

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

Vol. 33, No. 4

December 2018

Admissions Far and Near

More International Students. For the third year in a row, the number of international students studying in the U.S. has topped the one million mark. According to “Open Doors 2018,” issued by the International Educational Exchange, this year the number increased by 1.5 percent to 1,094,792 students. The United States remains the top destination for international students.

However, new student enrollment actually fell by 6.6 percent in 2017-18. The current gains overall were due primarily “to increased participation in the Optional Practical Training program, which allows international students to practice their skills in the United States for up to 12 months during or after they complete their academic programs, or up to 36 months for students who have earned a degree in STEM fields.”

The number of U.S. students studying abroad increased by 2.3 percent to 332,727 during the 2016-17 academic year. About 10 percent of U.S. students study abroad at some point during their undergraduate career. Almost 30 percent of them are students of racial and ethnic minorities, up from 17 percent in 2005-06.

Meanwhile, U.S. Selective Colleges Harder To Get In. According to BusinessStudent.com, between 2006 and 2018, the acceptance rate at the U. of Chicago experienced the greatest decline among selective U.S. institutions at 81.1 percent, falling from 38 percent in 2006 to 7.2 percent in 2018.

The remainder of the top 10 in order of percent of acceptance decrease: Northwestern U. which declined from 32 percent to 8.4 percent; Duke U. which fell from 23 percent to 6.4 percent; Georgia Tech, which fell from 69 percent to 22 percent; Johns Hopkins U., which fell from 30 percent to 9.9 percent; Tulane U., which fell from 48 percent to 17 percent; Stanford U., which fell from 11 percent to 4.3

percent; Rice U., which fell from 27 percent to 11 percent; UC Berkeley, which fell from 34 percent to 15.1 percent; and Vanderbilt U., which fell from 24 percent to 10.9 percent.

The two major factors in making these schools harder to get in are more applications per serious student and greater global demand. To see the entire list, go to www.businessstudent.com.

New National Initiative to Boost Graduation Numbers. The Association of Public and Land-grant Universities launched a new collaborative effort to increase college access, close the achievement gap and award hundreds of thousands more degrees by 2025. “Powered by Publics: Scaling Student Success,” a collaborative which currently includes 130 public universities and systems, was officially announced at APLU’s annual meeting last month in New Orleans.

The universities, which enroll more than 3 million students including 1 million Pell grant students, will work in groups of 4 to 12 to share successful and innovative strategies and resulting data. “We have to seize the moment and mobilize institutions to improve not just college access, but also equity in student outcomes and the number of students who earn degrees,” said Peter McPherson, APLU president.

The effort will be overseen by APLU’s Center for Public University Transformation. For more info, see, <http://www.aplu.org>.

Less Focus on Social Media Profiles. Kaplan Test Prep’s 2018 survey of admissions officers found that only 25 percent visited social media profiles of applications, down from 40 percent in 2015. Of the 52 percent of admissions officers who did visit social media profiles said that “applicants have become more savvy about hiding their social media presence

continued on page 2

Early Look at Early Apps

Brown’s “Staggering” ED Increase. Brown U. received 4,169 Early Decision applications for the Class of 2023, a “staggering” 20 percent increase over last year, according to Logan Powell, dean of admission. ED applications from the Midwest soared by 43 percent. The main driver of this increase seems to be the “Brown Promise,” which replaces student loans with university grants. Applications for financial aid increased by 11 percent compared to last year, according to the *Brown Daily Herald*.

Brown also doubled travel grants for low-income students to visit campus during its perspective student program, “A Day on College Hill.” Students who visit campus are twice as likely to commit to Brown, and this year it saw a 33 percent total increase in the number of students who visited, probably due to increased accessibility for low-income students, Powell told the Brown U. Community Council.

As far as the Harvard affirmative action controversy, President Christina Paxton said, Brown considers race a factor, but also, “we’re looking at the whole person. We’re looking at their background, their experience, their test scores, whether they come from a rural area, an urban area, whether they play the tuba.”

Bucknell U. Begins Forming Its Class of 2023. About 40 Percent of the Class of 2023 at Bucknell U. is admitted early, according to Kevin Mathes, dean of admissions. The university’s goal is to enroll 980 students overall

continued on page 2

INSIDE

- Enrollment Trends
- Financial Matters
- Curriculum, Scholarships
- And, News You Can Use

ADMISSIONS

continued from page 1

or using platforms where their content is not easily found by the public.” In fact, Kaplan cited a report by Piper Jaffray which found that 85 percent of teens said they use both Instagram and Snapchat at least once a month, while just 36 percent use Facebook once a month, down from 60 percent two years ago.

