

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Think Globally, Act Globally

New Trends in International Affairs

THE NUMBER OF INTERNATIONAL STUDENTS studying at U.S. colleges and universities increased by 7 percent to record high of 819,644 in the 2012-13 academic year, according to a new report from the Institute of International Education and the U.S. Dept. of State's Bureau of Educational and Cultural Affairs. However, this year, the number of students from India was down 4 percent, while Korea sent 2 percent fewer students. Foreign students make up less than 4 percent of the more than 21 million students enrolled in U.S. higher education. Most of the new growth in overseas students is coming from China and Saudi Arabia.

The U. of Southern California attracts the most overseas students, 9,840. The U. of Illinois at Urbana-Champaign educates 9,804 foreign students. About 30 percent of foreign students studying in the United States receive scholarships from their home country. But 63 percent say their primary source of support is personal or family.

At the same time, 283,000 U.S. students are studying abroad, also a record. According to the Open Doors report, more U.S. students went to Latin America and China last year. U.S. students also are returning to Japan after the 2011 earthquake and tsunami. Yet in this global environment, fewer than 10 percent of U.S. students study abroad. See www.iie.org.

Overseas Campuses. Global education is indeed rapidly expanding. Some 52 U. S. universities now operate 82 campuses in 37 countries, according to a new survey from the Cross-Border Education Research Team at the State U. of New York, Albany. Globally,

178 such programs work in 53 countries. In 1996, there were only 16 overseas extensions of universities. The United Kingdom with 22 and Australia with 15, ranks next to the U.S. The United Arab Emirates plays host to the largest number of overseas campuses, 35. China hosts 15.

China Downgrades English. Meanwhile, Chinese education authorities plan to de-emphasize English scores on the Gaokao, its college admissions test. The point share for English knowledge will be reduced from 152 to 100 by 2016. And, according to *The Guardian*, authorities are considering ending mandatory English lessons before third grade. They currently begin the first day of primary school. The reason may have something to do with the long-term commercial shift of power. Some Chinese students said that the change will give them more time to study oral English, rather than blindly copying grammar patterns in test preparation.

Bringing Women Around the World into Technology. WeTech (Women Enhancing Technology), a collaborative of several groups, will use \$4.2 million to help bring more women into the tech pipeline, and from entry-level to the corporate suites. "Women and girls are chronically underrepresented in computer science and technology education programs and careers," said Jacqueline Fuller, director, Google Giving. "This is a global challenge.... WeTech is supporting new programs to ensure we are not only sparking interest in technology careers, but helping women ultimately flourish

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Financial News

Harvard's New Initiative Targeting Low-Income Applicants. This fall, Harvard launched a new effort to increase the number of low-income applicants to its college. Called the Harvard College Connection, the new "digitally driven outreach initiative" will include an increase of staff, a website and use of social media. "To ensure that talented low-income students understand their opportunities, we need to meet them where they are," said William R. Fitzsimmons, dean. "To date, that has meant literally traveling to meet them in cities and towns across the nation. Going forward, we will meet them both in person and online." A new 16-minute video on YouTube also lets students "experience undergraduate life at Harvard."

Unexpected Yields Leading to Cut Backs. This fall, a number of colleges are experiencing the same plight as Stonehill C. in Easton, Massachusetts. Despite an increase in freshman applications, Stonehill is cutting its admission of students after a "spike" in enrollment which led to an "unsustainable pressure on the college's housing resources," according to the *Boston Business Journal*. A year ago, the small Catholic college had 125 more students enroll than expected, for a total of 2,601 students. This year, it reduced the admissions of freshman by 25 percent, from 820 to 619. Applications though were up 7 percent from 6,114 to 6,549. As a consequence, Stonehill saw a \$1.7 million decline in gross tuition and fee revenue for this school year.

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INTERNATIONAL AFFAIRS

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on that path.” See www.iie.org.

UK Destination by 2024. The United Kingdom will remain the second strongest overseas student market for the next decade, according to a new report by the British Council. The next 10 years should see an influx of 126,000 additional international students. The mobile student global market is expected to expand from 3.04 million students in 2011 to 3.85 million students in 2024.

