

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Welcome Back to COLLEGE BOUND'S 29th Year!

Fall Outlook in the States

UC Record. The U. of California system has enrolled a record number of out-of-state students this fall, bringing in about \$400 million in much-needed revenue. Over 20 percent of UC freshmen come from beyond California's borders, according to *The Los Angeles Times*. About 30 percent of UCLA freshmen, nearly 30 percent of UC Berkeley freshmen and 28 percent of freshmen at UC San Diego, are non-Californians. Out-of-state students pay \$23,000 in tuition versus \$12,192 for California residents.

Out-of-state students earn better grades their first year, but also have a higher dropout rate than native Californians.

Until about 1993, out-of-state students could move to California and establish residency after a year. Then UC tightened its residency rules. Across all 23 Cal State U. Campuses, about 4 percent of undergraduates were from other states and countries.

Illinois is Enrolling the Most Internationals. Ten percent of the first-year class at the U. of Illinois at Urbana-Champaign, or 600 students, hail from mainland China, making the campus home to more international students than any other public university in the U.S.

Meanwhile, Illinois dropped the ACT from its roster of required state tests in 2015. State officials worry that with a new battery of tests, students would be required to take too many tests. So whether students take the ACT will be up to the individual districts. *The Chicago Tribune* reported that 145,000 Illinois juniors took the ACT last year.

And smokers beware: This summer, Illinois Governor Pat Quinn signed legislation that bans indoor and outdoor smoking at all public colleges and universities.

Indiana/Kentucky Cooperation. Western Kentucky U. has signed a joint admissions agreement with Ivy Tech Community C. of Indiana. "This agreement paves the way for better advising of Ivy Tech students and an easier transition to the last two years required to complete a bachelor's degree," said WKU president Gary Ransdell. The agreement also helps meet the needs of employers in Southern Indiana and Western Kentucky.

Massachusetts Leads in Dual Enrollment. Massachusetts announced that The Commonwealth Dual Enrollment Partnerships now includes 2,300 high school students, a 40 percent increase this past year. Students take college courses at discount or free. "It's a crucial tool of not only getting students into college, but retaining students and for students graduating college," said a higher education commissioner.

Minnesota Quality. The U. of Minnesota announced it attracted 44,000 applications for this fall, even as its admission standards increased. Last year's incoming freshman class posted an average ACT score of 27.9, versus the national average of 20.9.

New Jersey Tackles Tuition. Two colleges in New Jersey announced they were keeping tuition at last year's rates: Ramapo, a public college in Mahway, and the C. of St. Elizabeth, a private Catholic school in Convent Station. But according to a survey by the *Star-Ledger*, undergraduates at four-year colleges in New Jersey will pay between 1.3 to 4.7 percent more in 2014-15. Stevens Institute of Technology in Hoboken will cost \$45,366, 3 percent more than last year. At Rutgers U. in
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Testing Tabs

ACT Results. The ACT released its annual report the end of August on the current state of college readiness. The good news: The average ACT composite score in 2014 was 21, up 0.1 compared to last year. About 1.84 million students took the test, a record 57 percent of the national graduating class, a 3 percent increase over last year. But while 86 percent of these test-takers say they intend to pursue postsecondary education, only 39 percent met three or more of the four ACT College Readiness Benchmarks in English, math, reading and science. And 31 percent did not meet any of the benchmarks.

ACT says that these benchmarks indicate the minimum score students must earn to have about a 75 percent chance of earning a grade of "C" or higher and a 50 percent chance of earning a "B" or higher in a typical first-year college course in the subject area.

Overall, 64 percent met or surpassed the benchmark in English; 44 percent in reading; 43 percent in mathematics; and 37 percent in science.

High Hopes, Low Income. Almost all (95 percent) low-income students who took the ACT want to pursue some postsecondary education. That compares with 87 percent of all students who took the test. However, only 59 percent of the low-income students immediately enrolled in higher education after high school, compared to 71 percent of all students. Academic preparation is one culprit.
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FALL OUTLOOK

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New Brunswick-Piscataway, tuition and fees will be \$13,813, 2.3 percent more than last year. Rutgers said it was trying to keep the increase close to inflation.

