

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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CB's 31st Anniversary

Welcome back to another admissions season. This month marks the beginning of CB's 31st year of bringing you the latest news on issues of admissions and financial aid. Have a great year!

Fall '16 Admissions News Roundup

Antioch Reaccredited. Antioch C. in Yellow Springs, Ohio, has been awarded accreditation by the Higher Learning Commission. The recognition comes five years after the private school reopened as an independent institution. Antioch closed in 2008 because of financial difficulties.

The reaccreditation means greater access to federal aid for students and that the college will no longer need to offer full-tuition scholarships to virtually all students, as it did for its first four classes, and as offered this year. According to *The Columbus Dispatch*, accreditation officials praised Antioch's application, academic programs and financial soundness.

Binghamton Partners With Corning C.C. Binghamton U. and Corning C.C. in Western New York have launched a joint admissions program. Corning students admitted to the program will be able to transfer to Harpur School of Liberal Arts or the Decker School of Nursing with minimal difficulty.

Bucknell's New Students From 55 Nations. Bucknell U. in Pennsylvania received 10,487 applications for the Class of 2020. This month, 955 of them traveled from 35 states and 55 countries to enroll. About 18 percent of the class is made up of students of color, while 9 percent are first-generation college students. The class includes 200 students who earned merit scholarships and 162 varsity athletes.

Clafin Welcomes Largest Class. Clafin U., an Historically Black College and University (HBCU) in South Carolina, welcomed its largest freshman class, 550 students, bringing total campus enrollment to 2,000 students. Clafin's new majors in biotechnology and cybersecurity, plus the school's history are partially responsible for attracting more students, according to Twaina Harris, director of student advising and student engagement.

Dayton's Class Arrives With New President. "All of our University of Dayton students are special to me, but the Class of 2020 will always have an extra special place in my heart because we are starting our journey together," new president Eric F. Spina told the more than 1,800 first-year students at their first convocation.

Some Dayton students are starting out in a new UD Sinclair Academy at Sinclair C.C. designed to expand access. "UD Sinclair Academy offers pathways to 22 high-demand degrees," said Paul Vanderberg, associate provost. "These pathways easily allow credits and academic preparation at Sinclair Community College to count towards a UD degree. And generous grants and scholarships are also available."

Some 97 percent of recent Dayton graduates report being employed, pursuing a graduate degree or participating in a service program within six months of graduation.

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Fall Financial Aid Matters

Don't Forget New FAFSA Deadline. Mark October 1 on all your calendars. That's the new beginning date for filing family FAFSA forms for the 2017-2018 academic year. Families can use tax returns from 2015. Without filling the FAFSA, a student will miss out on financial aid from colleges as well as from the federal government. All families with college-bound students should file because their student is likely to be eligible for some support. They should file as soon as possible, since some state and college aid is on a first-come basis.

The interest rate on federal student loans for 2016-2017 has been set at 3.76 percent for undergraduates, down from 4.29 percent last year. The rate is 5.31 percent for graduate students, down from 5.84 percent last year. The PLUS loan for parents has been set at 6.31 percent, down from 6.84 percent.

New Aid Strategies. Changes in the FAFSA filing calendar means some families may need to use new strategies to maximize their student's chances of qualifying for aid, according to ThinkAdvisor. This summer, it recommended that, "Since the new FAFSA rules take into account income earned two years prior, parents of future college students should try to delay recognizing income until the tax year that ends at the beginning of the student's junior year."

It also urged parents to "delay selling appreciated securities or taking a distribution from a tax deferred retirement account until 2017."

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ADMISSIONS NEWS

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Georgia Reaches New Heights. This year, the U. of Georgia attracted nearly 23,000 applicants, an increase of 3 percent over last year. Its acceptance rate was 53 percent, down from 63 percent in 2011. This month, more than 5,400 members of the Class of 2020 showed up on the campus of the nation's first state-chartered university.

The average high school GPA of new Georgia students: a record 3.98, up from last year's 3.91. The average SAT score: 1302 versus 1226 in 2011, average ACT score: 29.

