

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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## Admissions Watch

### Fall 2018 Apps and Admit News

**Bates Drops Essay, Apps Up By 45 Percent.** Bates C. in Maine attracted 7,688 applications for the Class of 2022, a 45 percent increase and the most in school history. First-generation students submitted 56 percent more applications, African American students 40 percent more, Latino students 68 percent more and international student applications jumped by 105 percent. This fall, the yield reached 24.4 percent, up 2 percent from last year, and Bates enrolled 550 new students.

One reason might be that Bates eliminated a supplemental essay on its application. “We have found that the essay is an unnecessary barrier in the path of a talented student who deserves access to an excellent education,” said Leigh Weisenburger, dean of admission.

**Colorado’s Targets Individual Students and Acceptance Rates Increase.** In Fall 2017, the acceptance rate at the U. of Colorado Colorado Springs was 93 percent. Of them, 22 percent enrolled. Last fall, UCCS received 9,900 applications and accepted roughly 9,200 students. The U. of Colorado Denver had a 65 percent acceptance rate. UC’s Boulder campus admitted 80 percent.

“We take your high school GPA and test scores into account as a preliminary,” said Chris Beiswanger, director of admissions at UCCS. “Depending on the student situation, we might ask for a letter of recommendation or an essay.”

Beiswanger noted, “Part of the reason for such a high acceptance rate is that... we are directly contacting students that we identified as having the test scores or GPA that fit our criteria, so... you’re pretty much guaranteeing a higher acceptance rate.”

And he pointed out that admissions has developed “a better process for, instead of denying a student, redirecting them to other schools.” His office is working to “build a stronger path for them back to UCCS.”

**Connecticut Posts Record SAT Scores.** The U. of Connecticut attracted a record number 38,000 applications for the Class of 2022, and 48 percent were admitted. UConn welcomed 5,500 new students for the fall term, who posted a mean SAT score of 1306, another school record, according to the *Hartford Courant*. Some 4,000 of the new students came from Connecticut and about 3,764 are enrolled at the Storrs campus. The others attend regional campuses in Hartford, Waterbury, Stamford and Avery Point. Last fall, about 35 percent of UConn’s freshman class was made up of minority students.

**Emory Boasts Record Pool.** Emory U. welcomed 1,440 first-year students to its Atlanta campus and 533 to its Oxford C. this fall. The new students were selected from a record-breaking pool of 27,982 applicants, a 16 percent increase over last year, according to John Latting, associate vice provost for enrollment. Since its yield was higher than expected, Emory did not admit any students from its wait list, for the first time in Latting’s tenure.

**Franciscan Promotes its Catholic Culture.** Franciscan U. of Steubenville in Ohio welcomed 680 students to its Class of 2022, the largest in school history. The school handed out \$7.3 million in financial aid for this school year. Franciscan is known for its 70 academic

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## Financial Matters

**Affordable Historically Black Colleges & Universities.** StudentLoanHero.com examined tuition, fees and cost-of-living data from the 2017-18 school year to rank 98 public and private historically black colleges and universities in order of affordability.

The top 10 most affordable are: Coahoma C.C. in Mississippi; Gadsden State C.C. in Alabama; Southern U. in Louisiana; Shelton State C.C. in Alabama; Trenholm State C.C. in Alabama; J.F. Drake State in Alabama; Bishop State C.C. in Alabama; Lawson State in Alabama; Shorter C. in Arkansas and Elizabeth City State U. in North Carolina.

**Illinois Free.** After years of losing Illinois students to other states who lured them with attractive scholarships (undergraduate enrollment at Illinois public universities fell by more than 8 percent between 2011 and 2016), the U. of Illinois at Urbana-Champaign announced that it will be free for Illinois students whose family’s income meets or falls below the state median.

After months of research, Illinois legislators passed four bills that were signed by the governor to create the new program, Illinois Commitment, that launches in the fall of 2019 for freshman and new transfer students under 24 years old. The program will pay tuition and basic fees for Illinois students whose family income is \$61,000 or less, if their assets are less than \$50,000. The funding is good for up to four years of uninterrupted enrollment.

Illinois also created a merit-based scholarship, AIM HIGH, funded at \$25 million from the state

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## FALL APPS

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programs, its “faith households,” its mission outreaches and mercy programs.

“Students often tell us they want to experience a living Catholic culture that points them to what is good, true and beautiful, while being prepared for their God-given career or vocation,” said the Rev. Sean O. Sheridan, president.

