

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

Vol. 26, No. 9

May 2012

## Admissions Watch

# Wait Lists and Other Trends

THE PREVAILING WINDS this spring brought greater numbers of applications and higher wait lists in a wide variety of institutions and locations.

In 2010, 48 percent of colleges used a wait list, up from 35 percent in 2008, according to the National Association for College Admissions Counseling. And the number of students on those lists is growing. For example, this year Grinnell C. in Iowa, wait listed 1,189 up from 541 last year. Cornell U. wait listed 132 more students than last year. Yale's wait list increased to 1,001 students. Princeton wait listed 224 students more. But the U. of Pennsylvania wait listed 2,017 students, down from 3,500 students three years ago.

"It's insane," Laura Docherty, college counselor at Fenwick High School in Oak Park, Illinois, told the *Chicago Tribune*. "It's really painful...and it really drags out the process."

"There's very little downside to throw more students on the wait list," Steven Goodman, Top Colleges Educational Consultant, argued in *The Daily Pennsylvanian*. "It takes the sting away from a rejection and it also gives the Office of Admissions wiggle room to help shape the class."

"I tell them (students) to think of a wait list as a 'no,'" Barmak Nassirian of AACRAO told the *Tribune*.

At the same time, the proliferation of applications to elite schools by students trying to cover all bases is driving down admit rates at those schools. "But I don't think they realize that that becomes a self-fulfilling prophecy..."

Lisa Sohmer, college counselor at Garden School in Queens, New York, told *The Wall Street Journal*. In 2011, about 29 percent of

students applied to seven or more colleges, up from nearly 11 percent of students in 1997, according to UCLA's Higher Education Research Institute.

What was the picture inside admissions offices? Here is a round-up of the latest stats.

**Chicago Lowest Ever.** The U. of Chicago posted its lowest ever acceptance rate (13 percent), admitting only 3,344 of the 25,277 applicants for the Class of 2016. Applications were up 16 percent this year and 85 percent since 2009. A spokesman for the university speculated in *The Chicago Maroon* that an increase in internships and job opportunities, including 450 Metcalf fellowships, prompted more students to apply. "The increased selectivity maintains the type of intellectual atmosphere UChicago wants," one student told the paper. U. of C. posted a wait list with 3,000 students, up from 500 in 2003.

**Colorado Connections.** Applications to the U. of Colorado were up by 7 percent by mid-April to 21,849, largely due to non-resident increases and the university's new connections to overseas students. According to the *Boulder Daily Camera*, applications were still being considered for a few open seats and the final total could surpass the 2008 record of 22,881. Last spring, the UC began recruiting for the first time in China, Brazil, Indonesia, Jordan, Vietnam, Malaysia, Qatar, Thailand and the United Arab Emirates.

**Connecticut Ends EA.** The U. of Connecticut is ending Early Action and will have one

*continued on page 2*

## California Bound

THE U. OF CALIFORNIA system reported it received 126,455 applications, and admitted two-thirds of them or a record 80,289 at its nine campuses. Overall, 7,900 more first-year students were admitted this year.

But a controversy has risen over the number of admitted out-of-state and international students, which this year reached 23 percent, up from last 18 percent. Every campus except Berkeley admitted more out-of-state students. Officials state the system is forced to admit more non-California students because they pay three times more tuition-- \$36,078 versus \$13,200 for residents--according to the *San Mateo Daily Journal*.

"This is ugly, and we'd better do everything we can to slow it down and even reverse it," declared Governor Jerry Brown, who is pushing a November ballot proposition to approve a higher sales tax and higher income taxes on those making \$250,000 or more.

Others, however, point out that California still met its decades-old pledge to admit the top 9 percent of the state's high school graduates.

**UCLA's Wait List.** The U. of California at Los Angeles is using a wait list for the first time in school history, and 2,900 students have been placed on it. Unfortunately, the school sent an email mistakenly informing 894 of these students that they had been admitted, and granted financial aid. The mistake was corrected, but not before raising false hopes of many. According to the *Daily Bruin*, last year, UCLA's yield jumped, leading to 600

*continued on page 2*

## INSIDE

- The Counselor's Corner
- Counselor's Bookshelf
- Financial Affairs
- And, News You Can Use

## WAIT LISTS

*continued from page 1*

January 15 deadline. According to *The Daily Campus*, Nathan Fuerst, director of admissions, said, "The Early Action process is not as meaningful for us as it has been in the past.... We chose the date of January 15 because it still gives prospective students enough time to read about the school, visit and complete their applications in a timely manner." He added, "More than anything we hope it will reduce the amount of anxiety students experience with the college admissions process."

