

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Admissions Watch

Albion Rebounds. Albion C., the small liberal arts college in Michigan, has seen steady growth in its first-year class over the past two years. “Our goal is to have 450 first-year students and 40 transfer students,” Stephen Klein, vice president for enrollment, told *The Albion College Pleiad*. “This is up from last year’s class which came in at 404 first-year students and 36 transfer students.”

Traditionally, about 90 percent of Albion students have been from Michigan. But since the economic crash of 2008, Michigan’s population has steadily declined. So, Albion has focused on recruiting students in Chicago, where the college has seen its biggest jump in enrollment numbers. But it is also focusing its recruiting in California, Texas, Ohio and Florida. And it has provided more scholarships to win students over from other schools.

American Admits 29 Percent. American U. in Washington D. C. attracted 18,692 applicants, down from last year’s 19,333. Applicants poured in from all 50 states and 120 nations. AU admitted 29 percent of them, up from 26 percent last year, but still the school’s second lowest admit rate. AU is test optional.

The Claremont Colleges. The five Claremont Colleges in California released strong admissions figures for the Class of 2021.

Pomona C. received 9,046 applications and admitted 741 students, for a record-low 8.2 percent acceptance rate, down from 9.1 percent last year. Pomona accepted 187 students Early Decision from a pool of 891 students.

Over 56 percent of the accepted pool is made up of domestic students of color. About 53 percent of the admitted class is female and a little over 11 percent are international students.

According to Seth Allen, vice president and dean of admissions and financial aid, Pomona expects to end up with 415 new first-year

students and 20 transfer students.

Scripps C. attracted 2,841 applications and admitted 949 students, or 33.4 percent. According to Victoria Romero, vice president for enrollment, 23 percent of the admitted pool is Asian-American or Asian students, 14 percent Latina, 8 percent two or more races and 5 percent are black students.

Pitzer C. fielded 3,753 applications and accepted 584 students, or 15.5 percent.

Claremont McKenna C. received 6,350 applications, the second largest pool in school history, and accepted 657 for a 10.3 percent admit rate.

Harvey Mudd C. drew 4,078 applications and accepted 566 of them for a 13.8 percent acceptance rate.

Colby Apps Up 14 Percent. Colby C. in Maine received a record high of 11,190 applications for the Class of 2021, a 14 percent surge over last year. It admitted 16 percent of them, the lowest rate in school history.

According to *The Colby Echo*, Colby has dropped application fees, removed the supplemental essay and become test optional.”

Since 2014, applications have surged 117 percent.” This year, Colby attracted applications from 135 countries. It saw applications increase 338 percent from Florida, 235 percent from Texas and 139 percent from California. Massachusetts remains the most represented state in the application pool and on campus.

The Colby Echo also noted the acceptance rates at some other New England Small College Athletic Conference (NESCAC) schools.

These were: Bowdoin C., 13.4 percent; Hamilton C., 23.6 percent; Middlebury C., 19.7 percent; Trinity U., 32 percent; Tufts U., 14.8 percent; Wesleyan U., 15.4 percent and Williams C. 14.6 percent.

Kenyon Asks: Are Politics Impacting

Applications? Kenyon C. attracted 5,600 applicants and admitted 1,850, for an admit rate of 33 percent. Those are strong numbers. But for some reason Kenyon’s application pool plummeted by 12.5 percent. The admit rate then grew from last year’s 26.5 percent.

Kenyon is wondering, why the large swing? Diane Anci, vice president of enrollment and dean of admissions and financial aid, attributes the drop in applications to the contentious presidential election. “This is a year in which you were vulnerable if you were a small liberal arts college in a rural, red state and you attract a significant portion of your student body from the East Coast or West Coast, which would certainly be the case with Kenyon,” she told *The Kenyon Collegian*.

Whether, or not, that is the reason, a number of Midwestern colleges saw drops in application numbers this year, including Grinnell C., where applications fell by 22 percent.

Hamilton Apps Up 9 Percent. Hamilton C. in Upstate New York received 9 percent more applications this year than last, and admitted 23.6 percent of them, an all-time low. About 85 percent of admits rank in the top 10 percent of their class. “An unprecedented 32 percent of admitted students identify as black, Hispanic/Latino, Asian American, Native American or multi-racial students from the U.S.,” Monica Inzer, dean of admission, told *The Spectator*. “An additional 5 percent are international citizens. This compares with final admit percentages of 28 percent and 5 percent last

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Enrollment Trends

Hartford Puts Students on Early Career Path. The U. of Hartford in Connecticut puts students on their career path before they even take their first class. A new Office of Career Services program helps students set up LinkedIn profiles and create resumes to focus on their intended careers early on.

