

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Admissions Watch

Changing Demographics Impacting Admissions

THE U. OF CALIFORNIA SYSTEM received 3 percent fewer applications for the Class of 2023, its first decline in freshmen applications in 15 years. Some 176,530 students applied to the nine UC campuses, down from last year's 181,918 apps.

UCLA, the system's most popular school, saw a nearly 2 percent decline, but still attracted 111,266 applications. UC Berkeley attracted 87,353 applications, 20,193 of them from out-of-state and 17,037 from international students. But that was down from last year's 89,580 apps. UC Santa Cruz received 55,533 applications, 3,519 from out-of-state and 7,660 from international students. Its total was down from 56,277 apps last year.

UC Santa Barbara attracted several hundred more apps this year, for a total of 93,423. UC San Diego also received more apps this year, 99,112. UC Merced received more this year, 24,472. UC Irvine also saw an increase of several hundred applications and totaled 95,556. UC Davis drew slightly more, for a total of 78,063 applications.

PART OF NATIONAL TREND

Experts think the decline on some campuses is the first sign that the national trend of declining college enrollment could be impacting the West Coast. While California high school graduation numbers are forecast to rise for the next six years, the number of California students who attend college is predicted to drop by 15 percent overall by 2029.

Another reason for this year's decline may be that students are using a new state waiver of tuition for their first year of community college. Additionally, California students may be applying to fewer campuses than in the past.

"Over the years, high school students have been totally stressed about where to apply," Yolanda Copeland-Morgan, UCLA vice provost of enrollment management, told the *Los Angeles Times*. "We've put a lot of emphasis in talking to students across the state that it's not necessary to apply to 10 schools. We want them to make informed decisions and understand their best fit."

Nathan D. Grawe, a Carleton C. professor of economics and social sciences and author of *Demographics and the Demand for Higher Education*, told the paper, "What the California system is experiencing this year is just a taste of some of the challenges it will experience in a decade or so."

ELSEWHERE IN THE NATION

Bowdoin. Bowdoin C. attracted a record 9,300 applications for the Class of 2023 from approximately 4,200 high schools in 49 states and 143 different countries.

"It's always exciting to read applications even though there is a mountain of them," Whitney Soule, dean of admissions and financial aid, told *The Bowden Orient*. "It is an absolute privilege to read what is sent in. This group of 9,300 is spectacular, and if we had more room we would admit more people."

Fairfield Internationalizes. Fairfield U. in Connecticut attracted the most applications in its history, 12,200, and 8 percent more than last year. About 42 percent of these were for the College of Arts and Sciences, 30 percent for the Charles F. Dolan School of Business, 19 percent for the Marion Peckham Egan School of Nursing and Health Studies and 9 percent for the School of Engineering. Applications

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Financial Matters

Serious Delinquency. Student loan delinquencies hit an all-time record of \$166.4 billion in the fourth quarter of last year, according to the New York Federal Reserve Bank. The percentage of students who remain delinquent has remained rather stable since 2012 at 11 percent, but the amount due has steadily increased.

The overall amount due is about twice the amount that the U.S. Treasury provided to bail out the auto industry in the last recession.

Income levels of graduates "are not necessarily high enough for debt payments overall," Ira Jersey a Bloomberg interest-rate strategist told his business' news service. "If you have a choice to pay your student loan or food or housing, which do you choose?"

Student Loans Cause Depression. Each month, 44 million Americans pay down their student debt, and it's taking a toll. A new study by the First Republic Bank found that 74 percent of the 2,000 people that it surveyed said that student loans are "depressing," while 51 percent said that making their monthly student loan payment is "frustrating." Some 43 percent reported that student loan debt can have serious impact on their romantic relationships.

Meanwhile, the Federal Reserve has found that student debt is hurting the housing market, preventing 400,000 young Americans from buying houses.

"While people understood the financial commitment of student debt, many had no idea it would be so emotionally burdensome after they succeeded in graduating from college and

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CHANGING DEMOGRAPHICS

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for the Class of 2023 came from 43 states and 68 countries.

“The demographics of the United States have been shifting for the past few years, and the number of high school age students in the Northeast is declining,” Alison Hildenbrand, director of undergraduate admissions, told *The Fairfield Mirror*.

