

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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## Admissions Watch

### Who is Up, Who is Down?

**Chicago Counts.** Applications to the U. of Chicago fell by 9.5 percent from last year's 30,369 to this year's 27,499. But it did receive an all-time high of 11,143 Early Action applications, according to the *Chicago Maroon*, the student paper.

**Columbia's Third Largest Pool.** Columbia received 32,956 Early and Regular Decision applications for Columbia C. and the Fu Foundation School of Engineering and Applied Science in New York. This is the third largest pool in school history, but 1.5 percent smaller than last year, according to the *Spectrum*, the student newspaper. Columbia will enroll about 1,000 new students this fall.

**Duke Up.** Slightly more students applied to

Duke this year over last, 32,000-plus. That's a new record for seven years in a row. California, North Carolina, New York, Florida and Texas sent the most applicants, in that order. About 47 percent of the class has already been selected through Early Decision. The remaining students are vying for about 910 slots. This fall's class will have slightly more than 1,700 students, according to *The Sun-Herald*.

**Harvard's Slight Decline.** Harvard C. attracted 34,295 applications for the Class of 2018. That is 728 applications fewer than last year. Harvard already accepted 992 Early Action students from a pool of 4,692, the most since the program was reinstated in 2011. Almost 23 percent of the students requested

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## NEWS FLASH NEWS FLASH

### Financial Aid News

**States Are Receiving Unprecedented Requests for Financial Aid.** From Massachusetts to California, states are reporting record numbers of students are applying for financial aid. In California, for example, nearly 74 percent more students applied for federal financial aid as of late February, according to the U. of San Diego *Guardian*. In response to the need, several state university campuses are launching new initiatives. The U. of California Davis has beefed up the Aggie Grant Plan for families earning \$80,000 to \$120,000. The U. of California Berkeley recently made financial aid available for families earning up to \$140,000.

In Massachusetts, students themselves are asking state legislators for increased state financial aid. The average state grants to students have decreased while need has increased. According to a report from *wwlp.com* the average MassGrant has gone from paying 89 percent of the average tuition at a public college in 1989 to 8 percent. Students and financial aid advocates in Massachusetts are asking for a \$10 million increase in state aid.

**Clark U. Need-Aware.** Meanwhile, Clark U. in Massachusetts has moved away from its "need-blind" admissions policy to "need-aware." Don Honeman, dean of admissions and financial aid, told *The Scarlet*, the student newspaper, that half of recent tuition had gone to financial aid for other students. About 85 percent of Clark students receive some form of financial aid.

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### Early Admits In

**Amherst Early Admits Include New QuestBridge Students.** Amherst C. admitted 169 of the 476 Early Decision students applying for fall 2014. Tom Parker, dean of admissions and financial aid, told *The Amherst Student* that the school had deferred 37 of the students to the regular pool. Average SAT scores for admitted students were: 713 for Reading, 723 for Math and 716 for Writing.

Amherst admitted 14 students through QuestBridge, the non-profit group that matches high achieving, low-income students with select colleges.

**Binghamton U. Sponsors "Early Open House."** About 9,300 students applied early to SUNY's Binghamton U. for this fall, and 3,700 were admitted. The school then held an early open house for those students. Tom Gaube, director of recruiting, told the *Press &*

*Sun-Bulletin* that early applications and earlier open houses are a growing trend.

**MIT Admits Up to 40 Percent of Its Class Early.** MIT received 6,008 Early Action applications, down 4.7 percent from last year, and admitted 680. MIT tries to admit between 35 and 40 percent of its class through Early Action, Stuart Schmill, dean of admissions, told *The Tech*, the student newspaper. MIT deferred 3,731 and turned away another 1,308. "I am always, and maybe even more so this year, amazed at the strength of the students who we weren't able to admit and who we've deferred and are now in the regular action pool," Schmill told the paper.

**UVA EA Apps Increase.** The U. of Virginia received 14,819 Early Action applications,

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## UP, DOWN

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an application-fee waiver, 10 percent more than three years ago.

**Other Ivies.** Brown U. attracted 30,320 applications, the second most in school history. The U. of Pennsylvania received 35,788 applications, a 14 percent increase from last year. And Princeton U. received 26,607 applications, the most since it reinstated Early Action in 2011.

**Maryland's Spring Plan.** The U. of Maryland just added 1,100 new freshmen through a delayed spring matriculation program that boosts the size of its first-year class by more than 25 percent. According to the *Washington Post*, Maryland can keep running at full capacity and bring in much needed tuition revenue because of December graduation and students who go overseas to study in spring. The program helps the university balance conflicting goals of selectivity and accessibility.

