

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Tech Talk

AS FACEBOOK “goes public” and online learning makes further inroads into higher education, much of the talk this spring has been on technology.

How “Techy” Are Today’s Students? More than half of students use e textbooks frequently, according to a new survey by CourseSmart, the world’s largest provider of e textbooks and digital course materials. Over half of the 500 enrolled students it surveyed said they bring a laptop to class. And 79 percent use some kind of digital device to fact check before a test. Some 58 percent of students say they don’t complete required reading before class. That’s not surprising since 67 percent of those surveyed can’t go an hour or more without using some sort of digital technology; 40 percent can’t wait 10 minutes.

Meanwhile, 58 percent of these students have taken an online course. And 96 percent reported taking a traditional course with an online component. Also, 18 percent of students have received class materials from an instructor via Facebook. And 84 percent said their professors post the syllabus and other materials online. The “Brave New World” has arrived.

Holy Cross App. Students can now apply to Holy Cross C. in Indiana by using an application for mobile devices. The Admissions App is an application for iPhone and Android users that leads students through the admissions process. “There is a strong national trend towards smart phones so it just made sense to integrate this technology into our admissions *continued on page 2*

CB Goes To EWA

COLLEGE AFFORDABILITY, what makes community colleges successful, helping high school graduates succeed in college—these were but a few of the higher education topics covered May 17-19 at the Education Writers Association (EWA) annual meeting in Philadelphia. On the beautiful campus of the U. of Pennsylvania, the 65th National Seminar included 250 journalists, educators, researchers and advocates and *CB* was there. Here’s a sampling of what *CB* learned in various sessions.

“Black Male Student Success in Higher Education.” That’s the title of a new report from the “National Black Male College Achievement Study” by Shaun R. Harper, director of the Center for the Study of Race and Equity in Education. He argues that the news media and some educators need to reverse the discussion about black males from “why are they failing” to who is succeeding in college and why. In fact, Harper has completed a five-year study of 219 black undergraduate men at 42 colleges and universities in 20 states. Among the reasons he found that these students are succeeding:

- Parents consistently conveyed what many of the participants characterized as “non-negotiable expectations” that they would pursue postsecondary education.
- Early schooling almost always included at least “one influential teacher who helped solidify their interest in going to college.”

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Year-End Ad Watch

Carleton Profile. Carleton C. in Minnesota received 5,866 applications for the Class of 2016, 17.5 percent more than last year. As a result, its acceptance rate fell from 31 to 25.5 percent, the lowest in school history. About 42 percent of the class was admitted Early Decision. Paul Thiboutot, vice president and dean of admissions, expects a freshman class of between 515 and 525 students.

Last year, over half of Carleton’s Class of 2015 received more than \$7.6 million in need-based Carleton grants. The Class of 2015 had 524 students selected from 4,988 applications; 280 females to 244 males; from 41 states and 22 nations (10 percent international); 23 percent “people of color”; 11 percent first in their family to go to college; 78 percent in the top 10 percent of their high school class; 79 National Merit Scholars, 4 National Hispanic Recognition Scholars. Carleton still meets the

full financial need of all admitted students.

Harvard’s 2016 Profile. Who were the 2,032 students admitted to Harvard’s Class of 2016? (Harvard’s application pool grew to 34,302 students, of whom 5.9 percent were admitted.) At least 60 percent will benefit from part of an “unprecedented” \$172 million in undergraduate financial aid, an amount that has increased 78 percent since 2009. William Fitzsimmons, dean of admissions and financial aid, said he will use the wait list and that in some recent years as many as 200 students received the late call that they were admitted.

More than 14,000 applicants scored more than 700 on the SAT critical reading test, 17,000 did so on the math test and 15,000 scored 700 plus on the writing component. Some 3,800 were first in their class.

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TECH TALK

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process,” Robert Kloska, vice president, told *Inside Indiana Business*. “The education we deliver keeps up to date, so why should our admissions process be any different.”

Inside Indiana Business noted that a recent Pew Research study said 75 percent of teens in the U.S. own a mobile device and 54 percent use their devices daily, compared to only 11 percent who use e-mail.