The report also points out that China, which currently hosts more than 328,000 international students, has set a target of 500,000 students by 2015. And since China is investing heavily in its colleges and universities, the report warns that more Chinese students who now study overseas could simply stay home in the future. (Nearly 29 percent of overseas students currently studying in the U.S. come from China.)

Who Are the Foreign College Students in Canada? Since 2001, the number of international students in Canada increased by 94 percent, according to a new report from Canadian Education. Students are primarily from China, India, South Korea and Saudi Arabia. The report also noted that, based on a survey of 1,509 international students in Canada, 46 percent plan to become permanent residents of Canada. Just as in the U.S., education officials in Canada worry about the social isolation of international students. An interesting aspect of the Canadian survey: Students said they would like more opportunities to experience Canadian culture and family life.

New American University of Armenia. Undergraduates can now earn a degree from the American U. of Armenia, billed as the first

and only American-accredited university in the former Soviet Union. Located in Yerevan, the university has offered master's degrees in the past. But now it is offering undergraduate programs aimed at a “global community of students.” American U. of Armenia was founded through a partnership with the U. of California and government agencies. For info, see www.aua.am.

American U. in Dubai. Another American-accredited overseas program, this one in Dubai, announced it will offer a new semester study abroad program. The program includes five courses and is “designed to provide visiting students with a snapshot of the Middle East through the study of language, history and culture,” according to the announcement. See <http://www.aud.edu>.

New Arabic and Chinese Program. Western Kentucky U. in Bowling Green, which calls itself “An American University with an International Reach,” will begin offering majors and minors in Arabic and Chinese.

But Education Desperately Needs Global Emphasis. Despite this roundup of news and trends in higher education centered on international programs, the new head of the Institute of International Education noted recently that foreign language learning is at the lowest level in U.S. history. In a speech at St. Charles Preparatory School in Columbus, Ohio, Allan Goodman, president, IIE, noted that “while in college, 90 percent” of students will not study abroad. He added that 70 percent of the nation's college students cannot find Iran, Iraq, Israel or Indonesia on a map and that last year, Harvard graduated more students with a degree in film than the number of students who majored in Arabic nationwide. ■

FINANCIAL NEWS

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Moody's Survey Sounds Alarm for Colleges. More than 40 percent of U.S. public universities and not-for-profit private colleges “face falling or stagnant tuition revenue and enrollment,” according to Moody's Investors Service's fifth annual tuition survey. Moody projects net tuition revenue declines at 28 percent of public and 19 percent of private universities and growth below inflation at 44 percent of public and 42 percent of private universities. It predicts enrollment will decline at half of public and private universities. “Regional public universities and smaller private colleges without a well-defined niche continue to face the strongest challenges,” said Karen Kedem, a Moody's senior analyst.

The problems stem, according to the report, from the reduction of family incomes and net worth, that “softened student market demand at current tuition prices.” It also pointed to “political and regulatory pressure.” The impact: colleges will have less money to invest in programs, personnel and facilities to remain competitive.

To read the full report, see <https://www.moody's.com>.

New Student Loan Repayment Guarantee. Houghton C. in New York says it is “the first and only college in the eastern United States to offer a Loan Repayment Assistance Program.” The option will be available to all incoming first-year students in the 2014-15 school year. The LRAP will assist or repay loans after graduation if the student earns less than \$38,000 and covers up to 100 percent if the student earns \$20,000 or less. This includes all federal, private and parent PLUS loans. The plan covers loans until the loan is paid in full or the graduate earns a higher salary. ■

ADMISSIONS WATCH

Bard C. Offers New Essay Option. Shifting its emphasis from SAT's and GPA's, Bard C. in Annandale, New York, announced it will use a new entrance exam that includes a 2,500-word essay selected from 21 options in three categories: social science, history and philosophy; arts and literature; and science and mathematics. According to *The Observer*, the topics will be selected by faculty members and the aim is to match the skills and intellect of applicants to the actual Bard curriculum. For info, see www.bard.edu.

