

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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## College Admissions and Global Affairs

THIS FALL, 61 percent of colleges reported an increase in international students on campus while only 17 percent noted decline. That's the results of a survey sponsored by eight leading higher education associations including the Institute of International Education. Only 22 percent of colleges said that their enrollment of international students remained stable for all 2012.

The increases didn't just happen. The "Fall 2012 Snapshot Survey" of 570 institutions found that 68 percent of colleges attribute the increase to their active recruitment efforts. Another 53 percent said they had increased their visibility and reputations abroad. Another 30 percent increased their links to institutions in other countries.

As a result, 61 percent have increased their staff time on international recruitment and 52 percent have launched new international programs in collaboration with other institutions. Another 41 percent reported new funding for international recruitment trips. Of note: 31 percent of the respondents reported they have engaged third-party recruiters/agents. China is by far the most common recruitment destination.

**Global Talent Pool Changes.** Meanwhile, on the world stage, the percent of college graduates from Europe, Japan and the United States is in decline. According to a recent report from the Organization for Economic Co-operation and Development, the "global talent pool" is rapidly changing. "Expansion of higher education in rapidly-developing G20 nations has reduced the share of tertiary graduates from Europe, Japan, and the United States in the global talent pool," the report said.

OECD also predicts that, if current trends

continue, China and India will boast about 40 percent of all young people with a college education in G20 nations by 2020, while the United States and European Union countries will account for just over a quarter."

At the same time, the OECD optimistically concludes that "The strong demand for employees in 'knowledge industry' fields suggests that the global labor market can continue to absorb the increased supply of highly-educated individuals."

**Foreign Born Students Increase.** From 1970 to 2007, the number of people born outside the U.S. but living here more than tripled to 37 million or one in eight. The number of foreign born adults over age 25 who have a college degree (27 percent) was not much different from U.S. born adults (28 percent).

According to a new study by the National Center for Education Statistics titled, "New Americans in Postsecondary Education," in the 2007-08 school year, about 23 percent of all U.S. undergraduates were immigrants (10 percent) or second-generation Americans with an immigrant parent (13 percent). In California, that number was 45 percent and in Georgia it was 14 percent.

Also, immigrant Asian and Hispanic students enrolled in community colleges at higher rates (54 and 51 percent respectively) than all undergraduates (44 percent.) However, second generation Asian students attended four-year colleges at a higher rate (55 percent) than their Hispanic counterparts (46 percent) and all undergraduates (46 percent.)

### SPEAKING OF GLOBAL AFFAIRS

**A German "Tsunami."** More than 50,000  
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## Early Words

**DePauw U.'s Early Decision.** The number of students applying early decision at DePauw U. in Indiana has fallen by 321 students over the past two years. To help increase the number of applicants in the future, DePauw said its marketing strategy will be to promote the fact that 90 to 95 percent of its seniors graduate with jobs.

**Georgia Posts Early Action.** The U. of Georgia has received 12,500 early action applications for summer and fall 2013. UG attracted a total of 19,000 applications for summer and fall 2012, 11,300 of them were early action.

**Harvard Early Action Rises.** December 13 is the day Harvard will let 4,856 students who applied to the Early Action program know whether they have been accepted or not, according to the *Harvard Gazette*. The Early Action pool is up 14.9 percent over last year and admitted students are not obligated to attend. Harvard's financial aid program "continued to have a significant effect on the applicant pool," said William R. Fitzsimmons, dean of admissions and financial aid. Applicants requesting a fee waiver were up 39 percent.

**Penn State's Early Numbers.** By early November, 24,000 students had applied to the Pennsylvania State U. Administrators note this is similar to the figures at the same time as in 2009. Officials anticipate about 70,000 applications. International applications are up 10 percent to 1,000. Penn State officials are  
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# Enrollment Trends

**Official Figures are In.** During fall 2011, 18.6 million students enrolled in college as undergraduates, while another 2.9 enrolled in graduate programs, according to newly released data from the U.S. Dept. of Education. Of the 18.6 million undergraduates, 57 percent were enrolled in four-year institutions, 41 percent in two-year institutions and 2 percent enrolled in less-than-two-year programs.

