aeronautical U.-Prescott, said, it had “reallocated institutional funds to assist students.” James Madison is “fund raising” to increase financial aid. And Illinois Wesleyan U. added that it too had “increased funding for financial aid.”

Lee Hanagan noted Lawrence had responded to the increase in students requesting financial aid this year by “awarding more institutional need-based aid.”

Likewise, Nancy Mackenzie, vice dean of admissions, said Macalester had “increased its institutional financial aid budget.”

At Texas A&M, Lynn Barnes said it had “increased endowment aid.”

Finally, Margaret Rodriguez, U. of Michigan, said that Michigan’s Provost issued a statement in June saying, “Improvements in operating efficiency have enabled the University to achieve double-digit percentage increases in the central undergraduate financial aid budget in six of the last seven years, even while support from the state has been deteriorating.”

APPLICATIONS TRENDS

None-the-less, applications continue to increase at colleges and universities throughout the nation, particularly among well-known liberal arts colleges and mid-size universities. This may be in no small part because of increases in applications from international students.

“We continue to see an increase in applications as well as an increase in the quality of our applicants,” said Deborah L. Basket, associate dean of admission, The C. of William and Mary. “In addition, we have seen a steady increase in applications from international students (particularly those from China) and from multicultural students.”

Dickinson C. experienced a 20 percent increase in applications, according to Michael Johnson, “with an increase in academic quality and financial capacity. Both the admit rate and discount rate decreased from fall 2010, and the yield rate remained stable.”

Harvey Mudd C. attracted “more applications from California and abroad (largely from Asia),” said Raissa Diamante, associate director.

continued on page 2

INSIDE

- **The Early Picture**
- **Class Sizes and Yields**
- **New Majors and Merit Aid**
- **Admissions Watch 2012**

TRENDS

continued from page 1

At Kalamazoo C., Linda Wirgau said there was an “increase in overall applications numbers, rebound in Michigan applications, continued increase in out-of-state applications and an increase in number of applications from females and minority students.” She added, “The quality of our applicants remained high.”

Likewise, the U. of Dayton said it received “more applications.”

Nancy Nelson, U. of Iowa also said it noted “increased applications from international students, especially China.”

Yet, there were still “more ‘stealth’ applications,” said Carol A. Rowland at Lafayette C.

“Students are applying to more schools—up from approximately 5-6 to 9-10 applications,” said Jeannie Crolley at Hendrex while Catherine Waite, Santa Clara U., agreed noting, “more applicants are applying to more schools.”

And Genie Wambaugh at Thomas More C. concluded, “We are finding more and more enrollment from out-of-state. There are more first-generation students both applying and enrolling.”

MORE APPLICATIONS

In 2011, 70 percent of the schools in CB’s survey attracted more applications than in 2010. Colleges with more applications, with their application numbers in parenthesis, included: Bucknell U. in Pennsylvania (7,940); Carleton C. in Minnesota (4,988); Claremont McKenna C. in California (4,481); College of William and Mary in Virginia (12,825); Dickinson C. in Pennsylvania (6,067); Duquesne U. in Pennsylvania (6,528); Embry-Riddle Aeronautical U.—Daytona Beach, Florida (4,176); Franciscan U. of Steubenville in Ohio (1,739); Georgia Southern U. (11,032); Harvey Mudd C. in California (3,144); Hope C. in Michigan (3,575); Husson U. in Maine (2,063); James Madison U. in Virginia (22,349); Kalamazoo C. in Michigan (2,225); Lawrence U. in Wisconsin (2,666); Macalester C. in Minnesota (6,111); Marquette U. in Wisconsin (22,354); Middlebury C. in Vermont (8,533); and Pomona C. in California (7,207).

