

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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People are Talking About...

Who Got In? 2015

Barnard Apps Up 17 Percent. Applications to Barnard C. in New York City rose by 17 percent this year to a record 6,655. It admitted 1,301 women from around the world, for an admit rate of 19.5 percent, the lowest in the college's history. Applications have soared by 45 percent over the past decade. Barnard remains the most selective women's college in the U.S.

Jennifer Fondiller, dean of enrollment management, said, "As Barnard celebrates its 125th anniversary this year, the outstanding increase in applications is a testament to the vitality of the College's mission, and demonstrates the continuing appeal of women's colleges in general." She added that, "These students represent the qualities that make a Barnard woman unique: inquisitiveness, drive, academic excellence and the desire to make their mark on the world."

Bates Admissions Staff Flew 250,000 Miles. Bates C. in Lewiston, Maine, received a record 5,636 applications, a 12 percent increase over last year. Bates admitted 1,208 students, in what it called its academically strongest and most diverse new class in college history. Of the 932 students offered admission during regular decision, 37 percent are students of color, 13 percent are first-generation college students and 81 percent graduated in the top 10 percent of their high schools. The average SAT score was 2135; the average ACT score was 32.

This year, Bates admission staff flew nearly 250,000 miles en route to visiting 1,166 high schools and community-based organizations that work with college-bound students. "Bates has long been recognized as one of the nation's finest liberal arts colleges," said Leigh Weisenburger, dean of admissions and

financial aid. "We are seeing growing interest from students in regions where we have increased our recruitment such as California, Florida and Texas."

Bowdoin's Admissions Process "Personal."

Bowdoin C., in Brunswick, Maine, admitted 1,009 students from an application pool of 6,790. The target class size is 500 students in the fall. This year's admit rate was 14.9 percent. "There's a great deal about our process that is very personal, including interviews, essays, campus contact and other experiences along the way," wrote Scott Meiklejohn, dean, admissions and financial aid, in *The Bowdoin Daily Sun*. "We make a significant commitment to being available to our applicants, and we hope that what we do is as personal and accessible as it can be...."

U. of Chicago Admits But 7.8 Percent. The U. of Chicago attracted 30,162 applications, 10 percent more than last year, and extended offers to 2,356 students for an admit rate of 7.8 percent, down from last year's 8.4 percent. In 2005, the U. of C. admitted 40.3 percent. Over the past decade, applications have increased by 331 percent. A record-breaking 11,403 students applied through nonbinding Early Action. Many applicants have been attracted by the U. of C.'s new Institute of Molecular Engineering and the Logan Center for the Arts. According to *The Chicago Maroon*, Chicago expects a yield of about 60 percent, similar to last year.

U. of Connecticut Tops 34,000 Apps. The U. of Connecticut fielded 34,019 applications for the Class of 2019, a 9 percent increase over last year and a university record. Applicants were competing for about 3,500 spots at

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The Counselor's Corner

New Financial Aid Issues

Northeastern Increases Aid. Northeastern U. in Boston will provide a record \$239 million in financial aid, not loans, for undergraduate students in 2015-16, a 7.9 percent increase over last year. "Since 2006, Northeastern has nearly doubled annual investment in undergraduate financial aid, an important step toward supporting students through graduation and reducing student debt," said Jane Brown, vice president for enrollment management.

Vassar College Receives \$1 million To Support Low-Income Students. The Jack Kent Cooke Foundation awarded \$1 million to Vassar College in Poughkeepsie, New York, for "its success in attracting and graduating low-income students." Vassar president Catharine Bond Hill said the prize will go to programs for low-income students, "first generation" students and undocumented students, the so-called "DREAMers."

Hill, an economist, added, "Currently in the U.S. the likelihood of earning a bachelor's degree depends to a large extent on a person's family income and race. This must change for our country to live up to its principles of social advancement for all. Selective colleges and universities with large endowments must do their part by committing significantly more resources to need-based financial aid."

St. Lawrence's \$600 K For STEM Scholarships. St. Lawrence U. in Canton, New York,

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the Storrs campus, and about 1,400 at the Hartford, Stamford, Waterbury, Avery Point and Torrington campuses.

U. of Delaware Admits Fewer Students

"Deliberately." Applications to the U. of Delaware total 26,600 for the Class of 2019. Thus far, more than 15,400 students have been admitted. The process continues. About 16 percent more international students applied this year. More than a quarter of the admitted class is minority students. "This year, we admitted fewer students deliberately," Doug Zander told *The Review*. Last year, 400 more students than anticipated enrolled, creating a housing shortage.