“Because of these demographic shifts, we’ve been working for years to expand Fairfield’s presence and reach. We have seen some growth in the number of applications from international students, and we are excited about the opportunity to shape our community in a way that better reflects the population of the world.”

Florida Draws 41,000 Apps. The U. of Florida attracted a record number of 41,000-plus applications for the Class of 2023. It admitted more than 14,000 students for Summer B and Fall, 9,100 females and 5,817 men. Slightly more than 2,000 of those admitted came from single-parent families and about 2,000 are low-income applicants, according to alligator.org.

The average high school GPA was 4.45, average SAT score, 1388, and average ACT, 31. The number of admitted students who were in the top 5 percent of their high school classes was just over 1,700. The number of admitted legacy students was about 3,000. Current enrollment is about 50 percent white, 14 percent Hispanic, 7 percent African American and 7 percent Asian American.

“What you see in the demographic breakdown is a reflection of the holistic approach that we use,” UF spokesman Steve Orlando told the student paper.

Florida State Admits 19,220. Florida State U. received more than 57,000 early applications by its November 2018 deadline, 11.9 percent more than last year. It admitted 19,230 students to the Class of 2023. FSU experienced a 41 percent increase from non-Florida residents, and admitted 19.5 percent of those students.

Some 23 percent of the early admitted students will be the first in their family to attend college. Admitted students had a “mid-range 4.0 to 4.5 academic core GPA,” posted between 27 and 32 on the ACT and between 1250 and 1380 on the SAT. A second group of notifications will go out this month for students who met the February 7 deadline. FSU expects to enroll 6,200 students in its new class.

“This is a testament to Florida State’s continued rise to national prominence,” said Hege Ferguson, director of admissions. “This was the most early decisions we’ve ever made, as a result of receiving a record number of early applications.”

Hamilton Up by Almost a Third. Hamilton C. in Upstate New York attracted 8,338 applications for the Class of 2023, almost 33 percent

more than last year. Applicants come from 49 states and 121 countries. Women make up 57 percent of the pool, while 37 percent of applicants are African American, Asian American, Native American, Hispanic/Latino or multiracial. Nearly a quarter of the applicant pool is international.

“The admission team is as humbled as they are excited about this year’s application pool,” said Monica Inzer, vice president.

Miami Ohio Applications Dip. The number of applicants to Miami U. in Ohio for the Class of 2023 fell by 4.6 percent. The decrease was primarily caused by a 37 percent decline in applications from Chinese students, or 1,335 fewer than last year. However, 200 more applications came from countries other than China, with significantly more from Vietnamese and Indian students.

“When you take any kind of loss from an area that’s your largest feeder, just like Ohio would be domestically, you certainly feel the impact,” Susan Schaurer, associate vice president, told *The Miami Student*.

She added, “While you see applications decreasing slightly, when you look at the quality of the applicant pool and quality of students you’re admitting, we’re in a great position. We have really made efforts on recruiting the right type of student.” Accepted students posted an average GPA of 3.9 with an average ACT score of 28.9.

The number of Ohio high school graduates in 2018 was approximately 124,500, according to the Western Interstate Commission for Higher Education. Looking ahead, that number is expected to drop to only 108,300 by 2029, or decline by about 11.6 percent over the next decade.

Yale’s Record 36,829. Yale U. set another record with the Class of 2023, with applications growing by 7.3 percent over last year. The incoming first-year class is expected to be around 1,550 students. Applicants will be notified online by April 1.

“I am pleased that the number of students applying to Yale has increased again, and that many of the largest increases have come from populations that have been historically underrepresented at selective universities like Yale,” Mark Dunn, director of outreach and communications, told *Yale News*. Applications from students “living in lower-income census tracts” jumped 110 percent since 2012-13.

However, Jeremiah Quinlan, dean of undergraduate admissions and financial aid, added “Quality matters much more to the admissions committee than quantity.”

P.S. Harvard C. applications increased for the fifth year in a row to a record 43,330 students. To date, 935 students have been accepted early. ■

Updates

Earlier this year, *CB* reported on early applications and admissions. Here are some updates on the some of the schools mentioned.

North Carolina’s New Record. For the 14th straight year, the U. of North Carolina attracted a record number of applicants. UNC received a total of 44,784 applications for the Class of 2023, according to *The Daily Tar Heel*.

