

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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## Admissions Watch

**Amherst's Distinction.** This fall, 473 new students from 38 states and 26 nations enrolled in Amherst C. in Massachusetts. The Class of 2021 was selected from a record-setting pool of 9,285 students, up 10 percent from last year. Of those, 1,198 or 12.9 percent were offered admission. Some 172 students were admitted through Early Decision. Students of color account for 43 percent of new domestic students. The average SAT composite score of new students was 2232, while the average ACT score was 33. Financial aid is going to 55 percent of the new class.

"As a group, they have the distinction of having particularly strong aspirations for careers in diplomacy and foreign service and have had an unusually high participation rate in Model United Nations programs through their secondary schools," said Katie Fretwell, dean of admission and financial aid.

**Bates Admits From 26 Nations.** Bates C. in Maine enrolled 510 students in its Class of 2021. They arrived from 392 high schools in 37 states and 26 nations. Nearly a quarter came from traditionally underrepresented backgrounds, while 69 are first in their families to attend college. The class includes a top designer for Ethan Allen and a magician from Beijing. Darryl Uy, director of admission, characterized them as "wicked smart, curious and engaging...collaborative, generous and kind."

**Bethel Up Over 9 Percent.** Bethel C. in North Newton, Kansas, a Mennonite school, enrolled 503 students this fall, an increase of 9.3 percent. "With increases in our traditional population as well as our RN-to-BSN program, we enrolled our largest incoming class in recent memory," said Andy Johnson, vice president of admissions. They hail from 14 states and include seven high school valedictorians. About 14 percent of freshmen come from the top 10 percent of their graduating class.

**BU Admits 25 percent.** Boston U. attracted 60,823 applications this year, admitted 25 percent and enrolled 3,490 members into its Class of 2021. The average SAT score was 1398, out of 1600. The average ACT score was 30. More than a third of the freshman class is minority students. About one fourth of the class receives Pell Grants. Others receive institutional aid.

BU worked closely with more than 100 community organizations that help create college-going cultures in underserved communities, including the Posse Foundation, Say YES to Education, Chicago Scholars and IMPACT, as well as the Boston Public Schools.

"By meeting the full demonstrated need of these accomplished students, we were able to improve both the socioeconomic and racial diversity of our freshman class," said Kelly Walter, associate vice president and dean of admissions.

**Carnegie Mellon Enrolls More Women.** Fifty-one percent of Carnegie Mellon U.'s new class is female. Some 50 percent of the women are enrolled in computer science, while 43 percent are enrolled in engineering. The Pittsburgh school told WPXI that it is not necessarily that more women are applying, it's that more highly-qualified women are applying, which is translating into higher female enrollment.

**Chicago Accepts 8.7 Percent.** The U. of Chicago attracted 27,694 applications and accepted 8.7 percent. This fall, 1,735 students enrolled as part of the Class of 2021, the largest class in school history. The U. of C.'s yield was 72 percent, up from 66 percent last year. About 20 percent of new students are part of the Odyssey Scholarship Program, which provides comprehensive support and career development for low-income and first-generation

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## Financial Matters

**Prices Continue To Rise.** According to a report released this month by the College Board, the cost of college continues to rise faster than either the rate of inflation or the median rise in household incomes. At the same time, financial aid at both the federal and state level has been rising more slowly. The net result is that the burden on college students of a college education is increasing.

The total cost of tuition and fees and room and board at public four-year colleges and universities in the 2017-18 academic year reached \$20,770. The price after average aid totaled \$14,940 a year.

At private four-year colleges and universities in the 2017-18 academic year, the average cost of tuition and fees, and room and board reached \$46,950. The price after average aid was \$26,740 a year.

In fact, the College Board found that the tuition and fees increase ranged from 2.9 percent to 3.6 percent across the public and private nonprofit sectors of higher education.

The second part of the College Board report shows that in 2016-17, full-time undergraduates received an average of \$14,400 in financial aid, including \$8,440 in grants from all sources, \$4,620 in federal loans, \$1,280 in education tax credits and deductions, and \$60 in Federal Work-Study. But total Pell Grant expenditures, which grew from 2006-07 to 2011-2, decreased from \$35.8 billion in 2012 to \$26.6 billion by 2016-17. The number of Pell Grant recipients declined in 2016-17 for the fifth consecutive year.

