

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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As We Head into Summer...

Admissions Numbers Add Up in the States

AS WE HEAD INTO SUMMER, *CB* takes a look around the country to see how admissions have stacked up this season.

Michigan State's Record

Michigan State U. attracted a record number of applicants for this fall, according to hometownlife.com. As of late May, just over 8,100 students had paid deposits, including about 1,350 international students and 1,150 students from other states. Jim Cotter, director of admissions, expects the class to end up with about 7,800 students, about 70 percent of whom will come from Michigan. International and out-of-state students tend to "fall" away during the summer in larger numbers than in-state students because, without scholarships or other types of aid, they pay more.

Spot Check on Ohio

Cleveland.com did a roundup of how Ohio schools were faring this spring. For example:

Akron Up. The number of students who are confirmed to enroll at the U. of Akron in the fall is up 10 percent over last year, at 3,984. It admitted about 540 students to its honor college, compared to 376 last year.

Baldwin Wallace on Track. Also in Ohio, Baldwin Wallace U. is on track to match last year's freshman enrollment of 761, the highest in 40 years. But it is still accepting applications and expects to add between 140 and 200 more students before the fall. The GPA of incoming students is 3.5.

Case Western Reserve. Case Western

Reserve U. attracted 21,600 applications, nearly three times as many as in 2008. It expects to enroll 1,250 new students, about the same as last year. The top five states for new students are Ohio, Illinois, New York, Pennsylvania and California. About 12 percent of new students are international.

Hiram College. Hiram C. in Ohio is running about 5 percent behind last year's deposits, but even with 2012. It has rolling admissions and is still accepting students. Three of its last four classes were among the largest in its history.

Kent State. Kent State U. will enroll 4,314 students this fall, the same as last year. The average grade-point average of 3.13 is slightly higher than last year's class. Enrollment is still open at its regional campuses, according to cleveland.com.

Oberlin College. Oberlin expects to enroll 650 freshmen in its College of Arts and Sciences, about 145 in its conservatory of music, exceeding enrollment targets. About 38 percent of first-year arts and science students were admitted early.

East Coast News

Chatham Goes Coed. In Pennsylvania, Chatham U., founded in 1869 as a women's college, will become totally coeducational in the fall of 2015. Twenty years ago, Chatham C. was a small, struggling, liberal arts undergraduate college for women with only 500 undergraduate students.

Today, it is a comprehensive university
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New Takes on Tuition

ACCORDING TO THE COLLEGE BOARD, tuition for four-year private colleges in 2013-14 rose by 3.7 percent. And over the past 25 years, the percentage of educational revenue supported by tuition has climbed steadily at public colleges from almost 24 percent in 1988 to a little over 47 percent in 2013, according to a recent report from the State Higher Education Executive Officers.

"This is not sustainable in an era when more and more students from lower-income families need to attend and graduate from college," said Bob King, SHEEO Executive Committee vice chair. "Colleges need to find ways to reduce costs, but states also must find ways to direct more funding to support their students."

A number of colleges this spring are responding to these concerns and have announced that they are creating new programs to hold back the tuition increase tide.

Belmont Abbey Trims Expenses. Belmont Abbey C., a Catholic college in North Carolina, plans to shrink general administrative costs by \$1 million annually to eliminate the need for student "gap" funding. In 2013, the school reduced tuition by 33 percent. Its new "Affordable Private College Model" will allow all future fund-raising efforts to focus on "student learning and success," said President Bill Thierfelder.

Bethel Freezes Tuition. Bethel U. in Tennessee will freeze tuition at the 2013-14
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ADMISSION NUMBERS

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with more than 2,000 students across 60 undergraduate and graduate programs. It has expanded from 32 acres to three campuses totaling over 425 acres. However, its enrollment of women declined from a high of 702 students in 2008 to 543 full-time students this year.

So the university is reorganizing by making all of its programs coeducational. But it will preserve its historic commitment to women by operating the Chatham U. Women's Institute, with an all-women residence hall, courses focused on leadership, gender issues and a women's leadership certification program.