Georgetown U. Maintains Need-blind Admissions. The Class of 2017 is a diverse group of students, according to Georgetown U. Eight percent of its admitted students are African-American, 11 percent Hispanic or Latino, 13 percent Asian American and 6

percent are biracial. It further stated that half of its applicant pool came from multicultural backgrounds, all 50 states and 69 different countries. Georgetown has decided not to use the Common Application, which it feels only increases the number of applications. And it reaffirmed its commitment to need-blind admissions.

Nova Southern U. Boosts Requirements. Incoming freshmen at NSU in Davie, Florida, will need to achieve at least a 3.0 high school GPA and 1000 SAT or ACT score of 22, the private university announced. Two years ago, it required a combined 900 for math and verbal scores on the SAT, and 19 on the ACT. “We're trying to bring in better-prepared students, who will stay here longer and improve our graduation rates over time,” Ralph Rogers,

provost, told *The Sun-Sentinel*. The requirements have been increased the last two years, and freshmen retention has gone from 65 percent to 72 percent. The university will also offer a “free ride” to any student who qualifies for Florida's Bright Futures scholarship which requires 3.5 GPA.

“Pennsylvania Colleges Face Enrollment Crisis.” That's the headline from mcall.com as it reported that “after 14 years of increasing enrollments and just three years after the Pennsylvania State System of Higher Education posted a record number of students, enrollment has plummeted 6 percent to 112,315 students. Due, in part, to a demographic shift, the decline is impacting Pennsylvania's 14 state-owned universities. The schools say they are responding to the crisis by increasing their recruitment of out-of-state students, transfer students and international students. ■

Getting Students to “Go”

Editor's Note: CB's mailbox has been filled lately with news about the number of new programs aimed at getting students prepared and, in turn, applying to college. Many programs are meeting with great success. Here are a few initiatives.

College- and Career-Readiness. Last month, the Committee for Economic Development announced a new initiative to “mobilize more business champions across the country in an effort to increase the understanding and awareness of the voluntary, state-led Common Core State Standards,” said Steve Odland, CEO of the CED.

The CED will use funding from the Bill & Melinda Gates Foundation to collaborate with business leaders in 45 states and host events throughout the country on the importance of bolstering efforts at preparing students for college and the workplace. To see what is happening in your state, go to www.ced.org.

New State Initiatives Aimed at the College Bound. The U.S. Dept. of Ed is awarding grants to states to disperse to high schools to increase college readiness. In Delaware, for example, the Christina School District will split \$35,000 to work with the U. of Delaware and the \$tandByMe program to guide high school seniors through the application process, according to the Delaware Dept. of Ed. Other schools received grants for campus road trips, mentoring programs and to work with families.

Early College High Schools a Success. The American Institutes for Research has released a study that concludes that students attending Early College High Schools “are significantly more likely to enroll in college and earn a degree than their peers.” Early Colleges allow high school students to earn an associate's degree or two years of college credits at little or no cost. This latest study examined 10 schools also funded by the Bill & Melinda Gates Foundation. Since the initiative began in 2002, 240 Early Colleges have opened in the U.S.

See <http://www.air.org>.

Getting Students in STEM. The American Electric Power Foundation in Columbus, Ohio, has launched a pilot initiative focused on STEM subjects—science, technology, engineering and math. Working with the Columbus State Community College Foundation, students at city high schools will enroll in dual enrollment programs. In addition, new STEM experiences are aimed at middle school students, new

assessments will look for gaps in writing, math and reading that may require tutoring and summer bridge programs will provide remediation. As a result, students could graduate from high school with at least 12 college credits in STEM-related fields.

Recent Evaluations of Programs. The College Possible Program in Minneapolis and St. Paul has increased both the applications and enrollment to four-year colleges, according to a working paper from the National Bureau of Economic Research. In fact, enrollment at four-year colleges increased by more than 15 percent for program participants. The program provides two years of college preparation for high school juniors and seniors and involved 238 students.

