

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Who Got In? 2014

Amherst Admits 13 Percent. Amherst C. attracted 8,468 applications, 6 percent more than last year, and admitted 1,103. Tom Parker, dean of admissions and financial aid, told *The Amherst Student* that the school placed 1,000 students on its wait list.

"There is certainly a wait list within a wait list," Parker said. "For example, if the number of women is lacking in comparison to the number of men, we can repair that ratio with students from the wait list, and vice versa. Likewise, if diversity is not what we would like it to be, or if the orchestra needs a certain instrumentalist, we look to our wait list. We believe this system works really well in terms of ensuring that the right kids go to the right schools. Not everyone gets into their top choice, but at the end of the day, the majority of people will end up at the appropriate schools."

Boston C.'s Supplemental Success. Last year, when Boston C. added a supplemental question to the Common Application, the number of its applications tumbled by 10,000, or 28 percent. This year, the pool fell by another 1,300 applications to 23,200, 7,800 of whom were offered admission. Another 1,000 students were put on the wait list. BC hopes to enroll about 2,280 first-year students this fall.

"To me, the essay was a success," John L. Mahoney, director of the office of undergraduate admission, told *bcheights.com*. "With electronic applications, the Common Application and many colleges driving up application pools by waiving fees, students are applying to too many schools. The essay clearly eliminated applicants who were not serious enough about Boston College to complete a 400-word essay."

Boston U.'s Record. A record-breaking 54,161 students applied to join BU's class of 2018. And about 34 percent were admitted, the lowest number in school history. "Our

goal is to enroll 3,700 freshmen," said Kelly Walter, an associate vice president and executive director of admissions. Applications from international students increased nearly 18 percent to 11,471. About 20 percent of them were admitted, with the largest group coming from China.

California's Latinos. For the first time, the U. of California system admitted more Latino students (17,589) than whites (16,378). Nearly 40 percent of California's population is Latino.

Overall, 86,865 or 58 percent of the 148,688 applicants were admitted for fall. Some 61 percent of California applicants were admitted, while 53 percent of non-residents were accepted. About 22,125 Asian Americans, 2,558 African Americans and 439 Native Americans also gained admission. California residents who place in the top 9 percent of their high school class are guaranteed admission to some school in the UC system.

UC admitted 3,000 more out-of-state students than last year. California residents pay about \$13,000 in tuition and fees compared the \$36,000 for non-residents. California residents from families earning under \$80,000 pay no tuition.

However, offers to California students applying to the Berkeley campus plunged by 9 percent this year. Berkeley also is using a wait list for the first time. It is increasing its non-resident students from 20 to 23 percent of the student body.

Chicago's Low Rate. The U. of Chicago admitted a record low of about 8 percent of applicants to its Class of 2018. A total of 2,304 students were admitted from 27,503 applicants. Despite a 10 percent decline in the number of applicants this year (30,396 applied last year), fewer students were admitted because it is

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Minority Affairs

Affirmative Action Ban Upheld. By a 6-2 vote, the U.S. Supreme Court upheld a 2006 Michigan constitutional amendment that bans preferential treatment in admissions at public colleges and universities based upon race, gender, ethnicity or national origin. The ruling also extends to state hiring and contracts.

The justices said courts cannot overturn the will of the voters in such cases. They did not reverse previous rulings that say race may be used as one factor among others in admissions, in private colleges or in states where voters have not prohibited it. "This case is not about the constitutionality, or the merits, of race-conscious admissions policies in higher education," cautioned Justice Anthony Kennedy. Rather, it is about "whether voters can rein in the powers of their state government."

"Post Affirmative Action" States. Selective colleges across the nation employed affirmative action policies significantly less during the years from 1992 to 2004, according to a study by Grant H. Blume and Mark C. Long, researchers at the U. of Washington. The decline is attributable to policies in eight states: Alabama, California, Florida, Georgia, Louisiana, Mississippi, Texas and Washington, which were labeled "post affirmative action states." Researchers found "spillover effects" in Arizona, Nevada and Idaho. The study, called "Changes in Levels of Affirmative Action in College Admissions in Response to Statewide Bans and Judicial Rulings," was published in *Educational Evaluation and Policy Analysis*.

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WHO GOT IN?

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expecting a higher yield. The university plans to enroll about 1,420 students in the fall.