“With this approach, students are already prepared for career events in the fall, when many employers are looking for summer interns,” said Kate Darcy Hohenthal, assistant director of experiential education and student engagement in Career Services. Some 64 percent of UHart’s recent graduates had internships while in school and 92 percent of 2016 graduates are employed, in graduate school, in the military or volunteering. The new program hopes to push those percentages is even higher.

Hawaii Recruits from the Mainland. The U. of Hawaii Manoa announced it is reaching out to the U.S. mainland for more students. Currently, 29 percent of its students are non-residents. Hawaiian students pay about \$11,000 per year for tuition. Non-residents pay \$32,904.

UH is one of the most affordable institutions in the United States.

Santa Fe College’s New Application Portal.

Santa Fe C. launched a new admissions and financial aid portal in late February. “Students live on mobile devices,” said John Carmean, director of communications and creative services. “It was imperative that the prospective student experience on a mobile device was as easy and engaging as it is on a desktop.”

Vermont State Colleges Guaranteed Transfer Program.

The Vermont State Colleges System announced a new direct admissions program which gives Community C. of Vermont graduates guaranteed transfer admission into Castleton U., Johnson State, Lyndon State or Vermont Tech. “By committing to admit students to their destination college at the start of their time at CCV, we are giving students the clearest possible paths to transfer,” said Adam Warrington, CCV director of admissions.

Washington Engineering’s Direct Admission.

The U. of Washington’s College of Engineering announced a new direct-to-college admissions program. Starting next year, about half of the students who receive undergraduate engineering degrees will have been admitted directly to the college as freshman.

“DTC admission will allow the college to more fully engage admitted students in an immersive engineering experience from their first day on campus, while still maintaining opportunities for transfer and other UW students to pursue engineering degrees,” said Michael B. Bragg, dean of engineering.

Worcester State Goes Test Optional.

Worcester State U. in Massachusetts has gone test optional. Beginning in fall 2018, students will no long be required to submit the SAT or ACT. More than 50 percent of the school’s first-year students were first-generation students.

“Worcester State U. seeks the fairest, most outcome-oriented process for admitting students,” Ryan Forsythe, vice president for enrollment management, told the telegram.com. “Our research shows that the SAT or ACT scores are far down the list of factors that predict a student will succeed.” ■

ADMISSIONS WATCH

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year...” International students hail from 39 nations ranging from Bhutan and Ethiopia to Ghana and Kazakhstan.

Inzer cited Hamilton’s “new website with better and more prominent messaging..., an amazing new virtual tour, excellent visit programs..., data-informed travel and recruitment programs, increased emphasis on guidance counselors and community partnerships... great new admissions staff additions (plus our new president, who is an excellent ambassador for our college!)” as some of the reasons for the increase in applications.

Lehigh Admits 24 Percent. Lehigh U. in Pennsylvania posted a record-low acceptance rate of 24.7 percent, down 1.6 percent from last year. About 25 percent of the Class of 2021 are students of color, while 10 percent are international students. Interim vice provost Bruce Bunnick told *The Brown and White* that in the fall of 2019 there will be an increase in the class from 1,235 to 1,360. Over the next seven years, the first-year class will grow by 1,000.

According to *The Brown and White*, Lehigh has “a focus on personalizing the experience for prospective students through on-road recruiting across the country as well as regional-level programming, Skype interviews with international students, connecting students with alumni and inviting them to Diversity Life weekend.... Lehigh’s Western Regional Office, located in San Mateo, California, was established to attract students from the West

Coast and outside the U.S.

NYU Attracts 67,000 Apps. New York U. received more than 67,000 applications for its New York, Abu Dhabi and Shanghai campuses, a new record. It admitted 18,520 students and hopes to enroll 6,500 in its freshman class. NYU’s admit rate fell to 27 percent from last year’s 35 percent.

“As a university that guarantees housing for all its undergraduates, and wants to preserve a relatively intimate student-to-faculty ratio and average class size, it is important that we avoid over enrolling our first-year classes each year,” Shawn Abbott, assistant vice president and dean of admissions, told *Washington Square News*.