Also with more applications were Rensselaer Polytechnic Institute in New York (14,563); Saint Anselm C. in New Hampshire (4,134); Santa Clara U. in California (13,362); Scripps C. in California (2,163); Southern Illinois U. (13,780); Texas A&M (29,713); Trinity Washington U. in the District of Columbia (1,247); U. of Dayton in Ohio (12,317); U. of Evansville in Indiana (3,522); U. of Idaho (9,741); U. of Iowa (18,939); U. of Illinois at Chicago (14,564); U. of Maryland-College Park (26,372); U. of Michigan, Ann Arbor (39,584); U. of Oklahoma (12,325); Virginia Tech U. (21,005); Wartburg C. in Iowa (2,528) and Worcester Polytechnic Institute (7,049).

Colleges that received fewer applications

The Early Picture

“Rush to early,” was how Paul Marthers, vice president, Rensselaer Polytechnic, described the state of early programs in admissions. Or, simply, “people applied earlier,” said Carlena Bean, director of admissions, Husson U. Eliza Laurent, Worcester Polytechnic Institute, also saw an “increase in the number of ‘Early Action’ applicants.”

How many Early Decision or Early Action applications did these colleges and universities field? Among those with early programs, about 60 percent received more ED/EA applications for 2011 than 2010, including: Bucknell U.; Claremont McKenna C. (252); Colgate U.; Dickinson C.; Harvey Mudd C.; James Madison U.; Kalamazoo C. (ED same, EA more); Lafayette C. (ED); Lawrence U. (862); Middlebury C. (ED); Saint Anselm C. (2,047); Santa Clara U.; U. of Dayton; U. of Evansville; the U. of Michigan, Ann Arbor; Virginia Tech (60) and WPI.

However, these schools recorded fewer ED/EA applications: College of William and Mary; DePauw U.; Elon U. (344 ED, 5,433 EA);

in 2011 than in 2010 were Cedar Crest C. in Pennsylvania (924); Carlow U. in Pennsylvania (969); Colgate U. in New York (7,838); DePauw U. in Indiana (5,131); Elon U. in North Carolina (9,079); Embry-Riddle Aeronautical U.—Prescott, Arizona (1,319); Hendrix C. in Arkansas (1,597); Lafayette C. in Pennsylvania (5,716); Longwood U. in Virginia (4,080); New College of Florida (1,497); Philadelphia Biblical U. (535) and Reed C. in Oregon (3,059).

Those receiving about the same number of applications in 2011 as the previous year were: Aquinas C. in Michigan (2,920) and Illinois Wesleyan U. (3,523). Also, Monmouth C. in Illinois received 2,171 applications; and Thomas More C. in Kentucky drew 893 applications.

SLIGHTLY MORE ADMITTED

“The overall number of applicants and admits increased from the last year, however, the quality of students remained high, resulting in a larger than average freshman class,” said Cheryl Jorgenson, the U. of Oklahoma. “Fall 2011 was the most academically-qualified class of freshmen in university history in terms of number of National Merit Scholars and overall ACT/SAT test average.”

About 55 percent of the colleges and universities in CB’s survey admitted more students in 2011 than in 2010, including: Aquinas C. (2,617); Carleton C. (1,546); College of William and Mary (4,447); Dickinson (2,543); Elon U. (5,252); Embry-Riddle Aeronautical U.—Daytona Beach (3,280); Franciscan U. of Steubenville (1,329); Harvey Mudd C. (660); Hope C. (2,940); Husson U. (1,527); James Madison U. (13,706); Kalamazoo C. (1,531); Marquette U. (12,707); Middlebury C. (1,563); Philadelphia

Longwood U.; Macalester C. (227); Pomona C.; Reed C. and Scripps C. (19).

While these schools received about the same number for 2011 as for 2010: Carleton C.; Duquesne U. (1,733 in 2010 and 2011); Illinois Wesleyan U. and Rensselaer Polytechnic Institute.