Meredith Welcomes 432 New Students. Meredith C. in North Carolina welcomed a first-year class of 432 students from 16 states and 11 countries, including Afghanistan, Colombia, El Salvador, Ethiopia, Gambia, Honduras, Canyon, Korea, India, Mexico and Nepal. Meredith's total student population is expected to reach 1,900 students this month, up 26 percent over the previous year.

Piedmont's Largest Class. Piedmont C., with campuses in Athens and Demorest, Georgia, was founded in 1897 as a co-ed, liberal arts school. This year it enrolled a record 289 freshmen in its Class of 2020. Piedmont offers 50 undergraduate degree programs.

Tennessee's Largest Class in 30 Years. More than 17,500 students applied to the U. of Tennessee Knoxville and 4,825 enrolled in the Class of 2020, which is the largest in 30 years. Ten percent of them have been assigned to the honors program. Their average high school GPA was 3.89, and nearly half had perfect 4.0 averages. Their average ACT score was 27. About 18 percent of the new class is made up of minority students, while international students hail from 11 nations.

About 96 percent of in-state students are eligible for lottery-funded HOPE scholarships which provide up to \$3,500 for first-year students.

This year's surge in applications resulted from several factors, according to associate provost for enrollment management, Kari Alldredge, including year-round alumni recruiting events and Chancellor Jimmy G. Check's bus tour to high schools across the state.

Union's Broad Reach. Union C. in New York attracted 6,647 applications this year for a first-year class of 563 students from 29 states and 23 countries, including those from as far away as Zimbabwe. Nearly 30 percent of the Class of 2020 is international or under-represented minority students. Two thirds of the students ranked in the top 10 percent of their high school class. President Stephen C. Ainlay welcomed the new class.

Whitman Welcomes 430. Whitman C. in Walla Walla, Washington, welcomed 430 new members of the Class of 2020, 126 of whom hail from Washington. A group of first-generation students arrived earlier to become familiar with the campus, the faculty, staff and available resources "to launch them in the college with confidence."

William & Mary Attracts 14,000 Apps. Of the 14,381 students who applied, 1,520 matriculated this fall as part of William & Mary's Class of 2020. About 78 percent of them, who

attended high schools that rank students, graduated in the top 10 percent. Students of color make up 30 percent of the new class, while 11 percent are first-generation college students. International students account for 7 percent of the new class.

About half of the class scored between 1250 and 1470 out of 1600 on the SAT. And 22 of the incoming freshman are in the Joint Degree Programme with William & Mary and the U. of St. Andrews in Scotland, where they spend two years on each campus. Additionally, 188 transfer students enrolled. ■

Enrollment Trends

Record Discount Rate. The discount rate, or amount reduced from the published tuition price, at private colleges for first-time, full-time students hit an all-time high for the 2015-16 academic year, estimated at 48.6 percent, according to the National Association of Colleges and University Business Officers (NACUBO). That's up from 47.1 percent the previous year. The discount rate for all students at private colleges was 42.5 percent.

But NACUBO says the discounting strategy does not seem to be paying off since the projected net revenue of these colleges is up only 1 percent. NACUBO said that 37.5 percent of private institutions saw a decline in first-year, and all students.

Dual Enrollment. Dual enrollment credit classes, in which high school students take a course for high school and college credit, continued to gain adherents. In Texas for example, dual enrollment classes are growing at a rate of 7 percent a year. Texas now enrolls 133,000 high school students in dual enrollment classes.

Lafayette To Boost Enrollment. Lafayette C. in Easton, Pennsylvania, plans to expand its student body by at least 400 students. That will push enrollment from 2,500 to 2,900 students over the next six to eight years.

The additional students' tuition means Lafayette can increase its financial aid program. In 2016-17, Lafayette's financial aid budget is \$43.3 million and covers on average about 37 percent of tuition. Lafayette hopes to increase its financial aid budget to \$55 million. The average annual cost of attendance is currently \$63,355. Meanwhile, Lafayette is constructing new buildings to accommodate the influx.

Louisville's 55,000 Degrees. A broad coalition of elementary and high schools, colleges, community and business groups, churches and charities in Louisville, Kentucky, has launched a 10-year citywide drive known as "55,000 Degrees" to significantly increase the city's pool of college graduates. AmeriCorpsVista volunteers are working as mentors with

students across the city. The Rotary Club of Louisville raised \$1 million to send students who earn 2.5 GPAs from two high schools through community college. And the U. of Louisville has pledged scholarships of \$10,000 to students from those high schools who transfer in with an A.A. degree. Louisville is halfway to its goal, having added 23,000 graduates since the campaign began.