Trinity Admits 32 Percent. Trinity C. in Connecticut admitted 1,700 students to its Class of 2021, about 32 percent of its application pool. Prospective students come from 38 countries and 41 states, and include the largest number of students of color in school history. About 60 percent of the admitted pool comes from outside of New England. Last month, Trinity sponsored receptions in Boston, New York City, Chicago, Los Angeles, Central America, the United Kingdom, Beijing, Shanghai, Mumbai, Bangalore and Delhi to convince students to matriculate.

“It’s all about the personal touch,” Angel Perez, vice president of enrollment and student success, told *The Trinity Tripod*. “We are making sure we reach out to students individually, invite them to campus, connect with current

students, meet them in their home cities and, most importantly, share the transformative power of a Trinity education. The interaction that is most effective is when admitted students interact with our faculty and current students on campus.”

Vanderbilt Admits 8 percent. Vanderbilt U. in Tennessee received 27,841 Regular Decision applications and admitted 2,382 prospective students, for an admit rate of 8.6 percent. Some 96 percent of those graduating from high schools that rank students were in the top 10 percent of their class. And 100 percent of the students received one or more significant honors or held a major leadership position. For students who took the new SAT, administered after March of last year, the middle 50 percent score for evidence-based reading and writing was 710-770. The middle 50 percent for math was 720-800. The middle 50 percent ACT was 33-35.

William & Mary Admits 35 Percent. The C. of William & Mary fielded 14,915 applications for the Class of 2021, up 4 percent from last year, and offered admissions to about 35 percent. It expects to enroll about 1,520 in August. Students of color constitute about 34 percent of the admitted pool, while international students come from 52 nations, up 7 percent. About 92 percent rank in the top 10 percent of their high school class. The median SAT score of admitted students was 1420, the median ACT was 32. About 20 students will participate in the St. Andrews Joint Degree Programme. ■

Financial Aid Matters

The Future of Direct Student Loans. The debate over who should issue student loans is heating up again. Democrats generally believe it should be the federal government. Republicans generally believe it should be the private loan industry. President Clinton began a direct student loan program that moved control of the student loan process into the U.S. Department of Education. President George W. Bush moved loans back into the private sector. President Obama refashioned the direct student loan program through the U.S. Dept. of Education.

Last month, 21 Democratic state attorneys general wrote Betsy DeVos, the new U.S. Secretary of Education, expressing concern that she will move student loans, a \$1.3 trillion operation, back into the private sector.

In April, Secretary DeVos halted the DOE's work on reforming loan servicing, a process intended to ensure borrowers understand their outstanding debt and repayment options. She said the process had been riddled with "moving deadlines, changing requirements and a lack of consistent objectives." According to the Consumer Federation of America, \$137 billion in student debt is in default.

This move set off a partisan debate. "We should be looking for ways to ease the burden of student debt, not enabling the student loan servicing industry to manipulate and exploit students," New York Attorney General Eric Schneiderman objected.

CB will keep you updated on the direct student loan debate.

Associate Degrees Pay Off. A new study from the Center for Analysis of Postsecondary Education and Employment "affirms that completing an associate degree yields strongly positive, persistent and consistent earnings gains; studies show that completing an associate degree yields on average approximately \$4,640 to \$7,160 per annum in extra earnings compared to entering college but not completing an award. For certificates, the evidence shows positive but modest returns and that these returns may fade out within a few years post-college. For non-completers, there is evidence that earning more credits is associated with higher earnings."

New York State's Free Tuition. New York's plan to offer free tuition to income-eligible students at its state universities and community colleges begins this fall. The program will cover the full \$6,470 in tuition to SUNY schools for students from households earning less than \$100,000 a year.

The income threshold will rise to \$110,000 next year and \$125,000 in 2019. Tennessee and Oregon already offer free tuition programs for community colleges or two-year technical schools.

"Think about all the kids who can put their head on the pillow tonight and say, 'It doesn't matter if mom and dad can't afford it.... I can go to college. I can be a doctor, I can be a lawyer, I can be whatever I want to be,'" said Governor Andrew Cuomo.

To be eligible, students must attend full-time and average 30 credits per year. A hardship provision has been added for students who leave college or take fewer courses because of a family emergency. The governor's office estimates that nearly 80 percent or more of the 940,000 families with college-age children across New York would qualify for the free tuition.

