

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Admissions Watch

International Apps Surge

Babson C. Receives Record Number of Apps. Noting that it is need-blind in admissions, Babson C. announced it received a record number of applications for next fall, more than 6,000, a 10 percent gain over the previous year. And last year, Babson met 96 percent of students' total need. Other trends Babson noted: 39 percent of applicants applied early, up from 31 percent in 2008; 30 percent are international students; and 29 percent are students of color, up from 26 percent in 2008.

California Surge. Applications to the U. of California system for fall 2013 surged 9 percent to 175,000. Some 140,000 applications are for first-year slots and 35,000 are transfer students. This is the ninth straight year of record applications. Freshman and transfer applications from California residents rose by 5 percent to 129,000. Domestic non-resident applications are up by 14 percent to 23,000. And international applications jumped by 31

percent to 23,000.

The increases came despite the fact that tuition has doubled over the past five years to \$13,000 a year for California residents and \$36,000 for out-of-state students. Non-residents currently account for fewer than 9 percent of all students. Last year, the number of applications grew by 13 percent, fueled by an increase of 56 percent from out-of-state students. This year, the largest number of international applications came from China, South Korea, India, Canada, Hong Kong and Singapore.

Among California residents, 30 percent of applications came from Latino students, 30 percent from Asian-Americans, 29 percent from white students and 6 percent from African Americans. One percent were from Native Americans.

Nearly 100,000 applicants want to attend UCLA; 84,000 seek admission to UC Berkeley;

continued on page 2

Financial Affairs

Moody's Projections. Seventeen percent of public and private colleges and universities are projecting declines in net tuition revenue, and another 16 percent expect revenues to lag behind inflation, Moody's Investors Service reported in January. Smaller, tuition-dependent universities with lower credit ratings are the most vulnerable to revenue and pricing pressures, Moody's pointed out.

"The cumulative effectives of years of depressed family income and net worth, as well as uncertain job prospects for many recent graduates, are combining to soften student market demand at current tuition prices," said a Moody's spokesperson.

To view the full report, see: http://www.moodyys.com/viewresearchdoc.aspx?docid=PBM_PBM148363.

Net Price Calculators. For the past two years, colleges and universities have been required by the federal government to put Net Price Calculators on their web sites to help prospective students and parents get an individualized idea of what a college education at a particular school will cost them.

But do they work? Not very well, says the Institute for College Access & Success. A new report, "Adding It All Up 2012: Are College Net Price Calculators Easy to Find, Use, And Compare?" says nearly one quarter of the colleges in its sample do not even have a link to their calculator on their website's financial aid or cost page. And even if it was there, it was hard to find.

continued on page 2

STATE NEWS ALERTS

Growth Projections...and Declines. The number of high school graduates "is entering a period of modest declines after two decades of sustained growth," according to a new report from the Western Interstate Commission for Higher Education (WICHE). The eighth edition of "Knocking at the College Door: Projections of High School Graduates" found that the number of high school graduates peaked at 3.4 million in 2010-11 after 15 years of growth, and will decline until it stabilizes at 3.2 to 3.3 million in 2013-14.

But these numbers will likely vary greatly from state to state. States which can expect "dwindling production" or losses of 15 percent

or more include the District of Columbia, Maine, Michigan, New Hampshire, Rhode Island and Vermont. States that can expect "slowing production" or losses of between 5 and 15 percent are Alaska, California, Connecticut, Florida, Hawaii, Illinois, Iowa, Kentucky, Maryland, Massachusetts, Minnesota, Missouri, Montana, New Jersey, Ohio, Pennsylvania and Wisconsin.

States that can expect "manageable decline or losses of less than 5 percent are Arizona, Delaware, Indiana, Mississippi, North Dakota, Oregon and West Virginia. States that will face "manageable growth" of less than 5

continued on page 2

INSIDE

- Who Got In? CB's Survey
- Curriculum Capsules
- Online U News
- And, News You Can Use

INTERNATIONAL SURGE

continued from page 1

UC San Diego attracted 82,000 applicants; and UC Santa Barbara fielded 76,000. The average California applicant applied to four campuses. If adequate state funding is forthcoming, the UC system will admit about 1 percent more students for this fall.