Northwestern Attracts More Than 40,000 Apps. Northwestern U. outside Chicago received a total of 40,577 first-year applications for the Class of 2023, about 100 more than last year. After years of growth, “Overall, the numbers for the Class of 2023 are only up slightly,” Christopher Watson, dean of undergraduate admissions, told *The Daily Northwestern*. He said the overall acceptance rate is also expected to be about the same as last year, which was 8.4 percent.

The Class of 2023 Early Decision admits were 20 percent Pell Grant-eligible students.

Penn’s Largest Pool Ever. The U. of Pennsylvania drew a record 44,960 applications for the Class of 2023, an increase of 1 percent over last year. Some 37,850 applied Regular Decision. During the first evaluation stage, two admissions officers review each application. Then the office begins committee sessions in which groups ranging from 6 to 20 members review applications, Eric Furda, dean of admissions, told *The Daily Pennsylvanian*.

Scripps C. Released its Early Decision Stats. Scripps C. became the only college in the “5Cs” to release its early admissions data, according to tsl.news. Seventy-six of the 158 ED1 applicants were offered admissions, an acceptance rate of 48.1 percent.

However, Pomona C., Claremont McKenna C., Harvey Mudd C. and Pitzer C. decided not to release figures, believing it would contribute to “unhealthy feelings of angst and pressure among our current applicants,” said Seth Allen, dean of admissions, Pomona.

SUNY Enrollment Falls. Enrollments at the campuses of the State University of New York have fallen about 4 percent since 2015.

Kim Harvey, interim vice president for enrollment management at SUNY Geneseo, told 13wham.com that the school admitted 63 percent of its applicants this past year. In 2015, Geneseo’s admit rate was 37 percent.

Why? There are fewer high school graduates in the Northeast. And Harvey thinks that because unemployment is low, students are opting for the career route. She added, “We are seeing fewer students that are in the community college pipeline, that impacts us down the road....” ■

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getting a job,” said James Herbert, senior vice president, who leads First Republic’s student loan financing group. “Student loan debt has become a much bigger burden as the cost of education has risen rapidly and is diminishing borrowers’ standard of living.”

Herbert added that borrowers need to first understand the interest rate on their current loans and their cash flow needs to determine the right terms to guide their refinancing decision. Securing a low-interest rate loan is key to reducing monthly payments. He also recommends consolidating multiple loans into one loan to simplify debt management.

KCTV in Kansas City sought advice from experts at the U. of Missouri Kansas City on how students should deal with student loans to minimize stress. Read their advice at www.kctv5.com/news/burden-of-student-loans-cause-depression.

Ontario Boosts Student Assistance Program. Created in 2017, the Ontario Student Assistance Program in Canada covers the average college and university tuition for students from families with incomes up to \$50,000 or less, and provides non-repayable grants to other students from families earning \$83,000 or less.

That meant that at some Ontario colleges, nearly three-fourths of the student body had tuition paid in the program’s first year, according to the Canadian Broadcasting Corporation. In total, 234,000 students across Ontario received non-repayable grants, or 40 percent of full-time, domestic students, covering average college tuition of \$2,768 and average university tuition of \$6,160.

Higher Education Act Reauthorization. Overdue by more than a decade, reauthorization of the Higher Education Act by the Congress could actually happen within the next year. Tennessee Senator Lamar Alexander, former Secretary of Education and current chairman of the U.S. Senate Health, Education, Labor and Pensions Committee, has been working with Washington Senator Patty Murray, the ranking Democrat on the committee, to fashion a bipartisan bill.

Speaking on the Senate floor last month, Alexander outlined his three top priorities:

1. Simplify the federal student aid application by reducing the number of questions on the Free Application for Federal Student Aid from 108 to 15. “The single, quickest, best way to make college more affordable to poor students is to simplify the FAFSA so poor students are not intimidated from applying for it,” Alexander said.

2. Simplify loan repayment options by reducing the current nine loan repayment options down to two, with payments deducted from borrowers’ paychecks. One option would have students pay 10 percent of their

income for 20 years, with any remaining balance forgiven after that. The other would be a fixed payment over 10 years, like a mortgage plan. Both would suspend repayment if the borrower loses a job, until he or she found a new one.

