

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Editor's Note: Welcome to Year 34 of *COLLEGE BOUND: Issues & Trends for the College Admissions Advisor*. Once again, we look forward to reporting on the issues and trends of this year's admissions cycle as it unfolds each month. From the beginning 34 years ago, our mission has been to help improve access to higher education by providing timely information to you to help students find the right college or university. From early admissions numbers to tuition discounting to new scholarships and academic programs, *CB* will continue to keep you on top of the latest developments and help you see the national admissions picture as well as news from your favorite individual schools.

And, don't forget, the fastest way for you and all the members of your education community to access *CB* is at www.collegeboundnews.com. That's where you'll find the latest *CB* issue posted during the first week of each month. And also don't forget to go back to our web site throughout the month to read the latest "Admissions Story-of-the-Day."

Have a Great School Year! *The Editors*

Time Well Spent Matters More Than School Attended

AS THIS YEAR'S college-bound students worry over applications and college choices, it is worthwhile keeping in mind recent research from Challenge Success, a nonprofit organization affiliated with Stanford U. Graduate School of Education. Its report, "A 'Fit' Over Rankings: Why College Engagement Matters More Than Selectivity," states that research "strongly suggests that engagement in college, how a student spends his or her time, matters much more in the long run than the college a student attends."

With 4,500 accredited, degree-granting colleges in the United States, the top 5 percent include over 200 colleges, "and yet the differences between the top of the list and the 200th on the list, in terms of all outcomes... are minimal."

The reality is "that anyone who wants to, who is willing to spend the time and make a financial investment (more affordable in the case of most community colleges), can go to college in the United States. The reality is, higher education in the United States is uniquely, exceptionally strong."

The researchers cited a 2014 Gallup-Purdue survey that found "six key college experiences that have an impact on how fulfilled employees feel at work and whether they are thriving in life after college."

1. Taking a course with a professor who makes learning exciting.

continued on page 3

Admissions Watch

The Class of 2023 Breaks Records

As *COLLEGE BOUND* went to press this month colleges throughout the country were welcoming the Class of 2023 and posting the latest stats on the 2018-19 admissions cycle. Here is a roundup of recent reports which had a few surprises. More reports follow next month as well as on *CB's* website as an "Admissions Story-of-the-Day."

Chicago's Yield Hits 83 Percent. The U. of Chicago attracted 34,600 applications for the Class of 2023. And 83 percent of the 6.2 percent of those offered admission chose to enroll. That makes the U. of C.'s yield 6 percent higher than last year.

Chicago has been revamping its admissions and financial aid strategies to increase diversity. And last year it announced it was going "test optional." (Past first-year classes posted SAT Critical Reading scores between 720 and 780, SAT Math scores between 750 and 800.) Between 10 and 15 percent of students in the new class did not submit SAT or ACT scores.

In addition, Chicago's new Empower Initiative promises full-tuition scholarships

for students whose families earn less than \$125,000, scholarships of \$20,000 over four years, and a guaranteed paid summer internship for all first-year students. It created scholarships for veterans and children of police officers, firefighters and veterans. The U. of C. also launched a new effort to recruit rural students.

As a result, the number of first-generation and low-income students who are attending the U. of C. this fall jumped 20 percent. The number of African American students reached 10 percent.

U. of Connecticut is Most Diverse in History. The Class of 2023 at UConn includes a record number of students of color. At the Storrs campus this totals 41 percent. UConn also had the second-largest reported SAT average, which was 1296 for incoming freshmen, and included the most valedictorians and salutatorians in history, 176. About 3,650 students are enrolling at the Storrs campus, coming from 29 states. Also, a record 580

continued on page 2

INSIDE

- State News
- Bookshelf
- Curriculum Capsules
- News You Can Use

2023 BREAKS RECORDS

continued from page 1

freshmen are joining the UConn Honors program. The university had a record number of applications, 39,000.