*The Trends in Higher Education* series is available from [www.collegeboard.org](http://www.collegeboard.org). ■

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## ADMISSIONS WATCH

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students. The U. of C. has eliminated student loans from need-based aid packages and plans on expanding this scholarship program in the immediate future.

**DePaul Diversity Increases.** This fall, DePaul U. in Chicago welcomed 2,542 students to its Class of 2021, the fourth-largest freshman class in DePaul history. A record 43 percent are students of color, 33 percent are first-generation students and 36 percent come from out-of-state. Their average high school GPA was 3.60, the average ACT score was 25.3.

**Elmhurst's Record Enrollment.** Elmhurst C., outside Chicago, enrolled the most students in its 146-year history—3,529 students. Elmhurst also signed agreements with the C. of DuPage, Triton C. and Moraine Valley C. C. that guarantee admission to Elmhurst for qualified students. The agreements also provide for dual enrollment with these schools.

**Hamline's Class Includes More First-Gens.** Hamline U. in St. Paul, Minnesota, welcomed its second largest class in the school's 163-year history, 530 new students. Almost half of them are first-generation students, while students of color represent 41 percent of the new class. Legacy students account for 8 percent. New students hail from 25 different states, and 24 percent are athletes, while 30 percent come from the top 10 percent of their graduating high school class. More than half have been significantly involved with community service and volunteerism.

**Ithaca Celebrates 125th Class.** Ithaca C. in Western New York welcomed its 125th new class of 1,620 students. The freshmen came from 1,070 high schools and includes several valedictorians and salutatorians. Among them are volunteer firefighters, Special Olympics volunteers, sports members and captains, class presidents and school newspaper editors-in-chief. The new class includes 30 international students and 12 U.S. citizens who lived or went to high school outside the country. Males make up 41 percent of the new class, while students of color account for 24 percent.

**Marquette's Most Diverse Class.** The Class of 2021 is the most diverse in Marquette U.'s history. Of the 2,039 incoming freshmen, 632 are students of color. Hispanic students make up 12 percent of the entire population, and the Wisconsin school hopes that number will increase to 25 percent over the next 10 years, according to marquettewire.org.

**NYU Abu Dhabi.** This fall, 361 students from

## Enrollment Trends

**College Completion Rates.** New data from the U.S. Dept. of Ed for students who entered college in 2010, and earned a degree by 2016, indicates the huge racial gap in college completion rates persists.

For African-American students who enrolled at a four-year public college or university in 2010, the graduation rate stood at 35.8 percent. However, 60.7 percent of white students who entered the same schools, the same year, graduated by 2016.

At private four-year colleges and universities, the African-American graduation rate was 41.1 percent compared to the white graduation rate of 68 percent.

**Texas' Graduation Rate Jumps.** The four-year graduation rate in 2017 for the U. of Texas at Austin jumped almost 5 percent from last year to 65.7 percent. The six-year

88 nations, speaking 71 languages enrolled in NYU Abu Dhabi's Class of 2021. The new class was selected from 11,500 applicants. The total student body has reached 1,250 students from more than 115 countries.

**St. Michael's C. Improves Academic Profile.** St. Michael's C. in Vermont welcomed 457 new students this fall, 10 percent fewer than last year, according to Sarah Kelly, vice president of enrollment.

"Our academic profile over the past few years has gotten better," Kelly told *The Defender*. Kelly added that St. Michael's is taking active steps to recruit Latino applications from students who might be attracted to the college's Catholic and social justice roots.

**Temple's Record.** Temple U. in Philadelphia attracted more than 36,000 applications for the Class of 2021, the fourth year in a row that Temple broke its applicant record. This September, 1,245 prospective students visited the main campus, 300 more than last September.

**UCLA Accepts 16.1 Percent.** The admit rate at the U. of California at Los Angeles for out-of-state students has been hovering around 22 to 23 percent, but for international students it dropped to 13.1 percent.

For in-state students this year, the rate dropped to 14.6 percent. The overall average admit rate was 16.1 percent. This year, UCLA beat out UC Berkeley as some most selective campus in the California state system.

