

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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## More Apps, New Deadlines

**BC Admits 33 Percent E.A.** Boston C. attracted 9,000 Early Action applications for its Class of 2021, 5 percent more than last year. It admitted 2,900 of them, for an admit rate of 33 percent. International students were admitted from 30 nations. John Mahoney, director of undergraduate admission, told bcheights.com that the college hopes to fill about 30 percent of the class with EA students.

Admitted students posted an average 33 on the ACT and a 1425 on the SAT, which was updated this year by the College Board to a 1600 scale, with a new Evidence-Based Writing and Reading section.

**California U. Of Pennsylvania Makes Instant Transfer Decisions.** California U. of Pennsylvania is offering instant admission decision to transfer students. "The waiting game is over. If you are looking to transfer to Cal U. and finish a bachelor's degree, we will look over your records and give you a decision on the spot," Terrie Greene, executive director of the Office of Articulation and Transfer Evaluation announced.

**Case Western Reserve U. Tops 25,000.** Case Western Reserve U. attracted more than 25,000 applications for the Class of 2021, 10 percent more than last year. Since 2007, its average SAT scores have climbed more than 80 points. A decade ago Case Western Reserve accepted nearly three quarters of its applicants. In 2016, it admitted just a little more than a third of them.

One program attracting more students is the Larry Sears and Sally Zlotnich Sears think[box] innovation hub and "makerspace" that helps students and staff collaborate to bring entrepreneurial ideas to market. Case also dramatically strengthened its international programs and 16 percent of the entering class last fall was composed of international students.

**Clemson's Championship Yields Spike in Inquiries.** The day after Clemson U. defeated the U. of Alabama for its first national football championship in 35 years, traffic to its website jumped by 10 times over the normal Monday visits, according to Mark Land, vice president for university relations.

**Colorado's International Apps Drop By 7.6 Percent.** First-year applications to the U. of Colorado Boulder increased by 5 percent to 35,445. Applications from Colorado residents rose by a record 7 percent; from non-residents by 6.5 percent. But applications from international students fell by 7.6 percent.

*The Boulder Daily Camera* cited a November 2016 Moody's Investors Service report as one explanation for the drop-off, saying that "international students have become a volatile revenue stream for U.S. colleges and universities in the wake of the election." Moody's speculated that, "President-elect Trump's proposal to discourage companies from employing H-1B workers would likely reduce international student enrollment because it would make it harder for companies to hire foreigners, diminishing the post-study job prospects of international students in the U.S."

**Emory's EDI Up 11 percent.** Emory U. in Atlanta attracted 1,595 Early Decision 1 applications for its C. of Arts and Sciences and Oxford C., including 610 students who applied to both. That's the largest number of students applying to the first round of Early Decision in Emory's history. About 41 percent of applicants were international students. The Oxford C. program received 712 applications, a 53 percent increase over last year.

Some 474 applicants were admitted to Emory C., while another 190 students were admitted to Oxford C. And 61 applicants were admitted to both.

**Iowa's New Application Deadline.** The U. of Iowa is moving its application deadline from May 1 to March 1. Those who apply after March 1 will be wait listed. If the current pace of applications for next fall continues, UI could see another historic freshman class, topping 6,000 for the first time.

Iowa has already received 22,000 freshmen applications, up about 2.4 percent over last year. It has admitted about 19,000 prospective students, representing a 5.9 percent increase. About 2,230 students have already accepted admission and paid their fees, an increase of nearly 15 percent over last year. This year's freshman class clocked in at 5,643 students, according to thegazette.com.

**Lafayette's Fifth Record-In-A-Row Pool.** Lafayette C. in Pennsylvania fielded 8,403 applications so far for the Class of 2021, the fifth straight record-breaking year. "I would never upend the success of our operation on a number, we will always select a fantastic class for this college regardless," said Matt Hyde, dean of admissions. "We are growing enrollment. It's nice to have a record applicant pool to select this class." Lafayette's yield is about 30 percent.

**NYU Marks 10th Straight Year Of Record Applications.** New York U. received a record-breaking 67,232 student applications for the Class of 2021, 6 percent more than last year. NYU received more applications than any other independent research university in America using the Common Application. Over 9,000 of those students applied Early  
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## APPS, DEADLINES

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Decision. A record-tying 27 percent of applications are from international students. The number of applicants to NYU's campus in Abu Dhabi increased by 4 percent. Those to NYU Shanghai increased by 2 percent.

