

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Inside Admissions Offices

Spring Roundup of Admissions News

Relief at BC. Boston C. is expressing relief that it received fewer applications this year than last. After raising admissions requirements, the number of applications fell by 26 percent this year, according to the *Boston Globe*. Last year, 34,061 students applied. This year, the number fell to 25,000 with about 2,270 who will be admitted. The “less is more” approach marks a weariness over the applications “arms race.” John Mahoney, director of undergraduate admission, told the paper, “This was a deliberate move on our part. We’re trying to make good decisions.”

Speaking of Boston. Meanwhile, the *Boston Globe* reported admissions numbers for other area colleges: Boston U. received 52,669, up 20 percent; UMass Boston, 8,603, up 14.7 percent; Brandeis U., 9,455, up 13 percent; Tufts U. 18,417, up 12 percent, UMass Lowell 7,328, up 11 percent; Babson C. 6,080, up 10 percent; Emerson C. 8,180, up 9.6 percent; Northeastern U. 47,321, up 7 percent; MIT 18,989, up 5 percent; UMass Amherst 36,000, up 4.8 percent; Harvard C. 35,022, up 2 percent.

Colorado. The U. of Colorado-Boulder fielded 22,287 freshman applications, a 2.3 percent increase over last year. According to the *Daily Camera*, the student newspaper, 15,031 were from out-of state, a 1.4 percent increase, and 1,190 from international students, a 25 percent increase. A new CU-Boulder Esteemed Scholars Program will provide \$10,000 to \$20,000 scholarships to a select group of in-state students based on GPAs and test scores.

Dartmouth Down. Dartmouth C. saw a 3

percent decline in applications for this fall, and yields have been declining in recent years. That has set off concern and a flurry of changes in the way the Ivy League school seeks to reach students. One big change will be on a financial aid website.

“We’re taking a different approach to our marketing and know that just using the word ‘affordability’ is not enough,” Maria Laskaris, dean of admissions, told the student paper. “We’re not sure the message is getting through to the types of students we need to reach.”

Delaware. The U. of Delaware’s Honors Program is thriving. Last year, 4,500 first-year students applied and only 445 were admitted, according to *The Review*, the independent student newspaper. This year, 5,000 students applied and 2,000 were admitted. The increased qualifications of students could be indicative of growing prestige of the university as a whole, along with the Honors Program, one honors student speculated.

Emory Records. Another all-time application record was set by Emory U. in Georgia, with 17,652 students seeking entry into the Class of 2017. The target enrollment is 1,350. Among those numbers, Early Decision I apps were up 10 percent, while ED II applications soared by 16 percent. About 48 percent of the class was admitted early.

Iowa Transfers. Fifteen percent more community college students have been transferring to the U. of Iowa and Iowa State U. because of more than 1,000 program-to-program articu-

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NCAA Stats That Caught Our Eye

Tournament Benefits Butler. Butler U. had another great basketball season with victories over #1 Indiana U. and others. Of note: Its appearances in the NCAA over the last couple of years have led to a 50 percent increase in applications since 2010, and, in part, to a doubling of its student body to 4,200 since 1990.

Creighton U.’s Profile Boosted. Board members at Creighton believe the university’s profile and now membership in the Big East athletic conference has increased its national profile. The pros and cons of the move from the Missouri Valley Conference were debated “for several weeks,” according to *The World-Herald*. Creighton is hoping to expand its business college enrollment from 650 students to 1,000 and one board member argued the increased athletic visibility will lead to new applicants.

Florida Gulf Coast U. It’s in Fort Meyers, Florida. It was founded in 1997. It offers 52 undergraduate degree programs for 11,279 undergrad students. Heretofore, 92 percent of students have been from Florida, 51 percent from Southwest Florida. But following its appearance in the NCAA Tourney, Florida Gulf Coast’s Web traffic was up 400 percent, crashing twice, according to the *Sun Sentinel*. Email inquiries to the school immediately went from 20 a day to 200. And according to *Sports*

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SPRING ROUNDUP

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lation agreements between the universities and state c.c.'s. "We had spent a lot of time thinking about our brand new freshmen, but there was a feeling on campus that we didn't want to neglect another big group of students, the transfer students," UI's associate provost for undergraduate education Beth Ingram told KCRG-TV9 in Cedar Rapids.