Record High School Graduation Rate. In 2013, the high school graduation rate reached a record 81.9 percent, according to the National Center for Education Statistics.

College Scorecard Use. Since last September, when the federal government launched the College Scorecard, more than 1.3 million people have used the information-rich site. Now researchers have found that the colleges that scored higher than the median on the category of "salary after graduation" saw higher than expected SAT scores sent to them by prospective students in the following months.

But the researchers also found that these increases were almost exclusively driven by well-resourced high schools and students. User parents had some education, were more likely to be white, and from wealthier public and private schools. For more info, see www.collegescorecard.ed.gov.

Colleges Ready For New Applications. This fall, more than 58 colleges and universities are ready to accept student applications from the Coalition for Access, Affordability and Success. All its member colleges will accept the application from the Coalition's platform beginning next year.

"The Coalition's streamlined platform aims to recast the college admissions process from a potentially stressful, single-year, transaction to a more progressive and developmental four-year collection of high school experiences and accomplishments. The tools are designed to align with pre-existing administrative process, ensuring that students and their academic goals come first." See info@coalitionapp.org. ■

FALL FINANCIAL

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Disturbing Debt. According to the U. S. Dept. of Ed, about 9.6 million of the estimated 22 million Americans with student debt are either delinquent on their payments or have stopped paying.

The average student debt is currently \$22,813. According to a study by Citizens Bank, recent college grads spend 18 percent of their salary repaying student loans. Additionally, about 30 percent of recent graduates are carrying a credit card debt averaging \$2,573.

More than 71 percent of students in another study by Experian said they did not learn about credit and debt management in college, and they thought such courses should be mandatory.

How Families Pay For College. According to a new Sallie Mae report, "How America Pays for College 2016," scholarships and grants account for 34 percent of the average total cost. Relatives and friends contribute 5 percent, student income and savings account for 12 percent, parent income and savings contribute 29 percent, student borrowing adds up to 13 percent, while parent borrowing accounts for 7 percent of total costs.

The report estimates that four out of five students attend college in their home state to lower costs. One out of three attends a community college as a first step towards a bachelor degree. Some 77 percent of students work at least part of the year. Nearly half live at home to save money. Some 62 percent said they cut down on personal spending. And 27 percent are working faster towards earning their degree.

The study found that planning for college pays off, but only two out of five families created a plan to contribute for college. Among families who do plan, parents save 3.5 times as much as non-planners. And students in families that plan borrow one third less than non-planners.

Affordable Colleges with High Acceptance Rates. *Money* magazine's 2016 list of "The Best Colleges For Your Money," also lists 10 affordable colleges "you can actually get into." Here's their list, with acceptance rates: Texas A&M U., 71 percent; Virginia Polytechnic Institute and State U., 73 percent; Clemson U., 52 percent; U. of Illinois at Urbana-Champaign, 59 percent; St. John's U. (MN), 79 percent; Earlham C. (IN), 65 percent; U. of Washington, 55 percent; Washington State U., 82 percent; U. of California at Santa Cruz, 56 percent; Massachusetts Maritime Academy, 62 percent.

Cost Of Extra Time To Graduate. A new study from NerdWallet.com found that taking two extra years to graduate could cost "almost \$300,000." One extra year could cost a student \$147,026 at a public university and \$155,244 at a private college.

In addition to tuition, room and board, students who take five years

could miss out on \$82,074 in retirement savings compounded over 45 years. The extra year means a student would miss out on a year's salary, on average \$46,355, or \$94,353 for two years. Among those who began college in 2008, only 40 percent graduated in four years, while 60 percent took six years. NerdWallet recommends that students define their career paths early, have a degree map, take 15 credits a semester, enroll on time, and if planning to transfer, look for transfer-friendly colleges.

SCHOLARSHIP SCOOPS

Five Texas C.C. The C. of the Mainland, Galveston C., North Central Texas C., Tarrant County C.C. District and Texas State Technical College-Harlingen each received \$100,000 from TG, a nonprofit corporation involved in student counseling and loans. The awards will provide two-year scholarships to between 15 and 20 qualified students.