### Hillsdale Admit Rate Hits Record Low.

The admit rate at Hillsdale C. in Michigan fell to a record low 37 percent, down from 41 percent last year. This fall, Hillsdale enrolled 357 students, 55 percent of them men. “That’s not something we aim to do,” said Zach Miller, senior director of admissions. “It’s the way the applications kind of fleshed out at the end of the day.”

Only 25 percent of the new students are from Michigan, the smallest percentage in school records. Miller attributed that to Hillsdale’s growing national reputation and the fact that the conservative school has had four regional admissions counselors working across the country. ACT scores slipped slightly this year to 30.16, but high school GPA’s were higher at 3.89.

### Macalester C.’s Yield Higher Than Expected.

Macalester added 22 new classes, eight sections of existing classes and renovated residence halls all to accommodate the largest first-year class in its history. The target for the class had been 543 students. But 621 students showed up, representing different demographic groups, domestic students as well as international students. According to Jeff Allen, vice president, this means next year “we will become more selective.”

### Northwestern U. Welcomes 1,936 New Students.

Speaking more than 60 languages, Northwestern U.’s Class of 2022 represents 54 countries. They were selected from 40,426 applications and are among the 8 percent admitted. Twenty percent were Pell eligible and 250 students are the first in their families to go to college. Ten percent are black or African American, 14 percent Hispanic or Latinx and 24 percent Asian. Twelve percent are international.

At the welcoming ceremony, Patricia Telles-Irvin, vice president, said that with the diversity represented in the incoming class, it is more important than ever to listen to and respect the different perspective each student brings to the university.

### ND of Maryland U.’s Sees Renewed Interest in Women’s Colleges.

Notre Dame of Maryland U., the state’s only women’s college, enrolled 220 first-year students, 47 percent more than last year. Some experts attribute

## Enrollment Trends

**Fewer Enroll in Iowa Colleges.** The number of Iowans entering college and applying for financial aid has declined since 2010 by almost one third, accord to a new report from Iowa College Aid. The decline has come at community colleges and not-for-profit institutions.

### Mississippi Fall Enrollment Down.

Enrollment at Mississippi’s eight public universities declined for the second year in a row, by 1 percent, to about 81,000 students, from an all-time record in 2016. Enrollment fell at Delta State U., the U. of Mississippi (42 percent out-of-state) and Mississippi U. for Women. The U. of Southern Mississippi grew by 1.8 percent. Enrollment also increased at Alcorn State U., Mississippi State U. and Mississippi Valley State U., according to the *Jackson News & Observer*.

Enrollment at Mississippi’s 15 community colleges fell for the eighth year in a row, by 1 percent, to 72,000 students.

### Stanford Will No Longer Publicize Application Data.

Stanford U. announced a new policy aimed at reducing emphasis on the admission rates at U.S. colleges and universities. During the admissions process itself and after admission decisions are made in the fall or spring, Stanford will not release application numbers.

“When Stanford publicizes its admissions numbers during the enrollment cycle, the main result we observe is stories that aim to identify which universities experience the most demand and have the lowest admit rates,” said Stanford provost Persis Drell. “That is not a race we are interested in being a part of, and it is not something that empowers students in finding a college that is the best match for their interests, which is what the focus of the entire process should be.”

According to the National Association for College Admissions Counselors, 35 percent of high school students applied to seven or more institutions in 2016 compared to 17 percent in 2005. This trend has contributed to lower acceptance rates at many universities.

the renewed interest in women’s colleges to the #MeToo movement. About 50 percent of ND’s 2018 incoming class is made up of first-generation college-goers. The college’s freshman retention rate is 81 percent. Notre Dame has also launched a new art therapy undergraduate and graduate degree program.

Marylou Yam, president of the 124-year-old institution, told the *Baltimore Business Journal* that, “We facilitate important conversations, and help women recognize there is still a need for greater equity.... In an environment like this, we are giving women the space to learn and to find their voice and feel empowered.”

Admissions, enrollment and related data for the entire nation are available at the website of the National Center for Education Statistics through its Integrated Postsecondary Educational Database System (IPEDS).

### Georgia State First in Graduating African-Americans.

For the sixth consecutive year, Georgia State U. in Atlanta led the nation in awarding bachelor’s degrees to African Americans. The distinction was bestowed by *Diverse Issues*, which ranked Georgia State first in African American degrees in biological and biomedical sciences, finance and financial management services, foreign languages, literature and linguistics, history, marketing, psychology and social sciences. Georgia State’s student success initiatives have eliminated achievement gaps based on race, ethnicity or income, and are being duplicated by colleges and universities across the country.