Purdue U. Online. Purdue has joined a network of universities led by Harvard and MIT with plans to experiment with online global courses. PurdueHUB-U will deliver modular online courses with video lectures, interactive visualizations and tools for students to interact with their peers and professors.

Purdue’s interest in the online global effort grew out of an online course on nanotechnology research which drew 900 students from 27 countries. Many of the students paid \$30 for participation and a certificate. The courses may someday be offered to Purdue alumni as a way to keep up on a fast changing field.

“We are pretty sure it will take off,” said Timothy D. Sands, Purdue’s provost, “at least on campus, and that it will become a way for us to go forward in terms of expanding our global footprint as well.”

Tech Transformation. The Obama administration wants to transform career and technical education when the Carl D. Perkins Career and Technical Education Act of 2006 is re-authorized next year. The administration has proposed \$8 billion in the FY 2013 budget for a Community College to Career fund to train two million workers for high-growth industries.

“In the knowledge-based economy, lifelong-learning is so critical. And that means that the traditional missions of career and technical education has to change,” Secretary of Education Arne Duncan recently said.

“It can no longer be about earning a diploma and landing a job after high school. The goal of CTE should be that students earn an industry certification and postsecondary certificate or degree—and land a job that leads to a successful career.”

Free Tutorials. Sophia, associated with Capella U., has created an online platform to offer more than 25,000 free academic tutorials “taught in a variety of ways by hundreds of teachers and education enthusiasts” in subjects including math, science and English. Sophia advocates a teaching strategy which “flips the classroom” by giving students virtual lectures and tutorials for homework, and then using class time for teachers to help students with what used to be their homework. See www.sophia.org. ■

Curriculum Capsules

Clemson U. Broadens Humanities. Stating that its “new majors reflect the need for graduates who have broad global views,” Clemson announced six new bachelor of arts degrees in the College of Architecture, Arts and Humanities: Global Studies, Women’s Leadership Studies, Cinema and World Cultures, Pan-African Studies, Sports Communication and Religious Studies. The new majors will begin Fall 2013.

Institute for New Music. Northwestern U. is launching an Institute for New Music and revamping the curriculum of its school of music. The Institute will sponsor concerts and festivals, organize lectures, and bring in musical residents. And it will put more focus on its music library which houses one of

the most comprehensive collections of post-1945 compositions. The institute will align with the university’s research orientation. Northwestern has one of the nation’s top music schools. One of its students told the *Daily Northwestern*, “The profession of musicians has changed. There are people performing with laptops and doing all kinds of multimedia work and ensembles with electronics.”

Arab Studies. The U. of Houston has launched a new minor in Arab Studies, which begins in fall 2012. The chair of the modern and classical languages department said, “The University of Houston has been offering courses in Arabic language and culture for more than a decade, and now we are adding more advanced courses to our Arabic curriculum.” ■

YEAR-END

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Also, 41 percent of the Harvard pool cited involvement in music and other performing arts; 35 percent in student government, debate or political activities; 21 percent in social service and 20 percent in writing and journalism. About 20 percent of the admitted class is Asian-American, 10 percent African American, 11 percent Latino, almost two percent Native American. Foreign students account for 10 percent of admitted students.

Ithaca Goes Early. Ithaca C. in New York added an Early Action option for its prospective students. Ithaca already has an Early Decision November 1 date, and a regular decision of April 1. Next fall, Ithaca will also join the ranks of schools that have made standardized tests optional. Ithaca C. declared the policy is “consistent with the college’s holistic review process, in which applicants are considered based on all information submitted rather than solely test scores and high school GPAs.”

MIT. MIT admitted a record low 8.9 percent of its applicants, or 1,620 students, from a record high 18,109 applications. Some 680 of these were admitted Early Action. Stuart Schmill, dean of admissions, said MIT attracted fewer early apps this year, in part because Harvard and Princeton reactivated their early programs. For the same reason, he expects MIT to post a higher yield this year. Nine percent of the Class of 2016 is African American, 31 percent Asian American, 35 percent Caucasian, 14 percent Hispanic and one percent Native American. Nine percent are international students. And almost half are women.