Maryland attracts about 26,000 freshman applications each season. With delayed admissions, it offers 12,000 students a place in the fall and 4,000 more a seat in the spring. "It's sort of a win-win for the students and the university," admissions director Shannon Gundy told the *Post*.

**UCONN Up 10.** The U. of Connecticut experienced a 10 percent jump in applications and an increase in SAT scores among applicants. Some 29,500 applications rolled in, while SAT scores rose an average 12 points. Admissions director Nathan Fuerst told FOXCT that the university aims to enroll 3,550 students in September, about 200 fewer than last year.

The increase comes despite a 1.8 percent decline in the number of high school graduates in the state each year, projected to continue until 2020. Part of the increased interest may come from excitement surrounding Next Generation Connecticut, the university's \$1.5 billion decade-long work to transform its science, technology and math programs. Also, UConn has intensified its recruitment efforts to reach every high school in the state. But the increase in apps currently comes from international students and those out-of-state.

**UNC Record.** The U. of North Carolina, Chapel Hill attracted a record 31,209 applications for fall 2014. This was the ninth straight year for record applicant pools. UNC-CH has already extended admissions offers to 6,000 "first deadline" students, who were chosen from a pool of 17,000 students. Admitted students come from 48 states and 27 countries. Some 33 percent are students of color. Average SAT scores jumped by 18 points, from 2026 to 2044. The average ACT score of 31 did not change, Stephen Farmer, vice provost for enrollment and undergraduate admissions, told *Triangle Business Journal*. ■

## California Dreaming

**UC Berkeley's Record.** The U. of California at Berkeley attracted a record 73,711 freshman and 16,573 transfer applications for fall 2014, an overall increase of 8 percent. The largest number of applications came from Chicano/Latino students, 31 percent. The number of applications from all other racial groups declined slightly. Out-of-state applications rose by almost 20 percent, while those from international students jumped by 18 percent.

**UCLA Over 100,000.** As amazing as it may seem, the U. of California at Los Angeles received a record total of 105,824 freshman and transfer applications this year. Of the 86,472 freshman applications, 4,640 came from black students, nearly a 6 percent increase over 2013; 18,384 were sent in by Chicano/Latino students, up 4 percent; and 505 were from Native American students, up over 18 percent.

Despite the overwhelming numbers, UCLA's associate vice chancellor for enrollment management, Yolanda Copeland-Morgan, assured applicants that the admissions staff will read every application "cover to cover," regardless of GPAs or test scores. UCLA states it makes a "holistic review to score each application, taking into account the context of each applicant's educational and personal experiences."

**Other UC Numbers.** Total freshman applications at other U. of California campuses? UC Davis, 74,909; UC Irving, 82,450; UC Merced, 17,469; UC Riverside, 43,395; UC San Diego, 89,357; UC Santa Barbara, 80,893; UC Santa Cruz 48,849. ■

## FINANCIAL AID

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**Marlboro's Tuition Freeze.** Marlboro C. in Vermont is freezing its undergraduate tuition for the 2014-15 academic year at \$48,390. The small liberal arts college of 250 students had already held its tuition increases to the rate of inflation for the past three years.

Marlboro is known for its faculty-guided "Plan" which allows third- and fourth-year students to determine their own academic course of study, and for its graduate school where students often work one-on-one with faculty. That especially appeals to disciplined, goal-oriented students. Marlboro also is known for high student satisfaction with faculty and the engagement of its students.

**Temple's "Fly in 4."** Beginning this fall, 500 freshmen and transfer students with demonstrated financial aid need at Temple U. will receive grants of \$4,000 each on top of their financial aid package. The goal is to limit the amount of non-academic work students perform to 10 hours per week so

## EARLY ADMITS

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about 500 more than last year. Some 4,027 came from Virginia high school students. It sent out admit notices to 4,590, while 3,771 were deferred to regular cycle. Notices were two weeks ahead of schedule. In-state students posted a 51 percent admissions rate; out-of-staters nearly 24 percent. UVA expects to enroll 3,570 first-year students in fall 2014.

UVA saw a 22 percent increase in applications from African American students and a 15 percent jump among first-generation college students. That was the result of UVA president Teresa Sullivan's personal outreach to Virginia high schools where 50 percent of students receive free or reduced cost lunches. The admissions staff also traveled with representatives of Harvard, Princeton and Yale to hundreds of low-income schools across the nation.