### Cornell And Penn Are Top Ivies For Transfers.

Cornell U. and the U. of Pennsylvania are the top Ivy League destinations for transfer students, according to *The Daily Pennsylvanian*. Last year, Penn received 2,715 transfer applications and admitted 221, for an acceptance rate of 8.1 percent. Cornell received 4,762 transfer applications and admitted 852 students for a transfer acceptance rate of 17.89 percent.

### Eastern Illinois’ Enrollment Up 7.1 Percent.

For the first time in a decade, Eastern Illinois U. in Charleston saw enrollment increase over the previous year. This fall, about 7,526 students are enrolled at EIU. That was led by first-time freshman enrollment which increased by 24.5 percent, or 155 students. President David Glassman has set a goal of 9,000 students.

“These increases tell us our recruitment, enrollment and year-to-year retention efforts are working extremely well,” said Josh Norman, associate vice president for enrollment management. “I just can’t offer enough praise to our stellar admissions team.” ■

### Rochester Admits 29 Percent.

This year, more than 20,000 students applied to become members of the U. of Rochester’s Class of 2022, and 29 percent were admitted. Some 1,300 students from 47 states and 76 nations make up the new class.

### Sewanee Makes a Pledge.

Sewanee, the U. of the South in Tennessee, enrolled 487 first-year students, 53.9 percent of applicants. (ACT composite scores ranged from 27-32, SAT scores ranged from 1250 to 1390.) It announced beginning this year, it will fund internships and research and guarantee graduation in four years. ■

## FINANCIAL MATTERS

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and another \$25 million in matching funds from participating universities.

**Rice Dramatically Expands Financial Aid.** Rice U. in Houston announced a new initiative to aid students from families earning \$200,000 or less. KTRK reported that The Rice Investment will provide full-tuition scholarships to students from families earning \$130,000 or less, and half scholarships to those earning \$200,000 or less.

**Debt Soars!** Between 1980 and 2014, tuition shot up by 260 percent, according to *Business Insider*. As a result, more and more students have relied upon federal and private loans to finance their education. About half of these students take out loans without understanding the consequences, reports Student Loan Hero, an online site. In 2017, the average student with debt left school owing about \$40,000.

That translates into average monthly repayments of \$351 for those in the 20-30 age group. And many students mistakenly assume their loans will eventually be forgiven. That's why it is essential for students to learn more about interest rates, repayment plans and the marketability of their degree before they stack up unnecessary debt.

**Cooper Union Free.** Cooper Union for the Advancement of Science, located in the heart of Greenwich Village in New York City, has returned to full-tuition scholarships for all undergraduate students. Since it was founded in 1859, Cooper Union has been tuition free. But in 2014, that practice appeared to be unsustainable and it began offering half-scholarships. That did not sit well with alumni, students and faculty. They lobbied the board for a return to scholarships for all. As a result, the board restored the scholarships, but determined the school must come up with \$250 million in either new funds or program cuts over the next decade. Cooper Union remains highly competitive, admitting only 13 percent of applicants.

**Cumberlands Holds Tuition Steady.** For the third straight year, the U. of the Cumberlands in Williamsburg, Kentucky, has not raised tuition. The average tuition for Kentucky's 18 private colleges is \$27,400 per year. However, Cumberlands' annual tuition is nearly \$5,000 less than that average. And 97 percent of students were awarded part of the more than \$33 million in financial aid last year. About 55 percent of Cumberlands' students come from Kentucky.

"We put our students first in all we do and work very hard to provide the highest quality education at the best possible price," said Larry Cockrum, president. On average, tuition at Kentucky's public colleges and universities increased 3.9 percent in the 2018 academic cycle, due to state cuts to higher education.

**Major Matters More Than School.** A new report from the Georgetown U. Center on Education and the Workforce concludes a student's major matters more than his/her school.

"Five Rules of the College and Career Game" shows that workers with a bachelor's degree have median earnings nearly double that of workers with no more than a high school diploma. But it also found that the difference in annual median earnings between the highest and lowest major is \$39,000.

For example, a bachelor's degree in architecture and engineering leads to the median annual earnings of \$85,000, almost double the median annual earnings of education majors of \$46,000. The report says that majors are important, but they do not control one's destiny. The top 25 percent of liberal arts majors (\$81,000) make more than the bottom 25 percent of architecture and engineering majors (\$60,000). And less education can be worth more. About 28 percent of associate's degree holders, and many workers with one-year certificates, earn more than the average BA holder.