What percent of first-year classes were filled through Early Decision or Early Action? Bucknell U. (46%); Carleton C. (40%); Claremont McKenna C. (32%); Colgate U. (53%); College of William and Mary (36%); DePauw U. (2%); Dickinson C. (70%); Duquesne U. (21%); Elon U. (57%); Harvey Mudd C. (29%); Illinois Wesleyan U. (50%); James Madison U. (35%); Kalamazoo C. (8% ED, 54% EA); Lafayette C. (49%); Lawrence U. (41%); Longwood U. (25%); Macalester C. (51%); Middlebury C. (29%); Pomona C. (33%); Reed C. (25%); Rensselaer Polytechnic Institute (21%); Saint Anselm C. (56%); Santa Clara U. (23%); Scripps C. (27%); U. of Dayton (75%); U. of Evansville (80%); U. of Michigan, Ann Arbor (63%); Virginia Tech U. (20%) and WPI (31%). ■

Biblical U. (529); Pomona C. (1,017); Rensselaer Polytechnic Institute (5,780); Saint Anselm C. (2,933); Santa Clara U. (7,263); Southern Illinois U. (8,375); Trinity Washington U. (646); U. of Dayton (9,296); U. of Idaho (6,261); U. of Iowa (15,105); U. of Maryland-College Park (11,815); U. of Michigan, Ann Arbor (16,073); U. of Oklahoma (9,377); Virginia Tech U. (15,534); Wartburg C. (1,664) and WPI (3,998).

Colleges admitting fewer students in 2011 than 2010 were: Bucknell U. (2,188); Carlow U. (682); Cedar Crest C. (576); Claremont McKenna C. (623); Colgate U. (2,305); DePauw U. (2,950); Duquesne U. (4,578); Embry-Riddle Aeronautical U.—Prescott (1,086); Georgia Southern U. (5,456); Hendrix C. (1,291); Illinois Wesleyan U. (2,095); Lafayette C. (2,304); Lawrence U. (1,405); Longwood U. (2,044); New College of Florida (775); Reed C. (1,219); Scripps C. (785); U. of Evansville (2,915); U. of Idaho (6,261) and the U. of Illinois at Chicago (9,151).

Those admitting about the same in 2011 as in the previous year were: Monmouth C. (1,401); Texas A&M (16,489); and Thomas More C. (771). Macalester C. admitted 2,137 new students.

LARGE WAIT LISTS CONTINUE

Among the schools in CB’s survey that used wait lists, 72 percent wait listed more students in 2011 than in 2010. Colleges and universities that wait listed more students included: Bucknell U. (2,198); Colgate U. (1,525); Carlow U. (nursing only, 55); College of William and Mary (1,496); DePauw U. (243); Dickinson C. (469); Franciscan U. of Steubenville (43); Illinois Wesleyan U. (290); James Madison U. (1,900); Kalamazoo C. (178); Lafayette C. (1,559); Lawrence U. (483);

continued on page 4

Updates on Majors and Merit Aid

WHAT NEW PROGRAMS or majors are colleges and universities in this year's *CB* survey offering? Do they offer new merit scholarships to first-year students? Here's what some schools said.

NEW PROGRAMS OR MAJORS

Acquinas C. Business/music.

Bucknell U. Four new majors in the School of Management: accounting and financial management; global management; markets, innovations and design; managing for sustainability.

Carleton C. Linguistics.

Claremont McKenna C. Environmental analysis and Middle East studies.

Colgate U. Environmental studies is a new major.

College of William and Mary. We have a new Joint Degree Program with St. Andrews in Scotland and a new major in Chinese language and literature.

Elon U. Arts administration, applied math, statistics, dance.

Georgia Southern U. Among new undergraduate degree programs: Global Citizen Certificate; BS in civil engineering, BS in electrical engineering, BS in mechanical engineering; environmental sustainability concentration (interdisciplinary). Minors in entrepreneurship and small business management, foreign languages, professional and technical writing.

Harvey Mudd C. Mathematical and computational biology.

Husson U. Entrepreneurship.

Illinois Wesleyan U. Minor in informatics.

Lafayette C. Film and media studies.

Lawrence U. Film studies.

Marquette U. Construction engineering management, computational mathematics.