**Emory Record.** The Emory C. of Arts and Sciences accepted 4,539 students for the class of 2016 from a record 17,502 applications, for an admissions rate of 26 percent. According to *The Emory Wheel*, international students make up 12 percent of the admitted group. Nearly 60 percent of the new students are female and 61 percent come from public schools. Last year, the average admitted student was an "A" or "A-" student with more than 700 on individual sections of the SAT. Emory expects this year to be no different.

**How Lafayette Netted a "Record-breaking Year."** Using what it calls a "high-touch" approach to admissions, Lafayette C. has reaped a record number of applications for the Class of 2016. It received 6,654 applications, up 16 percent over last year. Its target for the first-year class next fall is 620 students and 20 transfer students.

According to Greg MacDonald, dean, the admissions offices increased visits to high schools and community-based organizations from 750 last year to 1,100 this year, including those in 10 new areas and 25 not seen last year. It recruited in South America and Africa for the first time. International apps are up from 882 to 1,135. The college has "stepped up" its use of "social media" as well as encouraging admission interviews.

**UM's President Calling.** The U. of Michigan attracted about 42,000 applications for the Class of 2016, an all-time high. It expects to enroll fewer than 6,000. Some of those who were admitted received a surprise phone call from UM's president, Mary Sue Coleman.

**Michigan State Goes Global.** Michigan State U. received more than 30,000 applications for the first time in school history, a 7.5 percent total increase, but saw a 2.5 percent decrease in applications from Michigan. "This is a time when the number of high school graduates in the state of Michigan is decreasing and will continue to decrease until about 2022," said Jim Cotter, MSU director of admissions. Meanwhile, it posted a 55 percent increase in international applications. Among public universities, MSU also has the largest

## CALIFORNIA BOUND

*continued from page 1*

more students than expected and resulting in its largest freshman class.

This year, UCLA admitted 15,455 students, 9,263 of whom are California residents. Some 85 percent of them will graduate in the top 9 percent of their classes. For California residents, Latinos jumped from 17.5 percent of the admitted group to 21.1 percent. About one third of new state students are first in their family to go to college. The proportion of admitted white students fell four points to 26 percent.

In reference to the number of out-of-state admits, Youlanda Copeland-Morgan, associate vice chancellor, told *UCLA News* "Given the uncertainty about our budget for 2012-13, taking on more students without corresponding state funding would have placed a significant strain on our faculty, courses, support services and space that would have affected the educational excellence parents and students expect from UCLA."

### Majority of UC Merced Admits Residents.

The U. of California Merced received 15,054 applications, and accepted 9,874. Some 9,551 of admits were residents, 109 came from out-of-state and 214 are international students. The average GPA for admitted students was 3.56. Nearly 60 percent of students are "first-

study abroad program in the nation. With a few applications still coming in, MSU hopes to enroll a total of 7,350 students.

**Middlebury Apps Increase.** Middlebury C. received 8,849 applications for the Class of 2016, a four percent increase. This year, 29 percent of those admitted are students of color. The number of admitted international students also grew. The target number for September is 600 students, while another 100 will be added in February.

Dean of Admissions Greg Buckles told *The Middlebury Campus* that the college's environmental studies program and strong global outlook are part of the schools attractiveness to students. He added, "The president of the college and others have been pushing boundaries of what a liberal arts college these days means. I think we're all excited about that."

**Princeton Admit Rate Down.** Princeton U. fielded 26,664 applications, and admitted 2,095 students, for an admit rate of 7.86 percent down from last years 8.5 percent. Some 726 of them were admitted through Princeton's single choice Early Action program. Over the past eight years, the number of applications to the Ivy League school has soared by 95 percent, in part because of the university's "no loan" policy, which covers all demonstrated need.

generation." Encarnacion Ruiz, director of undergraduate admissions, said the school's comprehensive review of applicants that looked beyond statistics was "a better way of selecting students."

**UCSC Admit Rate Lower.** The U. of California at Santa Cruz offered admission to 19,936, up 4.5 percent or 862 more students than last year. It admitted about 60 percent of its applicants, down by about 7 percent from last year. UCSC once admitted about 80 percent of applicants. Black students make up about 3.7 percent of the admitted group, Chicano/Latino students 28.5. Some 30.5 percent are Asians, while one third are white students. Nearly 40 percent come from out-of-state, while 589 are international students.