Cherokee Nation Foundation's College Prep. Universities from Duke U. to Stanford U. are participating in a College Prep Institute located at the U. of Arkansas each summer. High school juniors and seniors live in the university dorms and meet with a variety of university representatives and financial aid counselors. With a four-to-one student-faculty ratio, the Native American students are given assistance in completing college applications and identifying scholarship sources. These students apply to the program and submit a list of their top five college choices, a resume and a written essay. Deadline for next summer is Jan. 1, 2014. The foundation also offers a number of scholarships and resources for college counselors.

See www.cherokeefoundation.org.

California Competes. In an effort to produce 2.3 million additional degrees in its state, community colleges in California have conducted an analysis of where students live in 1,700 zip codes and where there are few adults with degrees. The goal is to see how the state can improve its higher education offerings. For example, Los Angeles is 5 percent below the state average for community college participation and 26 percent below Orange County. If it had the same rate as Orange County, it would have 110,000 more students or the equivalent of four more Santa Monica Colleges.

So the California Competes Council recommends that the state create new incentives for community colleges to enroll more students in areas of need, collect data on enrollment for other higher education institutions in certain areas and support college-access efforts at high schools. To access an interactive online map, see <http://californiacompetes.org>. ■

THE COUNSELOR'S BOOKSHELF

The U.S. News Guide to Paying for College. Topics include info on scholarships and loans, finding the net price of a college and overlooked ways to pay for college. A free financial aid guide is also available, \$16.95. ISBN: 9781629215686; see, www.usnews.com.

Best Business and Law Schools. The Princeton Review has released its rankings of *The Best 295 Business Schools* and *The Best 169 Law Schools*. The books include the top 10 ranking schools in 11 categories ranging from “best career prospects” to “greatest opportunity

for women.” Both \$22.95. See, www.princetonreview.com.

Down and Dirty Guide. The Daily Beast has released its own rankings of the top 200 colleges based on “real value.” The criteria include future earnings, quality of education, affordability and diversity. For the list, see www.thedailybeast.com.

Five Steps to Financial Aid. Wells Fargo and its private student lending division have prepared a new series of videos on completing the FAFSA, estimating cost, financial aid, covering

expenses and knowing deadlines. Free, on line. See, www.wellsfargo.com.

MyinTuition. Wellesley C. in Massachusetts released a new Spanish-language version of its college cost estimator called MyinTuition: Wellesley's Quick College Cost Estimator. It asks six financial questions and provides an estimate of an individual's college cost. See, www.wellesley.edu/estimadordecostos.

People are Talking About... “How Getting Into College Became Such a Long, Frenzied, Competitive Process: A history of the college application, from 1856 to today. *The Atlantic*; Nov. 11; www.theatlantic.com. ■

SCHOLARSHIP SCOOPS

Looking for AXA Achievers. Students with ambition and drive; determination to set and reach goals, respect for self, family and community and the ability to succeed can compete to win one of 52 state awards of \$10,000 each and 10 national scholarships of \$15,000 to \$25,000 each. The *deadline* for the AXA Achievement Scholarships is December 15. But hurry! Only the first 10,000 applications will be accepted.

See <http://www.axa-equitable.com/axa-foundation/about.html>.

Sportsmanship Scholarship. Students who live in six New England States and “who demonstrate integrity and sportsmanship on and off the field” are eligible for a \$5,000 scholarship for next fall. Three high school seniors will win from Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island

and Vermont. Students must have a minimum of a 3.0 GPA, participate in a varsity sport, volunteer in his or her community and display “a high degree of sportsmanship.” *Deadline* to apply: March 3, 2014. The scholarships are sponsored by Hood, a dairy processor in New England. For more info, see, www.hood.com.

Calling Students in Middle Tennessee. Students in 40 counties in Middle Tennessee who want to pursue a business degree may compete for scholarships ranging from \$2,500 to \$15,000 a year, renewable for four years. *Deadline:* December 15. The scholarships are sponsored by the Scarlett Family Foundation, which has awarded \$2,600,000 since 2006.

See www.scarlettfoundation.org.