Georgetown Down. Georgetown U.'s yield for the Class of 2018 dipped slightly to 46 percent, down from 47 percent last year. "We were down around 43 percent the year after the recession when the financial matters were a big deal and it's been moving back upward since then," said Charles Deacon, dean of undergraduate admissions.

Of the 3,232 students that Georgetown admitted this year, 1,525 submitted deposits by May 1, according to *The Hoya*, the student newspaper. Georgetown has already admitted 60 students off of its wait list and expects to admit as many as 40 more.

St. Mary's of Maryland. St. Mary's C. of Maryland bounced back from a disappointing last year with 386 new students, or 22 percent more who have submitted deposits this May. Gary Sherman, vice president for enrollment management and dean of admissions, attributed the increase to a renewed recruiting focus on a "personal approach" that included multiple follow-up interactions with prospective students. St. Mary's also attracted 59 transfers, up from 27 at this point last year, according to Southern Maryland Newspapers Online.

Among the Ivy League

Harvard Up. Nearly 82 percent of the students admitted to Harvard's Class of 2018 have accepted its offers. That's the highest yield percentage since 1969 when 83 percent of the admitted Class of 1973 enrolled. William R. Fitzsimmons, dean of admissions and financial aid, attributed the number to several factors, including "a comprehensive digital communications program reaching out to all admitted students through our cutting-edge website, video and social media channels."

Fitzsimmons told *The Harvard Gazette* that the new class will have a record number of African Americans and Latinos and the second largest group of Asian Americans in history.

Yale. This year, Yale U. received 30,932 applications, admitted 1,935, and 1,361 students have chosen to matriculate. That makes for a

A Tuition Sampler

• **Amherst Hits 60.** Amherst C.'s comprehensive fee will hit \$60,400, 4.2 percent increase, president Bidy Martin recently announced. However, admissions will remain need-blind and financial aid packages will consist mainly of grants and scholarships that will meet the full calculated need of students.

• **B.C. Up 3.6 Percent.** Boston C. will increase tuition, fees, room and board to \$46,670, up 3.6 percent. At the same time, it will increase need-based undergraduate financial aid by 6.7 percent, totaling \$103.5 million.

• **Boston U.** is increasing its tuition by 3.7 percent to \$45,686.

• **C. of the Holy Cross.** The C. of Holy Cross will increase tuition by 3.25 percent to \$58,042. But the college awarded 61 percent of the student body with nearly \$46 million in financial aid this year. Its need-blind admission policy remains in place. Holy Cross says it's committed to meeting 100 percent of admitted students demonstrated needs.

• **Dartmouth C.** is increasing tuition 2.9 percent to \$46,763.

• **George Washington U.** is increasing its tuition by 3.4 percent to \$48,700.

• **Northeastern Lowest in 25 Years.** Northeastern U. will increase its tuition by 3.9 percent to \$39,230. It will also hand out \$188 million in undergraduate financial aid, the most in school history.

• **U. of Rochester** and the Eastman School of Music are increasing tuition for next year to \$46,150, a 3.5 percent increase. Room and board will go up 4.4 percent to \$13,638. At the same time, student financial aid will increase 7.8 percent.

Tuition Discount List. The National Association of Student Financial Aid Administrators released a list of programs that allow residents of one state to study in another. See, <http://www.nasfaa.org>. ■

72 percent yield, the highest in Yale's recorded history. The university accepted 735 students through Early Action. It will probably take 10 to 15 students off of its wait list. Eighty students were admitted through the Quest Bridge National College Match that connects high-achieving, low-income students with selective universities. About 14 percent of new freshmen are first-generation college students and 16 percent will receive Pell Grants.

Other Ivy Yields. Dartmouth C. posted a yield of nearly 55 percent. The U. of Pennsylvania recorded a yield of 66 percent. Both Princeton and Brown registered slight drops in their yields.

And in the West...

Claremont McKenna Accepts More

NEW TAKES

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level, \$15,714. Bethel already has one of the lowest tuition rates in the state, ranking sixth lowest among 31 four-year institutions.

Colorado Help. In May, Colorado Governor John Hickenlooper signed a College Affordability Act into law that will add an extra \$100 million for student financial aid. The new law also sets limits on tuition increases at 6 percent for the next two years.

