

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

Vol. 27, No. 7

March 2013

New Programs in the States

MUCH OF THE ACTIVITY in the last month took place in the states. Here is a roundup of the latest trends impacting students from Massachusetts to Utah.

New Resources for Students Interested in STEM Subjects. Governor Dannel P. Malloy made a news splash when he announced that his state is going to invest \$1.5 billion in the U. of Connecticut to expand across three campuses and increase enrollment, particularly in science, technology, engineering and math. The proposal calls for “\$137 million in state funds to support a 30 percent increase in enrollment at UConn—adding 6,580 students and 259 faculty to the UConn Storrs and UConn Stamford campuses.” It also includes an “expansion of the School of Engineering by increasing enrollment by 70 percent.” There will also be new programs in digital design and business. “By targeting state resources to our flagship university we ensure that our young people have the skills they need to fill the jobs we are so aggressively pursuing,” the Governor added, noting the initiative will bring business to the state.

Tuition Breaks in Florida Colleges. At least 23 colleges in Florida have accepted Governor Rick Scott’s challenge to work to develop quality bachelor’s degree programs costing students no more than \$10,000. The colleges have said they will identify the programs and many will be in high-demand areas, according to the BrowardNetOnline. Governor Scott said, “It is important our students can get an affordable education, and our state colleges have stepped up to the challenge to find innovative ways to provide a quality education at a great value.”

Meanwhile, the Sun also Shines on Students Interested in the U. of Florida. In his proposed \$74.2 billion state budget for 2013-2014, Florida Governor Rick Scott gave the U. of Florida a \$15 million “bonus” to hire additional faculty. The bonus rewards UF’s recent performance. “It is time for the Legislature to recognize that performance counts,” one legislator said. And, “we have to get to that point of having a world class university within the state of Florida to break that glass ceiling,” another legislator told the *Miami Herald*.

Louisiana Students Choosing Two-Year Colleges. Enrollment in Louisiana’s two-year colleges jumped by 12 percent last year, while the numbers held steady at four-year institutions. For example, enrollment at Houma C. nearly doubled since 2007, according to houmatoday.com. Students are picking technical colleges for jobs in the oil industry, among other fields. “People realize that, especially in this area, we can get them a good job with good pay,” Fletcher Technical C.C. chancellor Travis Lavigne told the paper.

Massachusetts to Triple Aid. Higher education spending has declined 22 percent in Massachusetts since 2008. But Governor Deval Patrick has proposed tripling the amount of student financial aid available through the Mass Grant program. In addition, he would increase appropriations to the U. of Massachusetts system 8 percent, or \$35 million. Community colleges would get a 10 percent increase or \$30 million.

The plan would be funded through tax increases in the state.

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Admissions Watch

Colby C. Breaks a Record. For the third year in a row, Colby C. received a record number of applications, a total of 5,390 or a 2.8 percent increase over last year. Applications from students of color increased 8.6 percent to 961 applicants. Ten percent of applicants applied Early Decision.

Need-Blind Grinnell? With its student aid program stretched to the limit, Grinnell C., in Iowa, is wondering how long it can adhere to its need-blind admissions policy. The sticker price at Grinnell this year reached \$50,618. The average aid award is \$35,388. But the liberal arts college, where issues of social justice are at the top of its agenda, saw its investments take a 7.8 percent hit last year. And projections indicate that the aid program is on an unsustainable path. So for now, the four-year student borrowing limit has been raised from \$12,000 to \$19,000. And after much debate, the board of trustees voted last month to retain its need-blind admissions policy to at least 2014.

Knox C. Plans to Grow. Applications to Knox C. in Illinois are up 20 percent to 2,346 applicants. This is, in part, by design, according to the Knox student newspaper. The college has established a goal of increasing enrollment by 50-60 students a year “for the next few years,” reaching out to a wider array of students. Currently, admission is need-blind and the college offers a limited number of full-tuition merit scholarships to attract students

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NEW PROGRAMS

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Texas Calling Engineering Students. A new 25 by 25 initiative has been developed by Texas A & M to increase its engineering enrollment to 25,000 students by 2025. The initiative aims to increase accessibility to engineering, transform the educational experience and “deliver engineering education in a cost-effective and affordable manner,” the university said. Last year, 10,000 students applied for 1,600 spaces in the engineering school. “The demand for engineering education at Texas A&M has never been higher,” said R. Bowen Loftin, president, in noting the projected need for engineers entering the workforce will increase in the next 12 years. (See *CB* pg 4, for example.)