Chicago Area Schools. Meanwhile, according to the *Chicago Sun-Times*, Northwestern U. admitted 3,440 of its 33,697 applicants, for a record low admit rate of nearly 13 percent. The U. of Illinois at Chicago (UIC) attracted 15,872 applications as of mid-April, and admitted 71 percent of them. Columbia College Chicago, an arts-oriented school, expects to admit close to 80 percent of its applicants.

Nearby Elmhurst College admitted 65 percent of its applicants. But Gary Rold, dean of admission at Elmhurst, said that the recent recession has shaken parents “at their core, their pensions lost, jobs lost, hours cut, houses devalued.” Increasing numbers of applications reflect their tendency to shop around.

Clark U.’s Record. Clark U. in Massachusetts received a record 7,291 applications, 31 percent more than last year, and a remarkable 70 more than two years ago. About 3,833 students were offered spots for the 620 available spaces.

Why the surge? Don Honeman, dean of admissions and financial aid, said the school’s marketing effort “put us on the radar screen in places where we’ve never been recognizable.” And “We’re showcasing with our own students what it really is like to be a Clarkie...” Clark advertises itself as “a liberal arts-based research university addressing social and human imperatives on a global basis.”

Cooper Union’s New Era. Applications to Cooper Union’s first tuition-paying (\$19,800) class were down by 20 percent to 2,537. About 15 percent of them were admitted to the formerly free art, architecture and engineering college in New York City’s East Village, according to *The New York Times*.

Dartmouth Admits 11 Percent. Dartmouth C. accepted 2,220 students from its pool of 19,300 students, and expects about 1,110 to enroll. Some 97 percent ranked in the top 10 percent of their high school class, and 38 percent are high school valedictorians. Almost 48 percent are students of color, and 8 percent are legacy students, or children of alumni, Maria Laskaris, dean of admissions and financial aid, told *Valley News*.

Macalester Admits a Third. Macalester C. in Minnesota received 6,463 applicants for the fall, and admitted 33 percent. Jeffrey Allen, director of admissions, told *The Mac Weekly* that 28 percent of the new class is made up of students of color and that 74 percent ranked in the top 10 percent of their high school class. The median SAT score of admitted students in Critical Reading was 710; 690 in Math and

700 in Writing. The median ACT was 31. He expects the Class of 2018 to have between 500 and 520 students.

Northeastern’s Record. This spring, Northeastern attracted a record 47,322 applications, more than a quarter of whom posted 4.0 high school GPAs. About 15 percent or 18,539 of them applied for Early Action. The first-year class will include about 2,800 students. International students hail from 92 nations.

Pennsylvania Up. The U. of Pennsylvania attracted 35,868 applications, 15 percent more than last year, and admitted about 10 percent of them. The average SAT scores climbed 2 points to 2197, Eric Furda, dean of admissions told *The Daily Pennsylvanian*. Some 52 percent of admitted students are female and 45 percent are minority students. The most international students come from Canada, Korea, India and the United Kingdom. Legacy students account for 13 percent of admits, and first-generation college students 12 percent.

Stanford’s Low. Like other highly selective schools, Stanford set a record low admit-rate this year, 5 percent. Overall, it attracted 42,167 applications, 8.6 percent more than last year, and admitted 2,138. It admitted 748 through Early Action. Another 958 were placed on its wait list, Richard Shaw, director of admissions, told *The Stanford Daily*.

U. of Cincinnati More Selective. Since 2004, the U. of Cincinnati has been tightening its admissions standards. The result: Increases in the number of applicants with serious intentions, according to Carolina Miller, administrator. First-year applicants increased over four percent with 18,506 applications. The number accepted increased by nearly 4 percent to 14,409. The acceptance rate is around 70 percent. The average ACT score of freshman Fall 2013 climbed to 25.1 and the average high school GPA increased from 3.34 to 3.43.

North Carolina’s Number 9. For the ninth year in a row, the U. of North Carolina attracted the most applications in school history, up 35 percent in the last five years. This year, 31,321 first-year students applied and 28 percent were admitted. About 52 percent of North Carolina students were admitted, while 17 percent from elsewhere were accepted.

About 83 percent of admitted students ranked in the top 10 percent of their high school class and nearly half are ranked as top-10 students. International students come from 55 countries. About 14 percent are legacy students, while another 14 percent were first in their families to attend college. Nearly 20 percent identify themselves as African-American, American Indian or Latino/a students, according to *The Herald-Sun*. International students come from 55 countries.