MIT and Pi. March 15, Pi Day, celebrated by math whizzes, was also the day the Massachusetts Institute of Technology notified 898 high school seniors they had been admitted. This year, 18,989 students applied, 650 were admitted through Early Action, and were joined by the 898 regular admission students. That translates into a record low 8.2 acceptance rate, compared to 9.6 just two years ago. Dean of admissions, Stu Schmill, told *The Tech*, MIT's student paper, that he hopes to admit students from the wait list, although none were taken off the list last year.

Of those admitted, 9 percent are African Americans, 15 percent Hispanic, 1 percent Native Americans, 30 percent Asian Americans, 36 percent Caucasians and 8 percent international students.

Nebraska. The U. of Nebraska-Lincoln has posted records for average ACT scores of incoming freshmen for eight of the last ten years. That translated into increased competition for full-tuition Regents Scholarships, according to UNL dean of enrollment management Alan Cerveney. In 2012, UNL awarded about \$14.5 million in scholarships to 1,700 students.

Rhode Island. The U. of Rhode Island had attracted close to 21,000 applications by mid-March, a record number, and it expects to admit about 75 percent in pursuit of a fall first-year class of 3,100. "We know students are doing the majority of their college searching on the internet," said dean of admissions Cynthia Bonn. "So we've improved our website and we're working with these college search engines to make sure URI is prominently featured." In-state tuition remains at \$11,000; out-of-state at \$26,000.

Texas. This year, the U. of Texas at Austin received more than 38,000 summer/fall applications. About 10,000 qualified for automatic admissions, while another 5,000 were also admitted, according to Kedra Ishop, vice provost. "We're looking for those who are most qualified...but also into specific majors—future engineers, musicians, journalists, historians, artists, film directors, scientists, educators and business professionals," she said. UT hopes to enroll 7,200 new freshmen.

Ivy Watch for 2017

THE STATISTICS ARE STAGGERING—both in the number of applicants, all of whom no doubt think they are qualified, and in the number of students rejected. While there are some two thousand colleges in America, attention always focuses on the Ivy League, at least initially, at this time of year. So here are a few stats, right off the bat, so to speak.

Brown U.'s Class "Most Diverse." Brown only accepted 9.2 percent of its 28,919 applicant pool, or 2,649 students, according to Brown's news release, and it admitted the most diverse class in its history. Forty-five percent of the admitted are students of color. Also, nearly 18 percent are the first generation in their family to go to college. Some 95 percent of those admitted are in the top 10 percent of their class and 45 percent valedictorians or salutatorians. About 58 percent plan to study the physical and life sciences. The top areas of concentration: engineering, biology, computer science, international relations and economics.

Harvard C. Financial Aid Draw. William R. Fitzsimmons, dean of admissions and financial aid, told the *Harvard Gazette*, "Unprecedented levels of financial aid played a major role in producing a record applicant pool and an admitted group that promises to be one of the best in Harvard history." Harvard accepted 2,029 students, 5.8 percent of the 35,023 applicant pool. Harvard earmarked \$182 million in aid and estimates 60 percent of those accepted will need financial aid. More than 14,400 of the applicants scored 700 or above on the SAT critical reading test, 17,400 scored 700

In recent years, 48 percent accepted its invitations to enroll. About 1,000 Texas high school grads also have "an opportunity to participate in a new co-enrollment program with Austin Community College."

UVA. This year, UVA attracted a total of 29,005 applications, 8,831 from Virginia. It offered places in the Class of 2017 to 8,528, or about 29 percent. Last year, it offered a wait list to 4,493, of whom 287 enrolled.

Vermont. The U. of Vermont attracted 22,277 or 2.7 percent more applications than last year. About 2,118 of those were from Vermonters, down 5.5 percent. Last year, UVM admitted about 77 percent of applicants, according to the *Burlington Free Press*. Nearby Middlebury recorded a 3 percent increase to 9,115, while St. Michael's fielded 4,345, a 5 percent dip.

Wesleyan 2017. Wesleyan U. fielded 10,969 applications for the Class of 2017, a 4.5 percent increase over last year. Included are 940 Early Decision I & II applications, a 12 percent jump. Some 42 percent of the class

or above on the SAT math test and 3,400 were ranked first in their high school classes.