Last year, 19 percent of the revenues for public, four-year colleges and universities came from tuition and fees compared to 29 percent at private, non-profit, four-year institutions, and 90 percent at private for-profit schools. Some 42 percent of the revenue at public, two-year schools came from tuition

and fees.

About 59 percent of full-time, first-time students at four-year institutions in 2005 completed a bachelor's degree or equivalent within six years of when they began. And the graduation rate for full-time, first-time students in 2007 increased from 21 percent to 37 percent at two-year institutions.

**Other Enrollment Data.** More than 40 percent of private colleges and universities have experienced a decline in applications in recent years, according to the American Association of Collegiate Registrars and Admissions Officers.

Nearly 43 percent of 400 private col-

## GLOBAL AFFAIRS

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additional students flocked to German universities this fall, bringing a total of 500,000 freshmen. About 2.3 million students are enrolled in all departments at all German universities. That's about 25 percent more students than a decade ago. The most popular degree programs are business administration, German studies, engineering, medicine, computer science and law. About 11 percent of the students come from abroad. The largest group of international students comes from China, followed by Russia, Poland, Bulgaria, Turkey, Ukraine and Morocco.

**UK Students Seeking Tuition Relief Abroad.** When all the students were counted this fall, the United Kingdom found 15,000 fewer British students enrolling in its universities in England. According to Currencies Direct, Europe's currency exchange services, many British students were taking their money abroad. The trend comes as England charges new tuition fees of 9,000 pounds a year. The decline is not occurring in Scotland, Wales or Northern Ireland where there were no tuition increases. Popular alternative choices: Dutch, American and Australian universities.

**Canadian Tuition Jumps.** Tuition and fees at Canadian colleges and universities rose by 5 percent from 2011 to 2012. At the same time, inflation increased only 1.3 percent. Over the past 20 years, Canadian tuition soared by nearly 207 percent, while inflation jumped by 70 percent.

**Internationalization.** Rollins C. in Florida launched its "President's Internationalization Initiative" in 2005, and has sent 75 percent of its faculty and teaching staff abroad every three years since to countries such as Ecuador, Tanzania and China. One goal is to help students who study abroad gain a richer understanding of poverty and world issues. Now, 66

percent of Rollins students study abroad and students engaged in service learning visit 27 nations other than Western Europe, the UK or Australia, up from 46 percent in 2008.

**NYU Closes Asia Program.** New York U.'s Tisch School of the Arts Asia program will be closed, "no earlier than Summer 2014," the university announced in November. "Tisch Asia has been a model of artistic and academic excellence, but it has also faced significant financial challenges that have required increasingly unsustainable subsidies totaling millions of dollars per year," a memorandum to the Tisch Asia Community explained.

Current students will be supported as they finish their degree work. The program began in 2007 through a partnership with NYU and the government of Singapore. But it has suspended recruitment and admissions. ■

## EARLY WORDS

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aiming for a smaller first-year class next year of 7,200 students as last year it exceeded its target with 7,604 students enrolling.

**UVA Goes Early.** The U. of Virginia attracted 14,000 early applications for this fall. In 2011, before the university suspended its early program, UVA received 10,822 early action applications. It returned to unrestricted early action last year. "Even with the storm [Hurricane Sandy], early action is up by well over 10 percent," the school reported in Examiner.com. It expects to notify applicants by the end of January.

**Fly-Ins.** In an attempt to catch early birds, Hope C. in Holland, Michigan, is flying in students who have applied, but live beyond driving distance. Students only pay 50 percent of their plane ticket, while meals and housing are free. The program is open to 40 high school students from Ohio, Indiana, Illinois and Wisconsin. ■

leges surveyed by the National Association of College and University Business Officers discounted tuition to freshmen in 2011.

And over the past decade, the yield rate of students who actually enroll at the school to which they applied has fallen from about 50 to 41 percent, according to the National Association for College Admission Counseling.

**Reverse Transfers.** More than half of the students who transfer from a four-year higher ed institution to a two-year college never return to the four-year school, states a report from the National Student Clearinghouse Research Center. It found that:

- Within six years, 14 percent of the first-time students who started at a four-year institution in the fall of 2005 subsequently enrolled in a two-year institution outside the summer months.