New Hampshire Connections. Signaling a trend *CB* is seeing in a number of the states, the U. of New Hampshire is establishing dual admissions programs with community colleges. First up is the Portsmouth Community C. and it will likely do the same with Nashua Community C. in the near future, according to *The Telegraph*. The program is designed to let students “seamlessly transfer into UNH to complete a bachelor’s degree after completing their associate degree as long as their grade-point average is 2.5 or higher.” The program is designed to reduce the cost of earning a bachelor’s degree.

UNH, like colleges throughout New England, is competing for fewer high school graduates, as well as a growing competition from online education programs. Thus, colleges are tightening their belts. “The greatest challenges facing higher education continue to be access and affordability,” said Mark Huddleston, president.

New Mexico Advice. New Mexico State U. in Las Cruces recently approved tougher admission standards, raising the minimum high school GPA from 2.5 to 2.75. The new requirements go into effect next year. It found that about half of students who currently enter with GPAs below 2.75 drop out the first year and nearly 85 percent fail to graduate in six years. This compares with about three-fourths of students with a 2.75 or greater who make it through their first year, with nearly half graduating in six years.

Students with an ACT score of 21 or above, or a SAT score of 990 or above, or who rank in the top 20 percent of their graduating class, will still be admitted automatically. The university also is working on a “Guaranteed Pathway” program that will give students who fail to meet this standard a chance to attend a community college and later transfer to NMSU.

Also, a new project at NMSU assigns students their own individual financial aid advisor. “I believe it is helpful for students to have an outreach person that will work with them by advising them regarding options and resources available,” said Janie Merchant, financial aid director. “It’s important to have someone to mentor incoming students and to reach out to students that may be at-risk academically. The focus is on helping students achieve their educational goals.”

North Carolina Cap. The U. of North Carolina system capped tuition increases

TESTING TABS

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“This report underscores the disconnect between students’ plans for their educational future and their preparation to put those plans in action,” said Scott Montgomery, vice president. See, www.act.org.

New Test Optional. Bryn Mawr C. and Temple U. in Pennsylvania, Plymouth State U. in New Hampshire and Montclair State U. in New Jersey are joining the ranks of schools that have gone test optional. Nationally, more than 800 colleges, about 30 percent of undergraduate degree programs, let students opt out of submitting test scores.

- Beginning this fall, applicants to **Bryn Mawr**, the woman’s private liberal arts college, will have an option of whether or not to submit standardized test scores. “We have always conducted a holistic review of a student’s application and that will continue,” said Peaches Valdez, director of admissions, Bryn Mawr. “This new policy will make our pool of applicants even stronger as a wider range of academically talented students will be able to consider Bryn Mawr.”

- **Montclair State U.** will become the first public university in New Jersey to adopt a SAT/ACT test-optional policy for all undergraduate applicants. Montclair State admits approximately 3,000 new students each year from a pool of well over 11,000 applicants. Its research has verified that the most powerful predictor of college success is a student’s

this year at 5 percent. But at the same time, it capped the amount of money raised by tuition that is redirected into financial aid at 15 percent. UNC Chapel Hill Chancellor Carol Folt told *The Associated Press* that the median family income for students receiving financial aid in the university system is about \$60,000 a year.

Ohio Calls for More Internationals. Ohio has attracted more international students than ever. According to the *Dayton Daily News*, in the past five years, the number of international students studying in Ohio has nearly tripled. Now the state legislature wants the Ohio Board of Regents to recruit even more overseas students to its public colleges and universities. “The demographics in Ohio aren’t enough to support the institutions in Ohio,” Michael Kabbaz, vice president, Miami U., told the paper. “We have to expand our reach.... When you look at the number of high school graduates, the Midwest is really the epicenter of decline.”

Washington’s Dual Admissions. Central Washington U. and Peninsula C. signed a dual-admission option for Peninsula students to earn their bachelor’s degree in specific programs.

performance in high school and, in particular, the high school GPA and the rigor of the courses taken. The university has found that a student’s high school GPA is three times as powerful as the SAT for demonstrating a student’s likely performance at Montclair State.

“As we choose each incoming class, our goal is to ensure, to the greatest extent possible, that the students selected for admission are capable of succeeding in the university’s rigorous academic programs,” said Susan A. Cole, president.