"Currently, more than 75 percent of Texas freshman attend public two-year colleges, and more than 40 percent of all Texas students attend school part time. Among students at two-year colleges, nearly 60 percent are minority students and have substantial unmet financial needs," TG noted.

Hampshire Early Learning. The Marie Herschkowitz Memorial Scholarship at Hampshire C., for a female student interested in childhood learning, especially helping autistic children, is typical of the small scholarships that students should seek out once they've been accepted to a college. Marie's father donated \$100,000 to the Massachusetts school to honor his daughter who died in 2013 from a brain tumor.

Pitzer Names Scholarship For Former Admission Director. Pitzer C. in California has established the Arnaldo Rodriguez Scholarship, named after its former director of admission and financial aid. The need-based, four-year scholarship is awarded to top-performing students of Latin American descent who attended high school in California and are not citizens or permanent residents of the United States.

Dermatology Scholarships. Valeant Dermatology awards nine undergraduate and graduate students scholarships of up to \$10,000 each. This year, the program attracted 970 applicants. The nine winners were chosen based on an essay describing the impact of a dermatological condition in the writer's life. For more information on this year's scholarship, see www.ValeantAspireHigher.com.

Dependents of Self-Employed Scholarships. The National Association for the Self-Employed (NASE) awards four scholarships of \$3,000 each to dependents of members of this organization. For more information, see, www.nase.org. ■

COUNSELOR'S BOOKSHELF

Plan and Finance Your Family's College Dreams: A Parent's Step by Step Guide from Pre-K to Senior Year; Peterson's; \$16.95; ISBN: 978-7689-4080-0.

The Undergraduate Experience: Focusing Institutions on What Matters Most; Jossey-Bass; \$40; ISBN: 978-1-119-05074-2.

The Best Four Years: How to Survive And

Thrive In College (And Life) by Adam Shepard; reissued; \$14.99; ISBN: 9780061983924; published by Harper Perrenial.

Practice for Life: Making Decisions in College by Cuba, Jennings, Lovett, and Swingle; \$35; ISBN: 978-0674970663; from Wellesley C.

Engines of Anxiety: Academic Ranking, Reputation, and Accountability by Wendy

Nelson Espeland and Michael Souder; Russell Sage Foundation; \$35; ISBN: 978-0-87154-427-8.

Unsafe Space: The Crisis of Free Speech on Campus by Tom Slater; Palgrave MacMillan; \$19.95, ISBN 978-1-137-58786-2.

"Studying the Determinants of Student-Athlete Grade-Point Average: The Roles of Identity, Context and Academic Interests" by K. J. Beron and A. R. Piquero in the *Social Science Quarterly*, 97:142-160. ■

CURRICULUM CAPSULES

Baldwin Wallace BFA. Baldwin Wallace U. in Ohio will offer a new BFA in acting, with an emphasis on classical drama.

“With a faculty comprised of working professional actors, designers and directors, our BFA students will benefit from professional experience in and out of the classroom,” said Adam Heffernan, chair of the BW Theater and Dance Department.

DePaul’s Commercial Chinese Studies Minor. Beginning this fall, DePaul U. students in Chicago can take a commercial Chinese minor. In 2015, the U. S. imported more than \$480 million in Chinese goods.

“We have a very strong Driehaus College of Business and Chinese studies program,” said Li Jin, associate professor of Chinese. “It made sense to create a minor to consolidate our curriculum so students can have a focus in this area.”

DePaul says the interdisciplinary minor is designed for students who are interested in developing functional knowledge and skills needed to work with Chinese-speaking business professionals.

Hanover’s New Engineering Options. Hanover C. in Indiana has launched two new majors in engineering and engineering sci-

ence. Students will also be required to take a liberal arts foundation and standard general education requirements, as they pursue tracks in general, mechanical, electrical, electromechanical, computer and geological engineering.

“We want to give an alternative to the student who wants to study engineering and a breadth of subjects, learn a language and even study abroad,” said Hanover president Lake Lambert.