**Williams Accepts 237 Students ED.** Williams C. received 554 Early Decision applications, a slight drop from last year's 612 applications, and offered admissions to 237 students. According to the *Williams Record*, they will make up 43 percent of the incoming Class of 2018.

The average SAT score on critical reading was 716; math, 713; writing, 724. About 6,000 regular decision applications remain to be examined for the remaining 900 offers. A total of 15 international students were also accepted E.D. One third of the group was made up of students of color. Seven students were QuestBridge finalists, low-income students who will receive full scholarships. ■

that they can graduate in four years. The "Fly in 4" program is designed to save students money and bolster Temple's 43 percent graduation rate.

According to university president, Neil D. Theobald, Temple students who graduate with debt in four years, owe an average of \$18,000. That is \$10,000 less than the university average. Students in the "Fly in 4" program will be guaranteed the classes they need to graduate. But they will have to make academic progress each year and meet other requirements.

**Princeton Review's Best Values.** The 2014 list has been released. The top 10 publics, in order: U. of North Carolina at Chapel Hill, New C. of Florida, U. of Virginia, North Carolina State U., U. of Michigan, UCLA, U. of Florida, C. of William & Mary, Truman State U. in Missouri and State U. of New York at Binghamton.

The top 10 privates. Williams C., Harvard C., Swarthmore C., Yale U., Princeton U., Cooper Union, Vassar C., MIT, Amherst C. and Pomona C. in California. ■

Who Got In?

# More Profiles from CB's 2013 Survey

LAST MONTH, *CB* profiled colleges responding to its 28th Annual National College Admissions Trends Survey. This month, *CB* looks inside additional college admissions offices.

**Bucknell U.** In Lewisburg, Pennsylvania, Bucknell students come from 43 states and 50 countries. According to Patricia H. Johnston, institutional research assistant, Bucknell seeks “students dedicated to the pursuit of an enriched academic experience as well as vibrant contributors to the residential learning environment.”

In 2013, Bucknell received 7,947 applications, fewer than in 2012. However, it accepted more students, 2,345, and with a yield of nearly 40 percent, ended up with a larger first-year class compared to 2012, 933. It did use a wait list of 1,881 applicants and admitted 38 from it. It had more Early Decision applicants and 46 percent of its first-year class was accepted ED.

Bucknell’s student body: male/female ratio 48/52 percent. It accepted more international students and the majority came from China. It had fewer out-of-state students, 678. Of those enrolled, 3 percent were African American, 6 percent Hispanic, 4 percent Asian American and less than 1 percent Native American. Also of note: Bucknell added new majors in environmental science, linguistics and environmental engineering.

**C. of William and Mary.** Seventy percent of students at the C. of William and Mary participate in internships. “We are a liberal arts institution that is small enough to provide a great deal of interaction with faculty...but large enough to offer cutting edge undergraduate research options,” said Deborah L. Basket, associate dean of admissions. “Opportunities extend beyond the classroom with study abroad programs, a Joint Degree Program with the U. of St. Andrews and a variety of clubs and organizations, approximately 400 active.”

The C. of William and Mary received more applications in 2013 compared to 2012, 14,046. It accepted but 4,665 for a first-year class of 1,479. It placed 1,474 applicants on a wait list and admitted 96. It also received more early applications and 38 percent of its class was accepted early. Its yield was 32 percent. Its student body: The male/female ratio is 44/56. The college accepted more minority students this year. Eight percent of those enrolled are African American, 10 percent Hispanic, 8 percent Asian American and 2 percent Native American. Sixty percent of students receive financial aid. The average aid package \$15,840. In-state tuition is \$10,428, out-of-state tuition is \$32,816.

**Louisiana State U.** In Baton Rouge, Louisiana, students are heading to LSU from Saudi Arabia, China, the Honduras, the Republic of Korea and Nigeria. LSU accepted more international students in 2013. Overall, it accepted 12,002 students from 16,005 applications for a first-year class of 5,501. It did not use a wait list and had a yield of accepted students of nearly 46 percent. It also admitted fewer out-of-state students in 2013, 1,002. According to Rami LeBlanc, administrative analyst, “The class was stronger academically.” And he noted that “the number of students

## Samples of 2013 Average Test Scores

School	Combined SAT	ACT
Bucknell U.	1297	29
Dickinson C.	1288	29
Georgia Southern U.	1112	23
Louisiana State U.	1131	25.5
Marquette U.	1180	26.8
Ohio U.	1089	24
St. Lawrence U.	1811	27.3
U. of Iowa	1080-1260	23-28
U. of Michigan	1940-2160	28-32
WPI	1865	28

From COLLEGE BOUND'S 2013 National College Admissions Trends Survey.

with dual enrollment increased.”