Sweat Briar C. Expands Aid. Sweat Briar, a private all women’s college in Virginia, enrolls 605 students, but has room to house up to 800. Amid a two-year cost cutting campaign that

will trim programs and faculty, the financially struggling school still is expanding its financial aid budget, according to the *Richmond Times-Dispatch*. Sweet Briar announced it is hiring a new dean of enrollment to focus on increasing enrollment and financial aid.

Tulane Rebounds. After Hurricane Katrina, many thought it would take years for Tulane U. to recover. But this year, Tulane received a record number of applications and admitted about 25 percent of them, down from 55 percent before Katrina. The new class also posted the highest test scores of any entering group. About 16 percent of the class comes from underrepresented groups.

W&M Record Pool. Meanwhile, The C. of William & Mary attracted 1,167 Early Decision applications, up about 90 from last year. It notified 567 of their admission, 425 from Virginia. W&M fielded a record total of applications, 13,500 for the Class of 2016, of which about 1,470 will matriculate. This is five percent more than last year. Among reasons cited for the surge: its summer on-campus interview process was extended into fall and a new interactive view book that combines print and web components.

Wesleyan U. Michael S. Roth, president of Wesleyan U., has announced that the university will begin offering a three-year degree. “Students who choose to graduate in six semesters along with some summer work [can] get the most out of their time on campus,” he said. “The three-year option isn’t for everyone, but for those students who are prepared to develop their majors a little sooner, shorten their vacations by participating in summer sessions, and take advantage of the wealth of opportunities on campus, this more economical BA might be of genuine interest.” He noted families would save about 20 percent from the total bill for an undergraduate degree. ■

CB GOES TO EWA

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- Confirming what researchers in other studies have found, active engagement on college campuses produced educational benefits such as cognitive and intellectual development and college adjustment. Students engaged in activities “are more likely than their disengaged peers to persist through graduation.”
- Sadly, these students had to respond to racism on their campuses or deal with stereotypes or isolation and the sense of “onlyness” as one of the few black men on campus. But the black student leaders found ways to turn comments about them to one of educating the perpetrators of negative assumptions or sharing their experiences in the discussion groups of minority campus organizations.

The report includes recommendations for improving black male student success in college. See, www.works.bepress.com/sharper/43.

Academic Prep Mightier Than Aid. At one EWA session, researchers from the American Institutes of Research talked about a new study by the AIR that found that, at least among Louisiana community colleges, “academic preparation is a stronger predictor of success than financial aid.” It also found “that the more developmental courses students need, the less likely they are to succeed.” The study, “Can Financial Aid Improve Student Success at Louisiana’s Community Colleges?” is available on www.air.org.

Is College Spending Linked to Price? Not really, according to Matt Hamill, National Association of College and University Business Officers, who argued that while tuition may go up, for example, it may not be because of college spending, but because there may have been a loss elsewhere such as in state appropriations. He also argued that the full-paying student does not subsidize students on grants. “Every student is subsidized,” he said. And it is a myth that the amount of financial aid given drives costs higher.

Meanwhile, Kathleen Payea of the College Board noted, “prices continue to rise—particularly in public institutions.” At the same time, there is wide variation across states—both in published prices and in rates of change.” It pays for students to look closely: “The average NET tuition is much lower than published prices,” she said.

Stats Worth Noting

Among the data noted at the EWA meeting:

- One-half of the colleges in America cost \$9,000 or less. The medium is \$10,000.
- Two-thirds of students receive some financial aid.
- 7.5 million students are chronically absent from school.
- One half of Americans are now using social networking. ■

The Delta Cost Project was cited as an excellent resource on tracking college costs. It publishes “an interactive, web-based data system” to provide “access to information on finance, performance and enrollment.”

See, www.deltacostproject.org.

Chronic Absenteeism Increases Dropout Risk. Researchers at Johns Hopkins U. released a study at EWA that found only six states track chronic absenteeism in schools. Yet, it noted, “While the nation has rightly focused on addressing low graduation rates, few have narrowed in on one of the primary indicators of dropping out—missing school.”

The statistics are startling: Researchers estimated that up to 7.5 million students or 15 percent of students nationally are chronically absent, which means they missed at least a month of school in a year. This amounts to one-third of students in urban and rural areas, “with some schools having as much as 40 percent of their students missing a month or more of school each year.”