A Missouri Compromise. Beginning fall 2014, Missouri freshman and transfer students will pay in-state tuition at Southern Illinois U. Edwardsville, saving them \$11,000 per year.

Mount Marty's Freeze. Mount Marty C. in Yankton, South Dakota, will freeze tuition at \$21,062 for first-time, full-time students. Fees are \$1,830. Some 99 percent of all students receive financial aid.

Post U. Tuition at 2012 Level. Post U. in Connecticut is bucking the tuition increase trend for the second year in a row by maintaining tuition at its 2012 level of \$26,250. Post also awards merit-based scholarships ranging from \$6,000 to \$14,000 to qualified students. Post U. states it offers "outcomes-based and career-focused academic programs."

Sage Colleges Hold Steady. The Sage Colleges in Troy, New York, will hold tuition steady for the fifth year in a row at \$27,000. The total cost of attending, including tuition, books and supplies, and average room and board was \$40,262 in 2011-2012. The average net price was \$17,876.

Tennessee Promise Approved. Tennessee lawmakers overwhelmingly endorsed Governor Bill Haslam's proposal to provide free community college to all qualified Tennessee students. (See, *CB* March 2014.) ■

Women. The admission rate was ten percent at Claremont McKenna C., the lowest at the Claremont Colleges in California. Of the admitted students, 55 percent were women, the highest percentage admitted in history.

P.S. Spring Enrollment. Overall, postsecondary enrollments decreased this spring by 0.8 percent from the previous spring, according to the National Student Clearinghouse Research Center. Enrollments decreased among four-year for-profit institutions by 4.9 percent and two-year public institutions by 2.7 percent. However, enrollments increased slightly among four-year public institutions, by 0.7 percent, and at four-year private non-profit institutions, by 2 percent.

For state-by-state reports, see, <http://nscresearchcenter.org>. ■

Year-End Food for Thought

As the school year draws to a close, *CB* rounds up recent reports and studies focused on students and counseling.

Indiana Counselors. “Very little change” has happened in counseling over the past 20 years, “despite the need for it,” according to a new report titled the “Indiana School Counseling Research Review” produced for the Indiana Chamber Foundation.

“A lack of clarity exists about school counselors’ roles/responsibilities in the school,” the report concludes. “Too little time is spent on college and career readiness,” it adds. And, “tending duties—dealing with non-counseling issues—pull counselors in many directions,” were some of the observations from 426 counselors, 73 percent in high schools. For a copy see, www.indianachamber.com/education.

Why Students Go to College. A new study by The Parthenon Group says that students have vastly different reasons for going to college. “The Differentiated University: Recognizing the Diverse Needs of Today’s Students” concludes that 24 percent of the market is made up of “Aspiring Academics.” These are the traditional students most colleges have sought in the past.

Another group, “Coming of Age,” are students who have not yet defined their career path, but believe attending college will give them direction. This group accounts for 11 percent of the market.

The “Career Starters,” represents 18 percent of the market. They see college as a necessary stepping stone for future success. They also prioritize job placement rates and campus career services when picking a college.

“Career Accelerators” are mostly adults returning to school to advance their position within their current industry. They represent 21 percent of the market.

“Industry Switchers” are typically adult students who want to start a career in an entirely new field. They account for 18 percent of all students.

“Academic Wanderers” represent the smallest segment, 8 percent, and are unsure exactly what they want out of college. But they believed a degree will open doors for them. This segment is the most “at risk” of the segments, with lower satisfaction levels and completion rates than other groups.

Find the entire white paper at The Parthenon Group website, www.parthenon.com.

Fall Openings

As of mid-May, more than 250 colleges and universities still had openings, financial aid and housing available to qualified freshman and/or transfer students for the fall 2014 semester, according to the National Association for College Admission Counseling. To find out which schools still have available space, see: www.nacacnet.org/research/research-data/CollegeOpenings/Pages/College-Openings-Results.aspx. ■

Millennials Optimistic About Jobs. A full 90 percent of today’s college students are optimistic about finding meaningful employment, according to a new study from McGraw-Hill Education, called “The Grad Gap.” They have this optimism, despite the fact that unemployment among those 25 and younger hovers around 14 percent.