Oklahoma U. Has Largest Class in History. Freshman enrollment at OU in Norman increased by three percent to 4,526 in Fall 2019, according to *oudaily.com*, breaking a 129-year record. Over one-third identify as a minority, and almost 25 percent are first-generation. Three hundred students are participating in the Crimson Commitment which covers a portion of tuition and fees. The average GPA is 3.62, average ACT score is 26. About 550 had a 4.0 grade-point average in high school; 288 were ranked first in their high school graduating class.

The U. of Nevada Las Vegas Welcomed a Record Class. UNLV enrolled 4,300 freshman this semester, and announced more students than ever are living on campus.

U. of New Haven Selects One of Largest Classes. More than 1,300 first-year students were selected from the U. of New Haven's largest applicant pool in history. Approximately 58 percent of the first-year students are female. And 90 percent of the Class of 2023 will live on campus. The most popular declared major? Forensic science, followed by criminal justice, biology, cybersecurity and sports management.

The U. of Pennsylvania Yield Reaches 70 percent. Penn had the highest yield this year in 10 years, with 3,345 students of 44,960 applicants accepting its offer. Kathryn Bezella, vice dean, stated that Penn's new information session, programmatic changes to admitted student events, a redesigned web site and branding strategy were partly responsible for the increase. The Class of 2023 ultimately comprised 2,400 students who hail from 79 nations and 50 states. Fifteen percent are first-generation. Fifty-one percent identify as students of color and 53 percent identified as female.

Purdue Enrolls One of its Largest Classes. Purdue U. in Indiana welcomed about 8,000 students into its Class of 2023, the second-largest first-year class in school history, behind last year's 8,300 students. President Mitch Daniels said Purdue's total student population will continue to grow and that a higher percentage of students are asking to live on campus.

Rice Shoots Off Fireworks for New Students. Rice U.'s Class of 2023 was greeted by fireworks as students entered the Academic Quad after matriculating events hosted by President David Leebron. The new class of 968

State News

Connecticut Offers Debt-Free Community College. Students who graduate from a Connecticut high school and enroll full-time in one of the state's 12 community colleges will graduate debt free, thanks to a new program passed by the state legislature. Currently, 48,000 full- and part-time students are enrolled in Connecticut community colleges.

An estimated 60 percent already received sufficient financial aid to graduate without debt. The state's Board of Regents estimates another 2,310 or more will be helped by the program in its first year. The program that will officially begin in 2020 could cost the state up to \$8.1 million its first year, according to *The Middletown Press*.

"We think it will result in the number of students who ultimately complete not only an associate's degree, but also a bachelor's degree afterwards," State Senate President Pro Tempore Martin Looney told the paper. "That is critically important to the future of Connecticut."

Illinois Mandates All Seniors Apply for College Financial Aid and Boosts Aid Overall. Illinois Governor J. B. Pritzker signed a law requiring all high school seniors to apply for federal financial aid for college (the FAFSA) before they can graduate, beginning the 2020-

students was selected from a pool of 27,087. Some 378 of them hail from Texas and 206 are international students.

Tulane Enrolls "Historic Class." "We received 42,000 applications this year for 1,800 spots," Satyajit Duttgupta, vice president, told students at the Welcoming Convocation. "You are the most selective, the most diverse and the most global class in the history of Tulane."

U. of Vermont Welcomes "the Brightest Ever." President Suresh Garimella began his first year at UVM at the same time that 2,500 new students became "Catamounts." For the fifth year in a row, incoming students had the highest academic credentials "they've ever seen." Vermont's graduation rate has climbed to 67 percent of students in four years.

Virginia Tech is Paying Students to Defer Enrollment. While some schools throughout the country are struggling to meet their enrollment goals, Virginia Tech has the opposite problem this fall. It planned for about 7,000 students, but 8,009 accepted its admission offer. To deal with the extra students, VTU offered a \$1,000 scholarship for the next four years as inducements to 1,559 students to defer enrollment. They also could be reimbursed for taking community college classes. Or they could take free VTU classes during

21 school year. "This initiative will connect more students to the resources that are already available to help them get education or training after high school," State Representative Katie Stuart said in *thecentersquare.com*. "But it's flexible enough that we are not putting up any new barriers to graduation."

Texas and Louisiana also require students to apply for federal financial aid.