- **Temple U.** will become the first national public research university in the Northeast to make standardized test scores optional. The university expects as many as 150 to 200 students who likely would not have been accepted because of low SAT and ACT scores, but who exhibit other promising attributes, will be admitted for 2015. Many of them could come from the Philadelphia School District.

“We cannot ignore the mounting evidence that standardized test scores inject socioeconomic bias into the admissions and financial aid equations,” said Hai-Lung Dai, provost, Temple.

- And **Old Dominion U.** in Virginia is launching a two-year pilot program that allows those who earned a 3.3 GPA in high school to apply without submitting SAT or ACT scores.

Meanwhile, **Hampshire C.** in Massachusetts is eliminating use of ACT or SAT scores altogether. It had been one of the first colleges in the U.S. to be test optional. ■

William & Mary’s Promise. The C. of William & Mary in Virginia, the nation’s second oldest college, increased tuition by 14 percent for incoming freshmen. But it also promised that any subsequent tuition increases would only affect later incoming freshmen. “Tuition has always been the most volatile in terms of predictability year-to-year,” said Samuel E. Jones, vice president. “The feedback was that families do like that predictability... they can make that value judgment and know that number is going to be stable.”

William and Mary’s Class of 2018 includes 1,521 freshmen, selected from a pool of 14,552. About 80 percent of the students graduated in the top 10 percent of their classes. The SAT middle 50th percentile of the group is 1270-1470. For the ACT, it is 29-33. Students of color make up 30 percent of the group. About 8 percent are first-generation college students, and 9 percent are legacies. The incoming students include: an organic gardener and member of a rock band, a published novelist and a beekeeper.

P.S. More enrollment profiles coming next month. If you have stats you’d like to share, drop us a note at collegeboundnews@gmail.com. ■

Talking with Parents

Demographic Research. How do today's teenagers select a college? Many are the target of niche marketing. And a new survey called, "The Super Investigator Goes to College," from Lipman Hearne, a national marketing and communications firm specializing in higher education, and Cappex.com, a college search engine, found interesting results.

African-American males are less influenced by financial aid/scholarship awards than were white females. Hispanic males were much more inclined to pick a school based on where a friend is going than Hispanic females were. Also, students of color reported that college fairs and e-mails from admissions offices were key information sources. However, those sources didn't even rank for white students. Students from the South cared more about "appealing college traditions" than did New England students who were more focused on "international/global experiences." For a copy of the report see, www.lipmanhearne.com.

Elite Standstill. The number of low-income students attending the nation's "elite" colleges has remained stagnant over the past decades, according to an article in *The New York Times* August 25 called "Generation Later, Poor Are Still Rare at Elite Colleges." It reflected several federal studies. Among the exceptions: Vassar, Amherst, Harvard and the U. of California system. However, at the 28 most elite private colleges and universities, including eight Ivy League members, enrollment of students from the bottom 40 percent of family income increased from just 10 to 11 percent from 2001 to 2009.

"Colleges generally spend 4 percent to 5 percent of their endowments per year on financial aid, prompting some administrators to cite this rough math: Sustaining one poor student who needs \$45,000 a year in aid requires \$1 million in endowment devoted to that purpose; 100 of them requires \$100 million. Only the wealthiest schools can do that, and build new laboratories, renovate dining halls, provide small classes and bid for top professors," wrote the article's author Richard Pérez-Peña.

Parents Saving. Parents are saving more than they did last year for their children's college education, according to the eighth "State of all of College Savings," from the College Savings Foundation. Over 70 percent of parents said that increased public awareness of student loan debt had caused them to look at different strategies for funding their child's education. Overall, saving is a top strategy for 45 percent of parents, up from 43 percent last year. And 46 percent of them have saved more than \$5,000 per child. About a third of all parents own a 529 college savings plan. Nearly three-fourths of parents expect their children to contribute to college.

Subsidies Decrease. For the first time, college students are paying an average half or more of their education costs, as subsidies hit a

10-year low. And according to the American Institutes for Research (AIR), community colleges are posting the lowest level of per student spending in a decade.