"It's an astonishing number of students to apply to any university...our sense is that the combination of a world-class education in a world-class city fuels a draw to NYU like no other," said Shawn Abbott, dean of admissions.

**Northwestern's Admit Rate Dips.** Northwestern U. received a record high 3,700 Early Decision applications for the Class of 2021, and accepted about 26 percent of them, Michael Mills, associate provost for university enrollment, told *The Daily Northwestern*.

About 21 percent of the ED admitted students are black, Hispanic, American Indian or Alaska natives. In part, the increase among low-income students is the result of Northwestern's relationship with the Questbridge Scholars Network. About 15 percent of its newly-admitted students are Pell Grant recipients. Northwestern hopes Pell students will make up 20 percent of its first-year class by 2020. This year, international students make up 12 percent of the ED class.

In total, NU attracted 37,050 applications, an increase of about 2,000 more than last year. That means NU's admission rate is likely to drop below 10 percent for the first time.

**Penn's Record.** The U. of Pennsylvania attracted a record 40,394 applications, including 6,147 who applied Early Decision. About half of the application growth came from international students, Eric Furda, dean of admissions, told *The Daily Pennsylvanian*.

**Tufts Up By 4 Percent.** Tufts U. received a record 21,057 applications for the Class of 2021, 4 percent more than last year. Tufts expects to enroll 1,350 new students in the fall. A record 2,310 students applied Early Decision, up 11.5 percent over last year. The number of international students seeking admission grew by 14 percent over last year. Applications from China jumped 25 percent. Students from 133 countries applied for admission.

Karen Richardson, dean of undergraduate admissions and enrollment management, said, "The Common Application definitely makes it easier for students to apply to more schools. But we've also continued to do the outreach that we've always done. We continue to have packed campus tours, good turnout on our on-campus open houses and we try to have a finger on the pulse of what prospective students think and how they want information. We replaced our view book with the *Jumbo* magazine. It's more dynamic and current, and

## Enrollment Trends

**Georgia Merges Four Colleges.** The Georgia Board of Regents voted to expand Georgia Southern U. in Statesboro by merging it with Armstrong State U. in Savannah. Both campuses will remain open under the Georgia Southern name with a combined enrollment of about 27,000 students.

Abraham Baldwin Agricultural C. in Tifton will be consolidated with Bainbridge State C. under the Abraham Baldwin name, with an enrollment of about 6,000 students. This is the fifth round of college consolidation approved by the board since 2012. The consolidations will take effect in fall 2018.

**Grinnell's Foreign Wait List.** The story of how Grinnell C. in Iowa bolstered its Class of 2020 enrollment by dipping into its foreign wait list was profiled in a recent *Washington Post* article.

Joe Bagnoli, vice president for enrollment, told the paper, "First time we've ever done that." But at the time, Grinnell was well short of meeting its target of 440 freshmen. "With all those empty seats, we had a real revenue issue," he added. Grinnell is "need-aware" for foreign applicants and about a third of them receive support.

So this year, 23 percent of Grinnell's freshmen are international students, up from 18 percent in 2014 and 11 percent in 2004. Grinnell's total enrollment is about 1,700 students. It admitted 28 percent of applicants in 2014, down from 63 percent a decade earlier. The influx of overseas students has had a positive side effect of helping to globalize learning at Grinnell, according to Bagnoli.

**Illinois To Boost Enrollment By 15 Percent.** The U. of Illinois has rolled out a plan to add 12,150 students to its three campuses

over the next five years, an increase of 15 percent. At the same time, the university is poised to approve a tuition freeze for incoming Illinois students for the third straight year.

The Chicago campus (UIC) will add nearly 4,800 more students by adding and expanding programs in areas such as integrated health studies, nutrition and wellness, disability and human development, and data science. And it will fill 18 existing programs to capacity. The Springfield campus will add 1,000 more students by introducing new programs and improving marketing for its online courses.

"Big numbers aside, this enrollment initiative is really all about opportunity, giving more students the opportunity for a world-class education that will transform their lives..." said Timothy Killeen, U. of I. president.

### Pittsburgh Admissions Collaboration.

The Pittsburgh Admissions Collaboration is a new partnership among the Pittsburgh Public Schools, the U. of Pittsburgh and the C. C. of Allegheny County that is working with students as early as the middle-school years. The collaboration seeks to acquaint students with college, offer college-oriented experiences such as tours and mentoring, and access to college events. It also helps high school students apply to college.