Middlebury C. We are now offering interdisciplinary minors in African American studies, Africa studies, global health, Jewish studies, linguistics and South Asian studies. Also, Middlebury offers "4+1 with its graduate school, the Monterey Institute of International Studies."

Monmouth C. Exercise science major.

Reed C. Environmental science.

Rensselaer Polytechnic Institute. Sustainability studies, web science, cognitive science.

Saint Anselm C. Environmental politics and sustainability, forensic science, classical archeology, peace and justice studies.

Santa Clara U. Entrepreneurship minor, Latin studies minor, public health major.

Texas A&M U. Urban and regional studies, women's and gender studies, classics, forensic & investigative sciences.

Thomas More C. BA in art history coming in 2012-13.

Trinity Washington U. Exercise science.

U. of Oklahoma. Chemical biosciences, history of science, technology and medicine, and global studies.

Virginia Tech. Meteorology; interdisciplinary studies: religion and culture.

Worcester Polytechnic Institute. Bioinformatics, computational biology.

NEW MERIT SCHOLARSHIPS

While admissions officers noted the way financial concerns are impacting families, *CB's* survey also found that the economy is impacting financial aid itself, or, more precisely, lack thereof. Most colleges noted they did not have new merit aid available.

"Funding is limited," said Richard C. Vos, vice president at Claremont McKenna C.

Yet, Lesley Al-Hajeri, Embry-Riddle Aeronautical U.-Prescott, found, "More schools are using merit to attract students." And Abigail Sussman, Reed C., noted, "Our financial aid money increases relative to our tuition increase every year."

Among those that said they did have new merit scholarships for first-year students: *Acquinas C.*, *C. of William and Mary*, *Dickinson U.*, *Duquesne U.*, *James Madison U.*, *Lawrence*, *Philadelphia Biblical U.*, *Texas A&M*, *U. of Evansville*, *University of Illinois Chicago*, *Texas A&M* and *Wartburg C.* *Illinois Wesleyan* increased the funding of its scholarships. (Most colleges said see their web sites for details.)

But these colleges in *CB's* survey added more specifics about their new financial resources.

Carlow U. noted it has a family member discount, Catholic High School discount, legacy, courtesy (relatives of a living Sister of Mercy), out-of-state discount, all at \$2,000 which may be combined with other scholarships;

Cedar Crest C. has trustee, presidential, dean's or departmental scholarships. But also a leadership opportunity award of \$7,500 a year goes to a student for high school leadership activities. Allen Scholarships of \$1,000-\$5,000 go to first-year students with a record of community service. Distinction awards of \$1,000-5,000 a year are given for community leadership. And a Latina Leadership Partner Scholarship goes for first-year Lehigh Valley Latina students.

Elon U. said it had taken new steps to increase financial aid this year with institutional scholarships and grants.

The U. of Idaho has a Go Idaho! Scholarship program for Idaho residents for \$2,500 to \$1,000 a year. (Its National Merit Scholarship Program is for residents and nonresidents alike.)

The U. of Iowa has an Iowa Scholars Award of \$1,000 for one year and an International Scholars Award for entering international first-year students of \$2,000 a year for four years. ■

SHORT TAKES

Tuition Guarantee. The U. of the South in Sewanee, Tennessee, introduced a four-year tuition and room and board guarantee program for incoming freshman. Its board of trustees set the fall 2012 rate of tuition and fees at

\$44,630 a year. "Sewanee's tuition guarantee represents a considerable savings over what families might have expected to pay across four years, based on the national trend of ever-increasing college costs," said John M. McCardell Jr., president. Last year, U. of the South slashed 10 percent in tuition and fees for the current academic year.

Test Optional Works at Wake Forest. Wake Forest U. dropped its standardized test admissions requirement three years ago. Since then, the number of its enrolled students who placed in the top 10 percent of their high school classes has risen from 65 to 83 percent, and Wake Forest's student body has become more diverse. ■

TRENDS

continued from page 2

Macalester C. (508); Marquette U. (3,311); Middlebury C. (2,144); Pomona C. (899); Saint Anselm C. (700); Texas A&M (3,902); U. of Michigan, Ann Arbor (14,659); Virginia Tech U. (2,399) and WPI (1,474).