- 28 percent of the reverse transfer students returned to a four-year school, but a different institution.

- 71 percent stayed in the two-year institution only one term.

- By the end of six years, two-thirds of reverse transfer students had not earned a four-year degree.

See, [www.studentclearinghouse.org](http://www.studentclearinghouse.org).

## COLLEGE NUMBERS

**UCSD Dip.** Fall enrollment at the U. of California at San Diego fell this year by 272 students, despite a record 60,838 applications and 2,727 more admits, according to *The Guardian*. Total enrollment reached 22,676 undergraduates (6,820 new undergrads) and 4,588 graduate students, plus 1,520 medical students and 268 pharmacy students. UCSD posted a 37.7 admittance rate, the fourth lowest in the UC system behind UC Berkeley, UCLA and UC Irvine. The five top areas of study at UCSD are biology, economics, computer science and engineering, psychology and chemistry.

**Wisconsin Draws Out-of-State.** Because birthrates are declining, the U. of Wisconsin System is luring more freshmen from other states. Overall, the system enrolled 760 fewer Wisconsin high school graduates, but gained 780 freshmen from other states. Total enrollment for all two- and four-year institutions fell by 22 students. UW-Madison, UW-Whitewater and UW-Platteville posted the largest enrollment gains, largely because of students from out-of-state.

"We won't be back to the peak of 2007 by 2025," a Wisconsin official told the *Milwaukee Journal Sentinel*.

This year the UW board of regents boosted tuition by 5.5 percent for the fourth straight year. Student fees and room and board costs also climbed. Today, a family will spend for one student what it cost to send three students through UW in 1980. ■

# Ten Steps for Juniors

WITH EARLY DECISION and Early Action applications submitted, counselors will find themselves turning their heads and thoughts to advising juniors. Once juniors have taken the PSAT or the ACT Plan and received their first set of “official” test scores, usually some time in December, they, and their parents begin to see the process of applying to college as more of a reality than a long-range prospect in the far future. Also, as seniors hear back from colleges in December, and then again in the spring, juniors catch the fever and begin to identify themselves as prospective applicants. Many families will be seeking guidance about which colleges to look at over winter or spring breaks. In short, the cycle begins again for those of us advising students.



Frank Leana

What can we share with juniors to get them effectively launched in the college exploration and application processes without adding to the stress of their school year? How can we get them started without asking them to jump the gun?

The 10 steps that follow have served me well in my counseling of juniors.

1. Put the emphasis on doing your best work in classes. Junior year final grades play a pivotal role in the evaluation process.
2. Take test prep seriously. Whether you work with a tutor or self-study, approaching standardized tests with focus and familiarity pays off. At many selective schools, despite the process being a holistic one where everything from grades, activities, leadership and writing ability are factored into the formula for admission, test scores count.
3. Don't go on a wild goose chase across the country to look at colleges prematurely. Consult a reliable index and single out three or four colleges to visit over winter or spring break. Sign up for an official tour and attend an information session. Take good notes on what you observe and hear. These will come in handy as you write about why you are applying to a particular college. You will want to individualize these responses, not rubber stamp them.
4. Choose senior year courses so that you are pursuing your major interests to a high level. For instance, opt to take that fourth or fifth year of foreign language or that AP course in science or math if you can handle the material successfully. Colleges like to see that you have pursued your academic interests as far as you can. Many selective colleges look for four years of lab science and math through calculus.
5. Try to take your involvement in one or two activities to a position

of leadership. At least one of these should be in-school, showing your connection to your school community.