MINORITY AFFAIRS

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Top Latino Colleges. Latino students now make up 22 percent of the K-12 population, and increasingly are college bound. Which colleges and universities currently graduate the most Latino students. Excelencia in Education, a Washington D.C. non-profit, recently published this list: *Associate Degrees:* Miami Dade C.; El Paso C.C.; U. of Phoenix online, South Texas C. and Valencia C. *Bachelor Degrees:* Florida International U.; U. of Phoenix online; U. of Texas-El Paso; U. of Texas-Pan American and Arizona State U.

More Blacks and Hispanics Enrolling. More black and Hispanic students are enrolling in college, according to a new Pew Research Center report. From 1996 to 2012, college enrollment among Hispanics ages 18-24 soared by 240 percent. Among African Americans of the same age, it jumped 72 percent. White enrollment for the same period grew by just 12 percent.

For the first time, the Hispanic college-going rate surpassed that of whites by 49 to 47 percent. Total Hispanic college enrollment in 2012 stood at 2.4 million. For black students it reached 1.7 million. Meanwhile 7.2 million white students were enrolled in college. ■

Virginia Fields Apps. The U. of Virginia fielded 31,042 applications for the Class of 2018 and offered admissions to 8,971, Greg Roberts, dean of admission, told cavalierdaily.com. UVA hopes to enroll approximately 3,600 first-year students.

Wellesley Goes International. Wellesley C. accepted a record low number of applicants for the second year in a row, 28 percent. It received 4,710 applications for the class of 2018, a 2 percent decline from last year. About 10 percent of the admitted class are international students, down from 15 percent for the class of 2016. About 40 percent of the class is ALANA (African American, Latino, Native American or Asian American), while 8 percent identifies itself as biracial or multiracial, according to *The Wellesley News*.

Whitman C. Up. Applications to Whitman C. in Washington were up by almost 40 percent to 3,791. One reason is that the college offered internship grants to students who submitted their applications a month earlier than the regular deadline.

The majority of Whitman students hail from Washington, Oregon and California. Whitman also admitted more international students this year, with the largest number coming from China, Mexico and Buhtan. About a quarter of the admitted class is made up of students of color. And about 9 percent are first-generation college students. ■

New Trends to Watch

Dropouts Unprepared. Academic readiness is the major determinant in who drops out of college, according to a new ACT research report “College Choice Report: Part 3–Persistence and Transfer.” Overall, about 16 percent of students drop out before their second year. However, 23 percent of students who earned ACT composite scores between 16 and 19, and 34 percent of those with a score below 16, drop out before their second year. In contrast, no more than 10 percent with composite scores of 24 or higher drop out.

Also, students who initially go to a college that doesn’t match their self-reported preferences in terms of college type, location or distance from home are likely to transfer to another school.

See, www.act.org/collegechoice/12/index.html.

Tests Don’t Matter? “With almost 123,000 students at 33 widely differing institutions, the difference between [standardized test] submitters and non-submitters are five one-hundredth of a GPA point, and six-tenths of one percent in graduation rates,” concludes researcher William C. Hiss in his report “Defining Promise: Optional Standardized Testing Policies in American College and University Admissions.” He says, “By any standard, these are trivial differences.”

Those who don’t submit standardized test scores are more likely to be first-generation college-bound students, minority students, women, those who will use Pell Grants, and students with learning differences. You can read the entire report at the National Association for College Admissions Counseling web site, www.nacacnet.org.

What Students Look At. Contrary to popular thinking, students look at the quality of classrooms before the rec center or student union when they consider a college to attend. According to a survey by Steelcase Education Solutions, 51 percent of students cited classrooms as a factor that influenced their decision to enroll versus 42 percent who cited student centers or extracurricular places. Some 38 percent of students said they valued study places and 36 percent cited the college library.

Debt for Diploma System. In less than a generation, U.S. colleges and universities have become a “debt for diploma system” with more than seven out of 10 students borrowing to attend. That’s the conclusion of “The Great Cost Shift Continues: State Higher Education Funding After the Recession,” from Demos, a New York public policy organization. The average debt load now stands at \$29,400.

While two decades ago, tuition was within reach of middle-class

families, “this compact began to unravel as states disinvested in higher education during economic downturns but were unable or unwilling to restore funding levels during times of economic expansion.” As a result, “public colleges and universities rely on tuition to fund an ever-increasing share of their operating expenses. And students and their families rely more and more on debt to meet those rising tuition costs.”

