

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Who Got In Early?

AS *CB* WENT TO PRESS, some colleges were still sending out acceptances and rejections to early applicants. Here is a new year's round-up of some of the early stats.

Barnard's Early Increase. Barnard C. in New York City admitted 42 percent of its 599 Early Decision applicants for the Class of 2017, according to the *Columbia Spectator*. That was nearly 7 percent more than last year. Since 2009, the number of Early Decision applicants to Barnard has risen by 53 percent. Meanwhile, Columbia U. accepted 20.4 of its early applicants.

Boston U. Up. More than 42 percent of the 1,496 binding Early Decision applicants were admitted to Boston U. Early applications grew by nearly 40 percent over last year. The increase "probably has to do with the fact that the admissions recruiters are out there making the option known to students," BU spokesman Colin Riley told *The Daily Free Press*.

Brown's Record. Brown U. received a record 3,010 Early Decision applications this fall, and admitted 558 to the Class of 2017. About 10 percent hail from 26 nations (with most from China, Canada, Korea and Turkey) and the rest from 42 states (22 percent from New England). Some 12 percent are the first in their families to attend college. The top intended majors are engineering, biology, economics, history and English.

"Selected from the largest and most-competitive early-decision pool in Brown's history, the 558 new members of the Brown community bring extraordinary achievements, diversity and potential to College Hill," said James Miller, dean of admissions. More than half of these students applied for financial aid. Brown meets 100 percent of a student's demonstrated need.

Dartmouth Dips. Dartmouth C. received 1,574 Early Decision applications for this year, about 13 percent fewer than last year. But it admitted the same number as last year, 464 students. Nearly 30 percent of the early admits are athletes.

About 26 percent of those admitted are students of color. "We believe firmly that a diverse student body is one of our most important educational resources," Maria Laskaris, dean of admissions and financial aid, told *The Dartmouth*. "We also see ourselves as an institution that is really preparing students for a life of leadership and impact in a truly global society."

Dartmouth deferred decision on 550 students and denied admission to 500. The early admits will account for about 40 percent of the Class of 2017, which is expected to number between 1,100 and 1,120 students.

Thirty-five percent of the early admits rank first in their high school class, while 86 percent are in the top 10 percent. The mean SAT of admitted students is 2141.

Duke Admits More. Duke U. attracted 2,540 Early Decision applications, the second largest number in school history, and admitted 753 students to the Class of 2017. The early admits, who are committed to Duke, will make up 44 percent of the new class. Students of color comprise 29 percent of the group. Some 618 of the newly-admitted students will study in the Trinity College of Arts & Sciences, while the other 135 will enroll in the Pratt School of Engineering. The states with the most admitted students were North Carolina, New York, California, Florida and New Jersey.

"This year, there were considerably more students whose applications were compelling," said Christoph Guttentag, dean of undergraduate admissions, in explaining why
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Financial Affairs

Pay As You Earn. At the end of December, the U.S. Department of Education announced it will now allow many borrowers to repay their federal student loans as an "affordable" percentage of their monthly earnings. The Pay As You Earn program caps repayment at 10 percent of discretionary income. The Department of Ed estimates as many as 1.6 million Direct Loan borrowers could reduce their monthly payments with the newly-instituted plan (which was introduced by President Obama two years ago). For more information on eligibility and repayment calculators, visit www.StudentAid.gov.

Defaults Increase. Student loan defaults rose for the fifth straight year. Of the 4.1 million borrowers who started making payments in 2009, 9.1 percent had defaulted within two years, up from 8.8 percent the year before, according to the U.S. Department of Education. In the past, the default rates were driven by students from for-profit schools. This time, public school borrowers defaulted at a rate of 8.3 percent, up from four years ago when the rate was 5.9 percent. The two-year for-profit default rate actually fell from 15 percent to 12.9 percent. Defaulting can lead to wage garnishment and tax return seizures, as well as low credit scores.

