

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Admissions Watch

First Wave of Admit Numbers Are In

AS *CB* went to press, colleges were releasing their admit decisions for the Class of 2019. Here is what we've gathered so far. See, *CB*'s "Admissions Story of the Day" for updates at www.collegeboundnews.com.

BC Accepts 28 Percent. This year, Boston C. attracted 29,400 applications, a 5 percent increase over last year when applications skyrocketed by 27 percent. BC apps rebounded after a 28 percent drop in 2013, when the school first required a 400-word supplementary essay (which has since been dropped.) The acceptance rate for BC's Class of 2019 is 28 percent, a 6 percent decline from last year.

Bucknell Up 39 Percent. Applications to Bucknell U. in Pennsylvania soared by 39 percent to an all-time high of 10,925. Students are competing to fill one of the 940 spots in the Class of 2019. Bucknell eliminated an essay question from its application and reduced the application fee to \$40.

"We contacted many more students than we have in the past, including those on the West Coast and in the Midwest and South, to tell them who we are and what we do," Robert Springall, dean of admissions, told the *Daily Item*.

Duke Accepts 9.4 Percent. This year, Duke U. in North Carolina fielded more than 28,000 regular decision applications, down from last year's 29,300. It admitted 2,650 of those students, for a 9.4 percent acceptance rate, up slightly from last year's 9 percent. Regular decision applicants make up 52 percent of the Class of 2019. Earlier, 815 Early Decision stu-

dents were admitted, Dean of Undergraduate Admissions Christoph Guttentag told the *dukechronical.com*. Duke meets 100 percent of the demonstrated financial need of domestic students. About half of students receive some kind of aid and 40 percent receive need-based aid.

Georgetown Admits 16.4 Percent. Georgetown U. in Washington D.C. admitted 3,202 students from the 19,481 applications it received this year, for a 16.4 percent admit rate, the same as last year. Some 912 of the applicants were admitted early. African Americans make up 11 percent of accepted students.

GW Over 19,000. George Washington U., also in Washington D.C., attracted 19,781 applications from all 50 states and 129 nations, up 4 percent over last year. From its 1,057 Early Decision applications, GW admitted 750 students. Dean of Admissions Karen Stroud Felton said GW expects to enroll a slightly larger class than last year's 2,414 freshmen.

"Students are applying to more colleges and universities as they fret over low admit rates at top schools," Stroud Felton told *GW Today*. "Financial factors also increasingly play a greater role in college choice, leading families to compare need- and merit-based awards from multiple institutions."

Johns Hopkins's Record. A record 24,717 students applied to Johns Hopkins U. for the Class of 2019. Under Early Decision, 540 were admitted earlier this year. In March, *continued on page 2*

Enrollment Trends

Columbia Journalism Reductions.

Columbia U.'s Graduate School of Journalism plans to reduce its class size and cut about six staff positions. According to Bloomberg News, the reductions come as news organizations around the world retrench and advertisers flee newspapers to online free and social media sites. Meanwhile, applications for dual degrees in journalism and computer science were up 47 percent this year. The cost of tuition and fees at Columbia's Graduate School of Journalism, plus living expenses in New York City, totals about \$93,000 a year.

Qualified Nursing Applicants Rejected.

The U.S. is experiencing a shortage of nurses. But according to a new report from Georgetown U.'s Center on Education and the Workforce, colleges are rejecting one out of three qualified applicants for bachelors of nursing programs and more than half of those qualified for associate programs. Funding seems to be the top problem, since these programs need more faculty, laboratories and training programs with hospitals to educate the number of nurses needed.

Emerson's Enrollment. In 2006, Emerson C., in Boston, admitted 2,289 students or 47 percent of applicants. About 32 percent enrolled for a freshman class of 727. In 2014, twice as many students applied and 4,283 were admitted, but only 20 percent enrolled for a class of 857. Christopher Wright, director of undergraduate admission and enrollment *continued on page 4*

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FIRST WAVE

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another 2,525 were notified that they had been accepted. Nearly a third of the class identified themselves as from underrepresented minority groups. New students come from all 50 states and 62 countries. International students make up 8 percent of those admitted. The average GPA is 3.92.

Ellen Kim, director of undergraduate admissions, reported that the applicant pool included documentary film makers, founders of businesses and non-profits, patent holders, published authors and video game creators and inventors. About 31 percent of the new class is headed to the Whiting School of Engineering, the rest to arts and sciences.