The rates are highest in kindergarten and the high school years. The six states in the study are Georgia, Florida, Maryland, Nebraska, Oregon and Rhode Island. The issue needs to be addressed, the researchers argue, if we are to stem the high school dropout rate and increase college attendance. See, <https://getschooled.com/attendance-counts/report>.

How to Help Public High School Graduates Succeed in College.

Representatives from several non-profit organizations dedicated to getting low-income students into college and staying for a degree argued that schools alone cannot solve the college readiness of students. Rochelle Nichols-Solomon of FHI360, a non-profit organization working with students in Philadelphia, Miami and San Francisco, suggested there is “an ‘aspirational’ gap” for low-income students. Most ninth graders say they want to go to college, she said, but too few make it.

An organization called Philadelphia Futures begins working with ninth graders and sees them through their college graduation providing mentoring, scholarships and guidance. Ninety-eight percent of the program’s high school graduates enrolled in college, and more than half will earn a degree. Finding the right college fit is paramount, she said. The organization publishes “Step Up to College.”

See, www.philadelphiafutures.org. ■

THE COUNSELOR'S BOOKSHELF

For more info on EWA and its resources, see, www.ewa.org. Meanwhile, people at EWA were talking about....

The Completion Arch. That’s the title of a report from the College Board and MPR Associates that suggests ways to measure community college student success by examining enrollment, developmental education placement, transfer and completion and workforce preparation. See <http://completionarch.collegeboard.org>.

“College for a Few.” A May article in *The Notebook*, an independent newspaper about Philadelphia’s public schools, notes that in Philadelphia, only 25 percent of students who started ninth grade in one neighborhood high school in 2005 enrolled in any postsecondary education, “compared to almost 80 percent of students who started at the city’s most selective magnet high schools.” The article profiles one student who is succeeding in college and includes stats on the college going rates at a host of schools. See, www.thenotebook.org.

Award-Winning Reports on Higher Ed.

Each year, EWA presents National Awards for Education Reporting. This year, 61 winning entries were selected from 340 submissions. Among the articles on higher education: *The Chronicle of Higher Education*, *The Business of Higher Education*; *The Boston Globe*, *Getting In*; *Orlando Sentinel*, *Student Debt*; and *NBC News/TODAY*, *Inside the College Admissions Process*.

Finally, Gaston Caperton, the outgoing president of the College Board, and Richard Whitmire, former EWA president, have written a book called *The Achievable Dream* (College Board); \$24.99. ■

TUITION TABS

Tuitions Discounts. Amidst these tough economic times, there have been reports of tuition discounting by private colleges that are working to recruit the kind of students they want in their new classes. For example, this year Duquesne U. in Pittsburgh cut tuition by 50 percent for freshmen who enroll in its school of education. Top ranked freshmen who enrolled in 2011 at Seton Hall U. received a 66 percent or \$21,000 discount. According to the *Kansas City Star*, some 2012 students will get the same deal.

BC Up. Boston C. will increase its tuition, fees, room and board by 3.6 percent this fall. Tuition was set at \$43,140. Meanwhile, BC's need-based financial aid will grow by 6.4 percent to \$143 million. "Boston College remains one of only 21 private universities in the United States that is need-blind in admissions and meets the full demonstrated need of all accepted undergraduate students," the school said. Some 70 percent of BC students receive some form of financial aid, with a projected average this year of \$34,000 per student.

Mississippi Rises. The average tuition at

Mississippi universities is going up by 8.5 percent. In-state average tuition will hit \$5,906 for the 2012-13 school year, an increase of \$459. Tuition has jumped 65 percent over the last decade. Meanwhile, the Mississippi Tuition Assistance Grant will be fully funded for 20,000 recipients.

Nebraska Raises Its Tuition. The Nebraska State College Board of Trustees approved a 3.5 percent tuition increase at three state colleges serving 9,000 students in 200 degree and certificate programs. At the colleges at Chadron, Peru and Wayne, in-state undergraduates will pay \$140 a credit hour. Online courses increased 5 percent and students in high school taking dual enrollment courses will pay \$50 per credit hour.