**UMass Class Test Scores Up Over Last Year.** The U. of Massachusetts in Amherst received applications from 41,800 students, 2 percent more than last year, and admitted

graduation rate reached 82.9 percent, up 1.7 percent from last fall. Hence, the university is on track to meet a goal that it set in 2012 of increasing graduation rates from 51 to 70 percent in five years.

"By raising our four-year graduation rate, UT has reduce the cost of higher education for students and families and has been able to enroll 1,000 more freshmen per year, without increasing overall enrollment," said President Gregory L. Fenves.

UT also reported that 8,381 students have enrolled in the Class of 2021, a decrease of 338 from last year's record high. Their average ACT remained stable at 29. Total university enrollment is 51,527, a slight increase from last fall. Hispanic undergraduate enrollment increased to 23 percent of the student body, while black undergraduate enrollment remained stable at 4.8 percent. ■

about 58 percent. It matriculated about 4,700 students this fall, up from last year's class of 4,643. About a third of the new class is African-American, Latino, Asian, Hawaiian/Pacific Islander and Native American. Women make up 51 percent of the class. The average SAT score was 1268, up from last year's 1226. The average high school GPA was 3.89. About 75 percent of the Class of 2021 comes from in-state. The Commonwealth Honors C. enrolled about 660 students, who posted an average SAT of 1386.

**Vanderbilt's Yield 47 Percent.** Over 31,462 students applied to Vanderbilt U. in Tennessee for this fall, up 144 percent over the past decade. Only 10.9 percent were accepted for the Class of 2021. This year's yield was 47 percent. More than 90 percent of matriculated students were in the top 10 percent of their high school class.

More than 70 percent of Vandy's new students receive some form of financial aid, 15 percent of them Pell Grants, up from 8 percent a decade ago.

**Villanova's Most Competitive Class.** The new Class of 2021 at Villanova U. in Philadelphia was selected from 21,109 applicants, of whom 1,670 were admitted, for an all-time low acceptance rate of 35.9 percent.

"This unprecedented record interest representing a 22 percent increase can be attributed to many factors," Michael Gaynor, director of university admissions, told Villanova.com.

"Being listed along with the very best on the national stage in the top 50... an epic national basketball championship, but there is so much more to the story"...such as the fact that 96 percent of applicants ranked in the top 20 percent of their high school class, while 80 percent ranked in the top 10 percent...." ■

# 7 Mistakes That Could Cost Students Federal Aid

Millions of parents and students fill out the Free Application for Federal Student Aid (FAFSA) every year, but making one mistake can cost families thousands of dollars. To begin with, filing as close to the October 1 annual debut as possible is vital for families to get maximum financial aid for the 2018-2019 academic year.

But according to Rick Castellano, vice president of Corporate Communications at Sallie Mae, here is how to help your family get the most financial aid and to avoid these seven common mistakes:



Reyna Gobel

**1. Not Filling Out the FAFSA:** Families often think they make too much money to qualify for federal student aid. But many schools give money to middle-class families. "If you don't fill out the FAFSA, you're telling your school you don't want their financial help," said Castellano. FAFSA is the first step in applying for most scholarships and university grants, which can have much higher income limits than Pell Grants. A family of four making \$200,000 could qualify for university grants at some private universities.

**2. Being Afraid of the IRS Data Retrieval Tool:** Because of the Equifax data breach, families are scared to use electronic tools with financial information. But the IRS Data Retrieval Tool that will import 2016 tax data into the form is easy to use and is highly secure. Don't waste time filling out tax information yourself.

**3. Waiting Too Long to File:** Financial aid such as university and state grants can be awarded on a first-come, first-serve basis. And with the relatively new October 1 debut date for the 2018-2019 academic year, schools have the option to award financial aid packages months earlier than in past years. Thus, it's extra important to pay attention to state deadlines, and extra applications that may be required by the school. To find state deadlines, go to the website for your state's department of education.

For school financial aid information, contact the universities to which you're applying. You also may find state financial aid information on the final screen after completing your FAFSA form online. Filing

just a month or two after October 1 could cost families thousands of dollars at some schools.