Utah Colleges Brace for Dip. Colleges and universities in Utah expect to lose hundreds of students in the coming semesters, because the Church of Jesus Christ of Latter-day Saints has lowered the age requirements for church missionaries. The church changed the age

men can perform service from 19 years of age to 18 and women to age 19. It means men can go directly into missionary work from high school and girls after one semester. The impact on colleges will be tuition revenue loss. For example, the U. of Utah expects a drop of \$5.1 million in revenue in the 2014 academic year. “There can certainly be some positive long-term effects from all this, but in the immediate future the financial effects are real and tough,” Greg Stauffer at the Board of Regents told *The Salt Lake Tribune*.

Western Kentucky’s Dual Admissions. Western Kentucky U., reached across state lines to sign a dual enrollment agreement with Volunteer State C.C. in Tennessee. It already has dual admissions agreements with seven Kentucky community and technical colleges. “Our Tennessee connections are strong,” WKU president Gary Ransdell told the *Western Kentucky University Herald*. “We have nearly 10,000 WKU alumni in Tennessee, and we have a great history with Vol State students transferring to WKU.” ■

ADMISSIONS WATCH

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who might not have considered Knox. Knox currently accepts 70 percent of its students.

Rose-Hulman in Demand. Applications to the Rose-Hulman Institute of Technology in Terre Haute, Indiana, received 500 more applications than it did last year, totaling 5,000. The number of women applying to the school increased 18 percent and international applications are up 74 percent, including a 175 percent increase in Chinese applicants.

Also of note: There has been an increase in applicants interested in studying electrical and computer engineering. James A. Goecker, vice president, noted in *Inside Indiana Business* that Rose-Hulman graduates have a nearly 100 percent career placement rate.

Southern U. Recruiting. Southern U. in Louisiana is stepping up its recruiting efforts around the region, and especially in Texas and Louisiana, with special events such as “College Night on the Bluff.” SU’s enrollment currently stands at 6,400 students, according nola.com. But this is 3,000 less than in 2004. Separate out-of-state tuition has been eliminated for some students, which saves students \$3,000.

After severe state budget cuts, Southern has “merged some colleges and schools, to create more synergy between departments,” said chancellor James Llorens. And SU is offering a bachelor’s and master’s degrees in criminal justice online. “We have good placement rates for our students, especially in areas such as business, engineering and nursing,” Llorens explained.

Syracuse U. Records Another Record. Early Decision applications to Syracuse U. increased by 19 percent, making it the largest pool of Early Decision applications in SU history, Maurice Harris, dean of admissions, told *The Daily Orange*. Regular decision applications increased by 10 percent to 28,000, 2,500 more than in 2011-12. The C. of Visual and Performing Arts had the largest increase, up 20 percent. The enrollment goal is 3,400 students. Reflecting a new trend *CB* is seeing elsewhere: About 35 students will spend their first semester abroad, in this case Florence, Italy, or Strasbourg, France. Also, the university said it traditionally recruited students who had taken the SAT, but it recently expanded its pool of applicants with “increased attention on the ACT test,” Harris said, which thereby increased applicants from the Midwest. International apps were also up, 4.5 percent, with China the largest group of international students in the applicant pool.

A Quarter of Union C. Class Filled. Union C. in New York had a “slight increase” in applications for its Class of 2017 and noted that more than a quarter of the class had already enrolled through its Early Decision admission program. Union considers Early Decision applicants twice a year. Some 5,643 students applied for 570 positions. Union notes this is the fourth time applications have topped 5,000 and applications have increased 17 percent in the last four years. Union “is committed to meeting the full financial need of all admitted students.” The average need-based scholarship is \$29,000, and the average merit scholarship is \$10,000. Union is also in the process of expanding its facilities. ■

Financial Matters

College Endowments Down. Colleges and universities across the country experienced a somewhat surprising downturn on institutional investments for the 2012 fiscal year. The National Association of College and University Business Officers annual study revealed that institutions’ endowments returned an average of -.3 percent last year, down from an average return of 19.2 percent for FY2011.

Not surprisingly, larger institutions report the highest one-year returns. About 830 institutions were surveyed and participants reported that 8.7 percent of their operating budget is funded by their endowments. About 32 percent of institutions reported they had decreases in gifts and donations to their endowments and only 27 percent reported increases. For info, visit www.nacubo.org.

