

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Enrollment Scene Changes in Fall 2015

Appalachian's 86 Percent Retention. Appalachian State U. in North Carolina posted an impressive 86 percent freshman-to-sophomore retention rate this fall. These students are joined by 3,049 new freshmen, up slightly from last year. Some 15 percent come from "traditionally underserved groups." But Appalachian's online program of 1,237 students saw a decline from last year. Its six-year graduation rate of 2009 freshmen was 70.9 percent.

Bowling Green Links New Students. The first-year class at Bowling Green State U. in Ohio grew by 12 percent over last year to 3,392 new students. The average high school GPA of new students reached 3.36, up from 3.32. The average ACT was 22.6. Also, 77 percent of last year's freshmen returned as sophomores. Cecilia A. Castellano, vice provost for strategic enrollment planning, credited linked courses, in which groups of first-year students take several classes together, and BGSU's focus on academic advising as important factors for the improving the retention rate.

Bucknell's Expanded Pool. Bucknell U. in Pennsylvania enrolled 947 new first-year students from 32 states and 39 nations. They were selected from 10,967 applicants, 3,000 more than last year.

"The point of recruiting a larger applicant pool is to reach into communities and groups where Bucknell is not as well-known, not just to have more applications," said Rob Springall, dean of admissions.

Some 250 of the students won Bucknell merit scholarships for outstanding academic performance, talent and potential to contribute to campus life. First-generation students

account for nearly 12 percent of the new class, while students of color account for 23 percent.

Carleton's New Multilingual Class. Carleton C. in Minnesota welcomed 498 new students this fall, selected from a pool of 6,721 applicants. The new students come from 46 states and 26 nations. International students make up 13 percent of the Class of 2019. One quarter of the class speaks a language other than English at home.

C. of William & Mary's Largest Pool. William & Mary in Virginia received 14,953 applications, the most ever, and anticipated enrolling 1,524 students into the Class of 2019. Students of color make up 28 percent of the new class, while 10 percent are first-generation students. International students account for 7 percent of the class. Just a little over 80 percent graduated in the top 10 percent of their high schools. William & Mary also welcomed 200 transfer students.

Colorado C. Students Volunteer. Colorado C.'s first-year class of 586 and 25 transfer students came from an admissions pool of 8,000 applicants. Colorado had a 17 percent admit rate. Students of color make up over 26 percent. New students logged over 5,000 hours of volunteer work by the time they took their first class this fall. Volunteer projects ranged from working at the Sante Fe Children's Museum in New Mexico to working at Medicine Bow National Forest in Wyoming.

Duke's Second Largest Class. Duke U. in North Carolina enrolled 1,750 new students, its second largest first-year class. New students came from 48 states. Ten percent of the

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New FAFSA Rules and Other Financial News

New FAFSA Rules. College-bound families will be able to use prior-prior year (PPY) tax information on the Free Application for Federal Student Aid (FAFSA). President Obama took executive action to make the rule change, which had been urged for several years by the National Association of Student Financial Aid Administrators and other groups.

The change will allow families to have an earlier and more accurate idea of their anticipated financial aid and college costs. It will also allow them to file their FAFSA earlier, to qualify for scholarships earlier and make the entire process easier.

President Obama announced that families will be able to file the FAFSA earlier than the old January 1 date. The new date on which the FAFSA will be available is October 1 of each year. For more information and to view an explanatory video, see "Top Stories" at: nasfaa.org. Also see the White House press release and fact sheet at: www.whitehouse.gov/the-press-office/2015/09/14/fact-sheet-president's-plan-early-financial-aid-improving-college-choice.

Utica C. "Resets" Tuition. Utica C. in New York has lowered tuition by \$14,000 or 42 percent from \$33,946 to \$19,996. Utica president, Todd S. Hutton, called it a "tuition reset." As a result, this year's freshman class is 38 percent larger than last year. At the same time, Utica

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ENROLLMENT SCENE CHANGES

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new class is made up of international students from 79 countries. Another 10 percent are Latino students, while African Americans make up 11 percent and Asian Americans comprise 28 percent. Some 12 percent are legacy students, according to *The Herald-Sun*.