The first-year class has a male to female ratio of 44 to 56 percent. Of those enrolled, nearly 13 percent is African American, 6 percent Hispanic, 4 percent Asian American and less than 1 percent Native American. The average GPA is 3.45 and the average aid package is \$12,080. About 79 percent of students receive financial aid. The average student loan debt at graduation is \$21,613. In-state tuition is \$7,873 and out-of-state tuition is \$25,790.

**Marquette U.** Ninety-eight percent of students at this “midsize, comprehensive, rigorous Catholic Jesuit University” receive financial aid, according to Robert R. June, research analyst.

The average aid package is \$23,652. Marquette’s

tuition is \$34,200 and the average student loan debt at graduation is \$33,775. But Marquette also noted that there is “much more negotiating of financial aid awards—especially from parents.” And one of the top problems Marquette faces, according to June, is “frustrations from families that can’t afford to enroll at our institution.”

Marquette noted another top problem it, like others, faces is the “processing of many more applications.” It received more applications than even last year, 23,432. It also accepted more students, 13,432, and posted a yield of 15 percent for a first-year class of 1,990. It did have a wait list: 4,358 applicants were offered a place on the wait list, 1,693 accepted and Marquette admitted 818. It accepted more international students compared to 2012, 370 students, and more out-of-state students, 5,193. Its minority enrollment includes 3 percent black or African American, 4 percent Asian American, 9 percent Hispanic and it noted 5 percent of students list two or more races.

**The U. of Michigan.** According to Sally Lindsley, senior associate director of admissions, the U. of Michigan has increased its “institutional need-based grant funds available to our neediest students.” The U. of Michigan’s in-state tuition is \$13,142 and nearly 70 percent of in-state students receive aid. Out-of-state tuition is \$40,392 and the average aid package is \$25,603 for out-of-state students. Nearly 16 percent of its students are eligible for Pell Grants. For students who graduated in 2013, the average debt was \$27,163.

In fact, the U. of Michigan received 46,813 applications in 2013, more than in 2012. It accepted 15,570 students, more than in the past, and created a wait list of 3,523 students. It pulled 89 students from the wait list, more than in the past. The U. of Michigan had more Early Action applications than the previous year and accepted fewer international students. Its yield, though, of 40 percent was about the same as in the past for a class size of 6,225 students, smaller than in 2012. Fewer out-of-state students enrolled in 2013 over 2012, 2,564 students. Of those who enrolled at the U. of Michigan, the male/female ratio is nearly 49 percent to 51 percent. A little over 4 percent were African American, 5 percent Hispanic, 13 percent Asian American and less than 1 percent Native American. ■

## Scholarship Scoops

**Dream Scholarships.** Long Beach City C. and Cal State Long Beach have joined 12 other colleges that offer scholarships to low-income students who are in this country illegally and are not eligible for federal financial aid. The Dream. US sponsoring organization has already raised over \$25 million for the program. It estimates that 1.7 million students fall into this category.

Students must have a high school degree or a GED, and a 2.5 GPA. Students will receive aid to cover their full demonstrated need. This year's deadline for application is March 31.

Other participating colleges include: Manhattan C.C., Bronx C.C. and Kingsborough C.C. in New York, Miami Dade C., Trinity Washington U. in Washington D.C., El Paso C.C., South Texas C., U. of Texas Pan American, U. of Texas El Paso and Mount Washington C., a national online school.

Overall, about 65,000 students living illegally in the U.S. graduate from high school. Between 5 and 10 percent of these students go to college, according to the American Association of State Colleges and Universities. Some 15 states have passed legislation granting "Dreamers" in-state tuition to state

schools, and the university boards of Hawaii, Michigan and Rhode Island have done the same. Last year, President Obama signed a "deferred action" executive order allowing children who were brought to the country to obtain temporary resident status.

**Pitt's Honor Scholarships.** The U. of Pittsburgh's University Honors College Scholarship Program will award 40 scholarships worth \$2,000 each to students who take honors courses, live in honors housing or others honors activities. These students are often "late bloomers," Honors College dean Edward Stricker told *The Pitt News*, "doing much better than anyone might have predicted from their high school credentials."

