

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

Vol. 32, No. 2

October 2017

## Admissions Watch

**Boston C. Awards More Aid.** Boston C. awarded \$37 million in need-based aid to members of the Class of 2021. Two factors led to a larger freshman class than usual. BC's yield was 2 percent higher than last year and summer attrition was down a point to 5 percent. "This increase in yield and decline in summer attrition points to Boston College's strength in the competitive admission climate," John Mahoney, director of undergraduate admission, told *The Heights*.

The Class of 2021 hails from 46 states and 37 foreign countries. Female students make up 52 percent of the new class, while 31 percent of new students are AHANA (of African, Hispanic, Asian, Native American descent.)

**Buffalo More Holistic.** The U. of Buffalo enrolled 4,045 first-year students, the largest freshman class in the State University of New York (SUNY) system. School officials told WKBW that UB has strengthened its admissions numbers by using a more "holistic" review of candidates, rather than concentrating on test scores.

**Carleton Attracts National Merit Scholars.** Carleton C. in Minnesota welcomed 526 students to its Class of 2021, selected from a pool of 6,502 applicants in the spring. Students of color account for 28 percent of the new class, while 11 percent are the first generation in their family to attend college. Some 84 percent of the new class graduated in the top 10 percent of their high school class.

Fifty members are National Merit Scholars, while nine are National Hispanic Recognition Scholars. Additionally, 60 percent played varsity athletics in high school, 46 percent studied music and 44 percent worked a paying job. Over a quarter of the new class is bi- or tri-lingual. They arrived from 46 states and 21 nations.

**Colgate Admits From 128 Nations.** This spring, Colgate U. in Upstate New York admitted 32.5 percent of its applicants. In September, it welcomed 774 first-year students from 49 states and 128 nations. About 50 percent of the class represents New York, Pennsylvania, Massachusetts, New Jersey and Connecticut.

"The most important priority each year is the quality of academic record," said Gary Ross, vice president and dean of admission and financial aid. "We want students who are going to be active and involved in the classroom."

**Denver's Multicultural Look.** The U. of Denver matriculated 1,500 new students this fall. One quarter represents ethnic minorities. About 68 percent arrived from out-of-state, totaling 49 states and 36 countries. First-generation students make up 19 percent of the new class, while 11 percent are legacy students.

**Lafayette More Diverse.** Lafayette C. in Pennsylvania greeted 681 first-year students this fall from 35 states. That's larger than last year's new class of 649. Domestic students of color account for 20 percent of the new class, while 14 percent are international students and 53 percent female. "The classes that are enrolling now at Lafayette, compared to five, six or 10 years ago, are significantly more diverse culturally and ethnically," reported *The Lafayette*.

**Mount St. Mary's Athleticism.** Mount St. Mary's U. in Maryland welcomed 510 freshmen and 53 transfer students from 29 states. Some 16 percent of the new freshmen declared as business majors, followed by biology (10 percent) and criminal justice (7 percent). Nearly one quarter of the new class will play a sport.

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## Affirmative Action Shocker

"Even after decades of affirmative action, black and Hispanic students are more underrepresented at the nation's top colleges and universities than they were 35 years ago," a recent *New York Times* analysis of 100 schools ranging from public flagship universities to the Ivy League found.

According to the report, 15 percent of college age U.S. residents are African-Americans, yet they make up just 6 percent of freshmen at elite colleges, a number that is unchanged since 1980. And while more Hispanics are enrolled in the nation's top colleges and universities than ever before, the increase has not kept up with the huge increase of college age Hispanic students. The gap has actually increased by nine points.

*The Times*, however, cited Amherst and Pomona colleges as among a handful of elite schools that enroll more African American and Hispanic students. *The Times* also reported that black and Hispanic students have gained ground at less selective colleges and universities across the country. That is not necessarily the result of affirmative action. Meanwhile, at all eight Ivy League colleges, white enrollment declined, and Asian American student enrollment increased.

### OTHER ENROLLMENT TRENDS

**2016-17 Postsecondary Statistics.** The National Center for Education Statistics has released preliminary data for the 2016-2017

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## ADMISSIONS WATCH

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**Ohio State Tops 52,000.** The Ohio State U. received 52,349 applications for its Class of 2021, up from 49,407 last year. OSU matriculated 7,500 freshmen this fall. It is the first class to be part of Ohio State's newly introduced Tuition Guarantee Program which freezes tuition for in-state students until 2020. However, out-of-state and international students will still be subject to tuition increases, according to *the lantern*.