Fund Raising Slows. U.S. colleges and universities raised \$31 billion in 2012, an increase of 2.3 percent over last year, according to the Council for Aid to Education. But they still haven’t reached the 2008 pre-recession high of \$31.6 billion. In 2012, almost 53 percent reported at least as much raised as in 2011. But 47 percent raised less money than in the previous year. Foundations are the largest source of support, at nearly 30 percent of totals, while alumni contribute about 25 percent.

The top 10 fund raisers were (with amount raised per student): U. of Texas M.D. Cancer Center (\$590,719), U. of Texas Health Center at Tyler (\$163,225), U. of California, San Francisco (\$69,864), Deep Springs C. (\$67,334), Stanford U. (\$55,745), U. of Texas Southwestern Medical Center at Dallas (\$48,669), Yale U. (\$45,803), California Institute of Technology (\$44,576), Hillsdale C (\$41,506) and Amherst C. (\$36,399).

New College Scorecard. The U.S. Department of Education has release a new “College Scorecard” to provide students and families with information so students “get the most bang for your educational buck,” as President Obama put it in his State of the Union address. The President said his administration has tried to make college more affordable, “but taxpayers can’t keep on subsidizing higher and higher and higher costs for higher education. Colleges must do their part to keep costs down....”

The College Scorecard allows parents to do comparative shopping based on factors such as location, size, campus setting, degree program, and then provides information in five areas about a college’s cost, graduation rate, loan default rate, average amount borrowed and employment. To use the tool, see <http://www.whitehouse.gov/scorecard>, and to supply feedback on its early form, go to collegescorecard@ed.gov. ■

Who Got In 2012?

Inside Admissions Offices

EACH YEAR, *CB* asks college administrators about trends inside their admissions offices. Here is a selection of some of the numbers for the latest freshman classes. Of note, schools were admitting students from wait lists. And some colleges decided to accept fewer students than the previous year. In addition, admissions officers gave advice for future applicants.

WHO GOT IN 2012?

The C. of William and Mary's first year class was 1,469, selected from 13,600 applications, more than in 2011. It accepted 4,396 and 147 students from its 1,533-student wait list. *DePauw U.* accepted 3,057 students from 5,002 applications for a first-year class of 578. It had a wait list of 110 and admitted 34 of those applicants. *Dickinson U.* had a smaller first-year class than in 2011, 602 students from 5,844 applications and 2,340 acceptances. Seventeen students were admitted from a 350-student wait list.

Marquette U. also had a smaller class than in 2011, 1,928 students. It received more applications than the previous year, 22,900, and accepted 12,544. *Middlebury C.* had a first-year class of 598 students, selected from 8,847 applications and 1,518 acceptances. Seventy-eight students were admitted from a wait list of 1,679. *Ohio U.* enrolled 3,888 students after accepting 13,571 students from 17,466 applications. It put 440 students on a wait list and admitted 113. *The Ohio State U.* had a larger first-year class than in 2011 with 7,215 students chosen from 25,816 applications and 16,521 acceptances.

Reed C.'s first-year class was 320 students, smaller than in 2011. It accepted 1,125 students, fewer than in 2011, from 3,131 applications, more than in 2011. It admitted 56 students from 748 students wait-listed. *Rensselaer Polytechnic Institute* had a larger first-year class with 1,326 students after receiving more applications than in the past, 15,223, and accepting more students, 6,634. It admitted 63 students from a 1,735-student wait list. *Saint Louis U.* had a smaller first-year class than in 2011, 1,618 students. It accepted 8,314 students from 13,060 applications and admitted 190 students from 211 wait-listed.

The U. of Iowa likewise had a smaller first-year class than in 2011, 4,470 students despite more applications, 19,430, and more acceptances, 15,240. *The U. of Oklahoma* fielded a larger first-year class, 4,138 students from 11,664 applications and 9,220 acceptances. It admitted 2,093 students from a 2,878-student wait list. *The U. of Michigan* likewise recruited a smaller first-year class in 2012 compared to 2011 with 6,171 students. It accepted 15,551 students from 42,544 applications. It admitted 74 students from its wait list of 4,010, more than in the past.

Valparaiso U. received 7,300 applications and accepted 4,825 for a first-year class of 1,005. And *Worcester Polytechnic* also landed a smaller first-year class with 951 students from 7,585 applications and 3,986 admits. It admitted more students from its wait list, 73 students from 2,033.