### Fewer California African-Americans Apply To State Schools.

Even though more African-American students have become eligible to attend California public universities, fewer of them are applying. Between 2011 and 2014, the number of black college students in the state decreased by 13 percent, below 2008 figures. However, the number of white college students in California also declined at a similar rate since 2011. ■

we are increasingly using social media to full advantage."

**Virginia EA Apps Up 24 Percent.** The U. of Virginia received 20,446 Early Action applications for the Class of 2021, 24 percent more than last year, and accepted 29 percent. Nearly 27 percent of the EA applicants were deferred to the regular pool and will discover their fate in March. Virginians accounted for 5,278 of the EA apps, and posted a 47 percent acceptance rate, compared to 22 percent for out-of-staters. EA applications arrived from 65 nations, according to *The Cavalier Daily*.

**Other Early Data.** Here are some more early admission numbers:

- Brown U. received 3,170 applications and admitted 695, for an admit rate of 22 percent.
- Dartmouth C. received 1,999 applications, admitted 555 students, for an admission rate

of 28 percent.

- Johns Hopkins U. received 1,934 applications, admitted 591, for an admit rate of 31 percent.

- The U. of Notre Dame received 6,020 applications and admitted 1,470, for an admissions rate of 24 percent.

- William and Mary C. attracted 1,023 applications, admitted 528 students, for an admit rate of 52 percent.

### Canadian U.'s Apps From The U.S. Are Up 20 Percent Overall.

But some universities in Canada, such as the U. of Toronto, have seen an 80 percent increase in U.S applications, according to a survey by *The Globe and Mail*. Trent U. in Peterborough, Ontario, has had a 60 percent increase. The interest follows years of recruiting, university officials told the paper. In addition, there has been a drop in the Canadian dollar. ■

# February's Financial Affairs

**Year-Around Pell Grants Reinstated.** Even though reauthorization of the Higher Education Act (HEA) stalled in 2016, Congress reinstated the "year-round" Pell Grant program. Tennessee Senator Lamar Alexander, chair of the Senate Education Committee, called the move the "most important news in higher education out of the Congress this year."

**Massachusetts Helps Thousands Of Students Apply To College.** The Massachusetts College Access Celebration, in its fourth year, has helped thousands of high school students apply to college. In Worcester, the first large district to participate system-wide, more than 700 students have already been accepted this year.

"Especially in an urban school district like Worcester, which is home to many potential first-generation college students, offering help, or even just encouragement, can make a big difference to students who otherwise might not see themselves as college material," Maureen Binienda, superintendent of schools, told telegram.com.

Students are helped by high school counselors, college admissions workers and volunteers from local companies at events where students can apply to college and find out how to improve their chances of getting in, and even receive on-the-spot acceptances and scholarship offers. Statewide, nearly 40 schools participate in the program, up from about 20 last year.

**Grandparents Burdened By Student Debt.** The student debt crisis is reaching across generations. According to a recent report by the U.S. Consumer Financial Protection Bureau, the number of older Americans taking on student debt on behalf of their children and grandchildren has quadrupled in the past decade, with consumers over 60 now holding \$66.7 billion in student loan debt. And nearly 40 percent of those over 65 who have student debt are in default.

"A large portion of older student loan borrowers struggle to afford basic needs," the report said. Overall, U.S. consumers owe nearly \$1.4 trillion in outstanding student loans.

**Student Loan Default Rates.** To view a new study of the student loan default rates for over 4,500 schools across the nation, including public and private colleges and universities as well as non-degree, for-profit schools, go to [www.studentloans.net](http://www.studentloans.net). The report also includes average default rate by school type, average default rate by state.

**Colleges That Draw From The Top 1 Percent.** *The New York Times* recently listed colleges and universities that enroll the highest percent of students from families with incomes in the top 1 percent, for the

Class of 2013. The ranking is based on research by The Equality of Opportunity Project.

Here is the list of the top 10 schools, with the percent from the upper 1 percent of income earners and the bottom 60 percent.