THINK GLOBAL, ACT LOCAL IN ADMISSIONS EFFORTS

Villanova Reports “Positive” Outlook. Villanova U., outside Philadelphia, increased its total full-time enrollment by more than 500 students over the last five years, reduc-

ing its acceptance rate in 2018 to 29 percent from 49 percent four years ago. It currently enrolls 10,181 students and has a 96 percent freshman-to-sophomore retention rate.

While the university has become known for its basketball championships, it changed its admissions policy to include Early Decision, which administrators believe has increased its yield.

St. Anselm’s Second Largest Class. St. Anselm C. in New Hampshire enrolled 600 students in its Class of 2022, the second largest and academically strongest class in the Benedictine college’s 129-year school history. It also welcomed 18 transfer students. “Here

at St. Anselm College, we collectively care for each other,” Stephen R. DiSalvo, president, told the new students.

St. Anselm prides itself on its “strong liberal arts curriculum, the New Hampshire Institute of Politics, its commitment to inclusiveness, a highly successful nursing program and a legacy of community service.”

Misericordia U. Fielded Nearly 2,000 Apps. And, Misericordia U. in Dallas welcomed 412 first-year students, along with 72 transfer students, bringing university enrollment to about 2,570 undergraduates and graduate students in full- and part-time academic programs, according to the *Dallas Post*. In its 94th year, Misericordia U. received 1,935 first-year applications last spring from nine states, including several from the East Coast. ■

Enrollment Trends

Separate and Unequal Tracks. “Our Separate & Unequal Public Colleges: How Public Colleges Reinforce White Racial Privilege and Marginalize Black and Latino Students,” is a new report from the Georgetown U. Center on Education and the Workforce. It charges that “misguided admissions practices” and inequity in funding are splitting the public education system into two separate and unequal tracks.

The researchers found that more than 340,000 black and Latino high school students score above average on standardized college admissions tests, but only 19 percent of those high-scoring minority students attend a selective public college, while 31 percent of white students who score above average on the SAT attend those colleges.

California “Latinx” Students. According to the Campaign for College Opportunity, by 2030 California will need 1.65 million more college degree or credentialed people than are currently on track to earn them. Currently, 40 percent of California’s population is “Latinx.” Over 50 percent of California’s K-12 students are Latinx, as are 40 percent of all California college undergraduates.

However, only 18 percent of California Latinx have earned some kind of college degree, compared to 52 percent of whites and 62 percent of Asians. The Campaign for College Opportunity says, “Our public higher education system is key to ensuring that our state is able to meet its economic goals, maintain its global standing, keep up with technological advances and keep our economy strong.”

Higher Education Analytics. The inaugural Advanced Data Analytics Summit, recently held in Pittsburgh and sponsored by Othot, an advanced analytics education company, discussed how colleges and universities are using data to locate, recruit and support students, while reducing attrition.

Among its major conclusions were:

- Most schools are paying attention to the aggregate. But they need to be focusing on the individual. “To increase conversion rates, you have to ask the right questions and let data indicate the correct human resources and tactics to engage students at the individual level.”

- You’re losing students you shouldn’t be losing. “Many of the signs or indicators of losing a student are apparent before they step on campus. Being reactive or waiting until midterms to identify the students does not work. By using advanced analytics to identify the students and their indicators, you’re able to proactively create a strategy to re-recruit your freshmen to become sophomores.... Creating passion profiles is key to personalizing the individual campus experience.”

- The goal should be to focus on the entire lifecycle-admissions, enrollment, retention, graduation, post-graduation and alumni success.

- Data alone doesn’t drive change. “The people using the data change the outcome at every stage, admissions, enrollment, retention, graduation. Analytics is the driver. It is the art and the science of acting in the right moment to nudge the stream futurity toward or away from a particular outcome.”

Penn State’ Enrollment Declines Slightly.

Across its 19 campuses, Penn State saw a slight decrease in enrollment from last year. Total enrollment hit 97,136, down 1.7 percent. But enrollment at its flagship University Park campus remained “about steady” at 46,270.