ADVICE TO APPLICANTS

Each year, *CB* asks admissions officers, "What advice can you offer future applicants?" Here is a sampling of advice we received.

"Continue to challenge yourself academically through your senior years—colleges love to see students who are intellectually curious and motivated. Connect." *Allegheny C.*

"Keep scores and GPA up for financial aid." *Cairn U.*

"Students should take the time to craft the application, making it a true reflection of their unique personality, passions and interests. Students should also take a challenging curriculum each year, and please avoid the senior slump." *The C. of William and Mary.*

"If you are truly interested in a college, take the time to visit prior to submitting your application and then return for a more in-depth visit in the spring. Many colleges are now looking to see if interested students have visited campus or not? When they see a student who hasn't visited, they may ask for additional info to determine genuine interest in their school. If you are interested in College A, it is in your best interest to visit and arrange a time to talk with an admission representative." *DePauw U.*

"Follow your heart. Devote the appropriate time and energy that your college search requires so you are able to make an informed college decision." *Dickinson C.*

"Students who spend more time thinking about careers and select a school based on their career goals will have an advantage in the job market in four years." *Embry-Riddle*

Aeronautic U.

"Take a rigorous college prep program." *Marquette U.*

"Start the process early." *Mount Mercy C.*

"Completely fill out applications and proofread before submitting." *The Ohio State U.*

"Apply early, visit campus (either an event or for an interview) and use your resources." *Saint Louis U.*

"Apply for admission and submit all necessary documentation as early as possible." *Georgia Southern U.*

"Tell us about you! What makes you stand out from the rest of our applicants?" *Santa Clara U.*

"Tell your own story." *U. of Michigan.*

"Apply for admission early...OU uses a holistic process to evaluate each applicant...We also consider academic engagement, community service, leadership and writing ability as indicators of a successful student. In order to take advantage of OU's numerous study abroad opportunities, we encourage high school seniors to obtain their passports prior to entering OU." *U. of Oklahoma.*

"Visit as many schools as you can." *Worcester Polytechnic.*

Tuition Tabs 2012-13

School	Tuition
C. of William and Mary	\$37,344 out-of-state
DePauw U.	\$38,280
Dickinson U.	\$44,101
Marquette U.	\$32,810
Middlebury C.	\$43,731
Ohio U.	\$19,246 out-of-state
The Ohio State	\$25,445 out-of-state
Reed C.	\$44,200
Saint Louis U.	\$34,740
U. of Iowa	\$24,900 out-of-state
U. of Michigan	\$38,928 out-of-state
U. of Oklahoma	\$18,977 out-of-state

CURRICULUM CAPSULES

North Park U. Adds Three Majors. Students attending the North Park U. in Chicago will have three new major options beginning with the 2013-14 school year—communication studies, media studies and theater, and performance studies. Part of the goal is to clarify the university degrees for those students who want to work with Chicago theaters. The communication studies include service learning and intercultural communication.

Arts, Letters and Enterprise. In Texas, Trinity U.'s new program next fall will add an entrepreneurial twist to a liberal arts degree. Students will be able to take a minor

and certificate program in Arts, Letters and Enterprise. "Today's college graduates will need practical application skills, such as the ability to read a balance sheet or analyze a marketing plan, as well as the critical skills acquired through a broad-based education," said Jacob Tingle, professor at Trinity.

Study Snowboarding and Skiing. Writing in GoLocalWorcester.com, Cristiana Quinn noted where students can pursue skiing and snowboarding while attending college. In Vermont, she cited Middlebury's Snow Bowl, owned by the college; the U. of Vermont, a mecca for Alpine and Downhill Olympic skiers and

the small but pretty campus of St. Michael's. Nearby New Hampshire includes Dartmouth which boasts a "SkiWay," New England C. in Henniker, a "ski lovers' gem" and Plymouth State near several ski resorts. See, www.golocalworcester.com.

For Students Who've Lost a Parent. The LIFE Foundation will award \$125,000 in scholarships to students impacted by the death of a parent or guardian. Students write a 500-word essay or make a three-minute video describing how their lives have been affected. Since the foundation represents life insurers, students are to note how life insurance might have made a difference in their lives. *Deadline:* March 29. See, www.lifehappens.org/scholarship.