Schools that had smaller wait lists in 2011 than the previous year included: Elon U. (2,334); Harvey Mudd C. (432); Longwood U. (30); New College of Florida (103); Reed C. (620); Scripps C. (366); U. of Maryland-College Park (969);

Carleton C. (1,397); Claremont McKenna C. (912) and Rensselaer Polytechnic Institute (1,550) wait listed about the same number in 2011 as the previous year.

ADMITTED FROM WAIT LISTS

These colleges and universities admitted fewer students from their wait lists in 2011 than in 2010: Bucknell U. (19), Claremont McKenna C. (3); College of William and Mary (18); Dickinson C. (2); Elon U. (831); Illinois Wesleyan U. (16); James Madison U. (165); Kalamazoo C. (11); Lawrence U. (0); Longwood U. (1); Marquette U. (431); Middlebury C. (25); New College of Florida (26); Reed C. (9); Saint Anselm C. (0); Scripps C. (0); Texas A&M (1,008) and U. of Michigan, Ann Arbor (42).

The following admitted more students in 2011 than the previous year: Carleton C. (64); Claremont McKenna C. (3); Colgate U. (33); DePauw U. (129); Franciscan U. of Steubenville (19); Harvey Mudd C. (46); Lawrence U. (93); Macalester C. (196); Pomona C. (31) and U. of Oklahoma (1,560).

Carlow U. (all, 55) and the U. of Maryland-College Park (0) admitted the same number in 2011 as in 2010.

Dickinson C. (2); Elon U. (83); Rensselaer Polytechnic Institute (120); Virginia Tech U. (135) also admitted students from their wait lists. WPI admitted no one.

FIRST-YEAR CLASS SIZES

Roughly 44 percent of the schools in this year's survey ended up with larger first-year classes, including: Carleton C. (519), Cedar Crest C. (117); Carlow U. (220); College of William and Mary (1,485); Elon U. (1,417); Embry-Riddle Aeronautical U.—Daytona Beach (1,046); Franciscan U. of Steubenville (449); James Madison U. (4,029); Kalamazoo C. (371); Longwood U. (1,074); Marquette U. (2,056); Middlebury C. (602); New College of Florida (237); Rensselaer Polytechnic Institute (1,187); Saint Anselm C. (552); Southern Illinois U. (2,417); Texas A&M (8,254); Trinity Washington U. (289); U. of Maryland-College Park (3,994); U. of Oklahoma (4,054); Virginia

Tech U. (5,162); Wartburg C. (554) and WPI (1,004).

Colleges that ended up with smaller first-year classes, some by design, included: Aquinas C. (381), Bucknell U. (916), Colgate U. (764); DePauw U. (584); Dickinson C. (652); Duquesne U., (1,343); Georgia Southern U. (3,543); Harvey Mudd C. (194); Hendrix C. (377); Illinois Wesleyan U. (517); Lafayette C. (638); Lawrence U. (326); Macalester C. (478); Monmouth C. (341); Philadelphia Biblical U. (148); Pomona C. (394); Santa Clara U. (1,286); Scripps C. (257); Thomas More C. (255); U. of Dayton (2,040); U. of Evansville (622); U. of Idaho (1,610); U. of Iowa (4,565); U. of Illinois at Chicago (3,115) and the U. of Michigan, Ann Arbor (6,251).

The schools that posted the same size new classes in 2011 as in 2010 were: Claremont McKenna C. (305), Embry-Riddle Aeronautical U.—Prescott (349); Hope C. (848); Husson U. (681) and Reed C. (373).

LOWER YIELDS

The majority of schools surveyed did not experience a greater than usual “melt” over the summer (in which students who posted deposits did not enroll) than the previous year. Todd Coleman, Wartburg C., said, however that students were making “later decisions.”

Some colleges reported higher yields. “Although we received fewer applications and had fewer admits, our yield was much higher,” said Carlow U.