Cornell U. Used Its Wait List. Cornell accepted 6,062 students for the Class of 2017, from 40,006 applicants, "the highest number to date," according to the *Cornell Chronicle*. The admit rate was lower, 15.2 percent compared to 16.2 percent last year. Nearly 25 percent of those admitted were underrepresented minority populations, totaling 1,512, an increase. Women were 52 percent of all admitted students. And, 3,142 students were put on a wait list.

Dartmouth Admits But 10 Percent. Dartmouth admitted a few more students this year over last, 2,252, up from 2,180. *The Dartmouth* said that the mean SAT score of accepted students was 2219, 737 in critical reading, 741 in math, 741 in writing. About 40 percent of admitted students were valedictorians and 95 percent ranked in the top decile of their class. Minority representation is up, 48 percent of those accepted compared to 44 percent of last year's admits.

Yale Places 1,001 Students on Wait List. Yale admitted 1,991 students from a record-high 29,610 applicants. It expects to enroll 1,350 students. In addition, it offered 1,001 students a place on the wait list, according to the Yale News bureau. (Last year, 70 students were admitted from the wait list.) "We had another extraordinary applicant pool, and another challenging selection process," said Jeffrey Brenzel, dean. ■

came in through ED. Even though Wesleyan's official policy is "need-aware," school officials report that ED decision remained effectively "need-blind." ■

NCAA STATS

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Illustrated, following its second appearance, FGCU.edu had 230,985 unique visitors while its athletic's page had 117,113, up from 49,143 and 3,856 respectively a month earlier.

Gonzaga: Beyond Basketball. That's what the banner on its website says. But, "basketball has allowed us to tell our story to more people," Julie McCulloh, head of admissions, told the Northwest News Network. Applications to the Catholic, Jesuit university have more than tripled since 1999, the first year Gonzaga's basketball team appeared in the NCAA tournament. Enrollment is currently at 7,800. The academic profile of incoming students has also increased. The freshman class of 1,099 this fall had a 3.71 grade-point average and test scores of 27 (average ACT composite) and 1193 (average SAT composite). ■

Tuition Saving and Other Trends

Early Graduation. One way to save on tuition is to graduate early. That's the thinking at Johns Hopkins U., for example, which has seen a 50 percent increase in early graduates over last year. At Hopkins, early graduates are students who fulfilled their requirements in under eight semesters. "It is in no way easy to graduate from Hopkins early," one student said. "It is merely that coming in with credits and working during the summer often leads to garnering more credits than one might realize." Early graduates often gain an advantage in the job market over May graduates.

Georgia Changes. Beginning in early June, students seeking state aid in Georgia will have to complete the federal FAFSA (Free Application for Federal Student Aid). About 50 percent of students who receive state aid in Georgia already fill out the form. The change results from efforts to verify who are legal citizens.

Iowa Tuition Free. Starting in 2014, U. of Iowa students will be able to go to school in the summer tuition free, if they have taken a full load of courses during the rest of the school year. The idea is for Iowa to boost its 42 percent graduation rate to 52 percent by 2016. Only Iowa residents will be eligible for the Summer Hawk Tuition Grant. "We want students to have every opportunity to stay on track to graduate in four years," Iowa's director of admissions Michael Barron told the *Press Citizen*.

Last year, Indiana U. began a 25 percent summer tuition discount to in-state students and 30,000 took advantage of it on seven campuses.

Limiting Loans. The C. of the Ozarks has stopped certifying private student loans in an effort to prevent rising student debt. "The driving force behind this is that debt is bad and we should not allow these students to do that," President Jerry C. Davis told news-leader.com. To help out, the college is expanding summer work opportunities, freezing room-and-board costs and will eliminate some student fees. C. of the Ozarks enrolls 1,350 students, 300 of whom rely on loans.

Illinois Runs Out of Aid. The state of Illinois' Monetary Award Program (MAP) distributed its \$371.3 million budget by March 2. "This is the earliest we have exhausted our funds," a state official told DNAInfo.com. Even though there is a May 1 deadline, aid is distributed

on a first-come, first-served basis to eligible students. This is why Illinois encourages "students and parents to fill out their FAFSA as early as possible," he said. Community college students typically apply later and miss out on aid. If the legislature appropriates more money, it will be handed out based on which applications are first in line. The state had 4 percent less to give students this year than last, while 9 percent more students applied, 841,000 versus 774,000 last year.