Illinois Down Slightly. This year, 34,119 students applied to the U. of Illinois Urbana Champaign, down 4 percent from last year, according to the *Daily Illini*. But the U. of I. admitted 22,267, more than last year. Some of the decline was attributed to the fact the school cut off applications by December 1. This year's first-year class has 6,917 students, 71 percent of whom are from Illinois.

Iowa Recovered. After years of reconstruction to repair damages from the great flood of 2008, the U. of Iowa is set to grow again. In the fall, it will increase its freshman class by 500 students, President Sally Mason told *The Daily Iowan*. "We feel comfortable that we can handle 500 more." Iowa has already admitted 15,394 first-year students, 1,167 more than last year, and is waiting for their decisions.

This academic year, Iowa brought in 4,666 first-year students, including 572 from 24 nations. Iowa residents accounted for 47 percent of the new class, while 30 percent came from neighboring Illinois.

MIT Admits 8 Percent. A total of 18,306 students applied to the Massachusetts Institute of Technology this year, and 1,467 were admitted, including 625 through Early Action, or 42.6 percent of the Class of 2019. MIT's admission rate increased from 7.7 percent last year to 8.0 percent. The target class size also increased from 1,050 to 1,100. Dean of Admissions Stuart Schmill told the student newspaper, *The Tech*. Some 652 students were offered positions on the wait list. Last year, 28 students were admitted off that list.

This year's admitted students come from 67 nations and over 1,000 schools. Women make up 48 percent of the class, while 25 percent identify as underrepresented minorities and 17 percent are the first in their family to go to college.

Northwestern Admits 13 Percent. Northwestern U., just north of Chicago, fielded 32,124 total applications, down slightly

from last year's 33,688. It accepted 4,187, also fewer than last year, for an admit rate of 13 percent. Ten years ago, 31 percent of NU applicants were admitted, according to *The Daily Northwestern*. In December, NU admitted 1,012 Early Decision students or about 49 percent of the Class of 2019. Just over 92 percent of all admits came from the top 10 percent of their high schools.

Princeton's Admits Guaranteed Aid If Needed. Princeton had the "most selective admission process to date," it said, and offered admission to 1,908 students, or 6.99 percent of the 27,290 applicants. In addition, 1,207 applicants were offered a place on the wait list. Princeton's aid program aims to enable students to graduate debt free.

Purdue's Records. Purdue U. in West Lafayette, Indiana, attracted nearly 45,000 applications this year, about 15 percent more than last year, and a new record.

"We experienced a one-year 28 percent increase for 2014, our first year with the Common Application," Pamela T. Horne, Purdue's associate vice provost for enrollment management and dean of admissions, told *CB*. "We didn't expect such a big bump the second year with the CA. We are aiming toward a somewhat larger class. So the increase has been helpful in that regard. But we still expect to have record low selectivity, in the 55-56 percent range, compared to our record low of 59 percent last year."

Stanford's New Record. Stanford attracted 42,487 applications this year, the largest in school history, and offered admission to 2,144, including 742 Early Action students. Admitted students come from all 50 states and 77 countries. Dean of Admission Richard Shaw said 16 percent of the new students will be first-generation college students.

Stanford also announced that new students from families earning \$125,000 or less will not be expected to pay any tuition. Previously the cut off was \$100,000. Provost John Etchemendy said, "Our highest priority is that Stanford remain affordable and accessible to the most talented students, regardless of their financial circumstances."

Tufts Admits 16 Percent. In Massachusetts, Tufts U., received 19,064 applications and accepted 1,310 or 16 percent, according to Dean of Admissions Lee Coffin. He told the *Tufts Daily* that the Class of 2019 was hand-crafted, student by student, by scoring the pool for individuals with qualities that could enhance the Tufts community.

Coffin also emphasized that students who were denied admissions were probably academically competitive and that rejections reflect a difficult decision.

UC Davis Squeeze. About 64,000 students applied to the U. of California Davis this year, competing for 5,000 first-year spots. But Walter Robinson, associate vice chancellor for admissions and enrollment planning, told the *Sacramento Business Journal* that one of the school's biggest challenges is fulfilling the commitment to accept the top 12.5 percent of California high school graduates.

"To the extent we have sufficient space for all those high end students," Robinson said, "therein lies the challenge. We could probably use about two more campuses. But I don't see that on the horizon."

