

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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## Changes Ahead in Admissions

**Arkansas State Revises Admissions Standards.** Arkansas State U., the state's second-largest public campus with more than 14,000 students, will take the best scores of each subgroup—English, reading, math and science—from each student's attempts at the ACT exam. This practice, known as "super-scoring," will be used for admission for the 2018 school year.

"We have been denying access to students based on a strict interpretation of ACT scores that our peers have not been using," ASU Chancellor Kelly Damphousse told ArkansasOnline.

### **Boston College Drops Honors Program.**

Last month, Boston C. announced that the Class of 2021 will be the last in its arts and sciences honors program which was started in 1958. The reason? BC is attracting competitive students across-the-board.

This year, BC received 28,454 applications, 2 percent more than last year. Of those, 2,412 matriculated in the Class of 2021, the most diverse in history. Some 31 percent of the new freshman class is made up of (AHANA) minority students and 8 percent is made up of international students from 41 countries.

BC continues its commitment to need-blind, full-need financial aid. Members of the Class of 2021 received \$37 million in need-based grants, out of a total of \$120.5 million awarded to all undergraduates this year. Some 15 percent of the new class receives Pell Grants.

John Mahoney, director of undergraduate admission, reports that BC's new Core Curriculum is leading to "standing-room-only crowds at sessions we've organized...."

**Brown Requires Writing Score.** Students who are applying to Brown U.'s Class of 2022

must submit scores from the essay and writing portions of the SAT or ACT. They are recommended, but not required, to submit scores for two SAT subject tests, Logan Powell, dean of admission, told the *Brown Daily Herald*. Last year, the two subject tests were required by Brown, but not by other Ivy League schools.

**Connecticut Overhauls Curriculum.** Connecticut C. in New London has a new curriculum which will be a selling point to students this year. "It's not just a new wrapper or something superficial; it's actually a radical change in the quality of education that we're offering..." Dean Jefferson Singer told *The College Voice*.

Connecticut fielded 5,434 applications for the Class of 2021 and accepted 38 percent of these students. This fall, 445 students enrolled. That is down from 472 students in 2016, 480 in 2015 and 501 in 2014. In addition to offering a new curriculum, Connecticut has begun offering merit-based tuition discounts.

**Beware: Harvard Will Admit Fewer This Year.** Harvard C. announced that because of an unusually large freshman class this year, it will be admitting fewer students to the Class of 2022. Instead of admitting more students, William R. Fitzsimmons, dean of admissions and financial aid, said that the admissions office is aiming to accept "40 to 52 maybe 100 people" off of its wait list. Last year, no one was taken off of Harvard's wait list.

**Indiana Aims to Increase Diversity.** Indiana U. Bloomington enrolled 7,995 students in the Class of 2021. Of those, 1,243 come from underrepresented minority groups. The *Indiana Daily Student* noted those numbers  
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## Number of International Students Declines

FOR THE SECOND YEAR in a row, more than one million international students were studying in U.S. colleges and universities in 2016. According to the *2017 Open Doors Report on International Educational Exchange*, a record high 1.08 million international students were studying in the United States last year.

However, the number of new international students who arrived in the fall of 2016 declined by 3 percent or nearly 10,000 students. It was the first decline in 12 years. "The scaling back of large Saudi and Brazil government scholarship programs was a significant factor..."

The Institute of International Education, which sponsors the study, also conducted a spot survey of 500 colleges to get a snapshot of 2017 trends. These schools reported "continued flattening in the overall number of enrolled students and an average decrease of 7 percent in the number of new enrolled students." More exactly, 45 percent of the campuses reported declines in new international enrollment for fall 2017. But 31 percent reported increases in new enrollment, while 24 percent reported no change.

The IIE report also shows that 325,339 American students received academic credit for study abroad in 2015-16, a 4 percent increase over the previous year. Study abroad by U.S. students has more than tripled in the past two decades. The top destinations for U.S. students were the United Kingdom, Italy, Spain, France and Germany. However, the number of U.S. students studying in China decreased 9 percent. For more information, visit [www.iie.org/OpenDoors](http://www.iie.org/OpenDoors). ■

## INSIDE

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## Fall 2017 Enrollment Trends

IN 2017, 38 states saw a decrease in higher education enrollment, while only the District of Columbia and 12 states reported increases, according to the National Student Clearinghouse Research Center. Here are more enrollment numbers for the Class of 2021. (Early admissions numbers for the Class of 2022 will run in January.)

**Delaware Grows.** The U. of Delaware enrolled 3 percent more students this year, 24,000. Meanwhile, Delaware State U. grew by 2 percent to 4,600 students.

