

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Admissions Trends 2012

In the Ivies and Beyond

Apps Fall at Columbia. Applications to Columbia U. in New York soared by 33 percent last year, in part, because it moved to the Common Application, officials said. But this year, apps to its Columbia C. and the School of Engineering and Applied Science (SEAS) fell by nearly nine percent to 31,818, according to the *Columbia Spectator*. Early apps to C.C. decreased by seven percent, although they rose by 12 percent at SEAS. If Columbia admits the same number of students as last year, that will compute to a 7.5 admit rate, up from 6.9. That's still pretty stiff competition.

"Columbia has seen increases in application volume in past years and has become increasingly selective as a result," Jessica Marinaccio, dean of undergraduate admissions, told the paper. "This, however, has never been our primary goal."

Meanwhile, *The Daily Pennsylvanian* reported that applications to the U. of Pennsylvania dipped by 1.7 percent.

Virginia Records. The U. of Virginia received 11,753 Early Action applications for this fall, and has admitted 3,187 of them. According to the student newspaper, *The Daily Progress*, the average SAT score of admitted students on a 1600-point scale is 1413; on the 2400 scale it is 2119. Virginia has received a record total of 28,239 applications for this fall, up 18 percent over last year. UVA expects to enroll a first-year class of 3,360; 70 percent will come from in-state.

Meanwhile, The C. of William & Mary attracted 1,167 Early Decision applications, up about 90 from last year. It has notified 567 students of their admission, 425 from Virginia. W&M fielded a total number of 13,500 applications for the Class of 2016, five percent more than last year. In fact, over the past 10 years,

the number of applicants to W&M has soared by more than 40 percent.

"This is as strong a pool as we have ever seen," Henry Broaddus, associate provost for enrollment and dean of admissions, told the college's news service. Among reasons given for the surge at this Virginia public school: its summer on-campus interview process was extended into fall and a new interactive view book that combines print and web components. About 1,470 students will matriculate in the fall.

Meanwhile, Virginia Commonwealth U. fielded a total of 14,826 applications so far, up from 13,088 last year.

Georgetown Flooded. Georgetown U.'s Office of Undergraduate Admissions was "flooded" with applications this winter, according to *The Hoya*, the student newspaper. It received a record 6,833 Early Action apps, up 1.4 percent, and admitted 1,012, 100 fewer than last year. Georgetown expects a record total of 20,050 applications. Charles Deacon, dean of undergraduate admissions, told the paper that for "lack of a better term" that "we probably got a little bigger market share of the top students." He added, "We definitely are not aiming for 30,000 applications. How would you be able to do what I call a 'holistic admissions process?'"

Yale Jumps. Yale U. drew 28,870 applications, up 5.8 percent over last year. But early applications fell by 18 percent from last year. Yale will likely admit the same number of students as last year's 2,109. Jeffrey Brenzel, dean of undergraduate admissions, told the *Yale Daily News*. "There are simply too many possible causes for application count changes

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College Costs Quandary

Students Unprepared for Costs. At a time when college costs are escalating and student debt has topped \$1 trillion, only 45 percent of high school students or their families have begun to save for college. In fact, most high school students do not have a realistic idea about college costs or a plan to pay for them, according to "How Youth Plan to Fund College," a new survey from the College Savings Foundation, a Washington D. C. area non-profit organization.

While 63 percent of students expect to borrow to pay for college, only 25 percent of them have calculated the amount of their total loan, down from 30 percent in last year's survey. And only 20 percent have calculated how that amount will translate into monthly payments.

Students are also unrealistically optimistic about the aid they will receive. For example, 70 percent of survey participants expect to be supported by merit scholarships. But the reality is, only about 11 percent of full-time students at four-year schools received non-athletic scholarships in 2007-08. And the average amount of assistance was only \$2,815.

"Students clearly need direction on how to fill these gaps," said Roger Michaud, CSF chairman. To view the entire report, go to www.collegesavingsfoundation.org.

Controlling Tuition. Reducing federal aid to colleges and universities that unreasonably hike their tuition was one theme that stood out in President Obama's recent State of the Union address. Later that week, he amplified

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to say what effect the changes in the early landscape had on total applications." He added, "Year-to-year fluctuations in total application counts have little meaning in themselves."