Financial Stress. The stress of being a college student in today's environment is affecting their academic life, according to the National Survey of Student Engagement. The NSSE survey found that a majority of students worry
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Inside Financial Aid Offices

Belmont Abbey Tuition Reset. Belmont Abbey C. in North Carolina has decided to reduce tuition for fall 2013 to \$18,500, an almost \$10,000 reduction. "Over the past 25 years, college tuition and fees in the United States has increased more than 440 percent," William K. Thierfelder, president, explained. "Our goal is increasing accessibility, not boosting enrollment," he said. In fact, in 2012, Belmont Abbey experienced its highest undergraduate enrollment in its history. Thierfelder called the change a "move toward providing an outstanding private college education at an affordable price."

Wesleyan Drops Need-Blind. Wesleyan U. in Middletown, Connecticut, has had to face realities of rising costs. So one of a few dozen elite institutions who guaranteed students a chance at admission without reference to economic ability to contribute to tuition is yielding a little. According to the *Hartford Courant*, at Wesleyan, "in a small percentage of cases, qualified applicants will be refused admission because they need scholarship money the

university can't afford to hand out."

"I think if you have some bellwether institutions like Wesleyan and Grinnell re-examining these policies, it makes it easier for other schools to take a look at their own policies as well," Becky H. Timmons, assistant vice present of the American Council on Education, told the paper.

Wesleyan's president, Michael Roth, estimated that the policy change will affect 15 to 20 students out of 10,000 applicants.

Path from C.C. Meredith C. is offering scholarships of \$5,000 and \$10,000 to graduates of the North Carolina community college system. Scholars must have a 3.0 GPA.

New England Sportsmanship. Three students in each of the six New England states, who demonstrate integrity and sportsmanship on and off the field, will be awarded \$5,000 scholarships from the fourth annual Hood Sportsmanship Scholarship Program. HP Hood is New England's leading dairy processor. *Deadline:* March 1. See, www.Hood.com. ■

FINANCIAL AFFAIRS

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about paying for college, and a third regularly do not buy required academic materials because of cost. The most recent survey also showed that students who use social media during class for non-class activities had lower grades and were less satisfied with school.

Other findings included: First-year students study about 15 hours a week. Those who studied four hours more a week earned A's. Seniors who put in half an hour more than freshmen, actually devoted two hours less in class preparation than faculty expected. Online students put in about an hour more than traditional students. Seniors said a job is what motivated most choices of majors, especially among STEM majors.

Mississippi Counties Contribute. State and federal governments are not the only ones working to support student educational goals. In Northern Mississippi, 15 of 16 counties offer some kind of program to help cover the cost of four semesters of community college beyond what is currently earned by a student in scholarships and grants.

According to the *Daily Journal*, 2,500 people applied for tuition guarantees in Northern Mississippi, and 549 were supported by the program. But ultimately all students received some kind of support. The program spent \$351,507 or about \$640 per student last fall. Monroe County, which started the program in 2008, also funds two semesters in any in-state public university to students who graduate from Itawamba Community C. The program is

funded through the Gilmore Foundation.

Private Tuition Slows. Tuition and fees at the nation's private, nonprofit colleges and universities rose 3.9 percent for 2012-13. But that is the smallest increase in four decades. According to a survey from the National Association of Independent Colleges and Universities (NAICU), institutional financial aid rose by 6.2 percent.

"Since the economic downturn, private colleges and universities across the nation have redoubled efforts to cut their operating cost, improve their efficiency and enhance their affordability," NAICU president David L. Warren observed.

In recent years, many privates have cut tuition, frozen tuition, announced fixed-tuition guarantees and/or introduced three-year programs. They have also pledged four-year graduation guarantees, substantial student aid increases and forged degree partnerships with community colleges. The average tuition and fees at these private colleges and universities: \$28,500. But after all aid is calculated, students pay on average just \$12,970 per year. The average private college student debt at graduation was \$28,100, compared to \$22,000 for four-year public graduates.

Who Uses 529? According to a new study by the Government Accounting Office, less than 3 percent of families saved for college using 529 plans. Families with accounts had about 25 times the median financial assets than those who don't use the plans and three times the median income. ■

WHO GOT IN EARLY?

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more than 100 more students were admitted early this year.

MIT Paperless. The Massachusetts Institute of Technology fielded 6,541 non-binding Early Action applications, a 9 percent increase over last year, and admitted 650 students. "Our admitting of less than 10 percent of our Early Action applicants this year is unprecedented," said Stu Schmill, dean of admissions. MIT accepted 48 QuestBridge students. The organization is dedicated to helping students from low-income families gain access to the nation's best universities. Also, the admission office's Workflow and Assignment Revision Project made the entire process paperless.