Emory's Record. In Atlanta, Emory's C. of Arts and Sciences received 20,519 applications for the Class of 2019, exceeding 20,000 for the first time, according to Emory News Center. At its Oxford C., apps jumped by 31 percent to 9,736. And apps to its highly-selective Scholars Program soared by 108 percent to more than 6,700. Overall, Emory admitted 4,796 students or 23 percent. Oxford C. admitted 3,715 or 38 percent. The average unweighted GPA was 3.8 at Emory C. and 3.71 at Oxford C. International applications grew by about 20 percent, according to Dean of Admissions John Latting, and represented students from 71 nations, with a surge from India.

Fairfield U. Breaks Application Mark.

Fairfield U. in Connecticut attracted 10,732 applications, 8 percent more than last year. It admitted 63 percent, down from 70 percent last year, for a smaller class. Even though Fairfield is test optional, about 70 percent of students send in their SAT scores anyway.

"This is the largest applicant pool in our history," Karen Pellegrino, director of undergraduate admissions, told *The Fairfield Mirror*, adding one reason is that Fairfield uses the Common Application. "Students are applying to more colleges to make sure they have options because the process is somewhat unpredictable from year-to-year," she points out. Pellegrino also noted that some of the increase has resulted from admissions staff travel outside the core states of Connecticut, New Jersey, New York and Massachusetts.

Florida Polytechnic's Second Class. Florida Polytechnic U, the newest school in the Florida University System, with a concentration on STEM (science, technology, engineering and

P.S. Looking for Ivy League Results.

CB posted the Ivy League results on the April 1 "Admissions Story-of-the-Day" at www.collegeboundnews.com. ■

More New Test Options

Siena C., a private Catholic liberal arts school in Loudonville, New York, will no longer require standardized test scores from applicants. Students will be judged on class rank, GPA and strength of curriculum. But students who opt out will be encouraged, if not required, to complete an interview with an admissions counselor. Some programs have specific standards.

"Siena's approach to the admissions process is becoming more holistic and personalized," Ned Jones, vice president for enrollment management, told *University Daily News*.

And Virginia Commonwealth U. no longer will require the SAT for applicants with a high school GPA of 3.3 or higher. VCU's president, Michael Rao, emphasizes that the university is not lowering its quality standards, but rather emphasizing GPA over SAT scores, since the GPA has proven to be a better determinant of how well a student will do in college.

Rao also charged that the SAT has racial and socio-economic biases that could prevent talented students from attending the Richmond-based school. VCU enrolls more than 30,000 students in 223 degree and certificate programs in the arts, humanities and sciences. ■

math), received more than 1,500 applications for its second class of students. The average GPA of applicants was 3.9, the average SAT was 1800. Inquiries for next year already are up 100 percent. Last year, 550 students enrolled.

Writing in *The Miami Herald*, President Randy K. Avent said the new students are, "actively shaping our campus culture... and are experiencing a fresh, hands-on, industry-inspired curriculum... and are working on important global issues such as developing renewable energy sources and exploring ways to enhance cyber security.... At Florida Poly, if a student can dream it, we believe they can do it. We'll certainly help them try."

U. of Georgia Looks for "Academic Improvement."

The U. of Georgia received 22,300 applications for the 5,200 spots in the Class of 2019. Nancy McDuff, associate vice president for admissions who is retiring this June after 20 years on the job, told *Macon.com* that Georgia admissions officers look for good grades in the toughest classes a student can take and for academic improvement from freshman to senior year. Leadership capabilities, strong writing and active school and community life from freshman through senior year are all important to the UG admissions staff. This year, mid-range GPA for admitted students is between 3.84 and 4.09. Many had completed Advance Placement courses or International Baccalaureate classes. Georgia's Hope Scholarships help keep "the best and brightest" in state.

Macalester Admits 39 Percent. Macalester C. in Minnesota received applications from 6,030 students, about 400 fewer than last year, and admitted 39 percent. Macalester hopes to enroll 505 students this fall, down from 540 last year. Jeff Allen, the director of admissions, told *The Mac Weekly* that the admissions office was not particularly concerned about the decrease. "To a certain extent, it is inevitable for a college to experience a decrease in applicants from one year to the next."