"Students are paying an ever-larger share of the costs that colleges and universities incur to provide an education—particularly students at public institutions," said AIR researcher Donna Desrochers. "Research universities are still feeling the recession's aftermath, with academic spending per student declining for two years straight, while spending at other four-year institutions rose."

Among findings: Institutional subsidies dropped to a decade-low in most types of colleges and universities, averaging \$6,000-\$7,000 per student at four-year institutions.

Million Denied Aid? Nearly one million community college students, about 8.5 percent of all c.c. students cannot get federal student loans because their schools do not offer them, says a new report, "At What Cost?" from The Institute for College Access & Success. "Most community college students still don't use loans to pay for their education, but for those who need to borrow, federal student loans can make the difference between graduating and having to drop out," said Debbie Cochrane, the report's lead author. See, www.ticas.org.

Helicopter Parent Debate. The debate goes on about the benefits and drawbacks of "helicopter parents," parents who hover over their children as they grow up. A new survey from researchers at California State U. Fresno, based on surveys of 450 undergraduates, found that: the students of helicopter parents were more likely to be dependent on others, engage in poor coping strategies and lack the soft skills such as responsibility and conscientiousness which employers value. The research was published in a recent issue of *Education + Training*. It also concluded that these students are becoming an increasing issue in colleges.

Finding Scholarships. Where should students begin looking for scholarship money? According to Marianne Ragins, author of *Winning Scholarships for College*, students should look into scholarships offered by community foundations. They should also check alumni associations in their community, as well as local churches and faith-based organizations. And when they do their Internet search, they should do an advanced search, because smaller, community-based scholarship organizations often are not found on scholarship search engines or even in scholarship directories. The authors should know. As a high school senior, Ragins made headlines when she received a record-breaking \$400,000 in scholarship funds. See, www.scholarshipworkshop.com (ISBN: 9780805099478); \$30. ■

THE COUNSELOR'S BOOKSHELF

Admissions Essay Book Camp: How to Write Your Way into the Elite College of Your Dreams, Ashley Wellington (Ten Speed Press, 2014); ISBN: 978-1-60774-612-6; \$14.99; www.tenspeed.com.

Essays That Will Get You into College, 4th edition, Dowhan, Abero, Dowhan and Kaufman; ISBN: 978-1-4380-0288-0; \$13.99. And 1,100

Words You Need to Know, Flash Cards; ISBN: 978-1-4380-7526-6; \$16.99. Both from www.barronseduc.com.

Common Core Goes to College. A new report from The New America Foundation, "Common Core Goes to College: Building Better Connections Between High School and Higher Education," suggests the time is right

to realign the learning experience.

It argues for streamlining the layers of student assessment and redesigning the financial aid process.

See, www.newamerica.net.

Long-Term Planning. A private company based in Nashville is designed to help students prepare for college and once admitted, to assess their strengths and chart an academic and career path through one of 1,500 academic programs nationwide. See, www.youscience.com. ■

CURRICULUM CAPSULES

Centenary in Paris. Centenary C. of Louisiana, founded in 1825 in our most French-influenced state, launched a “Centenary in Paris” program last month by sending 130 first-year students to Paris to begin their college careers with intensive immersion courses. Faculty accompany the students.

Silicon Valley Immersion Experience. Cogswell C., which offers a curriculum that fuses digital arts, engineering and entrepreneurship, has launched “The Silicon Valley Immersion Experience,” available to entrepreneurs and students from around the world.

Contemplative Studies. Over 100 colleges and universities in North America offer some form of “contemplative” studies. Now Brown U. is the first to offer students the option of a concentration in the emerging field. According to Harold Roth, professor of religious studies and director of the Contemplative Studies Initiative, the new program is “interdisciplinary” with scientific, humanistic and artistic courses.

Graduates will have options ranging from medical school to bringing their knowledge of contemplative practices into schools and prison systems. ■

NEWS YOU CAN USE

Student Achievement. The federal government tracks graduation rates for first-time, full-time students who finished college where they began. It found that less than 50 percent of students who matriculated in 2007 graduated within six years. But that evidently overlooks transfer students. So, 250 public and 16 private colleges are posting more accurate statistics on a site called Student Achievement Measure.