The results prompted concerns among some observers about their career awareness and preparedness. For example, only 52 percent of students have used their college’s career centers. And 70 percent rate their interpersonal skills as most important versus 62 percent who say their college GPA is most important.

But Maryellen Valaitis, McGraw-Hill Education senior vice president of human resources, cautions

students not to “overlook the importance of a strong GPA to your job prospects.” She notes that “a lack of qualified candidates is a real problem for U.S. companies.” Yet she says that “students who prepare themselves to enter the gap stand to benefit.” She adds that, “Students need to understand that employers are looking for candidates who have global mindsets, are systematic thinkers with problem-solving skills and embody the traits of life-long learning.”

The survey also highlighted a shift in priorities. Almost three-fourths of those surveyed said that it is more important to find a job that allows them to do what they love versus one that pays well. And 45 percent seek a job that benefits society over one that simply pays well. This is a reversal of recent trends of students who sought financial gains first. See, www.mheducation.com.

NEW WEB SITES

International Rankings. U-Multirank is a new “multi-dimensional, user-driven approach to international ranking of higher education institutions.” The dimensions it surveys are “teaching and learning, research, knowledge transfer, international orientation and regional engagement.”

The first rankings in 2014 cover more than 850 higher education institutions, 1,200 faculties and 5,000 study programs from 70 countries around the world. See, www.u-portal.org/u-multirank/.

Unigo. For-profit www.unigo.com, which features hundreds of student-generated reviews of U.S. colleges, is consolidating with www.ScholarshipExperts.com. The Unigo site also is expanding to include <https://plus-u.com/> to match student profiles and preferences with colleges, financial options, internships and jobs after college. ■

THE COUNSELOR’S BOOKSHELF

Falling Behind? Boom, Bust and the Global Race for Scientific Talent by Michael S. Teitelbaum (Princeton U. Press), ISBN: 9780691154664; \$29.95; www.press.princeton.edu.

Carpe College! Seize Your Whole College Experience by Mike Metzler (Woodsman Press); ISBN-10: 0989919994; \$19.99 at www.bn.com.

How to Write a Killer ACT Essay by Tom Clements, 84 pages (Hit ‘Em Up Publishing); ISBN-10:0578135906; \$19.95; www.tctutoring.net.

People are talking about...Time magazine’s May 19 story on “Why Your High School Senior Should Take a Gap Year.” And, the Education Writers Association presented

awards recently to journalists, including those with articles focused on college admissions: “No Excuses. Kids Go to College” by Robert Pondiscio. *Education Next*; <http://education-next.org> and “College Aid Advisors” by Kim Clark, *Money Magazine*; <http://money.com>.

Paying for College: Without Going Broke. That is the title of the 2014 edition from The Princeton Review; by Kalman A. Chany; ISBN: 978-0-804-12436-2; \$20; www.princetonreview.com. ■

CURRICULUM CAPSULES

Applied Politics. Bethel C. in Indiana is offering a new major in Applied Politics to prepare students “to analyze political issues from various perspectives and to create effective political...campaigns.”

A Bachelor's in Law. The U. of Arizona becomes the first university in the country to offer a B.A. in Law. The interdisciplinary program will focus on critical thinking and problem resolution as well as a study on the legal system.

DePaul Middle East Entrepreneurship. DePaul U. is launching the Sheikh Faisal Center for Entrepreneurship in the Middle

East. *The DePaulia* student newspaper reports that the new center will “foster entrepreneurship through exchange programs that will allow DePaul students to study abroad in Qatar, while giving Qatar students the opportunity to come to Chicago to work with business college faculty and alumni.”

Civics Required. The Massachusetts Board of Higher Education has decided that every student in every state college, university and community college must study some form of civics education, including topics such as U.S. history and governmental traditions, beginning this fall. ■

NEWS YOU CAN USE

Re-segregation? Sixty years after the historic Brown versus the Board of Education decision, America's public schools have been largely re-segregated, according to a new report by the Civil Rights Project at the U. of California, Los Angeles. The report found that “at the peak of integration, 44 percent of black students in the South attended majority white schools. But by 2011, just 23 percent did, dipping back to levels seen in the late 1960s. Yet the South is currently the most integrated region for black students.”