UC Davis Applicants More Diverse. Meanwhile, 62,515 students applied to UC Davis, up 11 percent over last year. International applications for the fall freshman class were up by more than 65 percent, increasing from 4,085 to 6,747. “The record number of applicants for fall 2013 clearly demonstrates UC Davis’ reputation as a global destination...,” said Chancellor Linda Katehi in the *Daily Democrat*.

Applications were also up nearly 22 percent from out-of-state students and 12 percent from historically-underserved groups. UC Davis will notify those admitted March 15.

Tufts Attracts More International Students.

Applications from foreign students increased 12 percent this year compared to last year, doubling since 2004, according to Bloomberg news. “Having students from overseas just makes sense,” said Lee Coffin, dean of undergraduate admission at Tufts. “If the American population is going to decline, then the global populations represents another source of high-quality students.”

The January 24 Bloomberg news article also said that international applications totaled 5,689 at the U. of Pennsylvania, up 38 percent since 2010.

U. of Washington Minority Apps Up, Too. Freshman applications to the U. of Washington total 30,073, according to the *Daily UW*, up nearly 16 percent from last year. Minority applications increased, up 7 percent from African American applicants, 30 percent from Native Americans and 30 percent from Pacific Islanders. “If you see these kinds of increases in your applicant pool—all else being equal—you’re going to probably see increases in your enrolled class, and so we’re very pleased

with the applicant pool this year,” said Philip Ballinger, director of admissions.”

Other administrators noted that the number of high school graduates who are students of color is increasing in the state.

Williams C. Early Admits. Early Decision applications to Williams C. in Massachusetts rose by 8 percent over last year to 613. Of those, 248, or about 40 percent of the class of 2017, were admitted. “We admitted a slightly larger percentage of the class early,” said Dick Nesbitt, director of admissions, “but a lot of that was due to the diversity we were able to generate in this group.” The admits include 118 men and 130 women. The largest group of students hail from New York. Nearly 30 percent of admits are students of color.

Wilson C. Goes Co-Ed. Wilson C. in Pennsylvania, which has educated women since 1869, is going co-ed. The board of trustees of the small liberal arts college made the decision in order to boost its enrollment, which now stands at about 700, to 1,500 by 2020. Its adult degree program already educates men.

Beginning fall 2013, men will be admitted as commuter students while resident halls are refitted. Resident male students will be admitted for the fall semester of 2014. Wilson is also adding a health sciences program and renovating several campus buildings.

Yale Tops Previous Records. Yale received 29,790 applications, a three percent increase over last year’s record. But it plans to admit the same number of students as last year, about 2,000 students. ■

STATE NEWS

continued from page 1

percent include Alabama, Arkansas, Georgia, Nebraska, New Mexico, New York, North Carolina, South Carolina, South Dakota, Tennessee, Virginia and Washington.

But states that should prepare for “accelerated expansion” of between 5 and 15 percent are Idaho, Kansas, Louisiana, Nevada, Oklahoma and Wyoming. And those that should get ready for “swift expansion” of greater than 15 percent are Colorado, Texas and Utah.

The report also reminds educators and policymakers that by 2019-20, 45 percent of public high school graduates will be non-white, with the largest percentage growth among Hispanic students.

Start Here, Get There. New York State has launched a state-wide campaign to provide information to students and families about financial aid and how to apply for the aid sooner rather than later. The program kicked off with a “financial aid awareness month” in January. Workshops are being conducted throughout the state at high schools and college campuses. Students can fill out the Free Application for Federal Student Aid on the spot. Families can also meet with college financial aid representatives. The program was “started as a statewide effort because there are so many misnomers and false assumptions about college financial aid—its cost and affordability,” said Dan Tramuta, vice president of SUNY Fredonia, in *The Post-Journal*. For more info, see www.StartHereGetThere.org.

2013 Trends. In January, the American Association of State Colleges and Universities

(AASCU) released its “Top 10 Higher Education State Policy Issues for 2013.” This year, AASCU warns, will be tricky for colleges because fewer than half of all legislators have been in office two years or less, and legislatures are the most politically polarized in a generation.

AASCU’s number one issue: colleges and universities will be pressured to boost institutional performance to increase graduation rates and overall degree production. Issue number two focuses on the fact that state support for public higher education will continue to slow. Inflation adjusted state appropriations per student decreased by 25 percent between 2006 and 2011. And state budgets will be under pressure to fund Medicaid and under-funded pension systems.