State "Free College" Promise Programs. At last count, 19 states now sponsor 22 Promise programs that minimally guarantee free tuition to community colleges. Some also offer benefits such as book stipends or free tuition at public four-year institutions. According to a June Century Foundation article "Policy Design Matters for Rising 'Free College' Aid," of the 15 "active programs enacted since 2014, eleven are both last-dollar and limited to tuition and fees, which will generally require the student to pay for the remaining 70 percent of the full cost of attendance."

Oregon Boosts Tuition at State Schools. Tuition at Oregon's seven state universities increased this fall from 2.33 percent at Western Oregon U. to 9.9 percent at Southern Oregon U. The U. of Oregon, the state's flagship university, increased 6.91 percent. ■

this and next summer. Students had to make their decision by early June.

OTHER ADMISSIONS NEWS

Brown's QuestBridge Commitment Expands. Brown U.'s partnership with the QuestBridge program, which matches talented low-income high school students with 40 prestigious colleges and universities across the nation, has grown steadily in the last few years.

Brown admitted one QuestBridge student to its Class of 2019. By the Class of 2022, the number of QuestBridge students enrolled in Brown reached 30, according to Logan Powell, dean of admission. All receive full scholarship assistance. QuestBridge's National College Match received 16,248 applications for the Class of 2023, and accepted only 6,507 as finalists.

Chinese Apps to British Universities Soar. The number of Chinese students applying as undergraduates to British universities jumped 29.7 percent in 2019, the Universities and Colleges Admission Service reported. The number of Indian students applying jumped 30 percent in the past two years.

Applications are not the same as enrollment, but experts think part of the increase comes from multiple applications and trade tensions between China and the United States. The United Kingdom currently attracts 10 percent of the world's globally mobile students. ■

TIME WELL SPENT

continued from page 1

2. Working with professors who care about students personally.
3. Finding a mentor who encourages students to pursue personal goals.
4. Working on a project across several semesters.
5. Participating in an internship that applies classroom learning.
6. Being active in extracurricular activities.

Conclusion: If college-bound students and their parents keep these findings in mind during this application season, they are likely to find the process and results to be less stressful and more meaningful.

Recruiters Spend More Time Out-of-State. A recent report funded by the Joyce Foundation entitled “Recruiting: The Out-of-State University,” analyzed off-campus recruiting visits to high schools by admissions officials from 15 public research universities as a way of understanding university enrollment priorities. The researchers from UCLA and the U. of Arizona found that the recruiting trips of the 15 schools systematically favor those who come from wealthy families.

The researchers found that 12 of the 15 universities made more out-of-state high school visits than in-state visits, and that seven of the 15 made twice as many more out-of-state visits. These visits concentrated in affluent communities within major metropolitan areas and ignored rural communities.

Researchers found, “All the universities were much more likely to visit out-of-state public high schools in high-income communities than schools in low-income communities.... Most universities were significantly less likely to visit out-of-state public high schools with high percentages of black, Latinx, and Native American students, even after controlling for other factors.”

Declining Affordability. A new study from the National College Access Network (NCAN), “The Growing Gap: Public Higher Education’s Declining Affordability for Low-Income Students,” found that in the 2016-17 academic year, only 27 percent of the 528 two- and four-year institutions that it studied were affordable for low-income students.

NCAN defines affordability as affordable for the average Pell Grant recipient who receives the average financial aid package and works

part-time. The average affordability gap for these students at four-year schools is \$2,118. At two-year institutions, where about 30 percent of all postsecondary students study, the average affordability gap is \$453.

The report concludes, “These findings are discouraging for students and families, the public and the institutions that do the best they can with what probably few would say is sufficient support from their states. But if our work here makes one group feel pressure, let it be the policy makers whose decisions can affect the affordability landscape. The members of Congress working to reauthorize the Higher Education Act can ill-afford to nibble on the edges of the issue and must take decisive action to increase college access and affordability for students, especially now that we also show that community colleges are hardly a universally affordable release valve.”

This, of course, suggests, that those concerned with this critical issue, contact state and Congressional representatives and urge corrective action. To read the report, go to: www.collegeaccess.org.