Illinois State Largest in 26 Years. Illinois State U. in Bloomington enrolled its largest first-year class in 26 years, with 3,632 students. An additional 1,913 transfer students enrolled. ISU's total fall enrollment hit 20,788. The average high school GPA of new students was 3.4; their ACT score was near 24.

"The high graduation rates at ISU means that our university is a good investment that pays off later for graduate school and jobs," said Troy Johnson, associate vice president.

U. of Iowa Continues to Grow. The U. of Iowa's Class of 2019 is made up of 5,241 students, up 575 from last year, and the largest in school history. Average high school GPA was 3.66. The Honors Program enrolled 1,086 new students. Over half of all students were active in high school sports. About 47 percent of the new class comes from Iowa; 12 percent are international students from 26 countries. African Americans make up 21 percent of the new class. All together, Iowa enrolled 32,150 undergrad and graduate students, P. Barry Butler, executive vice president and provost, told *Iowa Now*.

Montclair State U. Welcomes First "Test-Optional" Class. Montclair State U. in New Jersey welcomed its largest-ever incoming class. According to Jeffrey Indiveri-Gant, director of undergraduate admission, Montclair State fielded 11,940 applications, an increase of nearly 11 percent over last year. More than 3,300 students made deposits by mid-summer. This is the first class to be admitted under the school's new SAT/ACT optional policy.

ND's New One Percenters. The U. of Notre Dame welcomed 2,015 new students who were drawn from a record pool of 18,157 applicants. The average matriculating student came from the top one percent of national high school and/or standardized testing results. A third of the incoming class is made up of international students or students of color. About 8 percent are first generation students. Eighty-one percent identify as Catholic, and 23 percent are children of alumni. ND's yield this year was 56 percent.

NYU Hits Record. New York U. attracted 60,322 applications for the Class of 2019, a 15 percent increase over last year. Some 7,700 were Early Decision applicants, perhaps the largest ED pool in the nation. About 5,900 first-year students enrolled. The first-year median SAT score was up 10 points from

last year. The new class includes the largest number of African-American students in school history, twice as many as 10 years ago. And about 22 percent of the new class is Pell grant eligible. Undergraduates received \$269 million in institutional aid, up from \$106 million 10 years ago.

Oklahoma State U. Attracts Valedictorians. Oklahoma State U. enrolled its second largest first-year class, made of 4,173 students, 332 of whom were their high school valedictorians and 1,000 placed in the top 10 percent of their class. About two-thirds of the new students come from Oklahoma; the rest from 41 other states.

South Florida's Strongest Class. The Class of 2019 at the U. of South Florida posted average H.S. GPAs of 4.08, up from last year's 4.0, and a SAT average of 1223, up from 1197 last year. "While we have adjusted recruiting strategies to bring in a class like this, I think the great lesson here is that high-quality students from around the state and country are now viewing USF as a destination," Paul Dosal, vice provost for student success, told *The Oracle*, the student newspaper.

St. Mary's Rebounds. St. Mary's C. of Maryland welcomed 515 freshmen and transfer students last month, 33 more than last year and up 100 from two years ago when its future looked shaky. About 18 percent are first

generation college students. New president Tuajuanda Jordan froze tuition and instituted roll-backs to bring it in line with other state-supported Maryland colleges. St. Mary's has changed from Early Decision to Early Action.

St. Olaf C.'s New "Oles." St. Olaf C. In Minnesota welcomed 764 first-year students from 493 high schools in 41 states and 29 countries. The new "Oles" include 146 domestic students of color and 65 international students, plus 19 National Merit finalists and a National Hispanic Scholar. "Their passion, perspectives and energy will enrich the conversations, activities and learning that takes place in our community," said Chris George, dean of admissions and financial aid.

Temple's New "Owls" Fly in 4. This year, Temple U. in Philadelphia received 30,043 freshman applications, a record. Unofficial enrollment of freshmen: 4,900, according to *Temple Now*.

And according to the *Philadelphia Inquirer*, its red-hot admissions cycle was attributed to "aggressive recruiting," merit scholarships and the Temple's new alternative admissions path for talented, motivated students who don't particularly score well on standardized tests.

Also, Temple's "Fly in 4" helps students graduate in four years by providing academic advising and classes as needed and resources such as grants so they can work less off-campus. ■

NEW FAFSA RULES

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has added nine academic programs, and is "on track to add more."