AASCU’s third top issue facing state colleges and universities is the continued focus on affordability. Since 1987, tuition and fees at four-year publics have doubled, while state funding has decreased by one-third. Issue four focuses on state student grant aid programs. In 2010-11, state support of merit-based programs grew by more than 11 percent, while need-based programs received just 1.7 percent more, despite the fact that boosting graduation rates is more closely linked to helping students who need aid. AASCU’s fifth issue is the ever present one of student readiness for college. Currently 21 states prohibit remedial education courses at four-year publics.

Other top issues include: immigration, competency-based and online education, guns on campus, economic and workforce development, consumer protection and for-profit colleges. To read the entire report, go to: <http://www.aascu.org/policy/publications/policy-matters/top2013.pdf>. ■

FINANCIAL AFFAIRS

continued from page 1

The number of questions asked by the calculators in the schools TICAS sampled had between eight and 70 questions. More than a third asked questions that students and parents would need to dig out of detailed financial records. The majority of calculators did not tell students how their information would be used.

And some colleges subtracted loans and work from the net price estimate, frequently making the resulting lower dollar figure more prominent than the required net price figure.

“There is a lot the Department of Education and colleges themselves can do to make these important new tools really work for all students and families,” said TICAS president Lauren Asher.

Tax Credit Preserved. In early January, Congress averted the “fiscal cliff.” Among other things, this means that the popular American Opportunity Tax Credit, that allows students and their parents to claim up to \$2,500 a year for college expenses, is still available to them. ■

Who Got In?

Snapshots of Fall Enrollment Trends

FOR THE LAST 27 YEARS, COLLEGE BOUND has surveyed colleges and universities coast to coast to assess the latest enrollment trends of the current school year. The colleges represent schools large and small, public and private, coast to coast. And some are off the beaten path.

This year, *CB* takes a slightly different tact in reporting our survey results. While there will be a final compendium of the survey, we thought we'd give you "snapshots" of individual colleges as they report the data to us. And we will, as usual, let you in on their comments about trends and advice for future applicants.

TOP TRENDS

Each year, *CB* asks, "What admissions trends did you spot in 2012?" Here are the top trends mentioned.

Later Deposits. Bob Garcia at Alma C. in Michigan was one of the first admissions officers to note "later deposits" as a top trend this year. Alma admitted 1,694 students in 2012 from 2,418 applications. Later deposits or not, its first-year class of 487 was larger compared to 2011 and it did not see a greater than usual melt over the summer.

Stacy White, DePauw U. in Indiana, also noted, "Continue to see more and more students waiting right until May 1 before making their final decision. Given online deposit options, this has allowed students to hold on to their \$400 until the bitter end. In reality, this trend probably will continue as more and more students take longer and longer to make this important decision." DePauw's first-year class size this year was 578 students from 5,002 applications and it pulled 34 students from its 110-student wait list.

Admit Rates Down. At Dickinson U. in Pennsylvania, Michael Johnson said, "Although applications decreased modestly from the previous year (-4 percent), we admitted fewer students as we were seeking a smaller first-year class." Also, "academic quality and the tuition discount rate remained stable despite the families' concern about the price and cost of a college education. More families expressed a resistance to student loans given media attention." Dickinson received 5,844 applications, accepted 2,340 and pulled 17 students from its 350-student wait list. Its first-year class was 602 students.

Likewise, at the U. of Oklahoma, "The overall number of admits

Average Test Scores

School	Combined SAT	ACT
Alma C.	—	24.1
DePauw U.	1205	26.8
Dickinson C.	1293	29
Embry-Riddle Daytona	1100	24
James Madison U.	1150	25
Marquette U.	1182	26.8
Reed C.	2076	30
Rensselaer Polytech	1366	30
Saint Louis U.	1241	27.2
Santa Clara U.	1282	29
U. of Michigan	1910-2140	28-32
Valparaiso U.	1670	26

Source: COLLEGE BOUND Annual Survey

decreased from last year. However, the yield increased and the quality of students remained high. For the second consecutive year, OU is celebrating the largest freshman class in history." Oklahoma received 11,664 applications for a first-year class of 4,138, larger than in 2011. At the same time, it placed 2,878 students on its wait list, admitting 2,093.