3. Establish an accountability system for colleges that would be based on the rate of graduates’ loan repayment and post-graduation earnings, measured for each program offered by a college. “This should lower tuition for some programs, or even discourage schools from offering programs that are not worth it to students,” Alexander explained.

Alexander also favors expanding competence-based programs, where students move through college classes based on what they know and how quickly they can master skills, increasing financial aid counseling for students and requiring simpler loan language. Democrats also want stricter controls on predatory for-profit schools.

Given the deep divides in Congress, reauthorization will require unusual cooperation and hard work. But there is agreement on many points and the process is off to a good bipartisan start. *CB* will keep you updated.

SCHOLARSHIP SCOOPS

Sinclair Broadcast Diversity Scholarship. The Sinclair Broadcast Diverse Scholarship Fund, established in 2016 to support minority college students interested in a career in broadcast/digital journalism or marketing, awards up to \$5,000. Students must have a tie to one of five states: California, Idaho, Montana, Oregon or Washington, and must be a current college sophomore or junior at a four-year college or university. *Deadline:* April 14. See, www.sbg.net/scholarship.

Dartmouth’s 250 New Scholarships. Dartmouth C. launched its “250 for Dartmouth’s 250” initiative in honor of the Ivy League college’s 250th anniversary, calling for alumni to donate by the end of this year a total of 250 endowed scholarships of \$100,000 or more for students in need of financial aid. The alumni have already committed to fund 148 endowed scholarships.

City Colleges of Chicago New Transfer Partners. Chicago’s Mayor Rahm Emanuel announced a new Star Scholarship transfer program with three partners: Chicago State U., Florida Memorial U. and Stillman C. in Georgia, bringing the total number of Star Scholarship transfer partners to 24 four-year colleges and universities.

The program was created in 2015. All offer scholarships and financial aid to Chicago transfer students. “The Star Scholarship has helped thousands of hard-working Chicago students access a college education no matter their financial means or background,” Mayor Emanuel said. See, www.ccc.edu/starscholarship. ■

COUNSELOR’S BOOKSHELF

“Tell Them We Are Rising: The Story of Black Colleges and Universities,” by Stanley Nelson & Marco Williams; The documentary, which aired on many PBS stations last month, is the story of Historically Black Colleges and Universities; DVD available at \$15.79 through Amazon and other sites. (The trailer is available on YouTube.)

The Truth About Student Success: Myths,

Realities, and 30 Practices That are Working; from *The Chronicle of Higher Education*; 60 pages; available in print or in digital format; \$179.

The Best Value Colleges: 200 Schools with Exceptional ROI for Your Tuition Investment, 2019 Edition by Robert Franek; Penguin Random House/Princeton Review Books; ISBN 978-0-525-56786-8; \$22.99.

Biggest Bang for the Buck. LendEDU has released its Fourth Annual College Risk-Reward Indicator Report, which calculates the average student debt per graduate at nearly 1,000 colleges and then matches those figures with average early-career pay to calculate the risk/reward of attending each school. Princeton U. scored on top. Graduates of Harvey Mudd C. had the highest median early-career pay, \$85,600, followed by MIT at \$83,600. Find the full report at <https://lendedu.com/blog/college-risk-reward-indicator-2019/>. ■

CURRICULUM CAPSULES

Cornell's New Program Focuses on Health. Cornell U. in Ithaca, New York, has a new minor track in its Center for the Study of Inequality so that students can explore the causes and consequences of inequalities in life expectancy, health outcomes, health-promoting behaviors and access to health care. Students in any major will be able to declare "a health equity track."

Framingham's Hospitality and Tourism Major. Framingham State U. in Massachusetts is launching a new major in Hospitality and Tourism Management this spring. Founded in 1839 as the nation's first public university for the education of teachers, FSU now enrolls more than 6,000 students in 58 undergraduate

and graduate degree programs in the arts, humanities, sciences, social sciences and professional fields.

"We are very excited to be able to offer this new in-demand major to our students," said Framingham's President F. Javier Cevallos. "The job prospects in the hospitality industry are very strong in this region." Framingham is 20 minutes outside of Boston.

NJIT's B.S. in Cyberpsychology. New Jersey Institute of Technology announced it now offers a B.S. degree in Cyberpsychology. Students explore the dynamics between modern technology and human psychology.