Meanwhile, Macalester announced that it has signed a deal with SunEdison, Inc., the world's largest renewable energy development company, to offset 100 percent of the college's electricity use with solar energy. "Macalester has a long history of commitment to environmental and energy initiatives....," said David Wheaton, vice president.

Penn State's Schreyer Honors College.

The Schreyer Honors College at Penn State, established in 1997, received a record 3,721 applications this year. It will form a class of 300, or about 8 percent of the initial applicants. "Our admit rate over the last eight years has gone from around 25 to 26 percent down to a low 15 percent and that includes even the fact that we are growing," said Chris Munoz, vice president for enrollment. "We're attracting incredibly well-qualified students."

Pomona C. "Very Conservative" With Offers.

Pomona C. in California received 8,091 first-year applicants, and admitted a record low 9.76 percent of them, Pomona hopes to field a class of 405 students, about 50 fewer than last year when an unexpectedly large number of admitted students enrolled. "We're expecting a similarly high percentage of students to accept admission to Pomona this year, so we were very conservative with our offers," said Seth Allen, vice president and dean of admissions and financial aid.

For the first time, students of color make up the majority of Pomona's new class at 51.4 percent; 13.8 percent are Asian Americans, 11.6 percent African American, 18.3 percent Hispanic, 7.4 percent multiracial and less than 1 percent Native American. The median SAT scores are 740 critical reading, 740 math and 740 writing. The median ACT is 33.

Skidmore Looks for Smaller Class.

Skidmore C. in New York received about 8,500 applications, 1.7 percent fewer than last year. It admitted 3,000 of them through Regular Decision. "We were looking for a slightly smaller class," Dean Mendes, associate director of admissions, told *The Skidmore News*. "Our target is 660-670 enrolled students and that includes 38-40 that will potentially be going to London for the London program." The current freshman class educates 728 students.

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has received \$618,524 from the National Science Foundation to create a liberal arts science scholars program that will assist underrepresented students to pursue STEM-related majors and careers. St. Lawrence will offer 20 scholarships to underrepresented students who want to major in mathematics, geology, chemistry, computer science, physics or a non-clinical track of biology.

A Good Investment? With concerns about college costs and debt increasing, several universities have taken steps to show prospective students exactly how their education will pay off. American U. in Washington D.C., Wake Forest U. in North Carolina, the U. of Texas and St. Olaf C. in Minnesota have created websites to show how their graduates are doing based on their undergraduate majors.

American U., for example, has created a website, "We KNOW Success: Where AU Graduates Land" that presents data on jobs, salaries and graduate school placement, as well as internships and study abroad experiences within six months of graduation for the Classes of 2011-2014. AU leadership hopes other universities will follow its lead. See: www.american.edu/weknowsuccess.

Illinois Transfers. More transfer students applied to the U. of Illinois Urbana Champaign during the 2014-15 school year than previously. According to *The Daily Illini*, 4,939 applied and 2,028 were admitted, while 1,331 ultimately enrolled. Most transfer applications were in liberal arts and sciences, engineering and business.

"As with freshman admissions, we strive to admit the most qualified transfer applicants to build an academically talented and diverse transfer class," Keith Marshall, associate provost and interim director of enrollment management, told the student paper. "How many transfer applicants we admit each year varies by space, availability and demand. Much of our recent increase in transfer applications has been for highly-competitive programs that have limited capacity so we're unable to meet all of that demand."

TRENDING IN COMMUNITY COLLEGES

Trend Toward Encouraging Transfer C.C. Grads. Indeed, improving transfer agreements between community colleges and four-year institutions is seen as one important key to increasing the number of college graduates nationwide. And an increasing number of colleges are doing just that.

Lynchburg C., for example, in Virginia just announced it will offer a new scholarship to students who are transferring in with an associate degree. The Lynchburg College Associate Degree Transfer Scholarship will award up to 80 students up to \$17,500 per year. The college said the aim is to boost the academic quality of students and provide a good experience for transferring students. "Those students who come in with

an associate degree tend to be very strong students and graduate and attain at a high level," said Ty Eccles, transfer coordinator.

Cal C.C.s and Historically Black Colleges. Nine historically black colleges in the South and Midwest have pledged to admit all students who complete prescribed courses in California's 112 two-year colleges with a 2.5 GPA. The new arrangement is designed to reduce the time it takes students to accumulate enough course credits to move to a four-year school.