STATE MATTERS

FIU Growing. Florida International U. is in the midst of a major growth plan that it hopes will make it "an engine for change" in South Florida. FIU expects to grow from its current 48,000 students to 62,000 by 2020, and to add 1,200 new faculty members, who hopefully will attract millions in research grants. "We insist that this university can be a solutions center for this community," FIU president Mark Rosenberg recently told the Greater Miami Chamber of Commerce. Tuition now stands at only \$5,200 a year, but could rise by 50 to 60 percent over the next decade to help fund the plans.

UC Surge. Applications from non-California students to the U. of California's nine campuses for fall 2012 soared by 56 percent or 33,000, partly in response to the system's effort to recruit more non-resident students who will pay higher out-of-state tuition. In-state students pay \$13,200 in tuition and fees. Out-of-state students pay an additional \$23,000. Applications from international students grew by 66 percent, primarily from China, India, Korea and Canada. At the same time, in-state applications rose to 93,300, an increase of nearly 10 percent over last year.

Overall, that converts to 126,300 freshman applications, an increase of 19 percent. UCLA attracted 72,626 applications, up 18 percent; UC Berkeley received 61,661 applications, up nearly 17 percent; while UC San Diego drew 60,819, up nearly 14 percent. African American applications to San Diego are up by 28 percent; and Chicano/Latino applications rose by nearly 15 percent.

Personal Achievement Counts. The U. of California Santa Cruz, which receives 30,000-plus applications a year, is looking for special talents and other personal traits in choosing its ever more selective classes. According to *The Mercury News*, UCSC is now using a more "holistic review" that broadens the concept of "merit" beyond just grades and test scores. Before a fixed-weight score was attached to 14 separate criteria.

"There are more nuances," Michael K. McCawley, associate director of admissions, told the paper. "We really try to judge the student in the context of their educational environment. It takes into account more information. It's more fair." UCSC's acceptance rate last year was 68 percent.

Incomplete Iowa Applications Counted.

COSTS QUANDARY

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his ideas at a U. of Michigan political rally. "We are putting colleges on notice...If you can't stop tuition from going up, then the funding you get from taxpayers each year will go down. We should push colleges to do better. We should hold them accountable if they don't."

But the president also pointed out that one factor in recent increases at public colleges is the fact that over 40 states cut their higher education budgets last year. "So we are going to launch a Race to the Top for college affordability..." he said. "We will give additional federal support if you are doing a good job of making sure [students] aren't loaded up with debt when [they] graduate."

The president also announced "a new report card for colleges.... From now on parents and students deserve to know how a college is doing; how affordable is it, how well are its students doing?" And he said the new Consumer Finance Protection Board will post college cost information as part of a "Know Before You Owe" feature.

"The College-Aid Shuffle." That's the title of a recent *Wall Street Journal* article examining the problems of families "stuck in a quagmire: too wealthy to qualify for financial aid, but not wealthy enough to pay full freight." Among its recommendations:

"Accelerate expenses, such as paying a tax bill, into the calendar year before your child starts college. Don't save in your child's name because those funds are counted more heavily in federal financial-aid formulas. Maximize retirement-account contributions in the lead

up to your child's college years." According to the student newspaper, *The Daily Iowan*, the U. of Iowa, Iowa State U. and Northern Iowa U. all include incomplete applications in their official numbers of the total applications pool. "If a student takes the time to apply to the institution, it is considered an application," Michael Barron, director of UI admissions, told the paper. Common reasons for incomplete applications are the failure to submit a transcript or test score.

In 2011, the U. of Iowa fielded 18,939 first-year applications, of which 1,775 were incomplete. The school accepted 86 percent of Iowa residents and 82 percent of non-residents. ISU received 17,983 applications, of which 1,254 were incomplete. It accepted 84 percent. Northern Iowa U. received 4,666 applications. About 10 percent were incomplete.

More In-Staters Mandated. The U. of Washington will enroll 4,000 in-state students this fall at its Seattle campus as a result of a state legislative mandate to add 150 more in-state students than last year. About 70 percent of this year's class came from Washington. Out-of-state students pay three times as much

up to your child's college years."