Find out more at [www.cew.georgetown.edu/5Rules](http://www.cew.georgetown.edu/5Rules).

**P.S. Scholarship Scoops.** The Chobani Foundation and Cornell U.'s College of Agriculture and Life Sciences will offer a scholarship for dairy science students, according to *The Cornell Daily Sun*. The yogurt maker's foundation will award \$20,000 to aid eight undergraduate students at Cornell beginning Fall 2019.

New York students enrolled in the animal sciences with a concentration in dairy management will be eligible for the scholarship. And, eight students who plan to go into dairy farming will receive \$5,000. Chobani supports a similar program at the U. of Idaho.

The Webb Institute on the North Shore of Long Island in New York, admitted 28 students, with full tuition for four years, to study marine engineering and naval architecture. Webb also received a \$250,000 grant from the Robert David Lion Gardiner Foundation to help those students cover the cost of room, board and fees. ■

## COUNSELOR'S BOOKSHELF

*AP Q&A Biology*, ISBN: 978143801202; *AP Q&A Statistics*, ISBN: 9781438011899; *AP Q&A World History*, ISBN: 9781438011257; Barron's Educational Series; \$16.99 each.

*Becoming College Ready: Early Findings from a CUNY Start Evaluation* by Susan Scrivener and five others. Find the report at: [www.mdc.org/publications/becoming-college-ready](http://www.mdc.org/publications/becoming-college-ready).

*The Designing Your Life Workbook: A Framework for Building a Life You Can Thrive In* by Bill Burnett and Dave Evans; Penguin Random House; ISBN-10: 9781524761813, \$12.79.

*Millennial Money Makeover: Escape Debt, Save For Your Future, and Live the Rich Life Now* by Conner Richardson; Career Press; ISBN: 978-1-63265-145-7, \$15.95.

*Get to Be Happy* by Ted Larkins urges students to change their attitude and replace "have to" with "get to." ASIN: B077MTVNH3, \$14.95.

"Hard Work and Soft Skills: The Attitudes, Abilities, and Character of Students in Career and Technical Education" by Albert Cheng and Colin Hitt; American Enterprise Institute. Download at [www.aei.org/wp-content/uploads/2018/04/Hard-](http://www.aei.org/wp-content/uploads/2018/04/Hard-Work-and-Soft-Skills.pdf)

[Work-and-Soft-Skills.pdf](http://www.aei.org/wp-content/uploads/2018/04/Hard-Work-and-Soft-Skills.pdf).

**New 12-Part Video Series On College Search.** Brandywine Valley College Specialists have developed a 12-part video on-demand course called the "College Admissions Roadmap." Topics include: the college essay, campus visits, college alternatives, standardized tests, the art of the application and finding money to attend school. "We are two women with a strong desire to help students navigate the world of going to college and getting further education," said senior instructor Sandy Thornton. "At the heart of it all, we are all about the kids." The online courses priced at \$299. See, <https://bvcollegespecialists.com>. ■

## CURRICULUM CAPSULES

**Florida Gulf Coast's Agribusiness Minor.** Florida Gulf Coast U.'s College of Business has opened a new Center for Agribusiness and will launch a minor in the subject. The minor could be offered as early as Spring 2019 and is to provide students with "the knowledge needed to support all the business functions across the agriculture industry."

**Hartford's B.S. in Nursing.** The U. of Hartford's College of Education, Nursing and Health Professions will inaugurate a new entry-level Bachelor of Science in Nursing (BSN) in Fall 2019. It is now accepting applications for its first class. The BSN is designed for those who want to earn a bachelor's degree in nursing and have not earned a previous nursing degree.

**LIU Adds Veterinarian College.** Long Island U. in New York is building a new College of Veterinarian Medicine. LIU Post campus in Brookville plans to welcome 100 students to its first class in Fall 2019.

**U.S. Coast Guard Academy Adds Cyber Systems.** For the first time in 20 years, the U.S. Coast Guard Academy is adding a new academic program in cyber systems. "The world of cyber is inherently multidisciplinary," said Kurt Colella, dean. "It incorporates operating systems, policy, law, ethics, information assurance, network defense, big data, software design, cryptography and intelligence, including geospatial systems."