"This is a really, really great initiative," said University of Pennsylvania professor Marybeth Gasman, an expert on historically black colleges and universities. "It's a whole new market for HBCUs and might bring in more Latinos, which will help with enrollment."

Cleveland State/UTC Dual Degree. Cleveland State C.C. in Tennessee and the U. of Tennessee Chattanooga have signed a dual degree agreement. Students can save money by enrolling their first two years at Cleveland State C.C. and then finish at UTC and ease the transfer process. "It is a way for us to look at the educational needs of southeast Tennessee," said Cleveland State President Bill Seymour.

Temple Partners with C.C.s. Temple U., in Philadelphia, admits about 4,000 transfer students per year, about 70 percent from community colleges. Now, a new seamless dual admissions program with 11 Pennsylvania community colleges will help students save money and time. Students with GPAs above 3.3 will also be eligible for new scholarships.

Participating schools include: Bucks County C.C.; Burlington County C.; C.C. of Philadelphia; Delaware County C.C.; Harrisburg Area C.C.; Lehigh Carbon C.C.; Luzerne County C.C.; Montgomery County C.C.; Northampton C.C.; Reading Area C.C. and Valley Forge Military C.

Community College Completion Higher. The U.S. Dept. of Ed calculates the rate of graduation at community colleges at 21 percent. But a new study by the American Association of Community Colleges says the National Student Clearinghouse which tracks students beyond their starting institution pegs the completion rate at 39 percent. The NSC graduation rate for full-time community college students is 57 percent, three times higher than the Dept. of Ed calculation.

Aspen Prize Goes to Santa Fe C.C. Santa Fe C.C. in Gainesville, Florida, won the \$1.1 million 2015 Aspen Prize for Community College Excellence. The prize recognizes outstanding outcomes in four areas: student learning, certificate and degree completion, employment and earnings, and high levels of access and success for minority and low-income students. Valencia, another Florida community college, won the first Aspen Prize in 2011.

For more, see: www.aspeninstitute.org. ■

COUNSELOR'S BOOKSHELF

Where You Go Is Not Who You'll Be: An Antidote to the College Admissions Mania by Frank Bruni, *New York Times* columnist, Grand Central Publishing, ISBN-13: 9781455532704, \$25.00.

Universities and Colleges as Economic Drivers by Editors Jason E. Lane and D. Bruce Johnstone; SUNY series, Critical Issues in Higher Education; 338 pages, ISBN13: 978-1-4384-4501-4, \$75.00.

In Defense of A Liberal Education by Fareed Zakaria, Norton, 204 pages, ISBN 978-0-393-24768-8, \$23.95.

The Freshman Fabulous: The Girl's Guide to College by Jessica Ekstrom, founder and CEO of Headbands of Hope, Telemachus Press, LLC, ASIN: B00T1TAFZ6, \$11.99. A humorous and helpful guide on what to wear on the first day of

class to what to do after failing a test to how to get internships and solve roommate problems.

Free Download On Green Colleges. On this year's Earth Day, the Princeton Review released its free downloadable *Guide to 353 Green Colleges: 2015 Edition*. The top five schools on the green list are: Lewis and Clark C. in Oregon, Green Mountain C. in Vermont, U. of California, Santa Barbara, State U. of New York-Stony Brook U., Dickinson C. in Pennsylvania. See, www.princetonreview.com/green-guide. ■

CURRICULUM CAPSULES

St. Lawrence Sends Students To Buffalo For Pharmacy Degree. St. Lawrence U. in New York State and the U. of Buffalo have created a three-plus-four-year program in which students earn a bachelor's from St. Lawrence before earning a doctor of pharmacy degree from UB.

Niagara's Civic Engagement. Niagara U., founded by a Vincentian community in 1856 in upstate New York, offers students many avenues of civic activity, including its Institute for Civic Engagement, where students work with local entities such as the Niagara Beautification Commission on anti-graffiti efforts, Youth Works on a home repair initiative for senior citizens or the Family Literacy Center. They can also work with EntrepreNU,

a poverty-focused social entrepreneurship project on hunger and nutrition problems.

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."