Also, "Try to minimize your capital gains in the calendar year before your child starts college. Don't liquidate your retirement funds to pay for college since it could reduce the aid you get. And, delay retirement distributions or bonuses when applying for aid."

Endowments Rebound. During the economic turndown in Fiscal Year 2009, the endowments of U.S. colleges and universities fell by nearly 19 percent. Then, according to the National Association of College and University Business Officers, in FY2010, these endowments rebounded by nearly 12 percent. And last year, in FY2011, college endowments jumped again by over 19 percent. However, these returns on investments are still running below the average inflation-adjusted spending rates of educational institutions "indicating that the damage inflicted by the downturn is still being felt by endowments."

Is Student Debt a Ticking "Bomb?" Yes, according to a report last month from the National Association of Consumer Bankruptcy Attorneys which argues that student debt is becoming a problem as big as the mortgage crisis. "This could very well be the next debt bomb for the U.S. economy," said William E. Brewer, president of the group that surveyed 860 bankruptcy lawyers.

The organization states that student debt, at \$1 trillion, is about 14 times more than 15 years ago and above credit card debt at \$798 billion. Student loans to parents have increased 75 percent since 2005-06, averaging \$34,000. ■

in tuition and fees as Washington students.

This fall, UW expects to enroll between 1,800 and 2,000 more non-resident freshmen, admissions director Philip Ballinger told *The Seattle Times*. In 2011, UW admitted about 58 percent of all applicants. The average entering freshman posted a 3.75 high school GPA, up from 3.69 in 2005. The average SAT math and reading score rose to 1212 from 1198 in 2005.

Meanwhile, Washington State U. has seen in-state applications rise by more than 13 percent, to 6,469 by mid-January. WSU guarantees admission to students who are either in the top 10 percent of their high school class or who earn a 3.5 GPA.

Purdue Goes Trimester. Purdue U. in Indiana sent the first man to the moon; engineering alumni Neil Armstrong. Now, it is the first Big 10 university to go to a trimester plan. A third semester will help some students complete a nominal four-year degree in as little as three years. It will give others more time for study abroad or internships. And it could save students money.

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CB Survey Results

Gender and Minority Affairs

In CB's 26th National College Admissions Trends Survey, we continue to ask admissions officers about the gender balance in their schools and how minority students are faring. Here is how a few replied:

GENDER IMBALANCE CONTINUES

Women continue to enroll in greater numbers at many U.S. colleges and universities. Jeannie Crolley at Hendrix C. also noted, "We are enrolling more students of color, but fewer males than in the recent past."

Here are the ratios for schools in CB's survey, male to female: Aquinas C. (34/66); Binghamton U.–SUNY (54/46); Bucknell U. (48/52); Carleton C. (47/53%); Carlow U. (6/94); Claremont McKenna C. (54/46); Cedar Crest C. (5/95); Colgate U. (47/53); C. of William and Mary (44/56); DePauw U. (51/49); Dickinson C. (44/56); Duquesne U. (40/60); Elon U. (40/60); Embry-Riddle Aeronautical U.–Daytona Beach (84/16); Embry-Riddle Aeronautical U.–Prescott (79/21); Franciscan U. of Steubenville (39/61); Georgia Southern U. (52/48); Harvey Mudd C. (58/42); Hendrix C. (40/60); Hope C. (40/60) and Husson U. (40/60).

Also, Illinois Wesleyan U. (45/55); James Madison U. (40/60); Johnson & Wales U. (40/60); Kalamazoo C. (41/59); Lafayette C. (53/47); Lawrence U. (48/52); Longwood U. (33, 67); Macalester C. (40/60); Marquette U. (50/51); Middlebury C. (49/51); Monmouth C. (48/52); New College of Florida (37/63); Philadelphia Biblical U. (47/53); Pomona C. (49/52); Reed C. (46/54); Rensselaer Polytechnic Institute (68/32); Saint Anselm C. (41/59); Santa Clara U. (49/51); Scripps C. (0/100); Southern Illinois U. (54/46); Texas A&M U. (49/51); Thomas More C. (46/54); Trinity Washington U. (0/100); U. of Dayton (49/51); U. of Evansville (38/62); U. of Idaho (51/49); U. of Illinois at Chicago (45/55); U. of Iowa (46/54); U. of Oklahoma (46/54); U. of Maryland-College Park (53/47); U. of Michigan, Ann Arbor (50/50); U. of North Carolina-Chapel Hill (42/58); Virginia Tech U. (57/43); Wartburg C. (48/52); Worcester Polytechnic Institute (70/30).