According to *The Washington Post*, the new information puts the schools in a better light than does the federal profile. Mickey Burnim, president, Bowie State U. in Maryland, told the *Post* that the expanded disclosures are a “vast improvement” over federal graduation data. See, www.studentachievementmeasure.org.

My Brother’s Keeper. Calling the condition of the nation’s children and youth of color a “national catastrophe,” leaders of 60 of the nation’s largest urban school systems this summer joined together in a collective commitment to improve their educational outcomes. Representatives of the Council of the Great City Schools met at the White House with President Obama and pledged to carry out specific actions: providing better preschool and social development; targeting the students in elementary school for support; keeping data on their progress; reducing absenteeism, suspension and expulsions; and curbing inappropriate placement in special education, working to transform high schools with low graduation rates and putting these students on the path to college and career success. See, www.cgcs.org.

Note to Admissions Officers. This summer, NACAC released its report, “Career Paths for Admission Officers.” Among the highlights:

“Women and minority racial/ethnic groups are under-represented in key segments of the admissions process.... For example, “Women are overrepresented at entry- and mid-level positions, comprising about 70 percent of counselors and assistant/associate directors, but they are increasingly underrepresented at more senior positions.”

Also, “there is not a career path in college/university admission, something that rising professionals seek.” And, “mobility is a key factor—though not necessarily required—for advancement in admission.” To find the entire report, go to www.nacacnet.org.

New Grad Wages. The wages of relatively new college graduates rose more slowly than the rest of the workforce, according to research from the San Francisco Federal Reserve Bank. That is because employers have more freedom in the wake of the recession to set wages and working conditions for new employees.

“Other signs of the continued weakness in the labor market are the shares of recent graduates not in the labor force, unemployed or working part-time, which are still elevated compared with the start of the recession,” the report said. It added that it would be, “misguided” to conclude that going to college is a poor investment.

Name Change. The C. of Mount St. Joseph in Cincinnati has changed its name to Mount St. Joseph U., effective this summer. The 93-year-old institution, a “sponsored ministry of the Sisters of Charity,” will continue to provide a personalized liberal arts education, but also plans to expand its academic offerings, including the number of graduate and online degree programs. ■

SCHOLARSHIP SCOOPS

Horatio Alger Stories. The Horatio Alger Scholarship Program, established in 1947, “honors the achievements of outstanding individuals who have succeeded despite facing seemingly insurmountable adversities.” The scholarships, ranging from \$7,000 to \$22,000, help young people pursue their dreams and higher education. This year, more than \$10 million in college funding will go to students who average a 3.8 GPA and a mean SAT score of 1684. Since 1984, more than 21,000 students have received more than \$100 million in scholarships. Deadline: Oct. 25. See, www.horatioalger.org/scholarships.

Handicapped-Gifted. The Stanley E. Jackson Scholarship for Handicapped-Gifted awards three grants of \$1,000 each. Deadline: Feb. 1. Applicants must have a 3.60 GPA and a learning disability. For application and information, write: Scholarship Committee, Foundation for Exceptional Children, 1920 Association Drive, Reston, VA, 22091.

Medical Survivors. Those who have survived “a serious medical diagnosis and are moving forward in their lives” are eligible for a new \$1,000 scholarship sponsored by Chalik & Chalik Law Offices, a medical malpractice firm. The first annual “Survivor’s Scholarship” deadline is Jan. 12, 2015. See, www.chaliklaw.com/scholarship.

Florida Polytechnic Calling STEM Students. Florida Polytechnic U., Florida’s newest state university and focusing on STEM subjects, is introducing a new scholarship for all students taking a minimum of 30 credit hours. Those in the highest percentile of merit and financial need will receive complete coverage. Florida Polytechnic trustees approved more than \$19 million in scholarship support for full-time students attending the new university.

Lexus Eco Challenge. This year, Lexus will award \$500,000 in grants and scholarships to students. But in addition, it is working with Scholastic Inc., to reward the environmental actions of students in grades 6 through 12 who participate in one of two challenges focused on either “Land & Water” or “Air & Climate.” The top prizes of \$30,000 will go to the winning middle and high school teams. Teachers are encouraged to visit www.lexus.com and www.scholastic.com/lexus. ■

Have a great school year!
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