Meanwhile, the U. California Berkeley only admitted 21 percent of its applicants.

**Among the California Privates.** The private Claremont McKenna C. outside Los Angeles received 5,056 applications, up 12 percent, but admitted only 12.4 percent. Nearby Pitzer C. accepted 15.7 percent of applicants, down from 24 percent last year. Pomona C. received 7,207 applications and admitted 12.8 percent, down from 13.8 last year. And Occidental C. attracted 6,136 applications, a record, and accepted 2,393 students for an admit rate of 39 percent. ■

The Class of 2016 is expected to be 1,300 students.

This year's applicants to Princeton included over 10,000 students with 4.0 GPA's and nearly 14,000 with 700 or higher on each of the three sections of the SAT. Some 47 percent are "people of color" and 12 percent are international students. Over 9 percent are legacy students. More than 12 percent are the first in their families to go to college.

**Tennessee.** The U. of Tennessee received more than 14,000 applications this year for a class of 4,200 students.

**UNC up 24 Percent.** The U. of North Carolina Chapel Hill admitted 7,571 students from a pool of 29,486, or an amazing 24 percent more applicants than last year, and 47 percent more than five years ago. According to *The Chapel Hill News*, the university expects to admit 3,247 students from North Carolina, and only 713 from across the nation and the rest of the world. Meanwhile, out-of-state applications actually soared by 35 percent, but only 14 percent were admitted.

Nearly 84 percent of admitted students were in the top 10 percent of their high school class, and 20 percent were either first or second. The average SAT Critical Reading score was 671, math 685 and writing 663. The average ACT was 31. ■

## Six New Studies (and a Resource or Two)

IF IT IS SPRING, it's time for the release of new studies regarding college admissions and financial aid. Here are a few that came across our desk and their links.

### Latino College Completions in 50 States.

Within eight years, Latinos will make up 20 percent of the 18-64 year olds in the country and 25 percent of those age 18-29. Yet, in 2011, only 21 percent of Hispanics had an associate's degree or higher, compared with 57 percent of Asians, 44 percent of Whites and 30 percent of Blacks. These are a few of the statistics found in the new report from *Excelencia* in Education. The report takes a look at how well each state is doing—or not. For a copy, see, <http://edexcelencia.org/newsroom>.

**Community College Completion Matters.** While an increasing number of students turn to community colleges for their education, the majority fail to complete their degrees. That's the conclusion of the American Enterprise Institute which produced a new report last month, "Completion matters: the high cost of low community college graduation rates." It argues that only one in four community college students actually graduate. The report also notes colleges, such as Valencia C. in Florida, that are reversing this trend. Moreover, cutting the dropout rate by half would help 160,000 graduates earn \$30 billion more income in their lifetime. The report includes recommendations. See, [www.aei.org](http://www.aei.org).

**Lumina Foundation Calls for "Sense of Urgency."** Noting that college completion rates are "climbing" in other parts of the world while the U.S. makes but modest gains, "We must do more to transform higher education so we can achieve the higher levels of attainment that are required for global competitiveness," said Jamie P. Merisotis, president, Lumina Foundation. The Foundation's new report, "Stronger Nation," notes that only 39.3 percent of Americans age 25-64 have a two- or four-year degree. Some states do better than others. Top five: Massachusetts, Colorado, New Hampshire, Connecticut and Minnesota. For a copy of the report, see [www.luminafoundation.org](http://www.luminafoundation.org).

**Tuition Tax Breaks Favor Upper-Middle Class.** According to the Education Sector, when tax credit programs were introduced in the late 1990s, the goal was to help make college more affordable for families making \$75,000 or less. But over the years, new tax breaks were included and these, "have increasingly steered benefits to families with higher incomes." Ed Sector's new report, "Moving On Up,"

### Did You Know?

- By 2020, Latinos will represent 25 percent of the U.S. population age 18-29.
- Only 1 in 4 community college students graduate.
- Only 39 percent of Americans 25-64 years old have a two- or four-year degree.
- Average student debt in 2010 was \$25,250, up five percent over previous year.

Source: Studies noted on this page

women are enrolled in these subjects. According to a new report from the Institute for Women's Policy Research at George Washington U., "Increasing Opportunities for Low-Income Women and Student Parents in Science, Technology, Engineering and Math at Community Colleges," only 27.5 percent of these degrees went to women in 2007, down from nearly 34 percent in 1997.