Irvine Summer Bonus. All U. of California students have been offered a special summer discount through UC Irvine's "Pay for Only 8" enrollment incentive program. Students who enroll in the two five-week and one 10-week summer sessions as full-time students and receive 20 credit units will only have to pay for eight units, which equates to part-time fees. UC Irvine offers more than 800 courses in 70-plus academic fields. Students can even study at home with 40 online offerings. See www.summer.uci.edu.

Graduation Guarantee. Kentucky Wesleyan C. has issued a guarantee that students will graduate in four years or the college will "pay to get them through the final stages of their degree." Director of admissions, Rashad Smith said, "This is a promise to our students and their families, as well as a representation of the college's belief that a private education at Kentucky Wesleyan has long term value."

Also beginning in the fall, KWC will offer a three-year degree option. "Students pursuing the three-year degree option complete the same requirements as traditional four-year students...but they attend college year round," said Paula Dehn, vice president and dean of the college. For more information, see: <http://www.kwc.edu>.

How America Saves for College. Sallie Mae's annual report for 2013 found that half of American families save for their children's college future. That's down from two years ago. Up: Attitudes of frustration and fear about what the future holds on this front. Among those not saving, the top reason is that they think their child will win enough financial aid to cover college costs. Among those who do save, 27 percent use 529 college savings plans. Most, 42 percent, of those who save, simply buy their own CD's. But they may miss out on tax incentives associated with the 529s. ■

THE COUNSELOR'S BOOKSHELF

Learning the Possible: Mexican American Students Moving from the Margins of Life to New Ways of Being by Reynaldo Reyes III, chronicles the first-year college experience for five students; U. of Arizona Press, ISBN: 978-0-8165-2126-5; \$55.

Higher Education in the Digital Age, William G. Bowen; ISBN: 9780691159300; \$26.95; <http://press.princeton.edu>.

The College Wait List Survival Guide: Everything You Need to Know to Increase Your Odds of Acceptance by Jane E. Dabel, Ocean Educational Consulting; ACIN:

B00BBG2HQ2; available at Amazon.com in Kindle version, \$4.99.

Best Business Schools. *U.S. News & World Report* has announced its latest list of best business schools. In order, they are: Harvard U., Stanford U., U. of Pennsylvania (Wharton), Massachusetts Institute of Technology (Sloan), Northwestern U. (Kellogg), U. of Chicago (Booth), U. of California-Berkeley (Haas), Columbia U., Dartmouth C. (Tuck), and New York U. (Stern). For the full listing, see: www.usnews.com/grad.

Best Law Schools. *U.S. News & World Report*

has announced its latest list of best law schools. In order, they are: Yale U., Harvard U., Stanford U., Columbia U., U. of Chicago, New York U., U. of Pennsylvania, U. of Virginia, U. of California-Berkeley, U. of Michigan-Ann Arbor. For the full listing, see: www.usnews.com/grad.

People Are Talking About... "Admissions," the movie. If you've missed the conversation, see the Web site with trailer, <http://focusfeatures.com/admission...> "The Great Aid Gap" by Steven Greenhouse in the March 18 issue of *The New York Times*.... "Funding of Education in Europe—The Impact of the Economic Crisis," from the European Commission; <http://ec.europa.eu/education>. ■

CURRICULUM CAPSULES

Criminal Justice. Keene State C. in New Hampshire will begin offering a B.A. in criminal justice this fall. It has long had a criminal justice minor. The new major will include classroom and experiential learning and prepare students for jobs in criminal justice agencies and the private sector, as well as graduate studies in criminology, law, social work, psychology and government. Students will have to demonstrate “a level of competence prior to acceptance into the program.” Currently, one in five admissions inquiries are requests about criminal justice offerings, the school said.

Top Game Designers. According to the Princeton Review, the top 15 undergraduate schools for studying video game design are: U. of Utah, U. of Southern California, DigiPen Institute of Technology (WA), Rochester Institute of Technology (NY), MIT, Drexel

U. (PA), Shawnee State U. (OH), Savannah C. of Art and Design (GA), Art Institute of Vancouver (CAN), Michigan State U., Rensselaer Polytechnic Institute (NY), WPI (MA), Becker C. (MA), New England Institute of Technology (RI) and North Carolina State U. To see the entire list, go to www.princetonreview.com/game-design.aspx.

Health Care Management. Salve Regina U. in Rhode Island is offering a new B.S. in health care administration and management. Jobs in this area were expected to grow by 16 percent between 2008 and 2016. “We have assembled a curriculum that ensures graduates have the business acumen to respond to changes in the health care industry, and also the broader understanding of global health, access to care, spread of disease and disease prevention,” said Mark Hough, program director.