UCLA's 112,000 Applications. The U. of California at Los Angeles attracted more than 112,000 applications for fall 2015; 92,681 freshman apps and 20,063 transfer applications. That is 7.2 percent more freshman apps than last year.

"The robust increase in the diversity of our applicants is the result of our concerted efforts to reach out to rural communities, underserved communities, large urban areas where there's evidence of talent, and indeed every community in California," said Youlonda Copeland-Morgan, associate vice chancellor for enrollment management.

USC Admits 17.5 Percent. Meanwhile, the U. of Southern California received applications from 51,800 students and sent acceptance letters to 9,050 of them in 50 states and 77 nations, for an admit rate of 17.5 percent. About 29 percent of those admitted boasted a perfect 4.0 high school GPA. Some 44 percent hail from California, with Texas, New York, Illinois, Washington, Florida, New Jersey and Arizona following. The most representative nations are China, India, South Korea, Canada, Singapore and Taiwan. One in eight will be the first in their family to go to college, announced Timothy Brunold, USC's dean of admissions.

Vanderbilt's 9.5 Percent Admit Rate. Vanderbilt U. in Tennessee received 27,822 regular decision applications and admitted 9.5 percent of them, down from 11 percent last year, according to *The Vanderbilt Hustler*. The Early Decision I and II admit rate was 22.5 percent. About 96 percent of all new students ranked in the top 10 percent of their high school class. Middle 50 percent scores were 750-800 on the SAT Critical Reading and Math and 33-35 for the ACT.

Whitman Sets Second Straight Record. Whitman C. in Washington has set application records two years in a row, this year receiving 3,800 first-year applications and 120 seeking to transfer. Among them are 560 international applicants from 80 nations, a 33 percent jump. Students of color accounted for 24 percent of applicants. ■

Holding the Line on College Costs

Alaska Pacific's Free Tuition. Alaska Pacific U. is offering free tuition to some low-income students. APU's Promise Tuition Grant Program offers free or greatly reduced tuition to students who qualify for a federal Pell grant. "If they are fully Pell eligible, they will pay no tuition out-of-pocket," said Carter Caywood, APU's Director of Admissions. "If they are partially Pell eligible they just have to make up the difference that the Pell grant is not covering, and that's for the year. So they can get a private education for little to nothing out of pocket."

Bloomfield's Single Price. Bloomfield C. in New Jersey is simplifying its price structure to a single figure or a "tuition-only model." Starting in fall, it will eliminate all extra fees and charge \$27,800 a year for full-time undergraduates. Almost all of its 2,000 students also receive financial aid. "Our students deserve this type of honest, straight-forward cost structure as they make the most important investment of their lives," Adam Castro, vice president for enrollment management, told NJ.com.

Colby-Sawyer Locks In Tuition & Board. Colby-Sawyer C. in New Hampshire has frozen tuition and room and board rates for on-campus students and will maintain those rates until graduation. According to *Valley News*, the rate freeze will apply to new students this fall, as well as freshman and sophomores currently on campus. Also, students who do not graduate, but who meet program requirements, will not be charged while they finish their coursework. Colby-Sawyer states it "integrates liberal arts and science study with career preparation," and enrolls 1,370 students.

Highline Eliminates App Fee. Highline C. outside of Seattle has eliminated its application fee. "While \$17 does not seem like much to some people, for members of our South King County community, it can be significant and be an unnecessary barrier to education and training that is vital for improving their lives," said President Jack Bermingham. Highline serves some 16,500 students.

Lake Superior State In-State For All. Lake Superior State U. in the Upper Peninsula of Michigan has eliminated out-of-state tuition, making one rate for all students. It states it is the first public school in the nation to do so.

Its "One Rate at Lake State" slogan cuts tuition by 33 percent for out-of-staters, to about \$10,000 for two semesters. "If we want to grow and attract talent, we need to bring people here from elsewhere," Tom Pleger, LSSU president, told the *Detroit News*.

LSSU touts programs in fire science, fisheries wildlife management, nursing and an engineering degree with concentration in robotics and automation, plus its natural beauty and outdoor activities.

STUDENT LOAN UPDATES

Student-Loan Collectors Punished. The U.S. Dept. of Ed ended debt collecting contracts with five companies that pursue students who default on their loans. The DOE charged that the companies made "inaccurate representations" about programs designed to help the borrowers get back on track. The companies are: Pioneer Credit Recovery, a subsidiary of Navient Corporation, the nation's largest student loan servicer; Coast Professional; Enterprise Recovery Systems; National Recoveries and West Asset Management.