“We had fewer applications as well as fewer admittances, but a greater yield” said Shannon Nusbaum Sr., at Longwood U.

But more applications do not necessarily determine yield. At the New College of Florida, Molly Robinson said, “Our applica-

tions were down (fewer compared to 2010), but our yield increased by 7 percent.”

In light of increased multiple applications, 45 percent of the schools in CB's survey posted lower yields in 2011 than in 2010, including: Aquinas C. (21%); Carleton C. (33%); College of William and Mary (33%); DePauw U. (20%); Dickinson C. (26%); Duquesne U. (70%); Franciscan U. of Steubenville (34%); Georgia Southern U. (65%); Harvey Mudd C. (29%); Hendrix C. (31%); Husson U. (29%); Illinois Wesleyan U. (27%); Lawrence U. (23%); Middlebury C. (42%); New College of Florida (25%); Philadelphia Biblical U. (28%); Pomona C. (39%); Santa Clara U. (18%); Southern Illinois U. (29%); U. of Dayton (22%); U. of Evansville (21%); U. of Idaho (38%); U. of Iowa (30) and the U. of Michigan, Ann Arbor (39%).

In the end, 26 percent recorded higher yields, including: Bucknell U. (42%); Carlow U. (32%); Cedar Crest C. (62%); Claremont McKenna C. (49%); Embry-Riddle Aeronautical U.—Daytona Beach (32%); Hope C. (29%); Lafayette C. (28%); Longwood U. (35%); Reed C. (31%); Scripps C. (33%); Trinity Washington U. (47%); U. of Maryland-College Park (34%); Wartburg C. (31%) and WPI (25).

Those with the same yield in 2011 as in 2010: Colgate U. (33%); Elon U. (27%); James Madison U. (30%); Kalamazoo C. (24%); Marquette U. (16%); Monmouth C. (24%); Rensselaer Polytechnic Institute (21%); Saint Anselm C. (19%); Texas A&M (50%); the U. of Illinois at Chicago (34%) and U. of Oklahoma (43%).

Embry-Riddle Aeronautical U.—Prescott (32%); Macalester C. (22%); Thomas More C. (34%); Virginia Tech U. (26%) did not indicate whether their number was higher or lower. ■

ADMISSIONS WATCH

While CB's survey tracked the trends of the last admissions season, new stats are being released for 2012.

Boston U. Sets New Record. Applications to the Class of 2016 “surpassed those for the Class of 2015,” according to the *Daily Free Press*, with nearly 44,000 students applying for 3,900 spots. One student interviewed said it was the internships and job opportunities that stood out at BU.

Northwestern Up 3.5 percent. Applications to Northwestern U. were at an all-time high for the ninth year running with 31,991 applications for the class of 2016, double the number for 2005 (16,228). Early-Decision applications were up over 156 percent or 814 students for a total of 2,450. Forty percent of the Class of

2016 has already enrolled early. Approximately 1,225 students will be selected from the regular-decision applications.

Top Universities Down? According to *Business Week* January 19, “elite U.S. colleges such as the Massachusetts Institute of Technology and Columbia U. are experiencing a slowdown or drop in applications.” It reported that Columbia had a .9 percent decrease in applicants to 31,818 and MIT but a 1 percent growth with 18,084 applications. However, Stuart Schmill, dean, said MIT cut its direct marketing by 40 percent “to eliminate students who weren't likely to be admitted...” See, www.businessweek.com. ■

COMING UP..
A look at the Ivies...
reports from the states.

Production: Design|Americom; Salsedo Press, Inc. COLLEGE BOUND is published monthly, ten times a year. Inquiries should be directed to P.O. Box 6536, Evanston, IL 60204; 773-262-5810. Annual subscription: \$59 in North America, \$69 for international orders, including airmail postage. www.collegeboundnews.com

©2012 COLLEGE BOUND PUBLICATIONS, INC. All rights reserved. ISSN 1068-7912 For photocopy rights, please write the Editors.