Scholarship in Honor of Local and State Employees. The surviving children and

spouses of local and state government employees are eligible for a public employees memorial scholarship of up to \$2,000. It was established to honor the lives of police officers, firefighters and other local and state government employees who died in the line of duty. *Deadline* for application is March 15, 2014.

For info see www.vantagescholar.org.

Scholarships for Students with ADHD. Students with Attention-Deficit/Hyperactivity Disorder and who are in colleges, trade and technical schools or vocational schools can compete for one of 51 one-time scholarships of \$2,000 and a year of prepaid coaching services from the Edge Foundation. The Michael Yasick ADHD Scholarship is named in memory of a senior executive at the pharmaceutical company Shire who was struck with how hard students worked to overcome the challenges of ADHD. *Deadline* to apply: March 19, 2014.

See <http://www.ShireADHDscholarship.com>. ■

CURRICULUM CAPSULES

African American Studies. The U. of Florida announced a new African American Studies major, available to freshmen from the start. Students must complete 30 credit hours in core and elective courses. Students may also declare a double major with another B.A or B.S. program such as political science or journalism.

Global Logistics and “Big Data” Analytics. According to Arizona State U., experts esti-

mate that 4.4 million data analysts will be needed worldwide by 2015 to help companies “analyze mountains of big data coming into companies through social media, networking with customers and other methods,” said Amy Hillman, dean, W.P. Carey School of Business.

So the university’s school of business announced it is offering a new bachelor’s program in business data analytics. It is also offering a new degree in global logistics to sup-

ply degree holders to companies increasingly working on an international scale.

Integrative Media Program. Carnegie Mellon U. announced a “historic agreement” with New York City and Steiner Studios at the Brooklyn Navy Yard to offer an Integrative Media Program. CMU notes it is the first Applied Science program to integrate technology and the arts. It will focus on research, arts and design, sciences and humanities as well as applications in film, gaming, social media, interactive computing, performance arts, visual arts and design and architecture. Initially a master’s degree program, the courses are scheduled to start August 2015.

New Flex Degree. The U. of Wisconsin System says it is the first public university system in the U.S. to offer a new Flexible Option Degree Program. The goal is to increase the number of students in Wisconsin with skills in information technology, health care and business and management. The “competency-based” program awards credit by allowing students to apply previous schooling and work skills and study in three-month time spans. Students who need to work can organize their program around their need for employment and not drop out of school. At UW Madison, students can enroll in the degree option in the nursing, health sciences information studies and business and technical communications. For info, see <http://flex.wisconsin.edu/>. ■

NEWS YOU CAN USE

New ACT Test Date Option. Beginning September 2014, the ACT will offer an in-school weekday test date option. ACT already has spring in-school weekday tests, but the fall option “will give greater flexibility to states and districts, providing the opportunity to test 12th grade students in addition to or instead of 11th graders,” the announcement said. ACT added, seniors will “receive their scores in time to meet normal college application deadlines.”

Biking Through College. The League of American Bicyclists has posted its list of “Bicycle Friendly Universities,” institutions of higher education that promote bicycling, provide roadmaps and technical assistance for those interested in biking through campus. The platinum winner: Stanford U. Gold winners: Portland State U., U. of California at Davis and at Santa Barbara.

See <http://www.bikeleague.org>.

Ending Open Enrollment. Responding to Ohio’s new funding formula tied to graduation rates, Youngstown State U. will end open enrollment, beginning fall 2014, according to vindy.com. While the university will continue “conditional admissions,” by and large students who fall below roughly 17 on the ACT or 820 on the SAT will not be admitted. Randy J. Dunn, president, noted that students who are not ready are likely to drop out and this impacts negatively the school’s graduation rate.

Science and Engineering Degrees Up. The overall number of science and engineering bachelor’s degrees is up 19 percent, according to two new reports from the National Student Clearinghouse Research Center. In fact, in 2013, S&E bachelor’s degrees accounted for 32 percent of all bachelor’s degrees. Women earned 57 percent of bachelor’s degrees overall and 50 percent of the S&E bachelor’s degrees, when social science and psychology are counted. ■

HAPPY NEW YEAR!
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