HOW MANY MINORITY STUDENTS?

Traditionally, CB has asked about the percentage of African American, Hispanic, Asian or Native American students enrolled in a class. But also this year, 64 percent of schools said they admitted more U.S. minority students in 2011 compared to 2010. And, we found this year that the definitions of "minority" are changing. Marquette U., for example, noted that over 12 percent of students said they represented two or more races. And Native Hawaiian or other Pacific Islanders were slightly less than one percent of enrollees. But here are the percentages (rounded off) of those enrolled who are African American, Hispanic, Asian American, Native American:

Fewer: Colgate U. (4, 8, 3, less than 1%); Hendrix C. (4, 7, 4, 3,); Lawrence U. (4, 3, 3, .03); Philadelphia Biblical U. (9, 6, 3, 0); U. of Evansville (3, 3, 1, 0); U. of Michigan, Ann Arbor (5, 4, 14, 1);

More: Binghamton U.–SUNY (5, 11, 16, less than 1); Bucknell U. (3, 4, 3, .1);

Average GPA and Test Scores

Below are the average high school GPAs and test scores for students accepted at a range of colleges:

School	GPA	SAT/ACT Scores
Aquinas C.	3.414	23.49 ACT
Bucknell U.	3.52	1308/29
Colgate U.	3.64	1345/31
DePauw U.	3.55	1230/26.8
Elon U.	3.96	1220/27
Kalamazoo C.	3.62	1215/27.5
Lawrence U.	3.66	1267/28
New C. of FI	3.98	1983/29
Reed C.	3.9	2076/31
U. of Idaho	3.38	1094/23.29
U. of Mich.	3.8	1990-2200/29-33
UNC	4.5	1935/30

Source: CB's National College Admissions Trends Survey

Carlow U. (18, 3, less than 19, 0); Claremont McKenna C. (7, 11, 18, 1); C. of William and Mary (9, 10, 10, 1); Dickinson C. (4, 6, 3, less than 1); Duquesne U. (638 total—5, 2, 3, 1); Embry-Riddle Aeronautical U.–Daytona Beach (8, 11, 5, 1); Franciscan U. of Steubenville (0, 7, 1, 0); Georgia Southern U. (25, 4, 1, 1); Harvey Mudd C. (1, 8, 25, 1); Illinois Wesleyan U. (4, 7, 6, 1); James Madison U. (4, 4, 5, 1); Kalamazoo C. (2, 4, 3, NA); Lafayette C. (5, 7, 5, .2); Longwood U. (6, 4, 1, .3); Marquette U. (21, 45, 21, .09); Middlebury C. (2, 6, 6, 02); Monmouth C. (50, 40, 3, 1); New College of Florida (4,13,6,4); Pomona C. (9, 15, 18, 1); Reed C. (5, 9, 13, 2); Rensselaer Polytechnic Institute (5, 5, 10, 1); Saint Anselm C.; Santa Clara U. (3, 9, 11, 0.1); Southern Illinois U. (18, 5, 1, 1); Texas A&M U. (3, 17, 5, .3); Trinity Washington U. (75, 17, 3, 1); U. of Dayton (3, 4, 1, .3); U. of Idaho (1, 7, 1, 1); U. of Illinois at Chicago (9, 27, 25, .1); U. of Iowa (3, 7, 3, .2); U. of Maryland-College Park (15, 9, 15, less than 1); U. of North Carolina-Chapel Hill (9, 9, 7, 1); Wartburg C. (10, 1, 1, 1); WPI (3, 8, 5, 12).

Same: Elon U. (953 total—7, 4, 3, 1); Hope C. (2, 4, 2, .4); Husson U. (1, 1, 1, 1); Scripps C. (2, 7, 32, 1).