Add the Great Recession which intensified these trends. In fact, 49 states are spending less per student on higher education than before the recession of 2008. Some 28 states have cut per-student funding by more than 25 percent. Nationally, tuition at four-year publics has increased by more than 20 percent since 2008. And total cost at these schools now accounts for one third of median household income in 22 states. To find more stats and info, see, www.demos.org.

Debt Loads. While the country’s consumer debt decreased 8 percent between 2009 and 2013, total student debt soared 63 percent. About 50 percent of those with student debt have monthly payments of \$300 or less, according to a survey from Mintel called “Educational Lending-US, March 2014.” Another 30 percent have payments in excess of \$300 a month, including 5 percent who have payments of \$1,000 plus. According to the survey, some 26 percent are thinking of defaulting on their loans. “College is clearly taking a huge bite out of everyone’s budget, as the average tuition cost at both private and public institutions continues to soar,” said Robyn Kaiserman, a financial analyst at Mintel, an international data analysis firm. See, www.mintel.com.

College Expenses. College expenses and loans are the top financial concerns of adults ages 18 to 29 (21 percent cited them) and are the top concerns for adults 30 to 40 (14 percent cited them) in Gallup’s annual Economy and Personal Finances poll conducted last month. The number two concern for both groups was “lack of money/low wages.” See, www.gallup.com.

How Do Liberal Arts and Sciences Majors Fare in Employment? According to a new report from the Association of American Colleges and Universities, they are prepared for long-term professional success. AAC&U analyzed data from the U.S. Census Bureau and compared earnings and career pathways. Their conclusion: “...majoring in a liberal arts field can and does lead to successful and remunerative careers in a wide array of professions.” In addition, liberal arts majors earn more at peak ages and have low unemployment rates. See, www.aacu.org. ■

THE COUNSELOR’S BOOKSHELF

What Excellent Community Colleges Do: Preparing All Students for Success by Joshua S. Wyner; (Harvard Education Press, 2014); ISBN: 978-1612506494; \$26.95 paperback.

The Value of the Humanities by Helen Small (Oxford U. Press, 2013); ISBN: 978-0-19-968386-4; \$29.22.

In Defense of Disciplines: Interdisciplinarity and Specialization in the Research University by

Jerry Jacobs (U. of Chicago Press, 2014); ISBN: 9780226069396; \$30 paperback.

Degrees of Inequality: How the Politics of Higher Education Sabotaged the American Dream by Suzanne Mettler (Basic Books, 2014); ISBN: 0465044964; \$27.99.

Green Colleges. The Princeton Review’s 5th Annual Free “Guide to Green Colleges,” profiles 330 U.S. and two Canadian colleges “that

demonstrate exemplary commitments to sustainability in their academics, campus infrastructure, activities and career preparation.” Download it free at www.princetonreview.com/green-guide and www.centerforgreenschools.com.

SUNY’s Smart Track. To find financial planning information for prospective students for the State University of New York’s (SUNY) 64 campuses, the system has created Smart Track. It is “the nation’s most comprehensive campaign to promote and ensure financial literacy among students,” said SUNY Chancellor Nancy L. Zimpher. See, www.suny.edu/smarttrack. ■

CURRICULUM CAPSULES

Alma's Nursing BSN. Alma C. in Michigan will enroll 32 new nursing students in fall 2014 in a rigorous program that incorporates "ethics, research, leadership and creativity." Students will do clinical work with MidMichigan Medical Center-Gratiot in Alma. Admissions requirements include a 25 ACT, a minimum B high school GPA and a satisfactory interview.

Cornell U. in Cuba. Beginning in August, Cornell life sciences students will be able to spend an entire semester studying in Cuba. They will split their time between the classroom and biological lab and field research,

according to the *Cornell Chronicle*. Cornell is the first U.S. school to mix Cuban and American students in research.

Two New BS's at Miami Dade. Miami Dade C. now offers a B.S. in Information Systems Technology and a Bachelor of Applied Science in Supply Chain Management.

Security and Intelligence. Embry-Riddle's Prescott (AZ) campus is launching the nation's first C. of Security and Intelligence (CSI). Students will get hands-on experience in computer and forensic sciences, offensive and defensive cybersecurity operations intelli-

gence, counterintelligence analysis and operations, foreign policy and international law, counterterrorism, environmental threats and global, regional and homeland security.