And, Scholarship Scoops: Calling Female High School Leaders Worldwide: A unique program is available for high school girls worldwide entering the 10th or 11th grade. The Eleanor Roosevelt Leadership Center is accepting applications for its 2013 Girls' Leadership Worldwide Program, an international leadership development program that focuses on nine principles including empowering young women, setting goals, social justice and leadership.

Participants stay at Vassar C. in New York during two summer sessions. There is a fee (\$2,000), but the center said it "is committed to providing need-based tuition assistance to as many qualified girls as possible." *Deadline:* March 15. See, www.erleadership.org.

Testing Tabs

2012 AP Results. The "9th Annual AP Report to the Nation" found that the number of high school graduates taking AP Exams rose to 954,070, or 32.4 percent, up from 904,794 or 30.2 percent in 2011, and 471,404 or 18 percent in 2002. Also, the number of high school graduates scoring a 3 or higher increased to 19.5 percent, up from 18.1 percent in 2011, and 11.6 percent in 2002.

"By exposing students to college-level work while still in high school, Advanced Placement dramatically improves college completion rates," said David Coleman, president of the

College Board. But the report also stressed that hundreds of thousands of academically-prepared students with the potential to succeed in AP, including a disproportionately large percentage of underserved minority students, are graduating from high school without having participated in AP.

The top 10 participating states in 2012, with percentage of student participants, were: Maryland (29.6), New York (28), Massachusetts (27.9), Florida (27.3), Virginia (27.2), Connecticut (26.9), Maine (24.8), California (24.7), Colorado (24.2) and Vermont (22.8). ■

NEWS YOU CAN USE

Best Paying Jobs. CareerBuilder and Economic Modeling Specialists, a company that supplies employment data, released "a list of the most lucrative professions." Best-paying jobs requiring a Bachelor's Degree:

1. Petroleum Engineer—\$122,242;
2. Airline Pilot, Copilot and Flight Engineer — \$105,518;
3. Aerospace Engineer—\$102,409;
4. Nuclear Engineer—\$99,715;
5. Computer Hardware Engineer—\$98,934;
6. Software Developer, Systems Software — \$96,034;
7. Chemical engineers —\$92,934;
8. Electronics Engineer—\$91,478;
9. Actuary—\$91,062;
10. Atmospheric and Space Scientists —\$89,794.

25 Innovators. The American Association of Community Colleges (AACC) announced Awards of Excellence given to 25 community college innovators for exemplary practices. In the category of "emerging leadership" were: the C.C. of Allegheny County (PA), Cuyahoga C.C.

(OH), Northeast Wisconsin Technical C., Suffolk County C.C. (NY) and Waubesa C.C. (IL).

For "student success:" Central New Mexico C.C., Hudson County C.C. (NJ), Phillips C.C. (AR), South Texas C. and Tarrant County C. (TX). For "advancing diversity:" Lone Star C.-Cy Fair (TX), Miami Dade C. (FL), Prairie State C. (IL), Seminole State C. of Florida and St. Louis C.C. (MO). Others were recognized for college/corporate partnerships and an exemplary CEO/board.

50 Best. This year's theBestSchools.org's ranking of the 50 "best" colleges has a few interesting twists. Number one is a two-year college, Deep Springs C. in California, number 3 is Curtis Institute of Music in Philadelphia. Two, four and five are regulars on many lists: Swarthmore, Harvey Mudd and Williams. "Students interested in a significant return on investment, opportunities for intellectual and personal growth, professors dedicated to teaching undergraduate students, and an intimate school environment with research opportunities, will find a wealth of exceptional schools

in our ratings," said lead editor James Barham.

Helicopter Parents and Student Health. A new study in the *Journal of Child and Family Studies* asserts that, "Students who reported having over-controlling parents reported significantly higher levels of depression and less satisfaction with life. Moreover, the negative effects of helicopter parenting on college students' well-being were largely explained by the perceived violation of students' basic psychological needs for autonomy and competence."

New Common App Members. The Common Application is adding 39 colleges and universities to its list, bringing membership to 527 institutions. Among the new members: Central Connecticut State U., Chicago State U., Hawaii Pacific U., Kettering U., Mary Baldwin C., Monmouth U., Pine Manor C., Purdue U., St Joseph's C. (IN), St. John's U., Temple U., U. of Aberdeen (UK), U. of Birmingham (UK), U. of Bristol (UK), U. of Cincinnati, U. of Colorado at Boulder, U. of Oklahoma, Virginia Commonwealth U and William Paterson U. ■

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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

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