The following didn't note if they were enrolling more or less minorities, but noted the percentages: Aquinas C. (3, 5, 2, 1); Carleton C. (4, 4, 9, 0); DePauw U. (6, 26, 27, .5); Embry-Riddle Aeronautical U.–Prescott (2, 14, 8, 1); Macalester C. (4, 7, 12, 2); Thomas More C. (5, 1, 1, 0); U. of Oklahoma (5, 8, 5, 4, noting it did not have data last year). Virginia Tech U. (4, 6, 13, less than 1);

MINORITY RETENTION RATES

What are the retention rates for minorities for freshman to sophomore year and six years? Not all schools track this figure. The U. of North Carolina—Chapel Hill, for example, said this figure was not aggregated for all minority students. But here is what some schools said:

Binghamton U.–SUNY (92, 78); Bucknell U. (94); Carlow U. (64, 35); Claremont McKenna C. (96, 93); C. of William and Mary (95, NA); Dickinson C. (90, 84); Duquesne U. (87, NA); Embry-Riddle Aeronautical U.–Daytona Beach (69, 48); Embry-Riddle Aeronautical U.–Prescott (77, 57); Franciscan U. of Steubenville (85, 75); Georgia Southern U. (80, 5); Harvey Mudd C. (98, 91); Hope C. (95, 64 in 4 years); Illinois Wesleyan U. (90, 80); James Madison U. (89, 45); Lafayette C. (94, NA); Lawrence U. (80, NA); Longwood U. (73, 60) and Macalester C. (95, 91).

Also, Marquette U. (86, 72 six-year graduation rate); Middlebury C. (95% freshman to sophomore year); Philadelphia Biblical U. (72% freshman to sophomore year); Reed C. (91, 81% graduate in six years); Rensselaer Polytechnic Institute (90, 82); Texas A&M (86/74); Thomas More C. (47, 23); Trinity Washington U. (73, NA); U. of Dayton (82, 57); U. of Evansville (77, 42); U. of Illinois at Chicago (81, 52); U. of Iowa (86/62); U. of Maryland-College Park (94, NA); U. of Oklahoma (84/61); Virginia Tech U. (94, 9); WPI (95/85). ■

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Purdue says the change could mean \$40 million in additional revenue for the university because of better use of classrooms, residence halls and other facilities. Purdue will expand its offerings this summer as a first step to the trimester.

"Purdue has moved boldly to become more productive, affordable and supportive of students more quickly completing their degrees," Indiana Governor Mitch Daniels said. "This is how leaders act."

Purdue also announced in January that it has closed the retention gap between traditional and under-represented students to less than 2.5 percent. Purdue's overall retention rate is over 90 percent.

TUITION TABS

Antioch Returns, Tuition Free. Antioch C. in Ohio, founded in 1850, closed its doors in 2008. But after alumni rallied to reopen the school, 35 students enrolled in 2011. The first cohort of students arrived with high school GPA's of 3.56, average ACT scores of 27 and SAT's of 1250. This fall, 65 to 75 new students will join them.

And to help attract those students, Antioch is offering a free four-year education, according to Cezar Mesquita, dean of admission and financial aid. Antioch hopes to grow to 300 students by 2015.

Among other things, Antioch is reinvigorating its work cooperative program that will give students local, national and international work experience.

Cornell Tuition Hikes. Meanwhile, Cornell U. announced that the cost of tuition, room and board, and other mandatory fees this fall will increase for the College of Arts and Sciences and three other colleges by 4.4 percent, to \$57,041. According to *The Cornell Daily Sun*, the 2012 increases follow a 4.8 percent rise in 2011, and 4.5 percent in 2010. Inflation currently stands at 3.4 percent. "The cost of utilities, information technology, security, research and salaries of faculty and staff have risen with inflation," Elmira Mangum, vice president for planning and budget, explained, and added that half of the tuition increase will go to student aid.

SCHOLARSHIP SCOOPS

Future Engineers. A \$2,500 scholarship will go to the person who best answers the 2012 Adecco Engineering & Technical Future Engineers Scholarship question: "What attracted you to the engineering field in the first place? An inspiring individual? A particular project? An intrinsic desire to design and develop new materials? Tell us what motivated you to become an engineer of tomorrow."