**Joe Lieberman Connecticut Scholarships.** Five scholarships of \$1,500 will go to Connecticut students thanks to former Senator Joe Lieberman. The scholarships are administered through Scholarship Management Services, a division of Scholarship America. April 1 deadline. See, [www.scholarshipamerica.org](http://www.scholarshipamerica.org). ■

## International Affairs

**Mexico's 100,000.** At last month's three-nation summit in Toluca, Mexico, President Enrique Pena Nieto told President Obama of his plan to send 100,000 Mexican students to study in U.S. colleges and universities by 2018. Currently, only 13,800 study here. The plan calls for 27,000 new students to make the journey north in 2014; another 46,000 in 2015; 64,000 by 2016; 82,000 by 2017; and 100,000 in 2018.

According to *Miami Herald* columnist Andres Oppenheimer who has seen the plan, "Proyecta 100,000: Towards a Knowledge Economy," costs will be paid for by government and corporate sources. Mexico also will ask several U.S. states to offer in-state tuition to the students. The plan will try to increase the number of U.S. students in Mexico from the current 4,100 to 50,000 by 2018. ■

## NEWS YOU CAN USE

**STEM Gap.** Data gathered by the ACT indicates that 48 percent of the students who took the ACT test in 2013 have an expressed measured interest in STEM subjects. However, only 23 percent are planning to pursue a STEM career. Only 9 percent of those who had a measured interest plan to pursue a STEM major or career. And among those who want to pursue a STEM career, only half are academically prepared to do so. This means, "if we can identify students earlier and then keep them engaged, they may be more likely to choose a STEM career," said Jon Erickson, ACT president of education and career solution.

**Charitable Contributions.** Charitable contributions to U.S. colleges and universities rose by about 9 percent in 2013 to \$33.6 billion, according to the Council for Aid to Education. In 2009, during the recession, giving fell to \$27.8 billion and has gradually recovered.

**Common App Prompts.** The Common Application essay section will keep its current prompts and a 650-word limit despite mixed reviews. The organization's survey found that 70 percent of its member colleges and 90 percent of school counselors approved of the prompts, such as, "Some students have a background or story that is so central to their identity that they believe their application would be incomplete without it. If this sounds like you, then please share your story." ■

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## CURRICULUM CAPSULES

**Dual Enrollment Iowa Style.** Iowa high school juniors and seniors with a 3.0 GPA are now eligible to take dual enrollment online courses from Upper Iowa U. with UIU students, taught by UIU professors. They will receive high school and college credit. "The UIU Dual Enrollment Program will help the students get a jump on completing their undergraduate degree," said president William R. Duffy II. See [www.uiu.edu/dualenrollment](http://www.uiu.edu/dualenrollment).

**Gen Ed Facelift.** General education courses are getting a facelift, according to Dick Jones Communications, a long-time *CB* subscriber in Pennsylvania. It points out that several schools are shifting towards topic-based curriculums that help students get excited. For example, Saint Leo U. in Florida, launched "University Explorations" to teach students specific skills through topically oriented content such as "Revolution Now! Democracy in Troubled Times." It explores civic discourse and the history of revolution and has a strong writing component for a Global Perspective credit.

Roanoke C. in Salem, Virginia, started an "Intellectual Inquiry Core Curriculum." It took old standards such as "Statistics 101" and replaced it with "Does Gun Control Save Lives?" Concordia U. in Irvine, California, offers "The Core," which pairs classes of dif-

ferent disciplines. For example, mathematics and philosophy are taught together, and so are biology and theology.

**Otterbein Engineering.** Otterbein U. in Ohio will launch a new systems engineering major beginning in fall 2015. Its systems engineering major will offer a broader-based training than more traditional engineering degrees, with an interdisciplinary curriculum, high levels of personal attention to students and a liberal arts commitment.

It will combine "the principles of mechanical, industrial and electrical engineering with our nationally-recognized Integrative Studies program," said Aaron Reinhard, assistant professor of physics and interim director of the program. Ohio will need to fill 274,000 STEM jobs by 2018.

**UMass Boston Honors C.** The U. of Massachusetts Boston has created a new Honors College. It "signifies that UMass Boston takes very seriously its commitment to offering all students an academically challenging, ambitious and rigorous curriculum," said founding dean, English professor Rajini Srikanth. Its three components will be "personalized advising, a senior project and small classes with an interdisciplinary curriculum." ■