Toledo Pharmacy. The U. of Toledo is launching new undergraduate and doctoral pharmacy programs. The undergraduate bachelor’s degree in cosmetic science will have a business component to produce graduates ready for an expanding the cosmetic market. “By being a school of pharmacy, which is already training students in formulation and product development, and which has the biology and chemistry components, the only missing piece was the business aspect of the industry,” said a professor in the program.

Mansfield’s Community Health. Mansfield U. in Pennsylvania has approved a new B.S. in community health education. Health educators encourage healthy lifestyles and wellness by educating individuals and communities about behaviors that can prevent diseases, injuries and other health problems. The program will prepare graduates to work in medical settings, colleges, public health departments, nonprofits and businesses. ■

NEWS YOU CAN USE

Work-Study Job Losses. One potentially devastating result of recent federal cuts is the loss of 33,000 federally-funded work-study jobs across the nation. In 2011, \$1.2 billion from the U.S. Dept. of Education funded 713,000 student workers. The sequestration reductions will eliminate \$49 million leading to the 33,000 jobs lost, according to a White House projection. The impact will be particularly severe on Historically Black Colleges and Universities. “We don’t have resources to make up the difference,” Michelle Burwell, Cheyney U. of Pennsylvania, told diverseeducation.com. “This is a shame. It isn’t the place where they should be cutting funds.”

New York U. is offering fewer work-study slots to about 3,800 students as a result of losing \$400,000 from its \$7.9 million work-study grant program.

Need Info Skills. More than half of college students lack the ability to apply their research information skills, according to a new survey developed by librarians and sponsored by Credo. “These results are eye-opening,” said Credo CEO Mike Sweet. “This is clear evidence that many students are not learning the basics of how to research, skills that transfer beyond the classroom to ensure success in the workforce and beyond.”

Broadening Horizons. A new research report, *Broadening Horizons*, from the British Council’s global research, found that 20 percent of United Kingdom and 56 percent of

U.S. students are considering study abroad. But only 24 percent of UK and 22 percent of U.S. students said they had enough resources to make a well-informed decision. About 44 percent of UK students wanted to work for an international company and live overseas. But 66 percent of U.S. students said they wanted to travel and have fun overseas.

Why Women Succeed? Why are more women enrolled and graduating from college and graduate schools than men? According to two professors at George Washington U., Mark C. Long and Dylan Conger, research over the years says suggests cognitive and non-cognitive reasons. Among the non-cognitive skills that women seem to better master are organization, self-discipline, attentiveness, dependability and seeking help from others. The cognitive advantages show up in higher high school grades, high school graduation and likelihood of applying to college.

Hopes & Worries. The Princeton Review’s annual survey of college applicants and their parents found that this year 97 percent reported college application stress, with 69 percent gauging their stress as “high” or “very high.” Nearly 40 percent said that their biggest worry is “level of debt incurred to pay for the degree.” That replaced the previous leading worry of getting into a first-choice college without adequate funds/aid to pay for it. Some 51 percent cited a “potentially better job/income” as the main benefit to college, while only 25

percent said “exposure to new ideas.” And 61 percent of students are looking for a school that is between 250 and 1,000 miles from home.

Scholarship for Students from the Americas. Thomas More C. of Liberal Arts in New Hampshire is celebrating the first Pope from the Americas with 20 new scholarships. International students from Canada, Mexico, Central and South America will be eligible for The Our Lady of Guadalupe Scholarships. All students at the Catholic college study a “great books” program. There are no specialties or departments. Students also study with master craftsmen to learn woodworking, sacred art, sacred music, folk music and horseback riding.

Changing Trends in Admissions. Both Southern Methodist U. and Texas Christian U. are adding Early Decision to their Early Action options. In Texas, only Rice and Trinity universities use ED.

The U. of Oklahoma will begin using the Common Application beginning fall 2014. “Use of the Common App also reaffirms OU’s strong commitment to inclusiveness and fairness in admissions,” said President David L. Boren.

The U. of Nevada Las Vegas will require all applicants to submit a SAT or ACT test score, not to help determine admission, but to place students in math or English classes, and to award merit scholarships. Last year, the average SAT for freshmen was 997 out of 2,400 and ACT of 21. ■

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