**4. Not Naming Enough Schools:** You can choose up to 10 schools to receive your financial aid information. Pick 10. Why is this important? If a school is not on your list and you do end up choosing that school, you will get financial aid behind other students who named their school on the FAFSA form when first filing. If you don't have 10 schools you're considering among your final choices, add schools from your maybe list or a school that's a bit of a reach academically or financially. You may find they offer you a great financial aid package that makes the college worth a second look.

**5. Not Listing State Schools First:** Some state schools will give more aid to the students who listed their college at the top of the list. If there is no state school that you want to include on your list, include a state school from a neighboring state. Sometimes these colleges may also give you more financial aid for listing their college near the top of the list.

**6. Not Being Prepared:** When you sit down to fill out the FAFSA form, you may experience delays if you don't have all your information ready. Parents and students should create a user ID and password for the student and each parent beforehand. Parents should also gather financial records from brokerage accounts, bank accounts, 529 plan accounts and information on their real estate.

**7. Paying to File the FAFSA:** "The first 'F' in FAFSA stands for free," says Castellano. Learn about other free sources of help, which include your high school counselor, local college financial aid offices and the federal government. Contact the Federal Student Aid site or phone (800) 433-3243. ■

*Reyna Gobel, M.B.A. and M.J., is author of CliffsNotes Parents' Guide to Paying for College and Repaying Student Loans and CliffsNotes Graduation Debt. She is a speaker on student debt and has spoken to over 600 college alumni associations and at college campuses across the country. This column was adapted from her blog at <https://www.experian.com/blogs/>.*

## COUNSELOR'S BOOKSHELF

*Conquering the College Admissions Essay: Crafting a Winning Personal Statement*, Alan Gelb; Ten Speed Press; ISBN: 978-0-399-57869-4; \$14.99.

*Write Your Way In: Crafting an Unforgettable College Admissions Essay*, Rachel Toor; University of Chicago Press; ISBN: 13-978-0-226-38389-7; \$15.

*Admission Matters, Fourth Edition*, Sally P. Springer, associate chancellor emerita at UC Davis; Jon Reider, director of college counseling at San Francisco's University High School;

and Joyce Vining Morgan; Jossey-Bass, ISBN 10: 111932839X, \$19.95.

*ACT Prep Book 2017-2018: Test Prep Book and Practice Test Questions for the English, Math, Reading, Science and Writing Sections of the ACT Exam*. By ACT Study Guide Review Team. Test Prep Books. ISBN-13: 978-1628454703; \$13.29.

### New Web Resources

**World University Rankings 2018.** See, <http://www.timeshighereducation.com/news/>

[world-university-rankings-2018-subject-four-results-out-now.](#)

**Test Prep.** See, [www.onlinecollegeplan.com/sat-act-prep-guide/](http://www.onlinecollegeplan.com/sat-act-prep-guide/).

**One-Stop College Shopping.** A new website that hopes to provide all the college information students need in one place has been launched by five higher education groups.

The organizations include: American U., ACT Center for Equity in Learning, the American Council on Education, Success Better Make Room and the National College Access Network.

Visit, [www.steps2college.org](http://www.steps2college.org). ■

## FINANCIAL AFFAIRS

**Pell Analysis.** Are Pell Grants a reliable measure of a school's low-income student population? No, according to Jason Delisle of the American Enterprise Institute, whose findings were published in the Brookings' "Evidence Speaks" series. Only 68.7 percent of all low-income students at national colleges and universities received a Pell Grant in the

2011-12 school year. In that same year, only 65.7 percent of Pell Grant recipients were low-income students, while the other 34.3 percent were middle income or above. That's because Congress increased the Pell eligibility levels faster than the rate of inflation.

These issues "make the Pell proxy extremely unreliable for tracking changes in low-

income student enrollment over more than a few years," Delisle wrote.

**Payback College Finance Game.** Payback is a new online game that helps students manage college debt. "Total outstanding student debt stands at \$1.45 trillion with an 11.2 percent severe delinquency rate, 25 percent among low-income students," said Tim Ranzetta, founder of Next Gen Personal Finance. "PayBack will help students understand the real cost of college and the far-reaching financial implications of decisions they're making at age 18." To play, go to: [www.timeforpayback.com](http://www.timeforpayback.com).

Next Gen Personal Finance (NGPF) also offers a free curriculum and teacher training that is used by more than 5,000 teachers in 50 states. See, [www.ngpf.org](http://www.ngpf.org).