More CB's Survey Results: Graduation Rates

Ultimately, what percent of students at the colleges and universities in CB's 26th annual survey graduate in four or six years? Aquinas C. (38, 61%); Bucknell U. (87, 91%); Carleton C. (88, 93%); Carlow U. (44, 53%); Claremont McKenna C. (92, 94%); Colgate U. (88, 92%); C. of William and Mary (17% retention freshman to sophomore, 74% in four years); Dickinson C. (82, 84%); Duquesne U. (63, 75%); Elon U. (77, 82%); Embry-Riddle Aeronautical U.—Daytona Beach (34, 55%); Embry-Riddle Aeronautical U.—Prescott (37, 57%); Franciscan U. of Steubenville (61, 70%) and Georgia Southern U. (20, 47%).

Also, Harvey Mudd C. (85, 91%); Hendrix C. (63, 73%); Hope C. (68, 78%); Illinois Wesleyan U. (85, 86%); James Madison U. (65, 81%);

Kalamazoo C. (72-79% in 4 years); Lafayette C. (85, 88%); Lawrence U. (59, 76%); Longwood U. (40, 60%); Macalester C. (82, 87%); Marquette U. (61, 81%); Middlebury C. (84, 90%); New College of Florida (57, 68%); Philadelphia Biblical U. (20, 63%); Pomona C. (91, 95%); Reed C. (59/70% for 2007-08 cohort, 79% for 2005-06 cohort); Rensselaer Polytechnic Institute (66, 84%); Santa Clara U. (79, 85%); Scripps C. (83, 88%); Southern Illinois U. (26, 46%); Thomas More C. (30, 45%); U. of Dayton (61, 75%); U. of Evansville (51, 63%); U. of Idaho (23, 51%); U. of Illinois at Chicago (25, 53%); U. of Maryland-College Park (53, 85%); U. of Michigan, Ann Arbor (72, 90%); UNC (81/90%); Virginia Tech U. (60 percent graduate in four years) and Wartburg C. (63, 82%). ■

INTERNATIONAL AFFAIRS

UK Costs Drive Students Overseas. The number of top British students applying to U.S. and European universities has doubled in recent years as the cost of going to U.K. schools has climbed. At prestigious Eton, for example, the number of graduates going to U. S. colleges climbed from nine in 2008 to 28 in 2011. According to *The Australian*, the expense gap with even the most expensive Ivy League colleges has closed, if financial aid is included. About 40 European universities offer classes in English, usually at far lower prices than England.

Some 20,000 British students now take their degrees abroad, 9,000 in the U.S. The paper reported that SAT centers in Britain where students take the required test are overflowing. In addition to competitive costs, British students are attracted by more classroom time available in overseas universities, are not restricted to one field of study and are more international minded.

Chinese Invasion? According to the Institute of International Education, more than 57,000 Chinese undergraduate students, mostly from that nation's rapidly expanding middle class,

To qualify, applicants must have a minimum cumulative GPA of 3.0 on a 4.0 scale and plan to pursue an engineering major or minor at an accredited, public or private, two-year or four-year college or university in the fall of 2012. All submissions due April 9. For a list of rules, visit www.scholarshipprograms.org/adeng/.

Social Justice Leadership. The Arcus Center for Social Justice Leadership at Kalamazoo C. recently landed a \$23 million grant to endow its work. That means student scholarships

enrolled in U.S. colleges and universities in 2010-11, up 43 percent over the year before. These students account for 20 percent of all international students in the U.S. They arrive ready to pay higher tuitions than in-state students. And in California at least, some fear they are edging out well-prepared Asian-American students.

"At what point is this not diversifying the student population and just becomes another form of revenue chasing?" Patrick Callan, president of the Higher Education Policy Institute, asked *Bloomberg News*. "We're in some danger of simply taking whoever can pay the most."

Colorado Drops Test. The U. of Colorado will no longer require the SAT or ACT of international students, according to the *Boulder Daily Camera*. Kevin MacLennan, director of admissions, said that many students were unable to access test sites, particularly those in eastern African countries and China. "It really became a hardship for many students and kept them from applying," he told the paper. CU upped the score it requires of foreign students on the TOEFL from 61 to 75. ■

"related to social justice leadership," four-year Enlightened Leadership Scholarships of \$5,000 per year and summer internship programs "to integrate social justice theory with practice at social justice organizations in the U.S." The grant is the largest in the Michigan college's 179-year history. For more info, see www.kzoo.edu. ■

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