"We consider this tuition reset to be a bold move for tomorrow," Hutton said, "because in improving affordability, we are also expanding access to a high-quality Utica College education that launches our students' successful futures.... Next year we will have to be very frugal and very prudent. But it'll be worth it."

Michigan Seeks Economic Diversity. On the heels of the 40th anniversary of the U. of Michigan's Summer Bridge Program that seeks to find talented students from difficult economic circumstances, UM is launching a new scholarship program that will pay all costs for four years to talented, high-achieving, low-income students from across Michigan. UM has targeted such students at 259 Michigan public high schools, contacting them, their parents, teachers and counselors to help recruitment.

\$20 Million For Notre Dame's Low-Income Students. Last month, a Notre Dame alum and his wife gave his alma mater \$20 million to fund full scholarships for students from low-income families. "We want to insure that the talented students who are admitted to Notre Dame are able to attend and find a sup-

portive home here," said Rev. John I. Jenkins, C.S.C., ND's president.

Who Makes How Much? The new U.S. Department of Education "College Scorecard" contains important information. One is the median salary after 10 years of graduates who received federal aid.

Business Insider calculated this list of those stats for schools that had at least an 85 percent graduation rate. Median salary 10 years after attending: \$67,800. Median federal student loan debt: \$18,125.

Here are the top 20: 1) MIT 2) Harvard U. 3) Babson C. 4) Georgetown U. 5) Stanford U. 6) Harvey Mudd C. 7) U. of Pennsylvania 8) Washington and Lee U. 9) Lehigh U. 10) Duke U. 11) Princeton U. 12) Bentley U. 13) California Institute of Technology 14) Villanova U. 15) Columbia U. 16) Carnegie Mellon U. 17) Cornell U. 18) Lafayette C. 19) U. of Notre Dame 20) Johns Hopkins U.

In-Debt Law Grads Still Job Hunting. Four out of every ten 2014 law school graduates have not found full-time, long-term jobs that require a law license. That is down from 43 percent in 2013. In an August *New York Times* op-ed, one successful attorney noted that law students go into debt to a tune of \$127,000 for private law schools and \$88,000 for public ones. ■

Hurry Up... and Wait

EDITOR'S NOTE: Each fall, CB asks Howard and Matthew Greene to write about the trends they see coming up in the new school year. Here, they focus on how the process of admissions has changed and what students need to know.



Matthew and Howard Greene

IT OCCURS TO US that the concept of time has become a significant dynamic in the college admissions process in recent years. Time measured in planning and dealing with deadlines has turned time into a version of the Mad Hatter's tea party, where time loses its true reckoning. Which is to say that we have been thinking and talking a lot about time in relation to what has become a longer and more drawn out admissions process for most students, yet which starts earlier than ever to preoccupy the minds of both students and parents alike. When we begin discussions of college admissions with families today, one point we make (time and again) is that the process is going to begin earlier, and likely last longer, than students imagined and parents experienced if they went through the American college admissions process a generation ago.

The ever-accelerating marketing efforts by colleges of all sizes and stripes has pushed the time line forward by encouraging students to apply on one of the many, and ever more confusing, early deadlines. Can a family, not to mention an experienced counselor, keep track of which colleges have Early Action, Restrictive Early Action, Early Decision I and II, priority early application plans, or "VIP" apps, let alone how these play out in the actual admissions selection process? One keeps ever-expanding lists of deadlines and requirements, and must check websites constantly to stay up to date on options. But even then, students must decide on strategies.

THE PRESSURE TO APPLY EARLY

There is a hurry up and wait dynamic at play here. We see more and more students and their families believing they need to apply on one early plan or another to enhance a student's chances for acceptance. With a wink and a nod approach in many instances, admissions representatives are encouraging this belief. Yet in the final analysis a majority of applicants will be denied if not deemed qualified, deferred for later consideration if a potential admit in the larger pool, or in thousands of instances held on a wait list well into the end of the school year. This is the outcome of the hurry and wait dynamic. Time moves forward at an accelerating rate and then all too frequently is frozen for applicants like 6:00 at the Mad Hatter's tea party.