Other Tuition Tabs. Tuition increases for this fall also include: George Washington U., up 3.7 percent to \$45,780; Carnegie Mellon U., up 4 percent to \$44,880; Dartmouth C., up 4.9 percent to \$43,780; U. of Notre Dame, up 3.8 percent to \$42,971; Brown U., up 3.6 percent to \$42,808 and Georgetown U., up 3.5 percent to \$42,360. ■

NEWS YOU CAN USE

Unpaid Internships Popular. With a tight job market ahead of them, many graduates are grabbing onto unpaid internships to keep pace until things open up. According to a May *New York Times* report on the topic, the jobless rate for college graduates age 24 and under has risen to 9.4 percent, the highest on record. Even Ivy League grads are jumping in. But some observers worry that companies may be exploiting talent, or ignoring it, by having a college graduate photocopying or running errands...for free.

24 Million More Degrees Needed. According to the Center for Postsecondary and Economic Success, by 2025, the U.S. will be short by 24 million the number of credentialed adults the nation needs "to remain globally competitive with the leading Organization of Economic Cooperation and Development (OECD) member countries." That "ultimately mean billions in lost revenue and increased public expenditures." The Center calls for states to pay more attention to the long range implications of short supporting higher education for their state economies down the road. See, www.clasp.org/postsecondary.

Scholarship Scoops. Students of employees

from the US Airways hub cities of Charlotte, Philadelphia, Phoenix and Washington D.C. can earn \$10,000 non-profit awards for Community Education Grants. Since 1990, nearly \$3.8 million in grants and college scholarships have been awarded to 1,400 student dependents of US Airways employees. *Deadline:* July 1. For more info see, Facebook.com/USAirways.

Louisiana Governor Bobby Jindal recently expanded the state's voucher program to 380,000 children and passed a statewide scholarship tax rebate program. The vouchers go first to students from schools rated "D" or "F."

High Schools Ranked. *U.S. News* assembled data on 22,000 of the nation's high schools and then ranked the 500 "best." The 2012 edition rates schools state by state and can be found along with the college guide at www.usnews.com/education.

NACAC's Space Availability Survey. Once again, the National Association for College Admission Counseling surveyed colleges to see who is still accepting applications. It found 375 schools with either freshman or transfer space available as of May 2. In addition, 373 colleges said they have financial aid available. See, www.nacacnet.org/space.

The Condition of Education

What are some of the fascinating facts found in the latest "Condition of Education" report published recently by the National Center for Education Statistics?

- Between 2010-11 and 2021-22, the number of elementary and secondary students is expected to swell overall by 7 percent, but in some locales by as much as 22 percent, while other areas may shrink by as much as 15 percent;

- Yet presently, 37 percent of black and Hispanic students attend high poverty schools;

- In 2010, 40 percent of high school seniors participated in athletics (44 percent males/36 percent females);

- In 2009, 70 percent of high school graduates immediately enrolled in college, up from 49 percent in 1980;

- Between 2000 and 2010, undergraduate enrollment at degree-granting postsecondary institutions grew by 37 percent from 13.2 to 18.1 million students;

- 76 percent of the 18 million college students are enrolled in public institutions;

- In 2009-10, more than 50 percent of bachelor's degrees were awarded in business, management and marketing, while 22 percent were in culinary services, 10 percent in social sciences and history, 8 percent in health professions, 6 percent in education and 6 percent in psychology;

- The 2010 average cost of attendance at postsecondary public institutions for full-time, in-state students was \$20,100 and \$39,800 at private colleges;

- Between 2006 and 2010, the percent of full-time students at four-year institutions receiving financial aid rose from 75 to 85 percent;

- In 2011, 32 percent of 25-29 year olds had earned a bachelor's degree or higher;

- A bachelor degree holder age 25-34 earned 114 percent more than those without a high school degree, and 50 percent more than those who only earned a high school degree. ■

International Affairs. Last year, more than 7,000 U.S. students were studying in Ireland. Applications to Oxford U. in England, which fell overall by less than one percent, were up from students from abroad. Overseas applicants now account for 30 percent of all UK applications.

Final Note. Chester C. of New England, a small arts institution in New Hampshire, is closing. ■

HAVE A GREAT SUMMER!