“Enrollments at the campuses have seen periodic ups and downs from year-to-year, but the trend over 20 years has been quite stable,” said Rob Pangborn, vice president and dean for undergraduate education. “What we are seeing recently in our Commonwealth Campuses is not different from what many of our peer institutions have experienced across the state and especially in the northeastern part of the country.” ■

EARLY LOOK

continued from page 1

in the Class of 2023, out of which 620 will be in the College of Arts and Sciences, 200 in the College of Engineering and 160 in the Freeman College of Management.

Students applications are read by two reviewers. Mathes noted, “We seek characteristics that are not quantifiable: kindness, compassion, empathy, grit, determination, creativity, resilience and a willingness to engage with others from different backgrounds than your own.”

Georgia Admits 7,500 EA. The U. of Georgia attracted nearly 17,000 Early Action applications for the Class of 2023, 14 percent more than last year. UGA has notified about 7,500 that they have been admitted. “After months of traveling the state and nation recruiting these students, it is our privilege to welcome them to the U. of Georgia,” said Patrick Winter, associate vice president for admissions and enrollment management.

Virginia Receives Record EA Apps. The U. of Virginia received a record number of Early Action applications for the Class of 2023. The number of applications from African-American students soared by 32.5 percent, while the number from Hispanic applicants jumped by 21.9 percent. And the number of first generation applications increased by 18.6 percent.

Yale EA Application Jump. Yale U. attracted a record 6,020 Early Action applications for the Class of 2023, 5 percent more than last year. Applications arrived from all 50 states and 100 foreign countries, dean of undergraduate admissions and financial aid, Jeremiah Quinlan, told the *Yale Daily News*. And the number of applications from traditionally underrepresented students increased. Last year, Yale admitted 14.7 percent of its Early Action applicants. ■

Financial Matters

Default Rate Exceeds 10 Percent. The U.S. economy is booming with nearly historically low unemployment. Yet the default rate among college graduates is exceeding 10 percent, and some are predicting that it could rise to more than 23 percent on loans that are issued this year. Over 44 million students and former students have \$1.4 trillion in student loans, three times more than in 2005. And more than 8 million of them have defaulted on those loans, while an estimated 30 percent are struggling to repay them. The situation is dire.

Bridging the Gap. How successful are “last-dollar” programs that supplement existing sources of need-based aid? To find out, the Federal Reserve Bank of Philadelphia conducted a case study of a need-based tuition discounting program at Rutgers University-Camden. It concluded that “Bridging the Gap,” a program that reduces or eliminates tuition and campus fee costs for income-eligible students, “substantially boosts the likelihood of enrollment... for lower-income New Jersey residents admitted to the school.”

Students “reported diminished financial stress, reduced reliance on student loan debt and the ability to reduce work hours during the school year as key benefits of the program. However, many still struggled to balance work and class schedules and stay on top of variable education and living expenses.”

And “relative to comparable students from prior cohorts, income-eligible students, particularly middle-income students, were more likely to meet the program’s academic performance standards and enroll for a second year of study. However, these improvements do not appear to be directly attributable to the program for lower-income students.”

Financial Aid Falling Short in Texas. According to the *San Antonio Express*, aid is not meeting the need of college students in Texas. It states that the Texas Higher Education Coordinating Board has found that in 2017, the average gap between the cost of one school year of undergraduate education at a four-year institution and expected family contribution was \$6,727. At a community college, the gap was \$8,528. Meanwhile, the costs at a public university are \$22,578 and at a public two-year institution \$13,398.

Go Blue Guarantee Boosts Middle and Lower-Income App and Enrollment. In the fall 2018 semester, almost 26 percent of in-state U. of Michigan undergraduates did not pay tuition, thanks to the new

Go Blue Guarantee and various financial aid packages. Now, about 15 percent of the nearly 7,000 new freshmen come from underrepresented minorities and 14 percent are first in their family to attend a four-year college.

According to WDIV in Detroit, since the Go Blue Guarantee was launched last January, U-M has seen a 6 percent increase in enrolled freshmen who come from families earning less than \$65,000. Plus, applications from the lowest-income students has shot up by 24 percent.

Future Tuition Shock. The College Board estimates that a child born in 2018 will spend more than \$150,000 in today’s dollars to attend a four-year, in-state public university. That is an incredible figure that could be reduced through political action.