"Oxbridge" Application Record. A record 57,000 students applied to Oxford or Cambridge U., an increase of 2 percent. The numbers released by Universities and Colleges Admissions Service also includes medicine, dentistry and veterinary science degree courses at all other British universities.

Applications from English students are up 1.7 percent to 36,051, even though they have to pay more than students from other parts of the United Kingdom, who are given free or heavily subsidized tuition. The new fees caused a sharp reduction in English applications last year. But this year, Scottish applications fell by 1 percent. They fell nearly 4 percent among Welsh students, but were up 2 percent among those from Northern Ireland.

Pennsylvania E.D. This year, the U. of Pennsylvania admitted nearly 25 percent (1,196 students) of its 4,812 Early Decision applicants, the most in school history. Dean of admissions Eric Furda said, "The admitted class will post the highest academic achievement and broader diversity than all previous classes admitted in the early round."

Princeton Tougher. Princeton U.'s single-choice Early Action program recorded 3,810 applications for fall 2013, a 10.7 percent increase over last year. This is the second year of Princeton's return to Early Action. It offered admission to 697 students or about 18 percent of applicants, a 3 percent drop from last year. Janet Rapelye, dean of admissions, told *The Daily Princetonian*, "We hope to have more places available in the regular decision round by taking a slightly smaller group in this cycle than we did last year." All but 300 of the Early Action applications will be re-evaluated in the spring. "We are approaching the entire process this year knowing that our yield was so very strong last year."

Yale Up. Yale U. received 4,520 or 4.4 percent more non-binding Early Action applications than a year ago. It admitted 649. ■

Enrollment Ups and Downs

Enrollment Decreases. The “Term Enrollment Estimates Fall 2012” study just released by the National Student Clearinghouse Research Center concludes that “enrollments have decreased in every sector except four-year private nonprofits, with the largest decreases taking place among four-year for profits (-7.2 percent) and two-year publics (-3.1 percent)” from last year.

Enrollment in all sectors fell 1.8 percent; in four-year publics it decreased by 0.6 percent; four-year private nonprofits saw enrollment increases by 0.5 percent. In all sectors, the number of students age 24 and under fell by 0.7 percent; those over 24 declined by 3.4 percent. Some 11,558,468 women are enrolled in all institutions, down by 2 percent from last year. The number of men enrolled in all institutions fell 1.4 percent to 8,637,456.

N.J. Majority Minority. The majority of students enrolled in New Jersey Colleges are “minority” students. In 2011, 49 percent of New Jersey college students were white, 14 percent black, 17 percent Hispanic, 8 percent Asian, and 8 percent did not identify by race. According to *The Press of Atlantic City*, the increase in Hispanic, black and Asian students reflects increasing diversity in the Garden State and increased efforts by colleges to recruit more non-white students.

State of Admissions. The 10th Annual “State of College Admissions” report, issued by the National Association for College Admissions Counseling (NACAC), takes a look at changes over the past decade and highlights several interesting facts and trends.

For example, the number of colleges with non-binding Early Action programs has grown from 18 to 31 percent of all four-year institutions. Meanwhile, the number of schools using on-the-spot admissions and “priority applications” has reached about 25 percent. Some 79 percent of students now submit three or more applications, up from 67 percent last year. The percent submitting seven or more applications rose to 29 percent, up from 25 percent a year ago.

The number of colleges using wait lists has jumped from 32 to 45 percent. Meanwhile, yields have fallen at public universities from a little over 51 percent in 2002 to nearly 43 percent in 2011. At private schools, yields have fallen from 48 percent to 36. Both figures underscore the uncertainty in the current admissions scene.

One 10-year trend highlighted by the survey is that a student’s class rank and personal interviews are less important in the admissions process. High schools vary so much that it’s hard to compare the significance of class rank. And many admissions offices are being overrun with applications, making it harder for the staff to process them. The average admissions

counselor currently reads 622 applications, up from 359 a decade ago.

Finally, it is very important to remember that the vast majority of U.S. colleges and universities admit two-thirds or more of applicants. The highly-competitive process at Ivy League and other selective schools that receives so much attention in the press is not the story at most colleges and universities.