The American Federation of Teachers' president, Randi Weingarten, argued: "Until higher education is free, collection of student debt should not be handled by for-profit firms. It should be brought back into the Department of Education where it was for many years."

Stubborn Student Loan Debt Rates. For the fourth quarter of 2014, student loan delinquency rates improved overall, but not across the board, according to the "Quarterly Report on Household Debt and Credit" released by the New York Federal Reserve. Delinquency rates rose for those with both student debt and auto loans. The 90-plus day delinquency rate for student loans stands at 11.3 percent, the highest rate for any form of household credit.

Why Student Loans Are Different. A report from New America, Ed Central entitled "Why Student Loans Are Different" concludes: "The way that borrowers take out student loans leads to surprising loan balances and monthly payments. Borrowers express alarm that qualifying for a loan was so easy, but were conflicted about whether it should be more difficult to obtain them. And, the federal loan system allows students to easily postpone, delay or procrastinate on their payments, which often merely compounds loan balances and monthly payments." To follow the discussion on Twitter, see, #studentloansaredifferent.

SCHOLARSHIP SCOOPS

Gifted H. S. Students. The Institute for Educational Advancement in California is calling for "gifted students" across the nation to apply for its Caroline D. Bradley Scholarship to go to the high school of their choice for four years. For more info, see, www.educationaladvancement.org/caroline-d-bradley-scholarship.

Webster's Centennial Scholarship. Webster U. in St. Louis established a new "Centennial Scholarship" of \$3,000 per year for incoming freshmen, part of a new \$25 million endowed scholarship. Students are automatically considered for the scholarship upon admission. They must have a 3.0 or above GPA and 21 ACT or 980 SAT. *Kiplinger's Personal Finance* recently named Webster U. one of the 100 best values. ■

COUNSELOR'S BOOKSHELF

The End of College: Creating the Future of Learning and the University of Everywhere by Kevin Carey; 288 pages; Riverhead Books; ISBN 1594632057 (ISBN-13: 9781594632051), \$20.93. "How traditional colleges became confused, ineffective and expensive and how a new generation of researchers and entrepreneurs

are building a digital learning ecosystem to take their place."

People are Talking About... Hot of the press is the new book, *The Prime of Life: A History of Modern Adulthood* by Steven Mintz published by Belknap Press this month; ISBN-10: 0674047672 and ISBN-13: 978-0674047679;

\$35.00 ; 432 pages. Takes a look at how coming of age today is really different from days gone by, for better and for worse.

Acing the ACT: An Elite Tutor's Guide to Tricky Questions and Secret Strategies that Make a Big Difference by Elizabeth King ; Ten Speed Press; ISBN-13: 978-1607746393, ISBN-10: 1607746395, \$12.99, "features concise lessons that will boost scores dramatically...." ■

Who Are Today's Freshmen?

ABOUT A QUARTER of 2014 college freshmen who applied to selective institutions thought that early admissions programs were "very important" to them, according to UCLA's "The American Freshman: National Norms Fall 2014." (These days, nearly a third of colleges use Early Action and 42 percent of all applications are submitted that way, according to the National Association for College Admissions Counseling.)

The UCLA survey of 153,015 first-time full-time freshmen at 227 baccalaureate institutions also found that today's students have higher long-term academic aspirations than in the past. Nearly 44 percent of students entered with the intention of pursuing a master's degree, up from 28 percent in 1974. Those who want a doctorate or professional degree rose to nearly 33 percent from 21 percent four decades earlier. However, 42 percent of these new students expected it will take them more than four years to graduate from their undergrad program.

On the life goals front, 82 percent of freshmen who began college in fall 2014 ranked "being very well off financially" as "very

important" or "essential," up from 44 percent in 1974 and 74 percent in 2004.

The UCLA survey also found that the 2014 cadre spent less time in face-to-face interaction with their peers. For example, 41 percent reported they did not attend parties at all and 61 percent spent less than an hour a week at a party. In 1987, just 24 percent said they spent less than an hour at parties.

But more than a quarter of 2014 freshmen spent six hours or more a week on Facebook, Twitter and other sites, 19 percent more than seven years ago. Only half of 2014 freshmen said their interpersonal skills were either "a major strength" or "somewhat strong."