First, this effort not only to widen the funnel of the applicant pool, but also to stimulate students to commit earlier and earlier is typical

of a majority of selective colleges these days. And this situation represents the conundrums and stimulates questions many families are bringing to the college counseling office, and to admissions information sessions. Advisors and admissions officers should be able to address admissions approaches among varying colleges, or how their institution shapes its class.

Second, for counselors, we believe it is essential to help frame the "normal" college admissions calendar for families early in the process, and through senior year. No student or parent likes to hear in Junior year, or September of Senior year, that they should frame the college

admissions process as one that is likely to last well into Senior Spring. However, they will thank you later for hearing that advice. If a student applies to a first choice college ED (after appropriate analysis and consideration) and is accepted, he or she will be thrilled. If the ED (or EA) decision is a deferral or denial, he or she will have been duly warned about the importance of completing other regular decision applications ahead of time, keeping up grades and expressing appropriate continuing interest in the ED and other institutions. One can also point out the chance to compare multiple need- and/or merit-based financial offers once multiple colleges have offered admission in the Spring.

ACKNOWLEDGING THE MATURATION PROCESS

We try to approach all of this in as positive and reassuring a manner as possible. Having senior year to continue to show good grades, or improving grades when necessary, can really help a student who is on the borderline for admission to a college of strong interest. There are multiple test dates to take advantage of, as late as December or January, for an ACT, SAT or Subject Test. There is a chance to secure another supportive recommendation letter from a senior year teacher. There is time to consider appropriate colleges and particular academic programs that will fit a student's developing interests.

Finally, we likely speak for many counselors when we recognize the importance of maturation in the college process, and the prevalence of changes in a student's preferences from the beginning to the end of Senior year. Visits to campuses post-admission in April can be essential for students to confirm the kind of college experience they are looking for, and the particular colleges that is the best fit for them. Now is the time to remind students, whether Sophomores or Seniors, that time can be of great value to them in the college admissions process. ■

Howard Greene and Matthew Greene are independent consultants with Howard Greene and Associates, based in Westport, Connecticut. They are also the authors of several books on college. See, www.howardgreeneassociates.com.

COUNSELOR'S BOOKSHELF

Colleges That Create Futures: Schools That Launch Careers By Going Beyond the Classroom by Robert Franek; Penguin Random House/The Princeton Review; ISBN 978-0-8041-2608-3; \$14.99.

Net Proceeds: Increased Revenue From Enrollment & Advancement by Robert M.

Moore and Tom Abrahamson. "Written to meet the information needs of the senior-level administrator and the operations needs of the school, college or university marketing leaders." ISBN 0-89964-441-4; CASE, Washington D.C. www.case.org

TASC (Test Assessing Secondary Completion)

from Barron's; includes review of language arts, writing, math, science and social studies; ISBN 978-1-4380-0714-4; \$18.99. www.barronseduc.com.

People Are Talking About: The new tool for students available in January from the Coalition for Access, Affordability and Success. Eighty colleges are involved. There will be a website with an online application and resources. See, www.coalitionforcollegeaccess.org. ■

SCHOLARSHIP SCOOPS

Need-Based Scholarship. Reservation Counter, an online hotel accommodation provider, awards one need-based scholarship each fall, with an October 15 deadline, and another in spring, with an April 15 deadline. See www.reservationcounter.com/scholarships/.

C.C.-To-Four-Year College Scholarship Help. According to *Money* magazine, many community college students who want to go onto four-year schools think financial aid is just for freshmen. But “through its partnerships with foundations and other organizations, Phi Theta Kappa, a national honor society for two-year college students, offers student members nearly \$90 million in scholarships to complete associate, baccalaureate and master’s degrees,” Amy Weinstein, executive director of the

National Scholarship Providers Association, wrote in the September 8 issue of *Money*.

Weinstein also cited the Jack Kent Cooke Foundation as another source, along with www.collegefish.org, a free transfer planning tool, which links students to potential regional scholarships.

Hendrix’s Huge Gift Will Support Scholarships. Much of the \$26 million gift from heirs of the founders of Coulson Oil Co. to Hendrix C. in Arkansas will “first and foremost support student scholarships.” Over the past decade, Hendrix’s scholarship fund grew from \$10 million to \$36 million. “Not only is today’s announcement an historic moment for Hendrix, it’s an incredible moment for future students,” said the school’s president, Bill Tsutsui. ■

NEWS YOU CAN USE

Few Know History/Geo/Civics. According to the 2014 NAEP (National Assessment of Educational Progress), the national “Report Card,” only 18 percent of the nation’s eighth graders performed at or above the Proficient level in U.S. History. In geography, 27 percent performed at the Proficient level and 23 percent did so in civics. Not a good sign.