Washington U. in St. Louis, 21.7 percent, 6.1 percent; Colorado C., 24.2 percent, 10.5 percent; Washington and Lee U., 19.1 percent, 8.4 percent; Colby C., 20.4 percent, 11.1 percent; Trinity C. (Connecticut), 26.2 percent, 14.3 percent; Bucknell U., 20.4 percent, 12.2 percent; Colgate U., 22.6 percent, 13.6 percent; Kenyon C., 19.8 percent, 12.2 percent; Middlebury C., 22.8 percent, 14.2 percent; and Tufts U., 18.6 percent, 11.8 percent.

## TUITION TABS

**MIT's Tuition.** Tuition and fees at the Massachusetts Institute of Technology will increase by 3 percent for the 2017-18 academic year, the smallest percent increase since 1970. At the same time, MIT will hand out \$118.5 million in undergraduate financial aid, up sharply from the \$30.5 million allocated in 2000.

"Next year's financial aid budget will give more students and families critical support, and it will help reduce the burdens and stress that understandably come with managing college education costs," said Cynthia Barnhart, chancellor.

**Ohio U. Increases Tuition 3.3 Percent.** Meanwhile, tuition at Ohio U. will rise by 3.3 percent, adding an additional \$388 per year and bringing tuition to an expected total of \$12,132.

**Marquette U. Increases Aid.** Marquette U. in Milwaukee will increase tuition by \$1,330 next year. But it also announced it is increasing financial aid by \$26 million to \$146 million.

## SCHOLARSHIP SCOOPS

**Franklin & Marshall Goes Bowling For Dollars.** Franklin & Marshall C. in Pennsylvania recently was bequeathed \$6.3 million by a husband and wife who ran the local bowling alley. It was the largest donation in support of student financial aid in the school's history. The money will underwrite a scholarship fund named for Richard and Faye Gelhard, dedicated to students interested in government, public affairs or public policy.

**ADHA.** The 2017 Michael Yasick ADHA Scholarship is for students under the care of a licensed health care professional who are accepted or enrolled in a two- or four-year undergraduate or graduate program. Each recipient receives \$2,000 and one year of ADHA coaching services. See, [www.shireADHAScholarship.com](http://www.shireADHAScholarship.com). ■

## FALL 2016 ENROLLMENT ESTIMATES

The National Student Clearinghouse Research Center released its annual Current Term Enrollment Estimates and found, compared to last year, enrollments decreased among four-year for-profit institutions, by an average of -14.5 percent; enrollment decreased at two-year public institutions by -2.6 percent; and at four-year private nonprofit institutions by -0.6 percent.

Enrollments increased slightly among four-year public institutions by + 0.2 percent.

"Taken as a whole, public-sector enrollment (two-year and four-year combined) declined by -1.0 this fall."

Total undergraduate enrollment fell to 16,297,766, -1.9 percent. The number of graduate and professional students grew by 1.5 percent to 2,712,693. The number of full-time students in all sectors was 11,937,407. The number of part-time students was 7,073,054. The number of students age 24 and under

is 12,379,773. The number over age 24 is 6,630,686.

Of all of these students, only 1,289,296 are enrolled in the liberal arts and sciences, general studies and humanities, although that number is up by 4.7 percent. Homeland Security, and law enforcement, firefighting and related protective services enrolled 300,666 students, a loss of -6.0 percent.

Enrollment fell by -6.2 percent in Alaska, by -4.6 percent in Michigan, by -5.7 percent in West Virginia. It grew by 17.2 percent in New Hampshire and 7.2 percent in Utah. ■

## CURRICULUM CAPSULES

**Cybersecurity And Networking At Bronx C.C.** Thanks to a \$145,000 contribution from the Capital One Foundation, Bronx C.C. will launch a 30-credit certificate program in cybersecurity and networking. The first group of students will enter the program in spring 2018.

The certificate will be “industry neutral,” meaning that training will not be restricted to one field and students will be able to use these skills in any business that uses computers. Faculty will be drawn from people currently working in the industry. Eventually, the program will be a 60-credit two-year AAS degree program.

**Niagara’s Exotic Hospitality Internships.** Niagara U.’s C. of Hospitality & Tourism Management sends its students on internships to exotic and exciting locations to work at world-class hotels and resorts. Some students end up working at five-star resorts on Lake Como, Italy; in Cusco, the gateway city to Machu Picchu; to New York City at the Waldorf-Astoria and the New York Athletic Club among other places. Graduates of the program have a near 100 percent placement

rate in entry-level positions that pay between \$35,000-\$58,000 per year.