But if it isn’t, Robert Aruldoss, senior research analyst at the Schwab Center for Financial Research, says, “the ideal time to start [saving for college] is right after a child is born. But regardless of when you begin, every dollar you’re able to invest is one less your child may need to borrow.” Schwab points out that “Investing \$250 a month from birth could get you nearly 60 percent of the way toward your goal.”

Student Debt Disproportionately Impacts Women. According to a recent report from the American Association of University Women, 57 percent of those attending college are women. But they have two thirds of the student debt loans, totaling nearly \$1 trillion. “Student debt levels have reached an all-time high,” said Kim Churches, chief executive officer of AAUW, “with women carrying a bigger burden of debt than men,” For the full report, see, <https://www.aauw.org>.

Parents Borrow More Than Ever, Struggle To Repay. The Parent Plus program, launched in 1980, now has 3.4 million borrowers who owe \$87 billion (not including consolidated loans), or about 6 percent of all outstanding federal student loans. And they are charged a 4.248 percent origination fee and an interest rate of 7.6 percent.

According to Brookings, the annual borrowing amount of parents has more than tripled over the last 25 years, from \$5,200 per year in 1990 (adjusted for inflation) to \$16,100 in 2014. “And because of these increased borrowing amounts more parents have very large balances: 8.8 percent of parent borrowers entering repayment on their last loan in 2014 owed more than \$100,000, compared to just 0.4 percent in 2000.”

As a result, parent default rates have increased and repayments have slowed. All this has led to “heightened economic distress.” ■

COUNSELOR’S BOOKSHELF

Digital Badges in College Admissions? Digital badges or digital credentials “are electronic records used to demonstrate skills, abilities and knowledge experienced inside or outside the classroom,” something like Boy Scout badges. They are earned, recorded and shared digitally.

Researchers at the U. of Michigan recently issued a report on their adaptability to college admissions. “The use of digital credentials in college admissions holds the promise of helping universities assemble a more diverse

class and better identify students who are prepared for advanced and lifelong learning,” the researchers reported.

“These kinds of credentials could be used to expand access to higher education by representing a much broader range of student capabilities than is possible through measures like standardized tests scores or grade-point averages.”

“With the current state-of-the-art in digital credentials and badges, we believe they are ready for experimental use in higher educa-

tion admissions...” *CB* will keep you updated.

Collegehood Advice Podcast. Collegehood, a student-centered college success coaching practice, launched its second season of weekly free podcasts offering expert guidance to help students negotiate college and beyond.

“The Collegehood Advice” podcasts touch on topics such as, “Top 5 Mistakes College Freshmen Make,” “8 Things to Consider Before Transferring” and so forth. The first full season of 30 episodes and the second of 40 episodes can be downloaded on various platforms, including Apple Podcasts, Google Podcasts and YouTube. ■

CURRICULUM CAPSULES

Cornell Helps First-Generation Students.

Cornell U. C. of Arts and Sciences has launched three new programs: a Summer Scholars Institute, small-group advising seminars for first-generation students and a guaranteed summer internship program for sophomores.

“Our goal is to provide tailored academic and career mentoring to first-generation students that introduces them to the culture of higher education, supports their well-being and unlocks growth opportunities that they might not otherwise know how to access,” said Bonnie Comella, assistant dean. About one in eight students in Arts and Sciences is first-generation.

Duke Funds Gap Year. Beginning with the Class of 2023, Duke U. will give admitted students between \$5,000 and \$15,000 for a gap year program of their choice. Students can design their own program or sign-up for a preapproved program.

“On many metrics of student performance, from level of retention to student happiness, there is evidence that taking a gap year provides benefits in both the short term and

long term,” said Christoph Guttentag, dean of undergraduate admissions.

Vassar’s Social Entrepreneurs Internships.

Vassar C. in New York has partnered with the Global Center for Social Entrepreneur Network to implement its Social Venture Internship Program for Vassar students and recent grads. SVI allows students to learn the fundamentals of starting a business tied to a relevant and beneficial social venture that they can create as interns around “4Ps,” People, Planet, Place and Profit.

Colorado State-Global Campus Partners With OnlineDegree.com.

Colorado State U.’s-Global Campus, the nation’s first fully accredited, 100 percent online state university with 28 degrees, has partnered with OnlineDegree.com to make college more affordable and accessible. OnlineDegree.com allows working adults to take a variety of courses in psychology, computer programming, history, marketing, robotics and other subjects and transfer credits to participating accredited universities.