Meanwhile, Paul Marthers, Rensselaer Polytechnic Institute in New York, questioned emphasizing admit rates with "continued emphasis by some elite national institutions on reducing their admit rate to near or below 10 percent. What is the ultimate goal? 0 percent?"

Quality of Applicants Increases. It doesn't appear to be a cliché. "The quality of applicants continues to increase," said Robert R. Jane,

Marquette U. in Wisconsin. Marquette received 22,900 applications and accepted 12,644 students for a class of 1,928. It placed 3,789 students on its wait list, and admitted 1,459.

Alejandra Hermsillo at Santa Clara U. in California added the "average SAT Math, CR Score and GPA of enrolled freshmen is going up." This is at the same time that Santa Clara sees an "overall increase in number of applicants." Santa Clara received 14,337 applications, more than in the past, and accepted 7,342 for a first-year class of 1,276. It pulled 71 students from its 2,059 wait list.

Cost a Factor. "Financial aid is becoming even more of a determining factor," said Robin Rhodes Astor at Saint Michael's C. in Vermont. Saint Michael's had more students requesting financial aid this year and increased its institutional funding of financial aid. It offers the Edmundite Scholarship for students who graduate from Catholic high schools, totaling \$20,000 over four years. Saint Michaels received more applications in 2012, 4,578 for a first-year class of 547 and pulled 20 students from its 280-student wait list.

Early Applications. The University of Michigan saw an "increase in EA applications," said Sally Lindsley. The U. of Michigan received more Early Action applications for fall 2012. Overall, it received 42,544 applications, accepted 15,551, fewer than the previous year, for a first-year class of 6,171. Eliza Laurent, WPI, also said "increasing numbers are applying early." WPI said 70 percent of its first-year class of 951 students was accepted EA from a total of 7,585 applications. ■

New Programs and Majors

New Media Studies. *Alma C.*
 Global Health and Development, Journalism in the Public Interest. *Allegheny C.*
 BA in English; BA in History. *Cairn U.*
 Chinese Language and Literature. *The C. of William and Mary.*
 Kinesiology is our newest academic major; also added an Environmental Fellow Program

this past year. *DePauw U.*
 Peace Studies and Media Studies. *Marquette U.*
 Music, Creative Writing, Art, Theatre. *Mount Mercy C.*
 Sustainability Science, Cognitive Science. *Rensselaer Polytechnic Institute.*
 Environmental Studies, Pre-pharmacy. *Saint Michael's C.*

Anthropology. *Saint Louis U.*
 New minor in business program, entrepreneur. *Santa Clara U.*
 BA in Spanish Teacher Education. *Thomas More C.*
 School of Information, Global Undergrad Program Studies, Interdisciplinary Studies. *U. of Michigan.*
 World Culture Studies. *U. of Oklahoma.*
 Architectural Engineering. *WPI.* ■

CURRICULUM CAPSULES

Biological Sciences. South Dakota School of Mines and Technology will offer a new B.S. in applied biological sciences. Students will study chemistry, mathematics and physics to prepare them for graduate school or careers in biomedical engineering and technology, biotechnology, bio-processing, bio-energy, medicine, pharmaceutical sciences or patent law, all fields with high employment demand.

UNC in China. The U. of North Carolina and Tsinghua U. in China are offering a new dual degree for Chinese students. The first of its kind program will prepare executives in China for their global businesses. One third of courses will be at UNC, one third at Tsinghua U., and a third in global residencies in the United Arab Emirates, the Netherlands and the U.S. "China is the top manufacturer in the world," said professor Zheng Li, "which

requires many business leaders with global views, innovative thinking and solid management theories and methods. This program will answer those needs."

Computer Science. Touro C. in New York City is offering new B.S. and A.S. degrees in Information Technology: Network Administration and Security. Students will learn about hardware and software installation, troubleshooting and security, network design implementation, administration and security. The job market in these areas is strong and students will be prepared as computer technicians, network administrators and computer security specialists.

Dartmouth C. Announces AP Change. Dartmouth C. will no longer give college credit to students who tested well on their AP, IB

or A-level exams. While it still encourages high school students to take such rigorous courses, its faculty concluded that they are not as rigorous as their own courses. In fact, in one experiment conducted by Dartmouth's psychology department, students who had taken an AP course were given a condensed version of the Dartmouth class final exam it was supposed to replace, and 90 percent failed.