**WalletHub's Best College Rankings.** WalletHub, the personal-finance website, released its 2018 Best College & Universities in America. See, <http://wallethub.com/edu/college-rankings/40750/>.

Its top 10: MIT, Princeton, Harvard, Stanford, California Institute of Technology, Yale, Duke, U. of Pennsylvania, Columbia U. and Rice U. ■

## CURRICULUM CAPSULES

**New Business/Government Ethics Center.** Saint Anselm C. in New Hampshire, founded in 1889, has created a new Center for Ethics in Business and Government. "The center will address the need for ethical corporate governance by drawing upon principles and values from Saint Anselm College's Benedictine tradition of work, governance, learning and inquiry within community," the school announced. The center will include academic courses featuring team-taught seminars on interdisciplinary topics and other student ethics programming. It will offer opportunities for faculty, students, executives and political

leaders to converse, collaborate and develop innovative solutions.

**Top Internships.** Vault.com, a "top source for career intelligence," released its list of "Top Internships for 2018" in 15 categories. The "Top 20 Most Prestigious Internship Programs" for 2018 are, in order: Google, Apple, Facebook, Microsoft, Goldman Sachs, Tesla Motors, Amazon, J.P. Morgan, Morgan Stanley, The Walt Disney Company, Nike, Netflix, PwC, IBM, Deloitte, The Boston Consulting Group, Intel, ESPN, Mercedes-Benz and Berkshire Hathaway. ■

## NEWS YOU CAN USE

**Counselors Speak Out.** A new study from Ruffalo Noel Levitz and High School Counselor Marketing of public and private high school counselors at 1,312 schools found:

- Referrals by high school counselors [of students to college] are most influenced by program availability, quality of academic programs, financial aid, cost and over all reputation of the college or university;

- Counselors report that parent involvement in college planning activities includes talking with their students about college options, campus visits, Internet searching for colleges that might be a good match, talking with counselors and completing application forms.

For a copy of the four-page buzz sheet, visit <http://www.RuffaloNL.com/papers>.

**Admissions Counselors Speak Out.** A recent survey of 224 admission counselors by Hobsons, "2016 Road Warriors Survey Report: To Lunch or Not to Lunch?," found:

- Over 60 percent of high school visits by admission counselors happen over the lunch period;

- Two-thirds of admissions counselors report working 9-12 hours per day;

- Email is their preferred way to receive news;

- Positive interactions with school counsel-

ors have an impact on initial and return visit scheduled;

- Professional association conferences are a main source of networking for admissions counselors.

**Parents Underestimate College Costs.** Currently, 72 percent of families save for college, an all-time high. But according to a new survey conducted by Fidelity Investments, many parents dramatically underestimate the sticker price of earning a degree, based on current average costs and rate of college inflation. In fact, parents of today's high school students, for example, "underestimate the potential sticker price of a four-year degree by an average of \$70,000. However, "eight-in-10 parents cite concern for their child taking on significant debt as a factor motivating them to save more."

Info about Fidelity's "College Savings IQ Survey" is available at <http://www.fidelity.com>.

**SAT Scores Highest Since 1972.** The Class of 2017 posted a combined average of 1060 out of a possible 1600 on the Reading and Math sections of the recalibrated SAT, which was redesigned last year. Although the College Board, which administers the test, warns that current test scores cannot be compared with

past results because it scores different content and skills, the scores just released last month are the highest reported since 1972. That's the earliest year for which figures are available, even though the exam was launched in 1926. Reading scores have declined since the 1970s, as have math scores, which rebounded briefly.

The College Board and Khan Academy contend that students who spend at least 20 hours of SAT prep via online instruction boost their scores by an average of 115 points. At the same time, about 40 percent of the nation's four-year colleges and universities do not require standardized test scores, according to FairTest. ■

### FRANK LEANA

COLLEGE BOUND is sad to report that Frank Leana, one of CB's long-term Advisors, has passed away. Leana was the author of *Getting Into College*, *The Best Private High Schools* and *How To Get In*, and *Pathfinder: Making the Most of High School*. He dedicated his professional life to helping students, parents and fellow counselors. He will be missed by many students and his colleagues alike. ■

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