In addition to the traditional study of psychology and computer science and infor-

mation systems, the program features specialized cyberpsychology courses ranging from social networking to online gaming to cybercrime.

"...We believe graduates of this exciting and innovative program will be in high demand in just about every market sector and will help define many jobs and careers for the future," said Kevin Belfield, NJIT's dean of sciences and liberal arts.

Rensselaer's Business Analytics. Beginning this fall, Rensselaer Polytechnic Institute in New York will offer a new degree in business analytics. It is designed to equip students with a combination of data science skills and fundamental business skills. The new interdisciplinary program combines core business subjects such as finance, marketing and accounting with advanced math and computer science.

Students are to gain direct experience working with complex datasets, powerful visualization resources and real-world applications. In their capstone class, students work on projects with industry partners and have opportunities to pursue internships and co-ops.

Students will learn "...how to analyze and think critically about data in order to make decisions that improve and grow businesses," said Thomas Begley, dean of the Lally School of Management.

St. Peter's Esports B.A. Beginning Fall 2019, St. Peter's U. in New Jersey will offer an esports specialization in its School of Business. "Esports" refers to competitive organized video gaming. Students will acquire "the business skills and entrepreneurial edge" necessary to succeed in "one of the fastest-growing sectors in the sports and entertainment industries globally." Students will also focus on planning and strategy, events management, business development, marketing and finance. For more info, see, saintpeters.edu/esports.

Husson/Southern Maine Partnership. Southern Maine C. C., has formed a partnership with Husson U. in Bangor to provide its "students with a clear trajectory for education beyond the associate's degree level."

Southern Maine is the state's largest community college and was founded in 1946 with campuses in South Portland and Brunswick. Husson "is dedicated to offering students a high-quality, affordable college education," said John Champoli, vice president for enrollment management. "...Husson U. is the least expensive private four-year college in New England...." ■

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NEWS YOU CAN USE

Creighton Becomes a Test-Optional School. Beginning 2020, Creighton U. in Nebraska will become the first Jesuit university in the Midwest to adopt test-optional admission. Some standardized testing will be required from students who apply from outside the U.S., as well as home-schooled students. However, Creighton still encourages students to submit scores, and once enrolled, students admitted test-optional will be required to submit official ACT or SAT scores so the university can see if its test-optional policy is valid.

"By eliminating required test scores, students applying for admission to Creighton will have the freedom to decide which information best represents their skills and college readiness," said Mary Chase, vice provost for enrollment management.

Bucknell Will Offer Test-Optional Policy. Bucknell U. in Lewisburg, Pennsylvania, announced late last month that it will offer a test-optional policy to all applicants except varsity student-athletes. (Testing is required in the Patriot League.) The policy will impact three academic colleges—Arts and Sciences, Engineering and the Freeman C. of Management.

However, OnToCollege Argues for Testing. John Baylor, owner of OnToCollege (which can be heard on iTunes) told omaha.com that, "The number one reason to submit test scores is to become eligible for scholarships. The vast majority of merit-based financial aid requires an ACT or SAT score. Unless you can afford to pay full sticker price, submit your scores." He added that, "for students who struggle with

standardized tests, test-optional admission can be a benefit. But where test scores are absent, more subjective parts of the application become more important, including GPA, academic rigor, extracurricular activities, leadership, writing ability and interviewing skills."

New College Targets Latinx. New C. in Florida has hired a Spanish-speaking admissions coordinator in its Office of New Student Recruitment to target cities with large Latinx populations from Los Angeles to Boston and in Puerto Rico and the Dominican Republic.

Ohio U. Unveils Online Resource. Ohio U.'s new online resource provides access to all of its undergraduate and graduate offerings, "which have grown to comprise more than 46 percent of the institutions overall enrollment." Students can choose from six online associate's degree programs, 10 bachelor's degree programs or 30 online graduate programs. See, Ohio.edu/online.

Increasing Native American Access. The American Indian College Fund released a report last month, "Creating Visibility and Healthy Learning Environments for Native Americans in Higher Education." It "describes a dismal reality for indigenous students seeking higher education and outlines corrective steps that institutions of higher learning can take." The report added that, in spite of the presence of more than 1,000 tribes with five million members, Native Americans are "misunderstood and misrepresented at best and invisible at worst."

For more info, see, <https://collegefund.org>. ■

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