The Ivy League school will still use AP test results for placing students in its college courses. Columbia U. plans to review its AP policy later this year. Some two million students took 3.7 million AP tests last spring.

A First for Climate Change. Unity C., the science-based liberal arts college in Maine, announced it will tie "every aspect of its curriculum to the mitigation of global climate change." Unity is often referred to as "America's Environmental College." ■

NEWS YOU CAN USE

Borrow A Mac. Need a MacBook? At Drexel U., in Philadelphia, students can just turn to a new 24-hour, self-service vending machine in the W. W. Hagerty Library and borrow one. The new kiosk was installed particularly for students who travel to the library late at night and don't wish to carry their computers with them for fear of theft. They are free with a Drexel student ID, and now used by students all day. Drexel is the third East Coast university to install the machines supplied by the West Coast company LaptopsAnytime.

Parental Help? A paper by Laura T. Hamilton in the *American Sociological Review* titled "More is More or More is Less? Parental Financial Investments during College" suggests that "Parental aid decreases student GPA, but it increases the odds of graduating." That may be because with parental financial support, students are less driven and "often perform well enough to stay in school, but dial down their academic efforts."

Scholarship Scoops. Florida high school and college students who plan to make their career in real estate are eligible for a \$1,000 scholarship from the Florida Realtors Education Foundation Inc. The organization already has handed out more than \$400,000 in scholarships over the past three years. *Deadline:* February 28. For info, see: www.floridarealtors.org.

Scholarships valued at \$12,000, or \$3,000 per year, are available to students in North

Carolina public or private high schools and heading to a public or private college or university in the state. The scholarships, sponsored by the College Foundation of North Carolina, are provided for students with financial need in 78 rural counties. *Deadline:* March 1. For more info, see, www.CFNC.org.

And up to \$1 million in scholarships will be awarded to students throughout Northern and Central California. The awards, up to \$30,000, will be based on "a combined demonstration of community leadership, personal triumph, financial need and academic achievement." Students must enroll full-time in an undergraduate program. The scholarships are provided by Pacific Gas and Electric Company which "believes that advancing educational opportunities is one of the most important ways we can give back to the communities where we deliver gas and electricity," said Ezra Garrett, vice president. *Deadline:* February 28. See, www.pge.com/community.

Working Students. The U.S. Census Bureau just released its new American Community Surveys and announced that during 2011, the latest data available, the majority of undergraduate college students, 72 percent, worked during the year. In fact, 20 percent of college undergraduate students worked full-time, year round. And almost half of graduate students worked full-time, year round and 82 percent of graduate students worked at least part-time during the school year. For the report see, www.census.gov. ■

Online U News

More Take Online Courses. About 32 percent of college students (6.7 million) took at least one online course in 2011, an increase of 570,000 students from the previous year, according to "Changing Course: Ten Years of Tracking Online Education in the United States," a study from the Babson Survey Research Group and the College Board.

Other findings: 77 percent of academic leaders rate the learning outcomes of online courses as the same or superior to face-to-face classes. But only 30 percent of chief academic officers believe their faculty accepts the value and legitimacy of online education, fewer than in 2004. However, 69 percent of these academic leaders say that online learning is critical to their long-term strategies.

Best Online BA Programs. *U.S. News and World Report* released its 2013 list of "Best Online Programs." The top 25: Pace U. (NY), Daytona State C. (FL), St. John's U. (NY), Westfield State U. (MA), Graceland U. (IA), Lawrence Technological U. (MI), Colorado State U.—Global Campus, Brandman U. (CA), Bellevue U. (NE), Regent U. (VA), U. of Nebraska—Omaha, U. of Bridgeport (CT), U. of La Verne (CA), Bismarck State C. (ND), Charter Oak State (CT), Pennsylvania State U.—World Campus, Marist C. (NY), U. of Illinois—Chicago, Post U. (CT), Ball State U. (IN), U. of Alabama—Huntsville, American Public U. System (WV), Fort Hayes State U. (KS), St. Mary's C. (CA) and California Baptist U. For more, see: www.usnews.com/online-education. ■

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