**Ohio U.'s Best Academic Class.** For the fifth straight year, Ohio U. in Athens has enrolled more than 4,000 freshmen. They arrived with the best academic credentials in school history. The average ACT of new students was 24, their average high school GPA 3.54. Over 18 percent graduated in the top 10 percent of their high school. First-generation students make up more than 25 percent of the new class.

**Penn's Yield 67 Percent.** The yield rate, or percent of accepted students who actually enroll, at the U. of Pennsylvania dipped from last year's record high of 69 percent to 67 percent for the Class of 2021. That compares to Harvard's yield of 84 percent, Yale's yield of 71.4 percent, Princeton's yield of 66.6 percent, Dartmouth's yield of 61 percent, Stanford's yield of 82 percent and Georgetown's yield of 49 percent.

"Assuming that all students in the Early Decision pool accepted their binding offer of admission, the regular decision yield rate would be approximately 48 percent," wrote *The Daily Pennsylvanian*.

**Pitt Matriculates 4,000.** The U. of Pittsburgh welcomed 4,000 members to its Class of 2021, coming from 49 states and 26 countries. About 75 percent of new students are enrolled in its school of arts and sciences, 14 percent in its school of engineering, 8 percent in its college of business administration and the rest are nursing students. Overall, 26,000 full and part-time students are enrolled in Pitt, according to *TribLive*.

**Rose-Hulman.** Rose Hulman Institute of Technology in Indiana matriculated 557 new students from 37 states and seven countries. In a welcoming convocation, Jim Goecker, vice president for enrollment management, told students that of the 2.7 million high school students who had graduated this past spring, only 300,000 expressed interest in math, science or engineering. Then only 60,000 of them met the admission standards for Rose-Hulman.

"And before you today are the 557 young men and women who made it through our admission process," he said. "Our mission statement is to provide our students with the world's best undergraduate engineering,

science and mathematics education in an environment of individual attention and support."

**Trinity One Quarter Minority.** Trinity C. in Connecticut welcomed 586 members of the Class of 2021. They emerged from an applicant pool of 6,085 students. The new class traveled from 38 states and 28 nations. Students of color make up 24 percent of the new class, while 14 percent are international and 15 percent the first in their family to attend college. More than half, 56 percent, come from outside New England. For the second year in a row, women outnumber men 52 to 48 percent. Some new students made their way to campus with the help of 50 community organizations.

**The Ursinus 400.** Ursinus C. in Pennsylvania, founded in 1869, welcomed 400 members to the Class of 2021. Thirty percent of new stu-

dents are first-generation students. Legacy students account for 12 percent of the class, student-athletes 62 percent, some 43 percent have been community service volunteers and 23 percent have been involved in the performing arts.

"At Ursinus, we take your growth seriously," Brock Bloomberg, president, told the new class. "Soon you will realize just how empowered you are to create your own path forward and to make the most of your academic experience."

**Vassar Admits 23 percent.** Vassar C. in New York, founded in 1861 and coeducational since 1969, inducted 626 freshmen into its Class of 2021. The new students were selected from an initial pool of 7,776 applicants. They come from 46 states and 28 foreign nations. Vassar's admit rate was 23.8 percent. ■

## State News

**Florida Expands Bright Futures.** Florida's new state budget includes \$301 million in extra college funding for the 2017-18 school year. Much of that money will fund more need-based aid to students through the Bright Futures scholarship awards. Bright Futures was created in 1997 with the goal of keeping top students in Florida. In 2016-17, more than 100,000 students received Bright Future awards, down from the pre-recession high of 179,000 students. This year, many Bright Futures winners will receive \$6,000 a year, instead of \$3,000 last year, to cover tuition and fees, plus \$300 per semester for books. For example, more than one third of the class of 2021, 1,131 students, are attending Florida International U. tuition free.

The drawback is that funding only covers a one-year hike. So the issue will have to come before the legislature next year. This year's budget also gave more money to Florida's 12-university system, while the state college system lost funding.

**Illinois Funds MAP Grants.** After two years without a state budget, Illinois lawmakers finally put a funding plan together, over the governor's veto. Last year, 100,000-plus college students received no money for MAP (Monetary Award Program) grants.