However, the program requires students taking advantage of it to live and work in New York for the same number of years after they graduate as they receive the scholarship. If the student leaves, the state will convert the scholarship to a loan. "The concept of investing in you and your education is that you're going to stay here and be an asset to the state," Cuomo said.

Some of the 300,000 New York students who enroll in the state's 100 private's colleges will also be eligible for Enhanced Tuition Awards of up to \$6,000. The private college is expected to pay the other \$3,000 and will have to freeze the student's tuition for the duration of the scholarship. New York has budgeted \$163 million for the program.

Illinois Targets Residence with New Aid. The U. of Illinois is launching a new financial aid program targeted at middle-class Illinois residents. The goal is to keep more talented students in state. Currently, about 58 percent of all undergraduates receive financial aid. The average debt for UI students is trending down at \$24,715.

"This is where the rubber hits the road," said UI president Tim Killian. "Our commitment can't just be to hold costs down," he said, referring to UI's three-year tuition freeze. "We're losing 40 percent of our high schoolers to other states. We've got to keep them here."

FIU's Golden Promise. Florida International U. in Miami offers free tuition and fees to any Florida student who is unable to afford college (usually from families with incomes of \$33,000 or less), and after they have filed for federal aid. Students are expected to maintain a GPA of not less than 2.0 and take at least 12 hours per semester. FIU predicts that 1,200 freshmen will qualify for the program in 2017. Students can apply for financial aid up until June 30, on a first-come, first-served basis.

"FIU's Golden Promise removes economic barriers for students who are academically qualified and ready to work hard at FIU," said Mark Rosenberg, FIU president.

Formation Scholars. Finally, the singer Beyonce Knowles-Carter, announced the creation of "Formation Scholars" to support young women "who are unafraid to think outside the box and are bold, creative..." Four colleges will receive one scholarship each for study in the creative arts, music, literature, or African American Studies. Students should contact the individual schools for details: Berklee College of Music, Howard U., Spelman C. and Parsons School of Design and Spelman. ■

COUNSELOR'S BOOKSHELF

INSIDE Honors: Ratings and Reviews of 60 Public University Honors Programs (2016 edition) by John Willingham; ISBN-13:978-0692783818; \$16.95. The top 11 honors programs according to the book are found at: Arizona State U., Clemson U., City U. of New York, U. of Georgia, U. of Houston, U. of

Kansas, New Jersey Institute of Technology, U. of Oregon, Penn State U., U. of South Carolina, U. See, editor2@publicuniversityhonors.com for discount information.

The National Association of Student Financial Aid Administrators has issued its "Glossary of

Terms for Award Notifications" to help students and parents compare and decipher award letters. "Cost of attendance" to "gift aid" are some of the terms included. For a copy, see, www.nasfaa.org.

Accuplacer Math, Tyler S. Holzer and Todd C. Orelli. Practice tests for exams to prove proficiency in arithmetic, elementary Algebra and college-level mathematics. Published by Barron's; ISBN: 978-1-4380-0903-2; \$18.99. ■

CURRICULUM CAPSULES

New Options on the Environment and Languages. Niagara U. in New York has established two new bachelor degree programs in environmental science. Beginning this fall, students can earn a bachelor of arts or bachelor of science in the field. "In each of these areas, environmental scientists are at the forefront of researching, analyzing, advocating and finding solutions to today's environmental issues," said William J Edwards, professor of biology.

Niagara is also helping to preserve an Iroquois family language with a new sequence of university-level courses that introduce students to the Tuscarora language. Basic conversation, grammar and orthography skills will help students acquire communications competence. They will also become aware of the unique cultural and historical context of the language. Niagara believes this is the first of its kind program, especially in Niagara County where 1,152 people identify themselves as Tuscarorans.

Hartwick's Public Health Program. Hartwick

C. in Oneonta, New York, is a private liberal arts and science college of 1,500 students in the foothills of the Catskill Mountains. It has added Public Health as its fifth new major to be offered in fall 2017. It joins new majors in Criminal Justice, Environment, Sustainability and Society, Actuarial Mathematics and Global Studies.

"Hartwick's newly-created major in Public Health brings to bear the interdisciplinary resources of the liberal arts on the challenges of building healthier communities in an increasingly complex and dynamic world," said professor of history Cheryl Lyn Lacy.