In community colleges, only 3.3 percent of STEM degrees go to African American women; only 2.2 percent to Hispanic women. Asian, Native Hawaiian and Pacific Islander women earn only 1.3 percent of the STEM degrees. The Institute's website is [www.iwpr.org](http://www.iwpr.org).

**Student Debt Grows to "Alarming Level."** You've heard it before, but the May *Consumer Reports* magazine argues that the situation could have "crippling ramifications for the U.S. economy." Americans owe \$900 billion in federal and private loans, and the report notes that the Class of 2010 had an average debt of \$25,250, an increase of five percent from the previous year. Why so much debt? How to repay it? See <http://www.consumerreports.org>.

### TWO NEW RESOURCES

**If You Can't Fight 'Em...** Facebook has joined with the American School Counselor Association and iKeepSafeCoalition to produce a nine-page guide for school counselors. It is called "Facebook for School Counselors," designed to help schools develop policies on the Internet and social media, manage online incidents such as bullying and detect at-risk behavior. See, [www.FacebookForEducators.org](http://www.FacebookForEducators.org).

**First Generation Film.** A new documentary, supported by philanthropic foundations, traces the lives of four high school students who hope to improve the lives of their families by pursuing a college degree. Web site for the film includes student resources and volunteer opportunities and a list of colleges with First Generation Programs. See, <http://firstgenerationfilm.com>. ■

## THE COUNSELOR'S BOOKSHELF

*The American-Style University at Large: Transplants, Outposts, and the Globalization of Higher Education*, ed. Kathryn L. Kleypas and James I. McDougall (Lexington Books); 305 pages; \$80; ISBN: 0739150200.

*Black Men in College: Implications for HBCUs and Beyond*, ed. Robert T. Palmer and J. Luke

Wood; (Routledge); 212 pages; \$140 hardcover, \$42.95 paperback; ISBN: 0415893844.

*ACT or SAT? Choosing the Right Exam for You* by Josh Bornstein with Rebecca Lessem (Princeton Review); \$15.99; ISBN: 978-0-375-4294-8.

*Getting From College To Career: Your Essential*

*Guide to Succeeding in the Real World* (Revised Edition) by Lindsay Pollak (Harper); 352 pages; \$16; ISBN:9780062069276.

*Community College: Is It Right for You?* by Susan H. Stafford (Wiley); ISBN: 0-471-77738-2; \$14.99.

*They Teach That In Community College!? A Resource Guide to 70 Interesting College Majors and Programs* (College and Career Press); ISBN: 0-9745251-2-x; \$19.95. ■

## FINANCIAL AFFAIRS

**Cost Comparison.** The U.S. government's new Consumer Financial Protection Bureau, working with the Dept. of Education, has launched a "Know Before You Owe" project on student loans. It's still in the design stages and it is still taking feed-back. But take a look at [www.consumerfinance.gov/payingforcollege/](http://www.consumerfinance.gov/payingforcollege/).

**Florida Legislative Cuts.** Honoring their pledge not to raise taxes, and even cutting taxes for small businesses, Florida legislators instead eliminated 4,400 state jobs, \$1 billion from state worker pensions and millions more from housing, health care, prisons and social services programs. According to the *Miami Herald*, the \$70 billion state budget also slashed \$300 million from state universities.

As a result, Florida community college students will pay 5 percent more in tuition this fall, while tuition at universities could increase 15 percent. And if the U. of Florida or Florida State U. charge "market rate," an issue that is still pending, those tuitions could climb even higher. State student financial aid will fall by 4.4 percent or \$487 million. The

state's "Bright Futures" scholarship fund for high-performing students will be cut by 5 percent. And students will qualify for only two, instead of three, years support.

**Georgia Need Triples.** The number of U. of Georgia students who are receiving need-based scholarships has tripled over the past 10 years, and the amount awarded has quadrupled to 1.1 million in 2011. Meanwhile, Georgia Tech announced a new privately-funded need-based scholarship to help bridge aid gaps for students from families earning less than \$33,300 a year.

According to the National Association of Student Financial Aid Administrators, 60 percent of the nation's financial aid offices reported 10 percent or greater increases in aid applications between 2008 and 2009.

**State Financial Fund Shortage.** Under great budget pressures, Illinois is turning away current and prospective students who hoped to receive financial aid through the Monetary Award Program (MAP), the primary source for state need-based aid. Requests for 2012-2013

are at a record level. Some 40,000 more students applied this year. This is the earliest that the state has run short of MAP funds and the situation reflects "incredible demand," a spokesman for the Illinois Student Assistance Commission told the *Chicago Tribune*. Some 145,000 students are expected to receive grants worth up to \$4,968 for the next school year. Meanwhile, Illinois Governor Pat Quinn requested more funds from the state General Assembly.