"The state's institutions of higher education were devastated by the budget crisis," said State Controller Susana Mendoza. "Delivering this money will provide immediate aid to students, parents, faculty and administrators who have struggled for more than two years to pay their bills." Now, \$327 million has been budgeted for the need-based program.

But there has been fall out. The *Chicago Sun-Times* reported that 16,461 students left Illinois to go to college someplace else in 2015, while only 2,117 out-of-state students

came to Illinois. And 1,000 students failed to return to college for second semester because grant funding for low-income students was frozen. Another 124,000 students who failed to receive their MAP grants managed to stay in school because their university or college fronted them the money.

**Michigan's Tuition Guarantee.** The U. of Michigan has launched a "Go Blue Guarantee" of free tuition for up to four years for in-state students from families earning \$65,000 or less.

"The 'Go Blue Guarantee' cuts through the complexities of financial aid to help us reach talented students from all communities in our state," said UM President Mark Schlissel. "I have always believed that talent is ubiquitous in our society, but opportunity most certainly is not...."

Meanwhile, in-state undergraduate tuition increased by 2.9 percent to \$14,826. For out-of-state students it increased by 4.5 percent to \$47,476. Michigan's financial aid budget has increased 11.3 percent per year, on average, over the past decade.

**Oklahoma Expands Income Cap For Tuition Program.** The Oklahoma legislature passed and Governor Mary Fallin signed legislation that expands the parental income cap of Oklahoma's Promise which helps low-income families send their children to college. The current rate stands at \$50,000. In 2017-18, that will increase to \$55,000, and further expand to \$60,000 by 2021-2022.

**Texas Boosts Aid.** Texas legislators voted to increase state aid for needy students attending four-year institutions by 10 percent. This past year, about 15 percent of eligible students did not receive state grants. The new appropriations should cut that number in half. ■

# New Initiatives to Support Students

**Eastern Michigan Helps At-Risk Students Make College Transition.** Eastern Michigan U. in Ypsilanti helps economically and academically at-risk first-year students through its Edge program. The program has grown from 120 students in 2013 when it began to 366 students this year. Students get “free academic workshops, training in study skills, academic monitoring, individualized instruction and advising assistance,” said mlive.com. “They also are given a crash course in planning how to adopt a financial strategy and are given assistance in identifying scholarships to help them pay for college.”

**Texas State's Boot Camp.** Texas State U. hosted a four-day boot camp this summer for low-income, first-generation, high school juniors and seniors. Started in 2009, the program is dedicated to promoting college access and success and helps students “connect the dots between interests and careers while exploring degree options,” said program coordinator, Rosina Ruiz Valle. “Preparation and readiness are fundamental to getting these students in the college and through college,” agreed Isaac Torrez, a program grants specialist.

**DePaul Increases Student Fees To Fund Undocumented Scholarships.** DePaul students voted overwhelmingly to increase their own student fees by two dollars per quarter to help fund scholarships for undocumented students. The initiative was approved by out-going president Dennis Holtschneider, C.M.

The UndocuScholars Project estimates that two percent of the U.S. college population is made up of undocumented students, who, on average, pay \$17,000 more for their degrees than those who receive federal financial aid.

**UC 42 Percent First-Generation.** All 10 U. of California campuses are involved in an effort to match first-generation students with first-generation faculty members who will serve as their mentors.

About 45 percent of the incoming freshman class at the U. of California campuses are first-generation students, first in their family to attend college. And first-generation students make up about 42 percent of the entire UC undergraduate population.

**UNCG Also Targets First-Generation Students.** The U. of North Carolina at Greensboro received a five-year, \$1.15 million grant from the U.S. Dept. of Education to help first-generation and underrepresented students succeed in college and prepare for graduate school. Selected

students will receive up to a \$5,000 stipend with faculty mentoring, GRE test preparation and a summer course on research and writing. They also will participate in the McNair Summer Research Institute, named after Ronald E. McNair, the second African American to go into space, and a member of the Space Shuttle Challenger team that perished.

**Nebraska's First-Gen Networking Reception.** The U. of Nebraska Lincoln brought together 300 first-generation staff and faculty volunteers to share experiences with some of its 6,378 first-generation students. They account for about 25 percent of UNL's 26,000 enrolled students. “The broader issue is that first-generation students often don't have connections to people who can help them navigate the institutions when they face a roadblock,” said Amy Goodburn, senior associate vice chancellor.