The change is not without critics. "California became a great state because of free education," Alexis Krasliovsky, professor of screenwriting and film studies, told the *Daily Sundial*. "It's tragic if taxpayers and legislators continue to turn their backs on the students whose education will help all of us advance." ■

NEWS YOU CAN USE

Calling Future Teachers. ACT released a report claiming that fewer high school grads plan to become educators. The report, *The Condition of Future Educators*, stated that interest in becoming an educator significantly declined over the past four years, with only 5 percent, or 89,347, of the 1.85 million high school grads taking the ACT test in 2014 saying they intended to pursue a career as an educator—either as a teacher, counselor or administrator. In 2010, the percentage was 7 percent of graduates. "The drop in the number of our young people who want to become an educator is truly alarming," said Jon Erickson, ACT president. "Unless something changes quickly, the supply of new teachers may not meet the future demand."

The other alarming trend is that in 2013, half of the ACT-test graduates who planned to pursue an education career switched to another major within the first two years of college.

The Great Sleep Recession. Female students, racial/ethnic minorities and students of lower socio-economic status are less likely to get seven or more hours of sleep each night, according to a new study, "The Great Sleep Recession: Changes in Sleep Duration Among U.S. Adolescents, 1991-2012," from researchers at Columbia U.'s Mailman School of Public Health.

The largest decrease in the percentage of students who get seven hours of sleep per night was 15-year-olds, a "particularly concerning trend for a significant portion of U.S. students at this important juncture in development."

Among this age group, 72 percent reported getting seven hours or more per night in 1991. But that figure has fallen to 63 percent by 2012.

"Although the underlying reasons for the decrease in hours of sleep are unknown," said Dr. Katherine M. Keyes, "there has been speculation that increased internet and social media use and pressures due to heightened competitiveness of the college admissions process are adding to the problem."

More Disabled H.S. Grads. The four-year high school graduation rate for students with disabilities climbed to 62 percent in 2012-13, according to the U.S. Dept. of Ed's National Center for Education Statistics. But state-to-state rates vary dramatically from Mississippi's 22.5 percent to Arkansas' 80 percent.

Foreign College Searches. The U. of Oxford, U. of Cambridge, King's C. London, U. College London, London School of Economics and Political Science, U. of Edinburgh, Imperial C. London, Trinity C. Dublin, U. of Arts London and Australian National University are the 10 top names for online searches of foreign universities by U.S. students, a Google analysis reveals. The top cities: London, Paris, Barcelona, Berlin and Singapore.

Who Pays For College? Very few college students pay the full cost of college. In fact, according to a study by Mintel, a product and media intelligence company, only 14 percent of all college students has all their expenses paid for by their parents or guardians. ■

WHO GOT IN?

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Among the trends Skidmore witnessed this year: there was higher demand for financial aid. International applications increased by 22 percent, and 14 percent of admitted students come from abroad. California sends in the third most applications.

Majority of Admits to Swarthmore From Public Schools. Swarthmore C. in Pennsylvania admitted 950 prospective members of the Class of 2019 or 12 percent of the 7,817 who applied. Swarthmore expects to enroll about 418 in its first-year class next fall.

According to Jim Bock, vice president and dean of admissions, 58 percent of admitted students come from public high schools, 27 percent from private independent schools, 7 percent from parochial schools and 8 percent from 74 nations overseas. Twenty-one percent of the admitted students are among the first generation in their family to attend college.

Wesleyan Partners With Posse. Wesleyan C. in Connecticut accepted its second group of Posse Scholars, who will matriculate with the Class of 2019. The new group includes three women and seven men who served in Afghanistan, Iraq, Bosnia, Italy, South Korea and Germany. "Our second Posse Vets cohort brings an even more diverse and eclectic group of veterans to Wesleyan," Antonio Farias, vice president, told the *The Wesleyan Argus*.

Nearly 90 Percent of Admits to C. of William & Mary in Top Ten Percent of Their Class. The C. of William & Mary admitted just under 5,000 students from a pool of nearly 15,000 students. W&M expects a total of 1,520 first-year students to enroll this fall. About 89 percent of the students ranked in the top 10 percent of their high school classes. The median SAT score was 1410. About a third of those admitted are students of color. About 7 percent are international students. And about 20 students are expected to enroll in the St. Andrews Joint Degree Programme.

Williams Creates "Diverse" Class. Williams C. in Massachusetts attracted 6,883 applications and admitted 1,159, or 16.8 percent of applicants. About 14 percent of the students (159) are affiliated with QuestBridge and another 116 high-skill, low-income students came through Windows on Williams. The college meets 100 percent of a student's demonstrated need. ■

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