**Student Loan Bailout?** "Are \$1 trillion in student loans the next bailout?" asked CNBC on April 25th amidst the political debate on student loan interest rates. The total debt is larger than auto or credit card debt, and second behind mortgage debt. Some 80 percent of it is guaranteed by the U.S. government. And according to CNBC, some students are beginning to demand full amnesty from any future payments.

What about a national "education tax" to make college free and then have a national lottery for assigning students, Kelly Evans, the CNBC reporter, wondered. If something isn't done, she argued, student debt will exacerbate income inequality and be a big drag on future economic growth. At least the problem is drawing some creative thinking. ■

## NEWS YOU CAN USE

**Tennessee is Common.** The U. of Tennessee has joined 450 private and public colleges and universities in using the Common Application, which was first piloted in 1975. Starting next year, UT will accept the Common Application, which students can download from the school's admissions site. "We're doing it as a service to our students to make the application process as easy as possible for them," Vern Granger, assistant dean and director of undergraduate admissions, told Knoxville's WVLT-TV.

**Civic Learning.** Ten community colleges across the nation have joined with the Association of American Colleges and Universities and The Democracy Commitment to lead a new civic learning through the humanities project. Funded by the National Endowment for the Humanities, the project will participate in a three-year curriculum and faculty development initiative to promote democratic thinking and engagement.

The participants are Chandler-Gilbert C.C. in Arizona; Kingsborough C.C. in New York; County C. of Morris in New Jersey; Georgia Perimeter C. and Kapi'olani C.C. in Hawaii; Miami Dade C. and Santa Fe C. in Florida; Middlesex C.C. and Mount Waschusetz C.C. in Massachusetts and Lone Star College-Kingwood in Texas.

**Conversations Count.** Student conversations with admissions staff and current students are the most influential factor in the college search, according to a recent survey of 1,300 students conducted by Noel-Levitz for CollegeWeekLive. Today's students are also interested in a variety of communication options, including live chat, webcasts and, of course, social media.

"Making a personal connection with a prospective student can significantly influence their decision to apply and enroll," said Robert Rosenbloom, president and CEO of CollegeWeekLive, which conducts such communications for college clients.

**Scholarship Scoops.** New Jersey students with an interest in the energy industry are eligible for a new scholarship program to pursue engineering. Six students will receive \$24,000 for four years from the PSEG Foundation and be eligible for internships. *Deadline:* May 11. See, [www.pseg.com/scholars\\_program](http://www.pseg.com/scholars_program).

Clemson University's College of Engineering and Science has a new scholarship program for computer engineering students. Funding is from Benefitfocus, a cloud-based technology provider. See, [www.benefitfocus.com](http://www.benefitfocus.com).

And \$100,000 dollars in grants and scholarships will be given to students in

Northern California of Mexican origin and Latinos in general. *Deadline:* May 15. See, <http://100amigos-imebecas.org>.

**GW Sustainability.** Next fall, George Washington U. will launch an 18-credit minor in sustainability. All GW undergraduates will be eligible for the minor no matter their majors. "George Washington will be one of the few universities in the country to offer an interdisciplinary minor in sustainability that will cut across all schools and areas of study," the university's provost told *George Washington Today*.

**Comings and Goings.** Saint Peter's College in New Jersey, founded by Jesuits in 1872, will be Saint Peter's University in September 2012. It offers bachelor's, master's and doctoral degrees.... Westminster C., a liberal arts institution based in Fulton, Missouri, is opening a new campus in Mesa, Arizona, offering international business, environmental studies and transnational studies.... Florida is creating its 12th public university, Florida Polytechnic U.... And Milan's Politecnico U., one of Italy's top universities, announced that beginning in 2014 its courses will be taught exclusively in English. ■

For subscription information see  
[www.collegeboundnews.com](http://www.collegeboundnews.com)  
or call 773-262-5810.

Production: Design|Americom; Salsedo Press, Inc. COLLEGE BOUND is published monthly, ten times a year. Inquiries should be directed to P.O. Box 6536, Evanston, IL 60204; 773-262-5810. Annual subscription: \$59 in North America, \$69 for international orders, including airmail postage. [www.collegeboundnews.com](http://www.collegeboundnews.com)

©2012 COLLEGE BOUND PUBLICATIONS, INC. All rights reserved. ISSN 1068-7912 For photocopy rights, please write the Editors.