Wellness at ND. Beginning in 2015, U. of Notre Dame first-year students will be able to take a year-long course focusing on "physical and mental wellness, spirituality, cultural competency, academic success and discernment" instead of the previously required physical education and swimming requirement.

U. of Houston's New Hospitality Degree. The U. of Houston's Conrad N. Hilton College of Hotel and Restaurant Management will partner with St. Phillip's C. to expand to San Antonio. And students at St. Phillip's will have an opportunity to earn a B.S. in hospitality management from U.H.

NEWS YOU CAN USE

Degree Attainment. Last year, the U.S. posted its largest one-year increase in college degree attainment since 2008. However, a new Lumina Foundation report found that the U.S. is still outpaced by other countries such as Canada and Japan, where 60 percent of adults earn postsecondary degrees versus 40 percent in the States.

21st Century Higher Ed. We need to rethink major aspects of our "outdated" higher education system that was designed for needs of the "old economy" and that saddles graduates with huge debts, Florida Senator Marco Rubio recently told the *Miami Herald*. For example, he wants to see ways to make repayment more manageable and wants more targeted assistance for those who need financial aid.

Rubio also wants better advanced education options for students who can't attend traditional four-year institutions. Students should

be able to take MOOCs (Massive Open Online Courses) from institutions like Harvard and MIT for credit. He thinks Congress should create a new regulatory body to give college credits for those who prove their new knowledge on exams after completing the courses. He also wants to strip power from a "biased and broken" accreditation system.

A Scholarship Scoop. Forty students with cystic fibrosis, who demonstrate academic excellence, creativity and community service, will each win \$22,000 as part of the Thriving Student Scholarship program. See, www.AbbVieCFScholarship.com. *Deadline:* June 9.

Comings and Goings. Westminster C. in Missouri will close the campus it opened in Mesa, Arizona, in the fall, citing "less-than-expected enrollment and market demand at that location." ■

Virginia Tech Science. Virginia Tech has launched three new science majors. The B.S. in Computational Modeling and Data Analytics will prepare students for government and industry work with vast data sets and specialized code development. The B.S. in Microbiology will prepare students for interdisciplinary research and education. Virginia Tech will become only the second university in the nation (with SUNY Albany) to offer a B.S. in Nanoscience. Students will train for the new jobs in physics, geosciences, chemistry and biology.

ONLINE U NEWS

B.A. Completion in Psychology. Starting Fall 2014, The Chicago School of Professional Psychology will launch an online B.A. completion program in psychology. Applications are being accepted now. The program is "ideal for young adults and adult learners seeking to complete their education, students who have completed their associate's degree at a regionally-accredited institution or students who have finished their general education but who would like to complete their core program/specialization in psychology." Graduates will find jobs in hospitals, schools, social service agencies and mental health centers.

Arkansas Business. The U. of Arkansas at Fayetteville's Walton College of Business is adding a new online B.S. in business administration. And 12 new online degree and certificate programs have been added at Arkansas C.C. Morrilton, 11 at Cossatot C.C. of the University of Arkansas. ■

Dwindling Demographics

Total first-time freshman fall enrollment in all postsecondary degree-granting institutions increased 39 percent from 1997 to 2011. And it is projected to increase 16 percent between 2011 and 2022, according to the U.S. Department of Education.

For black students, it is projected to increase by 26 percent between 2011 and 2022. For Hispanic students, first-year enrollment is projected to grow by 27 percent during that period.

Meanwhile, the Northeast and Midwest are at the beginning of a long-term demographic decline in traditional age college-bound students. According to a recent report by the Western Interstate Commission for Higher Education, the high school Class of 2012 ushered in a first wave of declines in the number

of graduates. The Class of 2014 is down by 7 percent or 55,000 fewer students than the peak year of 2008. The trend will worsen after 2025, when admissions officers face the impact of a drop in births that began with the 2007 recession. The biggest drops will be in the Northeast and Midwest.

Harvard's 2 percent decline in applications this year was led by a 6 percent fall-off from the Midwest, and another 5 percent fewer applications from the Northeast, businessweek.com reported. Emory saw a 3 percent drop in Midwestern applications. Dartmouth's 14 percent slide was led by 20 percent fewer Midwestern applications. Oberlin C. attracted fewer applicants from its home state of Ohio. ■

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