And while 57 percent of black students said they considered it important to promote racial understanding, only 29 percent of white students felt that way.

Also, about 10 percent of freshmen reported that they "frequently" felt depressed, up three points from five years ago. Student self-reported emotional health dropped to 50 percent. On a positive note, only 1.7 percent of students smoke frequently. And beer drinking is down at 33 percent compared to 74 percent in 1981. ■

CURRICULUM CAPSULES

Special Education. Bethel C., a Christian college in northern Indiana, is offering a new minor and graduate degree in special education. According to *Inside Indiana Business*, a recent report from the Indiana Dept. of Ed found that more Bethel grads are rated as "highly effective teachers" by school administrators in their first three years of teaching than any other Indiana college.

Sustainable Hospitality Management. Cal State Monterey Bay is offering a new B.S. in sustainable hospitality management. Students gain "a broad foundation in hospitality, sustainability, leadership and management, operations, marketing and information technology." The program also explores "issues in terms of the five-dimensional lens of people, ethics, equity, planet and profit." Concentrations include sustainable hotel, resort and event management, as well as sustainable ecotourism management.

Critical Ethnic Studies. Kalamazoo C. in Michigan will offer a major in critical ethnic studies. The three core courses are "Argument with the Given;" "Language: The Colonial and Imperial Difference" and "Insurgency, Solidarity and Coloniality of Power." Majors will also take 17 courses in

anthropology, sociology, English and religion. "The primary project is to theorize from multiple and simultaneous narratives of silenced peoples and epistemologies."

Also, Kalamazoo will no longer require the SAT or ACT.

Students Study on Mobile Devices. More than 80 percent of students use mobile technology to study according to the second annual report, "The Impact of Technology on College Student Study Habits" from McGraw-Hill Education and Hanover Research. Mobile devices such as smartphones and tablets were the second most popular device category behind laptops, up 40 percent over last year. Nearly half of students say these devices save them time while studying. And 66 percent of surveyed students indicated that it is moderately to extremely important for them to be able to study on a mobile device.

Cal State Northridge Requirements. Beginning fall 2016, four majors will have tougher admissions requirements, aimed at reducing CSNU's undergraduate population by 300 students. The majors are psychology, kinesiology, music and cinema and television arts. In fall 2017, other majors will "align with the mandate from the CSU system." ■

ENROLLMENT TRENDS

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technology, told *The Berkley Beacon*, that part of the problem of lower yield is increased multiple applications, but the really good news is the school's 89 percent first-to-second year retention rate.

Emerson focuses on "communication and the arts in a liberal arts context" with courses in communication studies; marketing communication; journalism; communication sciences and disorders; visual and media arts; the performing arts; and writing, literature and publishing.

Nebraska's Energy. The U. of Nebraska-Lincoln enrollment reached 25,006 in fall 2014, a 2.3 percent increase and the second highest enrollment in school history. The 4,652 first-year student enrollment was a 5.2 percent increase, which was also the second highest number since its 1979 record. Overall, enrollment has grown 15.4 percent since 2005.

"Our growth as a university is a reflection of our upward trajectory not only in enrollment but in energy, optimism and ambition," said Chancellor Harvey Perlman.

Sweet Briar Closing. Sweet Briar C., a 114-year old women's college in Virginia, announced it was shutting down at the end of this academic year. President James Jones Jr. cited "insurmountable financial challenges" as the ultimate cause, and the fact that too few students are applying to rural or women's colleges.

Even though the college has an \$84 million endowment, and the tuition discount rate had soared to 62 percent, it attracted only 523 students this year, when its target was 800. Sweet Briar is the third Virginia liberal arts college to shut down this year. The others include Saint Paul's C. and Virginia Intermont C.

But Sweet Briar alumnae have raised \$3 million to date and vow to save the institution. CB will keep you posted.

P.S. Correction: Last month, in "College Completion Rates Between Rich And Poor Students Widens," CB meant to say college completions for poor students rose from 6 percent in 1970 to 9 percent in 2014. Pamela T. Horne, associate vice provost for enrollment management and dean of admissions at Purdue U., pointed out, "While 9 percent is nothing to be proud of—it's actually a 50 percent increase over 6 percent. This is a 3 percentage *point* increase." Special thanks for the correction and clarification. ■

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