“A typical white student in the U.S. now attends a school that is nearly three-quarters white, one-eighth Latino and one-twelfth black. But black and Latino students attend schools that are 60 to 75 percent black and Latino.”

“Black and Latino students in central cities attend schools that are nearly 90 percent non-white. And in the suburbs, they attend schools that are 70 percent non-white.”

Yet the situation is more complicated than it was in the 1950s and 60s. “In public schools, whites are a bare majority at 51 percent, while Latinos make up 24 percent, blacks 15 percent and Asians 5 percent.

These trends have important implications for college preparation and admission.

Pacific Islanders. While 85 percent of Pacific Islanders aspire to earn postsecondary degree in the United States, only about 30 percent of them met at least three of the ACT College Readiness Benchmarks, lower than the 39 percent of all ACT-tested 2013 graduates, according to a new report “The Condition of College & Career Readiness 2013: Pacific Islander Students.”

“Tracking and reporting data and related

findings for Pacific Islander students is an important first step in bringing greater attention to specific challenges and academic needs of this group,” said Scott Montgomery, ACT vice president of policy, advocacy and government relations.

A similar report on American Indian students showed that 52 percent of 2013 American Indian high school graduates who took the ACT, met none of the four college readiness benchmarks that indicate likely success in first-year college courses. In part, that is because only 62 percent of American Indian students completed the ACT-recommended core curriculum in high school.

Amherst Bans Underground Fraternities. In 1984, soon after Amherst C. went coeducational, it banished fraternities. But in recent years about 10 percent of the male undergraduate population has been participating in underground fraternities, wearing Greek letter sweaters on campus, advertising parties and so forth.

Now Amherst's Board of Trustees has declared that students who are caught participating in underground fraternities or fraternity-like organizations, could be suspended or expelled. The move is seen as a partial response to the nationwide problem of sexual assault and binge drinking on campus. At the same time, Amherst is expanding its residential and student life opportunities, including opening four new dorms.

LAST WORD: The Undergraduate Experience. Students who had a professor who cared about them as a person, made them excited about learning and encouraged them to pursue their dreams, were twice as likely to

SCHOLARSHIP SCOOPS

Elks National Awards. The Elks National Foundation will award 500 four-year scholarships in 2015. Applications will be available September 1 and must be submitted to the Elks Lodge closest to the student's permanent U.S. address. See: www.elks.org/enf/scholars/mvs.cfm.

New York's STEM Scholarships. New York is offering full four-year scholarships to high school graduates who rank in the top 10 percent of their class and who choose to major in science, technology, engineering or mathematics (STEM).

The offer is good for New York students who attend any SUNY (State University of New York) or CUNY (City University of New York) campus, and who work in the STEM field in New York for five years. (Otherwise they will have to pay back the scholarships worth \$6,170 per year.)

“By helping New York's best and brightest launch their careers in-state and in STEM fields,” Governor Andrew Cuomo said, “we are laying the foundation for a truly world-class workforce.”

Applications for the New York STEM Incentive Program are due August 15. See www.HESC.ny.gov.

Siemens Math, Science & Technology. September 30 is the deadline for entries to the 2014 Siemens Competition in Math, Science & Technology and the chance to win a college scholarship ranging from \$1,000-\$100,000. Students can compete as individuals or as members of a team. See, <https://siemenscompetition.discoveryeducation.com/>.

Blue Ridge Scholarship. The U. of Virginia is dedicating \$2 million to a new Blue Ridge scholarship to help high-achieving undergraduate students with high financial needs. ■

thrive in their jobs and lives, regardless of the kind (public, private, elite or less-selective) or size of the college they attended. That is one conclusion of a new Gallup-Purdue U. study of nearly 30,000 graduates, done in partnership with the Lumina Foundation. ■

Have a great summer.

Keep in touch. And don't forget to track the Admissions Story of the Day on www.collegeboundnews.com.

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