Who Goes Ivy? A recent analysis by *The Chicago Tribune* found that the highest percentage of students attending Ivy League colleges come from the eastern seaboard and California.

- At Brown U. in 2011, for example, 14.5 percent of students came from outside the U.S., 12.7 percent from California, 11.6 percent from New York, 9.2 percent from Massachusetts and 5.8 from New Jersey.

- At Harvard, 14.1 percent came from California, 13.1 percent from Massachusetts, 12.1 percent from New York, 9.6 from outside the U.S. and 5.1 from New Jersey.

- And Dartmouth C. enrolled 15.1 percent from New York, 12.1 percent from California, 8.3 percent from Massachusetts, 6.5 percent from Connecticut and 6.4 percent from outside the U.S.

High Achieving, Low Income. The “vast majority of high achieving,” low-income students are not applying to selective colleges, according to researchers. This despite the fact that selective schools offer financial aid packages that makes them less expensive than the two-year or four-year public colleges that most of these students end up attending. That is the conclusion of Caroline M. Hoxby and Christopher Avery in their National Bureau of Economic Research working paper (No. 18586) “The Missing ‘One-Offs’: The Hidden Supply of High-Achieving, Low Income Students.”

The researchers found that these students do not use the same application strategy of applying to a few “par” colleges, a few “reach” colleges and a couple of “safety” schools. Also, college outreach of staff, recruiting campus visits and college access programs do not reach these students, in part, because they come from districts too small to support selective high schools.

Dual Enrollment. High school students who participate in dual enrollment by taking college courses are more than twice as likely to enroll in college after high school and almost twice as likely to earn a degree. At least that was the case in a study by Jobs for the Future (JFF) “Taking College Courses in High School: A Strategy for College Readiness” that tracked 32,908 Texas high school students in 2004. The benefits held for all racial groups and for students from low-income families. ■

A Roundup of Recent Rankings

Top 2,000. StateUniversity.com has released its fourth annual ranking of the nation’s top 2,000 colleges. Unlike many rankings, this one uses statistical comparisons such as student/faculty ratio, student retention and test scores, but no peer evaluations.

Its Top 20 are: MIT, Stanford U., California Institute of Technology, Duke U., Pomona C., Rice U., Princeton U., Wellesley C., Cornell U., Middlebury C. Carleton C., Williams C., Amherst C., Brown U., Carnegie Mellon U.,

U. of Notre Dame, Bowdoin C., Vassar C., Swarthmore C. and Harvard U.

Best Public College Values. The January issue of *Kiplinger* ranks 100 public colleges and universities according to not only their academic quality but affordability. The top 10: U. of North Carolina at Chapel Hill; U. of Virginia; U. of Florida; C. of William and Mary; U. of Maryland, College Park; UCLA; New C. of Florida; U. of California, Berkeley; SUNY

Geneseo and U. of California, San Diego. See, <http://www.kiplinger.com/tools/colleges/>.

Top Entrepreneurial Schools. The Princeton Review and *Entrepreneur* magazine rated the 25 top entrepreneurial programs. Here’s their top 10 undergraduate rankings, in order:

Babson C., Baylor U., U. of Houston, U. of South Carolina, Washington U. in St. Louis, Brigham Young U., U. of Arizona, Temple U., U. North Carolina at Chapel Hill and U. of Oklahoma. ■

CURRICULUM CAPSULES

Arts and Entertainment Management. Pace U.'s Lubin School of Business is offering a new Arts and Entertainment Management concentration. Management majors concentrating in the area earn a Bachelor of Business Administration Degree that prepares them for careers with theatre companies, museums, dance companies, art galleries, talent representation and management companies and television production firms. "With Pace already a destination for students in the performing arts, we intend to also make it a destination for students who want to build careers in the organizations and companies that are built upon the arts," said Neil Braun the business school dean.

Criminal Justice. National Louis U. in Chicago has launched a new B.A. in Criminal Justice, with two concentrations. One is criminal justice administration, which includes community policing, probation and parole. The

other is forensic social service focusing on crisis intervention, child abuse and theories of personality. The new B.A. rounds out NLU's options in education, human services, counseling and management.