“Our partnership with OnlineDegree.com

allows a student to complete over one-third of their Bachelor’s degree requirements tuition free,” said Travis Coufal, senior director of engagement at CSU-Global. See, www.csuglobal.edu and onlinedegree.com.

Maine C. of Art’s Animation & Game Art Major.

Maine College of Art in Portland has launched a new major in Animation & Game Art “to prepare student artists with the creative expertise they need to become 21st-century storytellers.” Students focus on 2D and 3D and stop-motion animation, as well as game design, digital modeling, concept art and cinematic storytelling. Students are also connected to game art internships and career opportunities.

“The global games market is expected to grow from \$137.9 billion in 2018 to more than \$180.1 billion in 2021,” said Brian Wilk, vice president of design and development at Hasbro, Inc., and president of MECA’s Board of Trustees. ■

Scholarship Scoops

New “Live Más” Scholarship. In 2019, the Taco Bell Foundation will award \$1 million in a new scholarship program called “Live Más.” Designed for students between the ages of 16 and 24, the scholarships range from \$5,000 to \$25,000. To apply, students need not include their SAT scores or grades, but submit a two-minute video “about their life’s passion.” Deadline: February 21, 2019.

See, www.livemascholarship.com.

Two DePaul Illinois Scholarships. DePaul U. in Chicago will offer the Chicago Promise Scholarship and Catholic Heritage Scholarship for graduates of Chicago and Illinois Catholic high schools who post an average 3.7 GPA or higher and are admitted to DePaul as a full-time freshman.

Aviation Scholarships. More than \$75,000 is now available to assist current and incoming students who are seeking a degree in aviation-related fields through the Experimental Aircraft Association. *Deadline:* January 31, 2019. See, EAA.org/scholarships.

Beloit C. to Offer New “Stateline Scholarship.” In Wisconsin, Beloit C. has announced it will provide a scholarship of \$32,000 per year for a total of four years to students who live along the Wisconsin-Illinois border. The scholarship is intended to make the idea of attending Beloit a reality by reducing the costs students from the stateline area will pay. *Deadline:* January 15, 2019. ■

HAPPY HOLIDAYS!

NEWS YOU CAN USE

IUPUI Celebrates 50th Year. Indiana U. Purdue U. Indianapolis (IUPUI) is celebrating its 50th year. Like many regional campuses of state universities, IUPUI has made a high quality education available to students who cannot, for various reasons, travel distances to study at the flagship state university campuses in Bloomington and Lafayette.

IUPUI now enrolls 22,000 undergrads and 8,000 graduate and professional students from 49 states and 145 different countries, 28 percent of whom are students of color. IUPUI offers degrees in 350 academic areas and boasts of 180,000 alumni.

St. Vincent C. at Sacred Heart U. Sacred Heart U. in Fairfield, Connecticut, has assumed operations of nearby St. Vincent C. The new St. Vincent C. at Sacred Heart U. will offer an Associates of Science degree in radiography and a variety of certificate programs. It will also expand St. Vincent’s distance education and continuing and professional education programs, and provide a pathway for St. Vincent’s students to pursue a baccalaureate or master’s degree at Sacred Heart.

“Sacred Heart University and St. Vincent’s college are two institutions with a strong Catholic identity and similar missions and

core values, and we are confident that joining together will benefit the students in both programs,” said SHU president John J. Petillo.

Higher Ed Headed in Wrong Direction?

Some 61 percent of Americans polled by the Pew Research Center think higher education is headed in the “wrong direction.” Among those holding that position, 84 percent cite high tuition as the main problem, while 65 percent say students are not learning the skills they need in the workplace and 54 percent say that colleges and universities are too concerned about protecting their students from views they may find offensive.

Medical School Coaching.

Competition to get into medical school is always fierce. Now parents of the high school students who aspire to become doctors are hiring an advisor for their freshman or sophomore students to get them on the right track for med school applications. Advisors guide clients in high school course selection, summer activities, social media usage and other factors that might influence their acceptance in years to come.

Since 2007, MedSchoolCoach.com has worked with 9,500 premedical and medical students. ■

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

©2018 COLLEGE BOUND PUBLICATIONS, INC. All rights reserved. ISSN 1068-7912 For photocopy rights, please write the Editors.