Missouri C.C.s Launch Workforce Development Network. Missouri's 12 community colleges have formed a new Workforce Development Network to train the specific worker skills needed for the state's businesses.

"We have a large offering and a lot of skills and faculty here in the St. Louis area," Jeff Pittman, Chancellor of St. Louis C.C., told *The St. Louis Post-Dispatch*. "A lot of smaller communities may not have the resources we have,

so this dissolves the geographic barriers.... I really love this idea because, without increasing cost to the state, it allows community colleges to expand their training."

Oceanography at Texas A&M. "Responding to new challenges impacting the Earth's ocean, Texas A&M U.'s Department of Oceanography will offer a new undergraduate degree in oceanography," the university announced. The new bachelor of science degree is necessary for several reasons, officials said.

"The exploration and exploitation of energy resources in deeper waters offshore, the continued growth of human populations along the coast and growing efforts to predict and mitigate coastal hazards such as hurricanes, tsunamis, oil spills and harmful algae blooms are driving an increase in the need and opportunities for well-trained ocean scientists," said Shari Yvon-Lewis. "This new degree is tailored to providing skills for new oceanographic-related jobs emerging as we tap further into the resources provided by the ocean, as well as skills that are transferable to a wide array of technical careers."

Rhode Island's Criminology Major. The U. of Rhode Island announced it will offer a new interdisciplinary major in Criminology and Criminal Justice beginning in fall 2017. The new major will prepare undergraduates for careers in corrections, law enforcement, federal agency work, probation and parole, victims' assistance, law, research and social services, among other areas.

"We have 300 majors in the applied sociology track right now," said assistant professor of sociology Jill K. Doerner. "We have offered the courses for many years in several departments, but there was a push by faculty and students for a named major."

Rural Health. The U. of Arkansas at Monticello announced its new Rural Health Early Admissions Program. It will offer pre-pharmacy students the opportunity to transfer early to the U. of Arkansas for Medical Sciences' College of Pharmacy.

The program hopes to recruit qualified students from rural and underserved areas in Arkansas. Five high school seniors will be accepted into the program each year. They will complete four to six semesters of undergraduate pharmacy pre-requisites at UAMS, followed by enrollment at UAMS in the Doctor of Pharmacy program. ■

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NEWS YOU CAN USE

NYU's School of Engineering Goes Virtual. Students admitted this year to NYU's Tandon School of Engineering found a 3-D card board viewer in their acceptance package that took them on a journey to a microscopic, intercellular world where they could watch cells communicate using chemical signals. Last year's freshmen were taken on a virtual trip across Mars' surface.

Dean Katepalli R. Sreenivasan told the *Brooklyn Daily Eagle* that virtual reality gives prospective students an opportunity to experience the exciting research being done at the school.

"It envisions our commitment to take engineering 'out-of-the-box' by encouraging experimentation and collaboration between disparate communities and disciplines."

Last year, 37 percent of Tandon freshmen were women. By contrast women make up just 21.4 percent of undergraduates enrolled in engineering programs nationwide. Also, 49 percent of incoming freshmen last year belonged to underrepresented STEM populations.

Top Peace Corps Schools. The Peace Corps was started by President Kennedy in 1961. Here is a list of schools, in rank order, that are contributing the most volunteers in 2017, graduates and alumni, and historical totals:

Large Colleges & Universities, more than

15,000 undergraduates, total volunteers:

U. of Wisconsin-Madison (87); U. of Washington (73); U. of Minnesota (70); U. of Michigan (60) and U. of Florida (58).

Medium Colleges & Universities, between 5,000 and 15,000 undergraduates, total volunteers:

American U. (54); Western Washington U. (48); George Washington U. (45); 4. C. of William & Mary (36); and Humbolt State U. (33).

Small Colleges & Universities, less than 5,000 undergraduates, total volunteers: Denison U. (16); U. of Mary Washington (13); U. of Puget Sound (13); St. Mary's C. of Maryland (12); and Whitworth U. (12).

HBCUs Moves to the White House. During Black History Month in February, President Trump signed an executive order moving oversight of Historically Black Colleges and Universities (HBCU) out of the Department of Education and into the White House.

The president promised a group of HBCU presidents, supporters and African-American Congressmen increased support for the schools. He promised the federal government also will direct more business to the colleges and boost their ability to compete and get federal contracts worth billions of dollars. No specific dollar support was mentioned. ■