**Bradley's Hospitality Leadership.** Bradley

U. in Peoria, Illinois, has been granted accreditation from the Accreditation Commission for Programs in Hospitality Administration. ACPHA has accredited fewer than 70 programs in the nation. Bradley's program was launched in 2011 and is one of only two accredited in the state of Illinois.

"This type of recognition proves that our program is one of quality and excellence," said provost and senior vice president for academic affairs, Walter Zakahi. "When employers hire our graduates, they will be hiring an employee who is prepared for success."

**Clarkson's B.S. in Data Science.** Clarkson U. in Potsdam, New York, responding to the "explosion of data" used by business, industry and government, now offers a B.S. in Data Science. "The Data Science program at Clarkson has been designed from a science perspective, building the deep understanding which enables our students to evolve with this rapidly changing field," said Joseph Skufca, mathematics chair. "Students will tackle authentic application problems that are both practical and exciting...."

**Roberts Wesleyan's Biomedical Sciences Program.** Roberts Wesleyan C. in New York State is offering a new B.S. in biomedical sciences. Students will study general sciences with special emphasis on anatomy, physiology, pathology and mechanisms of disease. The degree will prepare students for the growing number of careers and graduate programs in healthcare, government and industry. ■

## NEWS YOU CAN USE

**Idaho Students Received Admissions Cards.** More than 22,000 high school seniors across Idaho are receiving Direct Admissions postcards notifying them that their college admission letter will soon be on the way. Both are being sent by the Idaho State Board of Education's Direct Admissions program, in which all high school seniors are automatically admitted either to six or all eight of Idaho's public colleges and universities, depending on their high school record.

But experts are worried that less than half of the state's high school graduates applied for federal financial aid in 2018. In *The Idaho Statesman*, Scott Parker, executive director for secondary education in the Nampa School District, said that the problem is poverty, the same economic reality that makes financial aid so crucial.

**Illinois Comprehensive Data Website.** The state of Illinois has launched a new centralized data porthole for perspective Illinois college students. The Illinois College2Career website compiles information on graduation rates, costs, student debt and potential earning from more than 100 public and private colleges in the state. See [www.ilcollege2career.com](http://www.ilcollege2career.com).

**The Vagaries of Test Optional Policies.** Last month, *CB* noted the changes in testing requirements for Duke U., Brown U., Princeton U., and Stanford. These colleges will no longer require the SAT Essay or the ACT Writing Test for admission. Ball State U., however, no longer requires students to submit their SAT or ACT scores for admissions, nor does Flagler U. in Florida and Stockton U. in California. ■

## Campus Life

**Freshman at Risk.** The National Institute on Alcohol Abuse and Alcoholism (NIAAA) reminds us that, "The first six weeks of freshman year are a vulnerable time for heavy drinking and alcohol-related consequences (such as vandalism, violence, sexual aggression, even death, and legal consequences) because of student expectations and social pressures at the start of the academic year."

NIAAA urges parents to discuss alcohol use and abuse with their children before and during their college years. For more information, see [www.collegedrinkingprevention.gov/CollegeAIM](http://www.collegedrinkingprevention.gov/CollegeAIM).

**School Safety.** Your Local Security released its 2018 Safest College Campus report based on recent data provided by the U.S. Department of Education's Campus Safety Security Survey and the FBI's Uniform Crime Reporting data. To view the report, go to: [www.yourlocalsecurity.com/blog/2018/04/23/2018-safest-college-campus-by-state/](http://www.yourlocalsecurity.com/blog/2018/04/23/2018-safest-college-campus-by-state/)

**One-in-Four Students Have Mental Health Condition.** A new study published in the *Journal of Depression and Anxiety* found that 75 percent of students at U.S. colleges have battled significant stress in the past year, leading one in five to consider suicide. The study questioned 67,308 students across 108 American colleges and universities in the spring of 2015. Asian students showed a greater risk of suicidal behavior, but lower rates of mental health problems compared to white students. Black students reported lower rates across all outcomes versus white students.

"Colleges and family members who are sending students off to college need to remember that this is a phase of life where young people are confronted with expectations from new relationships and living situations and other encounters that are stressful," said lead author Dr. Cindy Liu. "Our study highlights an urgent need to help students reduce their experience of overwhelming levels of stress during college."

**Health Care App.** More than 20 percent of college-age students or about 4 million young people end up in the emergency room each year. Some 700,000 college students become seriously injured from an alcohol-related accident. Umergency is a downloadable app free to students. See, [www.umergencyapp.com](http://www.umergencyapp.com). ■

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