First-Generation Readiness Deficient. While first-generation college students have high educational aspirations, over half do not have academic skills to succeed, according to a new report from ACT and the Council for Opportunity in Education. “The Condition of College & Career Readiness 2014: First-Generation Students,” states that 52 percent of ACT tested first-generation students in the 2014 high school graduating class (341,000 students) met none of the four ACT College Readiness Benchmarks, compared to 31 percent of all ACT-tested high school graduates for that year.

The ACT College Readiness Benchmarks specify the minimum scores that students must earn to have about a 75 percent chance of earning a grade of C or higher in a typical college course.

“The findings of this joint report confirms our understanding that first-generation student success requires the coordinated efforts of many people in the TRIO and college access community,” said Maureen Hoyler, president of the Council for Opportunity in Education.

For the full report, see www.act.org/newsroom/data/2014/states/firstgeneration.html.

Student-Centered College Sports. The Knight Commission on Intercollegiate Athletics

meeting recently concluded that American universities must apply “a more laser-like focus” on the educational experience of students who compete in intercollegiate athletics.

“The current complexities facing college sports exist because universities have been responding to commercial challenges rather than to the primacy of the educational mission,” said co-chair R. Gerald Turner, president of Southern Methodist U.

Rural Isolation? Rural Oregon students are less likely than non-rural students to enroll in postsecondary education a year after high school or persist to the second year of college, according to a new study from the Institute of Education Sciences, under a contract from Regional Educational Laboratory Northwest.

“The findings of this study have implications for promoting college enrollment and improving persistence among rural students,” the report said.

See: <http://ies.ed.gov/ncee/edlabs>.

Beloit Mindset List For The Class of 2019. At the start of each school year, Beloit C. in Wisconsin issues a “Mindset List” that profiles the kind of experiences new first-year students have had or missed out on. Here are items from this year’s list:

“Since they have been on the planet: Hybrid automobiles have always been mass produced. They have never licked a postage stamp. Hong Kong has always been under Chinese rule. They have avidly joined Harry Potter, Ron, and Hermione as they built their reading skills through all seven volumes. And there has always been a Beloit College Mindset List.”

Curriculum Capsules

LIU Post’s Fashion Merchandizing B.S. Long Island U. Post outside New York City has launched a four-year bachelor of science program that will train students for the trillion dollar global fashion industry.

Students learn how to identify customer needs, track trends, display products, work promotions and so forth. Students have experience with and exposure to more than 60 luxury and retail brands that have partnerships with LIU.

Niagara’s School of Nursing. Niagara U. in Western New York has upgraded its nursing program from a “department” to a “school.” Niagara began offering nursing programs in 1946. In 2012, it added a four-year B.S. in nursing and today enrolls 270 students.

“Our intent in creating this structure is to substantially elevate the visibility of Niagara Nursing as a globally recognized program,” said Timothy Downs, provost.

Start A Business. Middle and high school students interested in starting a business might explore The Young Entrepreneurs Academy and its year-long after-school courses in 100 U.S. communities. They teach skills ranging from generating business ideas to pitching to investors. And YEA students can qualify for scholarships. This year’s deadline was September 30. But it’s never too late to inquire. www.yeausa.org.

Teens Explore Options. Junior Achievement USA has launched a new site to help teens and parents explore options about careers, starting a business and managing money. It combines games, rewards and information in a highly interactive visual way. See: www.jamyway.org. ■

See, <http://themindsetlist.com>.

Harvard Freshmen Speak Out. *The Harvard Crimson’s* annual survey of this year’s freshman class produced some interesting results. Not surprisingly, 88 percent of respondents listed academics as their number one Harvard priority. One student “allegedly applied to 32 schools and was admitted to 28.”

Some 17 percent admitted to cheating on homework or problem sets in high school. “This compares to 42 percent of respondents from the class of 2017’s survey two years ago.” Nearly 80 percent said their own expectations are their main source of pressure. ■

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