6. Pick something resourceful to do over the upcoming summer. This can be an internship or a job. Colleges like to see that you can transfer an interest into the world beyond the classroom. Or, if you have a special academic interest, you might consider furthering that in a college summer program. Many colleges are asking applicants to write about their last two summer experiences in the applications.
7. Before school ends, think about which two junior year teachers you want to write your recommendations. Make an appointment to see those teachers privately and discuss your plans with them. If handing them a resume or reminding them of your work in their course (a particular assignment, discussion, essay) would be helpful, supply them with that material. Many teachers sketch out their recommendations over the summer.
8. Select two or three books to read over the summer. Some colleges will ask, on applications or in interviews, what you have read on your own or if you have a favorite book or author. These might represent a variety of genres or be within one, such as mystery, science fiction, non-fiction, or 19th century English or contemporary American novels.
9. Plan your standardized testing schedule so that you can complete testing by early fall of senior year. If you can, do well on two SAT 2 tests in addition to either the SAT I or ACT. Try to do those no later than October of senior year, so that if you apply Early to a college requiring or recommending two SAT 2's, you will be prepared without scrambling at the last minute.
10. Keep your head about you. This application process is just that: a process. It evolves over the next several months. I recommend that my students complete the Common Application, including the two essays, over the summer. Ideally, you can begin to address the individual supplements in August, especially for those colleges among your favorites. This frees up some time in the fall of senior year, when you will want to get the best grades you can as well as keep up with activities and friends.

These 10 steps will hopefully lead toward a more thoughtful, informed, and individualized journey into the somewhat confusing territory of college application and admission. With a plan of action, students will at least feel somewhat more in control of their fate. ■

*Frank C. Leana, Ph.D., is a nationally-known Educational Counselor.*

## Online U. News

**New Online Consortium.** Beginning in early 2013, a new consortium will deliver “rigorous” courses to “transform the model of online education.” The consortium includes Brandeis, Duke, Emory, Northwestern, U. of North Carolina, U. of Notre Dame, Rochester, Vanderbilt, Wake Forest and Washington U. in St. Louis. The new “Semester Online” will be available to academically-qualified students attending the consortium schools as

well as other top U.S. and international colleges and universities. It will feature some of the universities' top professors teaching in a virtual classroom. For more info, visit [www.semesteronline.org](http://www.semesteronline.org).

**OnLine and Competence Based.** The U. of Wisconsin became the first public university to offer a competency-based degree program. The UW Flexible Degree program will let students demonstrate past learning or current knowledge for credit thereby cutting down on

degree time. Students who enroll will be eligible for state, federal and employer-sponsored grants.

**WGU's First 15.** This summer, the cutting edge online university, WGU, Western Governors University, celebrated its first 15 years. More than 33,000 students and 16,000 graduates later, the experimental university established by 19 Governors has continued to grow. It now features 50 online degree programs. See, [www.wgu.edu](http://www.wgu.edu). ■

## CURRICULUM CAPSULES

**Colorado Computer Science.** Liberal arts students at the U. of Colorado Boulder will now be able to earn a B.A. in computer science. Previously, only the College of Engineering and Applied Sciences students could earn the major. But CU says that computer science is no longer just for engineers. It points to the rising demand for employees with these skills in many fields. "This new degree is one example

of the interdisciplinary possibilities available to CU-Boulder students that will strengthen their future opportunities in the 21st century workplace," said Russ Moore, the provost.

**Environmental Studies.** Southern Wesleyan U., a private Christian college in South Carolina, will offer a B.S. in Environmental Studies in which students spend time in the

classroom and outdoors exploring ecological processes. Students will learn to identify animals and plants in the field, learn about GIS mapping techniques and examine related economic, legal and sociological topics related to the environment.

**Ivy Collaboration.** Columbia, Cornell and Yale universities announced they are collaborating to teach less commonly taught languages including Bengali, Dutch, Indonesian, Modern Greek, Nahuatl (the Aztec language), Romanian, Tamil, Yoruba and Zulu. They also plan to add Khmer, Polish, Sinhala, and Vietnamese to their offerings.

**Middle East Studies.** Gettysburg C.'s new Middle East and Islamic Studies program is drawing strong student interest in its interdisciplinary minor that gives students an introduction to Islam and a chance to put what they learn into practice through study abroad. Gettysburg also will offer a new minor in Judaic Studies.

**Natural Gas and Safety.** Mansfield U. in Pennsylvania has launched two new programs: an Associate of Applied Science in Natural Gas Production and Services, and a Bachelor of Science in Safety Management. The natural gas program "is closely aligned with the emerging and growing careers in the drilling industry." MU interim president Allan Golden noted, "We're in the heart of Marcellus Shale..." where new discoveries of gas are revitalizing the local economy.