## TUITION RESETS

**Drew Cuts Tuition By 20 percent.** Drew U. in New Jersey announced it is rolling back tuition to its 2010 price level. Next year, tuition will fall from \$48,336 to \$38,668. Additionally, Drew hands out about \$35 million in scholarship and grants.

“Drew's published price has deterred some families from considering the hallmarks of a Drew education,” said MaryAnn Baenninger, president, “our professors who work one-on-one with students, our real-world learning experiences, our connection to our neighborhood and to New York City and our 94 percent success rate in the job market or graduate school within six months of graduation.”

**Sweet Briar Resets Tuition.** Sweet Briar C. in Virginia will cut its sticker price by 32 percent, to \$34,000 for the 2018-19 academic year for new and returning students. At the same time, Sweet Briar will refocus its academic departments into three interdisciplinary centers, with a core curriculum focusing on women's leadership.

**Purdue's Sixth Year Without Tuition Boost.** Purdue U. in Indiana, whose alumni include the first man to walk on the moon, is holding steady on tuition for the 2018-19 school year. It will be the sixth straight year without a tuition increase. In-state students continue to pay \$10,002, while out-of-state students pay \$28,804 and international students, \$30,804 per year. According to President Mitch Daniels, Purdue is the only university in the nation that has held the line so long on tuition increases. ■

## COUNSELOR'S BOOKSHELF

Upcoming: *The Campus Cure: A Parent's Guide to Mental Health and Wellness for College Students* by U. of Florida psychiatrist Marcia Morris (Rowman & Littlefield); ISBN 978-1-5381-0452-1; \$34 (available January 2018).

*The Complete Guide to Paying for College: Save Money, Cut Costs, and Get More for Your Education Dollars* by Leah Ingram (Career Press); ISBN 9781632650979; \$15.97.

*EssayDog*, a software platform that helps students transform their personal statements into compelling stories, is partnering with GuidedPath, a digital site that helps advisors, students and parents navigate the college planning process.

EssayDog helps students write their college essays using “video lessons and a graphics-based environment to guide users through the creative process in an easy-to-follow format.”

Learn more at [www.guidedpath.net](http://www.guidedpath.net).

**Top Paying Jobs.** Finder.com, a personal finance comparison website, recently compiled an analysis of 20 top paying jobs to assess the return on student loans investment.

Details can be found at [www.finder.com/is-that-student-loan-worth-it](http://www.finder.com/is-that-student-loan-worth-it).

NACAC's latest issue of *The Journal of College Admission* features a lead article on “Guiding the 98 Percent: Counseling Non-scholarship Athletes.” Free online for a limited time. See, <http://www.nacacnet.org>. ■

## ONLINE U NEWS

**Cybersecurity At WGU.** Western Governors U. (WGU), the online, competency-based, multi-state school has added a new bachelor's of science degree in Cybersecurity and Information Assurance. "There is huge demand nationally for those who can navigate the increasingly important field of cybersecurity," said Myles Vogel, WGU's College of Information Technology's national director.

"WGU's affordable tuition of about \$6,000 per year and flexible learning model make it possible for busy adult students to earn an accredited degree that includes industry certifications..." the school says.

**New SUNY Nursing Option.** SUNY Empire State, New York's online statewide college, is partnering with SUNY Ulster to offer a

bachelor's degree in nursing. SUNY Ulster will provide the classroom instruction to complement the SUNY Empire State online instruction.

**Niagara's Online MBA and Security Certificate.** Niagara U. in Western New York has launched an online MBA focused on the digital economy. "This program will allow students to increase their technical and managerial skills, while learning core business knowledge in the context of today's increasingly digital global economy. It has been constructed to create value for corporate employees as well as small business and entrepreneurial ventures," said Tenpao Lee, interim dean.

Niagara also is offering a new online certificate program in cybercrime and business security. Five courses are required to earn the certificate. Applicants must have a bachelors degree or be over 22 years of age with at least 30 college credits and a GPA of over 2.25.