Data Analytics. Arkansas Tech U. is offering several new majors, including a B.S. in Business Administration with a concentration in data analytics. ATU will also grant a B.S. in agriculture education and an Associate of Science in Ozark and Ouachita Studies. Arkansas Tech in Russellville offers 100 degree options. Agriculture has been one of its specialties for 103 years.

Film and Media Art. Messiah C., a private Christian liberal arts and sciences in Pennsylvania, is offering three new programs. Film and Media Arts teaches both film and high-definition video production. Students write, act, edit, produce, sell their own films and intern

in the industry. Messiah is also granting new degrees in Musical Theatre and Public Relations.

Medical Humanities. Indiana U. Purdue U. Indianapolis (IUPUI) will offer a new bachelor's degree in medical humanities and health studies. The interdisciplinary major will integrate studies from humanities and social studies programs. IUPUI has one of the nation's largest medical complexes, with Schools of Nursing, Dentistry, Public Health, and Health and Rehabilitative Sciences.

"The degree is among the first of its kind," said William Schneider, the program's director. It will help students understand the "broader role and determinants of health in today's world."

Multidisciplinary Studies. Beginning this month, Missouri University of Science and Technology in Rolla is offering a B.A. in Multidisciplinary Studies. The program will "build on S&T's emphasis on engineering, science and technology to give students a greater opportunity to make connections across a variety of fields and issues," said the new director. "This program will appeal to those intellectually curious students who seek to pursue an academic track that blends the sciences and engineering with the social sciences and liberal arts."

Secure Computing. Frostburg State U, one of 12 institutions of the University of Maryland system, is starting a new BS degree in secure computing and information assurance. The program focuses on how to secure digital communications, information and access while being connected to the global community. Graduates will be prepared for degrees as information assurance specialists, cyber forensics analysts, incident response experts, information technology managers, corporate network managers and quality assurance specialists.

Retail Management. Husson U. in Maine is offering a new Retail Management concentration in its College of Business. The program was developed with the help of Walmart. The company encourages its employees and other Maine students to take courses in the new concentration. "The development of this program has really been a joint effort," said the dean of business. "It is an example of how businesses can partner with an institution of higher education to meet educational needs in the community." ■

HAPPY NEW YEAR!

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NEWS YOU CAN USE

College Completion. Some 490 four-year public colleges and universities are working on ways to help their students complete college. Project Degree Completion: A Public University Initiative hopes to boost graduation rates and raw numbers. Public colleges and universities graduate about one million students a year.

M. Peter McPherson, president, the Association of Public and Land-Grant Universities, said the initiative "will drive the instructional agenda of public universities and colleges in the years ahead." Among current strategies are outreach to retrieve former students who have dropped out. Other approaches include increased access and diversity, reducing "time to degree," and closer coordination with local schools to improve student preparedness.

Kansas Tougher. Beginning in 2016, it will be tougher to get into the U. of Kansas. All students will have to complete a pre-college curriculum. For automatic admissions, students must earn either a 3.0 GPA and ACT score of at least 24 or SAT score of at least 1090, or a minimum 3.25 GPA and an ACT score of 21 or SAT of 980.

Homeless on Campus. Over 1.4 million students in elementary, secondary and higher ed institutions are homeless. Federal law requires public schools to provide educational support to these students, if they have been separated

from their parents for a variety of reasons. Once they go onto college, they are on their own. But colleges and universities in North Carolina have responded to the problem by designating a campus "point-of-contact" staff member to support homeless youth when they enter college.

High Chinese Expectations. An amazing 75 percent of Chinese parents with single children (50 million) in "tier 1 and tier 2" cities, expect their children to pursue post-secondary degrees, according to a consumer study of the Chinese middle class by Mintel, an international supplier of consumer, media and product intelligence. These children who are the result of China's single child policy are often called "Little Emperors" because of the pampered lifestyle their parents lavish upon them. For example, 98 percent of these young people have their own bedrooms with computers and other electronics (47 percent have tablets).

No More "Freshman". The U. of North Carolina-Chapel Hill is jettisoning the word "freshman" from its official publications and web site for "more gender inclusive language" of "first year student."

And, People Are Talking About: "Dropouts: College's 37-Million-Person Crisis—and How to Solve It" in December's *Atlantic* magazine. ■

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