**Redford Funds Environmental Programs.** Pitzer C. has created the Robert Redford Conservancy for Southern California Sustainability, located on 12 acres of a coastal sage scrub ecosystem, one of the most endangered areas of its kind. The program will combine Pitzer's focus on conservation and sustainability with a liberal arts and media curriculum.

"We tend to ship students off to rain forests and more exotic places to look at our environmental predicament, but what a magnificent natural laboratory we have at our disposal right at Claremont," said one Pitzer professor.

According to the *Los Angeles Times*, Redford, who grew up just east of Santa Monica and will serve on the conservancy's board, recalled "how beautiful it was, how clean the air was." But, "suddenly I felt that the city I was born in no longer felt that way as the green space disappeared." ■

**HAPPY HOLIDAYS!**

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## SCHOLARSHIP SCOOPS

**American Indian Scholars.** Using \$100,000 from the Walmart Foundation, the American Indian College Fund will distribute 16 scholarships to first-generation college students. The aim is to increase the number of Native Americans with college degrees. Only 13 percent of Native Americans have a bachelor's degree, versus 28 percent of the general population. The American Indian College Fund provides an average of 3,500 students a year with scholarships. To find out more, visit [www.collegefund.org](http://www.collegefund.org).

**Buick Achievers Scholarships.** Students planning on majoring in Engineering/Technology or select Design and Business related programs may be eligible for a Buick Achievers Scholarship. Students should be interested in pursuing a career in the automotive or related industries, not surprisingly. But 1,000 students will receive \$2,000 one-time

award, while 100 students will receive up to \$25,000 per year, renewable up to five years. Applications will be accepted from Jan. 7 to Feb. 28, 2013.

See, <http://www.buickachievers.com/>.

**California PG&E.** Residents of Central and Northern California are eligible for the 2012 Pacific Gas and Electric Company (PG&E) Scholarships. In 2012, PG&E said 163 students will split \$302,000. *Deadline:* Feb. 1, 2013. See, [www.pge.com/about/newsroom](http://www.pge.com/about/newsroom) and [www.pgecurrents.com](http://www.pgecurrents.com).

**Kenyon's New Scholarships.** Kenyon C. in Ohio announced that five new full tuition and five half-tuition scholarships will be awarded to the "top students in every entering class regardless of financial need." Students will need to submit their applications by Dec. 15 to be considered. See, [www.kenyon.edu](http://www.kenyon.edu). ■

## NEWS YOU CAN USE

**Augustana Number One.** Recognizing its summer program for Hispanic students at the Midwest Great Debate, the National Hispanic Institute recently named Augustana C. in Rock Island, Illinois, the College of the Year. The program encourages Hispanic students to engage in critical discussions and practice skills in leading and working with others.

**State H.S. Grad Rates.** The U.S. Dept. of Education has posted the high school graduation rates for all 50 states, using a new "common, rigorous measure," the release said. And Arne Duncan, Secretary of Education, said, "By using this new measure, states will be more honest in holding schools accountable and ensuring that students succeed. Ultimately, these data will help states target support to ensure more students graduate on time, college and career ready." See the graduation rates and other trends at: <http://www.eddataexpress.ed.gov/>.

**Holyoke Holds Tuition.** It's hardly news anymore when a school increases tuition. But last month, Mount Holyoke C. in Massachusetts announced it will not increase fees or tuition for 2013, for the first time since 1968. Tuition will remain at \$41,270. More than 70 percent of its students receive financial aid. MHC said its decision was based on its "commitment to promoting access" and its "belief that the current higher education model of increasing tuition in excess of inflation is unsustainable."

**Grinnell by the Numbers.** When sophomore Jack Taylor set a new NCAA basketball record by scoring 138 points in one game, Grinnell C. issued a press release with other stats about the school. It currently enrolls 1,609 students and had 4,554 applications. The student-faculty ratio is 9:1. Two-thirds of the students were in the top 10 percent of their class. And 60 percent of students participate in study abroad. ■

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