Half of States Rely on Tuition More Than State Funding. Before the great recession of 2008, only 10 states relied more heavily on student tuition and fees than tax dollars to fund the operations of their public colleges and universities. But a decade later, the number of states where tuition revenue exceeded state appropriations had grown to 26, according to the *journalstar.com*. The paper pointed out that Nebraska is one of those states funding a larger share of higher education.

College Regrets. A PayScale survey of 248,000 employees found that nearly two-thirds have regrets about their degrees. Student loan debt, which has reached \$1.6 trillion was the number one regret among 27 percent of respondents. About 70 percent of students graduate with debt, averaging \$33,000.

The top regret among 12 percent of respondents was their field of study. Other regrets include poor networking, school choice, too many degrees, time spent and academic underachievement. About 42 percent of engineering and 35 percent of computer science and 37 percent of education grads had no regrets. But 75 percent of humanities majors, 73 percent of social science, physical and life sciences, and 66 percent of business majors expressed regrets. ■

COUNSELOR’S BOOKSHELF

“The Cost of Opportunity: Student Stories of College Affordability,” a report from the Institute of Higher Education Policy, “shares the perspectives and aspirations of 17 low-income and working-class students” from across the country. Read the PDF at www.ihep.org/research/publications/cost-opportunity-student-stories-college-affordability.

Peterson’s Partners with YouVisit. Peterson’s, the “educational services company,” has teamed up with YouVisit, an interactive media company that has created more than 500 virtual reality tours of campuses around the world and has conducted more than 5 million digital tours. This tool has become more important, given that more low-income

and out-of-state students do not have the resources to personally visit campuses before they are admitted. See, www.YouVisit.com/collegesearch.

The Best 385 Colleges: 2020 edition by Robert Franek; Penguin Random House; ISBN 9780525568421; \$24.99. Guide includes 62 ranking lists of categories from financial aid to career services to campus food, based on The Princeton Review’s survey of 140,000 students. See, www.princetonreview.com/best385.

The College Dropout Scandal by David Kirp; Oxford U. Press; ISBN: 9780190862213; \$24.95. Four out of 10 students drop out of

college. Kirp, a *New York Times* writer and professor at UC Berkeley, shows how effective strategies can move the needle on graduation rates.

Choosing College by Michael B. Horn and Bob Moesta; Jossey-Bass; ISBN-10: 111-957-0115; \$25. The authors stress how to get past the rankings to what really counts.

NACAC Begins Podcasts. This summer, the National Association for College Admission Counseling (NACAC) began a podcast series, “to help students, families and the professionals who support them better understand the admissions process.” Its first two episodes are, “College Admission after Operation Varsity Blues” on the bribery scandal and “Admissions Decoded.” See, www.nacacnet.org. ■

CURRICULUM CAPSULES

Looking for new and interesting programs found off the beaten path?

Dayton's B.A./B.S. in Sustainability. Beginning August, the U. of Dayton will offer both a B.A. and B.S. degree in Sustainability. According to the Environmental Defense Fund and Climate Court, more than 1 million sustainability jobs have been created over the past six years.

Graceland Adds Two Programs. This fall, Graceland U. in Iowa launched a B.A. in Hispanic Studies and a minor in creative writing. "The Hispanic Studies major fosters cultural understanding and global citizenship, resulting in a transformative student experience that teaches critical thinking and understanding of self and others," said Jonathan Montalvo, assistant professor of Spanish. Graduates will be prepared to work

as bilingual educators, translators, medical interpreters, customs/immigration officers, speech pathologists and in travel/tourism or international relations.

Hawaii Flies High. The U. of Hawaii at Hilo offers two new concentrations in its B.S. degree program: commercial pilot training and commercial aerial information technology. The latter focuses on work with unmanned aviation systems, or drones. The state legislature also appropriated money for new training equipment. "This is fantastic, because it gives us the funding so that we can purchase professional-grade simulators for students to learn how to fly in," said Ken Hon, interim vice chancellor for academic affairs.