**Indiana's Online B.S. in Applied Health Science.** Indiana U. is offering a new online B.S. in applied health sciences that is designed to give health workers with previous college credit a convenient, high-quality option for completing a baccalaureate degree that they can pursue while working. ■

## SCHOLARSHIP SCOOPS

**Hank Aaron Scholarship.** The U. of Notre Dame announced a new scholarship named after Major League baseball icon Hank Aaron. The "Chasing the Dream Scholarship" will be rewarded to underrepresented, socioeconomically-disadvantaged students at the university. ND is also in the middle of raising an additional \$1 billion for all its scholarship programs.

**Gustavus Adolphus Announces New Scholarships Available.** Gustavus Adolphus C. in Minnesota announced two new scholarship programs that will allocate \$500,000 per year for the next seven years. The Trustee Scholarship will be the college's highest academic aid award. The second program, the Promise Scholarship, will "support gifted students who may not otherwise be able to afford a Gustavus education." The funds came

from anonymous donors with "a deep history with the college and long-term investment in its mission," said Gustavus President Rebecca Bergman.

**Occidental's Obama Scholarships.** Occidental C. in Los Angeles, where former President Obama attended for two years as an undergraduate before Columbia U., will offer two scholarships next year in his name. Eventually, the small liberal arts college of about 2,000 students will make 20 awards each year, enough to fund a four-year education.

**Marquette Receives \$1 Million To Help First-Gen Students.** Philanthropist Michael Cudahy recently gave Marquette U. \$1 million to provide five full scholarships to first-generation students in engineering. ■

### AFFIRMATIVE ACTION

*continued from page 1*

school year, as well as some final statistics from previous years. Here are some highlights:

- A total of 2,918 four-year institutions, 1,995 two-year schools and 1,847 less-than-two-year institutions were operating in the United States;

- The average tuition and required fees for full-time undergraduates at four-year public institutions from 2014-15 to 2016-17 rose by 4 percent for in-state students to about \$8,200 and for out-of-state students to approximately \$18,400;

- Nonprofit institutions reported a tuition/fee increase of approximately 5 percent to an average \$27,300;

- Tuition/fees at for-profit institutions averaged approximately \$16,000 for 2016-17;

- Of the roughly 3.3 million students who received degrees or certificates at four-year institutions, more than 58 percent received bachelor's degrees;

- Across all institutions, 2.7 million white students earned degrees or certificates, followed by 671,000 Hispanic or Latino students and 570,000 African-American students. ■

## NEWS YOU CAN USE

**Aid Apps Hit All-Time High.** Applications for financial aid reached an all-time high in several states this year. Nationally, more than 14 million students, about 61 percent of high school seniors, completed the Free Application for Federal Student Aid (FAFSA).

In Nebraska, for example, aid applications from high school seniors headed for college increased by more than 12 percent. Louisiana also announced that FAFSA applications hit an all-time high, while Arizona reversed a four year drop off in applications with a 17 percent jump over last year.

"There's a definite uptick in the number of high school seniors who are filling out the FAFSA," said Elizabeth Keest Sedrel, a Nebraska spokesperson. "This is really good news because for one thing, we know students who filed the FAFSA are more likely to go to college."

**Wheaton Joins Common App.** Wheaton C. in Illinois has joined more than 750 other colleges and universities who use the

Common Application. Beginning this fall, Wheaton will tap into the more than one million students who apply using the popular application. Wheaton applicants will still be required to respond to the college's faith-based questions.

**Essex County College Unveiled Media Center.** Essex County C. opened a new \$4 million state-of-the-art media center and student lounge in downtown Newark, New Jersey, for its 18,000 students. It includes 140 computer workstations, seven classrooms, open lounges and a computer lab.

**Comings and Goings.** Marquette U. in Milwaukee, Wisconsin, signed a transfer agreement with the C. of Lake County in Illinois.

Due to declining enrollment and financial problems, Marygrove C. in Detroit will cut all of its undergraduate programs this winter, according to the *Detroit Free Press*. In 2013, graduate and undergraduate enrollment stood at 1,850 students, but fell to 966 last fall. ■

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Production: Design|Americom; Salsedo Press, Inc. COLLEGE BOUND is published monthly, ten times a year. Inquiries should be directed to P.O. Box 6536, Evanston, IL 60204; 773-262-5810. Annual subscription: \$59 in North America, \$69 for international orders, including airmail postage. [www.collegeboundnews.com](http://www.collegeboundnews.com)

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