Hiram’s Integrative Exercise Science Degree. Hiram C. in Ohio now offers a bachelor of science in integrative exercise science. Students study human movement and physiology and learn to apply that knowledge to improving lives through exercise, rehabilitation and nutrition, preparing them for jobs in physical therapy, athletic training, coaching or another life science field.

Indiana Art. Indiana U. has launched a new School of Art And Design, which unites its programs in fine arts, design and merchandising.

Rider’s Sports Media Degree. Rider U. in New Jersey offers a new bachelor of arts in sports media. Students will build their skills in multimedia production, writing, storytelling, social media and sports communication.

A. J. Moore, program director, said, “Students will be able to take advantage of Rider’s strategic location, near New York City and Philadelphia, two of the largest media and sports team markets in the United States. Our communications majors have easy access to internships and other professional development opportunities and have a history of interning with major professional sports franchise, minor-league organizations and Division I programs.”

Plymouth State Restructures. Plymouth State U. in New Hampshire has closed all its 24 undergraduate academic departments, three colleges and graduate programs, and replaced them with seven interdisciplinary areas.

The seven new clusters are: arts and technology; education; democracy and social change; exploration and discovery; health and human enrichment; innovation and entrepreneurship; justice and security; and tourism, environment and sustainable development.

Texas Communication And Leadership. The U. of Texas at Austin Moody College of Communications has created a new bachelor’s degree in communication and leadership. The new major “seeks to prepare students for careers in public service, philanthropy, nonprofit and nongovernmental organization administration.” Enrollment in the degree program begins this fall. ■

NEWS YOU CAN USE

The 2016 Mindset List. “We have had the NOW generation,” warns the compilers of the annual Beloit C. Mindset List. “Get ready for the RIGHT NOW generation, entering college this fall.” These students were born in 1998 and cannot remember a time when they had to wait for anything. They can’t recall a time when the United States was not at war or when someone named Bush or Clinton was not running for office.”

But, “They know that they’re going to have to wait for that first breakthrough job and getting their school loans paid off,” said Tom McBride, one of the List’s authors. “They’re an impatient generation learning how to be patient.” See, <http://themindsetlist.com>.

New Jersey Helps Undocumented Students. New Jersey students whose parents are illegal immigrants, but were born in the United States, are now eligible for state aid to attend college. As a result of a series of lawsuits filed by the American Civil Liberties Union, New Jersey’s Higher Education Student Assistance Authority will no longer require a parent’s Social Security number. Students will

have to state that their parents are New Jersey residents. In 2013, Gov. Chris Christie signed a bill that allowed these students to attend New Jersey public colleges and universities with in-state tuition rates.

NYU Ignores Common App “Checkbox.” New York U. will begin ignoring the broadly phrased questions about criminal and disciplinary history on the universal section of the Common Application. Instead, it will add narrower questions to the NYU section of the application that asks if applicants have been convicted or disciplined for violent incidents.

“What concerned us most was the prospect of violent crime. And so we concluded that a narrower question, one specifically focused on violent crime, made more sense,” said MJ Knoll-Finn, vice president for enrollment management.

2015 Grads. Where are the 2015 grads today? According to a new report from the National Association of Colleges and Employers, 64 percent are working (54 are working full-time), while 18 percent have returned for more education. The statistics represent an improve-

ment over the previous graduating class.

About 72 percent of 2015 computer science grads had secured full-time employment, followed by 66 percent of business grads, 62 percent of engineering grads. Biology grads, at 27 percent, philosophy grads, at 32 percent and physical sciences grads, at 33 percent, had the lowest rates of employment. Just over 40 percent of English grads had full-time jobs.

New SAGE Member. Marygrove C., in Detroit became the 357th member of the SAGE Scholars Private College & University Enrollment Marketing Consortium. Families participate in SAGE through a 529 plan, bank, credit union, mutual fund or investment advisor or through a parent’s employee benefit program.

The SAGE Tuition Rewards program is similar to a “frequent flyer” program. Marygrove is a small liberal arts college committed to developing urban leaders in Detroit.

Comings and Goings. Dowling C. in Long Island, New York, closed its doors in May. St. Catherine C. in Kentucky also closed. That leaves 1,600 private nonprofit colleges and universities in the U.S. ■

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