**Supply Chain Management M.S.** Loyola U. Chicago is set to offer a Master of Science in supply chain management. Students will focus in areas of industry, including purchasing, transportation, logistics, distribution and warehousing. “We help you understand and solve the complex challenges of moving goods globally, on time and on budget, to ensure they arrive when and where they should,” Loyola says.

**UC Davis Launches Pre-College Program.** This summer, the U. of California, Davis is launching a new pre-college program that gives high school students an opportunity to “test drive” college. Students will be able to enroll in one of four majors for hands-on learning experiences in Coastal & Marine Sciences, Innovation & Entrepreneurship, Mind & Brain and Veterinarian Science. Tuition and fees for the program are \$5,300 plus \$1,600 for housing and dining. Limited scholarship opportunities are also available. To find out more, visit [www.precollege.ucdavis.edu](http://www.precollege.ucdavis.edu). ■

## NEWS YOU CAN USE

**Diversity Gaps In Computer Science.** Black and Hispanic students are almost twice as likely to be interested in learning computer science as white students, despite the fact that they have less access to computer science classes in schools and less exposure to computers, according to new research from Google and Gallup.

**Reducing Student Stress.** Research indicates that today’s students are more stressed out than ever before. Now a new app helps students to de-stress and focus on school. Simple Habit is a meditation app that offers five-minute targeted sessions to help students recharge before class, prep for exams or even get into the right frame of mind before internship interviews. See, [www.simplehabitapp.com](http://www.simplehabitapp.com).

**Character Counts.** Nearly 80 percent of college admissions officers reported that the “quality of character” counts as an important component in the admissions process, according to a survey by The Social U. At the same time, 50 percent say they have checked the social media of their applicants. And 57 percent of admissions officers admitted they

have discovered online content when they reviewed a student’s profile, such as violent symbols or expressions, drug and alcohol use, negative school comments, nudity and profanity.

The Social U. works with students to review and scrub their online profiles so they do not hinder their quest for admission or scholarships.

**England Debates Student Satisfaction.** Proposed changes in the ranking system of English universities recently were attacked in the House of Lords because they could force universities to pander to the demands of “snowflake” students. The new Higher Education and Research Bill proposes a Teaching Excellence Framework in which universities will be awarded gold, silver or bronze medals on the basis of a range of factors including student satisfaction, teaching excellence and preparation for the world of work. Universities are currently ranked based on quality of research output.

“Universities are increasingly nervous about doing anything that will create overt dissatisfaction among students because they are being told that student satisfaction is the

## Short Takes on Online U. News

**Wisconsin’s Flexible Options Welcomes Illinois Nurses.** The U. of Wisconsin Flexible Option is accepting applications from nurses in Illinois who wish to receive an online bachelor’s degree from the U. of Wisconsin-Milwaukee College of Nursing. They can complete their work in as little as a year.

“Most nursing students will find the competency-based format a welcome change from the traditional models of higher education,” said David Schejbal, dean of the U. Wisconsin-Extension Division of Continuing Education, Outreach and E-Learning.

**DePaul Online.** Between 2010 and 2015, the number of DePaul U. students enrolled in online courses jumped by 64 percent to 5,560. During fall 2015, 24 percent of all students took online classes, compared to 13 percent in 2010. The C. of Computing and Digital Media posted the most students taking online courses, according to *The DePaulia*.

“Students gravitate toward online offerings for a variety of reasons: convenience, scheduling needs, job and family responsibilities,” said GianMario Besana, an associate provost in charge of DePaul’s online academic strategy.

Meanwhile, DePaul U. reports that its 2016 student body is the most diverse in its history, with students of color making up 36 percent of all students. Hispanic students account for 15 percent of the student body, Asian American students account for 8.2 percent and African-American students make up 9.1 percent of all students on campus. “This success was achieved by deliberate intent based on DePaul’s mission and commitment to diversity,” a university spokesman said. ■

key,” said Baroness Wolf, a professor at Kings College London. “This whole movement is a direct threat to academic standards and the ability of universities to stand up for freedom of speech. The student satisfaction measure is fantastically dangerous. The way to make students happy is not asking them to do any work and giving them a high-grade.”

**Odds and Ends.** The U. of Miami is building a new \$155 million dormitory complex to increase the number of undergraduates living on campus. This will increase the number of beds on campus by 1,100. The dorms will be surrounded by courtyards and outdoor spaces and span nine acres. ■

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