NEWS YOU CAN USE

Parents Helping Adult Children. Half of Americans say helping their children financially has jeopardized their retirement savings, according to a Bankrate survey. A separate survey from Merrill Lynch discovered that half of parents would draw down their savings and a quarter would go into debt to help their kids. But experts warn parents not to become a 24/7 ATM. Rather, they should help their young adults learn how to save and budget.

Affluent Parents Encourage Student Activities. In wake of last spring's college admissions scandal, CNBC recently conducted a "Millionaire Survey" of 750 affluent parents. It found that 33 percent of affluent parents encourage their children to participate in athletics, arts and extracurricular activities to help them get into college. Some 7 percent hired test prep/college entrance exam tutors, while only 2 percent hired college admissions counselors, 2 percent used college essay/application services, 2 percent donated money to colleges and 1 percent sought recommendations of influence to help their child. But 55 percent of those surveyed did none-of-the-above to help their children gain entrance into college.

"While most millionaires spend less than \$1,000 to help a child get into college, 20 percent of younger millionaires (those 55 and under) spend in excess of \$50,000 in hopes it would help their kid land a spot at a college of their choice."

While the survey found that 70 percent oppose tuition-free college in public schools paid for by taxes to the federal government, the survey also found significant support for a wealth tax on Americans with \$50 million or more in assets.

UW First With Peace Corps. For the third year in a row, the U. of Wisconsin led the nation in the number of graduates selected to volunteer for the Peace Corps. Currently, 75

UW grads are doing Peace Corps work.

Comings and Goings: Marygrove Closes After 92 Years in Detroit. Marygrove C. announced it will permanently close its doors at the end of the Fall 2019 semester. Marygrove had already closed its undergraduate operation in 2017. Now it will close its graduate degree of professional development programs. It has entered into a "teach-out agreement" with Oakland U. in Rochester, Michigan, for students who are within a year of graduation.

Green Mountain C. Closes. After 185 years, Green Mountain C. in Vermont has closed. With a dramatic demographic dip of high school graduates from the Northeast, Green Mountain was having trouble recruiting new students and was forced to give discount tuition rates of about 67 percent, so the average student was only paying \$12,000 of the official \$36,000 tuition. Green Mountain is the third Vermont College to close this year. According to Moody's, about 15 non-profit, private colleges will close this year.

LAST WORD

Big-Time College Football Spends More on Coaches than Athletic Scholarships. According to a new study from the Knight Commission on Intercollegiate Athletics, "colleges and universities with big-time college football programs spend more on salaries and compensation for all their athletic coaches than they do on student-athlete scholarships and aid."

The Knight Commission found that in 2017, 129 schools in the NCAA's Football Bowl Subdivision spent a combined \$1.43 billion on compensation for coaches in all sports and \$1.2 billion on scholarship and aid for student-athletes. Schools also spent more on facilities and equipment, and compensation for support and administrative staff. ■

Indiana Wesleyan's Theatre Education. This fall, Indiana Wesleyan U. will launch its Theatre Education major. The major seeks to prepare students for elementary, middle school and high school theatre and dramatic arts programs. "We are passionate about theatre and teaching, so we are excited to offer a degree that combines them!" said Katie Wampler, associate professor of theater.

Northern Michigan Launches Four New Programs. In Fall 2019, Northern Michigan U. offers certificates in applied workplace leadership and hospitality and tourism management. NMU now also offers a bachelor's degree in social media design management and a master's in mathematics. Another master's degree in speech-language pathology will launch in Summer 2021.

Plymouth State Starts Honors Program. Plymouth State U. in New Hampshire opened a new honors program that promotes student collaboration across academic disciplines. Beginning with the Class of 2023, the top 8 percent of each incoming class, judged by high school GPAs, will be invited to participate.

Students "will develop a project, such as a scholarly paper, film, art work or website" for independent study under the supervision of a faculty member.... "Students will be encouraged to collaborate across disciplines on shared topics."

Stephen F. Austin Announces New Degrees. Stephen F. Austin U. in Texas now offers a B.S. in construction management. It also launched a dance team coaching minor in its Department of Kinesiology and Health Science, designed for those who want to coach dance and spirit teams in high school and college. ■

**HAVE A GREAT NEW SCHOOL YEAR!
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