**Hamilton.** Hamilton C. in upstate Clinton, New York, accepted 24 percent of its admission pool, or 1,375 students.

**Miami Attracts More Than 30,000.** The U. of Miami's Class of 2021 was selected from 30,622 applications. This fall, 2,075 first-year students enrolled on the Florida campus. Males account for 48 percent of the new class. The average unweighted high school GPA was 3.7. Some 16 percent of the new students are Asian/Pacific Islanders; 8 percent are African Americans; 18 percent are Hispanic/Latino; 48 percent are white.

International students make up 14 percent of the new class. China sent the most international students, followed by Canada, Brazil, Great Britain, Greece and India.

**Michigan's Enrollment Up.** The U. of Michigan saw overall campus enrollment increase by 2.9 percent this fall to 46,002 students, 29,821 of whom are undergraduates. Out-of-state students account for 49.3 percent of the student body. Of the 6,847 freshmen on campus this fall, 906 or about 13.9 percent of the class are minority students, up from 10.6 percent in 2013.

"We continue to be committed to, while challenged by, achieving greater racial and ethnic diversity in our student body in our restrictive admission environment," Kedra Ishop, vice provost for enrollment management, told *The Michigan Daily*.

Michigan also increased the amount of financial aid for undergraduate students by 10.6 percent to \$176.7 million. Aid is available to students with family incomes of up to \$180,000.

**Utica Boasts Record for Third Year.** Applications began pouring into Utica C. in Upstate New York three years ago, after it announced its tuition reset. For the Class of 2021, Utica attracted 5,643 applications, 200 more than last year, according to Jessica Nelson, executive director of admissions. Utica touts that its graduates are listed by *The New York Times* as in the top third of earners nationally.

"I think it's important for us to keep our costs modest to allow our students to be able to complete their education, but also to enter the work force sooner," said Jeffrey Gates, senior vice president for student life and enrollment management. "I always say we want students to enter the workforce with a car payment and not a mortgage payment. Getting a personal, private education that's going to put you in the top third of earners nationally, that's worth the investment."

**Washington Pool Hits 45,000.** The U. of Washington selected its Class of 2021 from a pool of 45,000 applicants. The incoming class is the most diverse in school history, with underrepresented minority students accounting for about one out of every six students, 15.7 percent. First-generation students account for nearly 30 percent of the new class. Students from families with low incomes make up 20.6 percent of class. The GPA for incoming students this year was 3.79.

**Wilkes Kicks Off 85th Year.** Wilkes U. in Pennsylvania kicked off its 85th year by matriculating 632 new students. Wilkes' total enrollment is near 2,400 undergraduate students. Most of the incoming class hails from 14 states including Pennsylvania, New Jersey and New York, but also as far away as California, plus 40 international students

"Our robust enrollment across all bachelors,

### CHANGES AHEAD

*continued from page 1*

still only placed IU 1,742 out of 2,718 universities nationwide in ethnic diversity, according to collegefactual.com.

"I believe that IU's campuses have each outlined plans that can enable the entire IU community to thrive regardless of an individual's background," James Wimbush, vice president of Diversity, Equity and Multicultural Affairs, said.

**Le Moyne Makes a New Promise.** Le Moyne C. in upstate New York announced its new Promise NY program. Provisions include an automatic \$10,000 scholarship over four years to all full-time, incoming first-year students from New York State. Le Moyne also promises to keep students on the path to complete their undergraduate degree in four years. And it promises to find a mentor in the student's major area, an internship that fits their career aspirations and a job interview with an accomplished alumnus.

**Oberlin C. is Looking for "Sonny Scholars."** This fall, jazz saxophone legend Sonny Rollins made a major gift to Oberlin C. and Conservatory to support the Sonny Rollins

masters and doctoral programs, combined with the significant campus investments, reflects the next phase in our evolution from our founding as a junior college to a doctoral university," President Patrick F. Leahy told new students.

**William & Mary Adds 1,645.** The C. of William and Mary in Virginia added 1,645 freshmen this year to its roughly 9,000 student body. That's a 9 percent increase in new students from last year. In-state tuition, fees and housing this year will run students a little more than \$37,000.

**Wisconsin's Enrollment Up.** The U. of Wisconsin in Madison enrolled a new first-year class of 6,610 students, one of the largest in school history and 2.8 percent larger than last year. About 53 percent of applicants were admitted. Some 57 percent of the new students are Wisconsin residents, while 9 percent come from Minnesota. UW officials attribute the increase in enrollment to Wisconsin's "world-class" educational opportunities, as well as use of the Common Application.

**Wittenberg Draws Minority Students.** Wittenberg C. in Ohio attracted students from 29 different states and eight nations. Karen Hunt, executive director of admissions, told *The Wittenberg Torch* that 26 percent of the new class represents minority students. The new class includes 37 music scholars. Three-fourths of the new students played at least one sport in high school. ■

Jazz Ensemble. Rollins made his gift because Oberlin was the first institution of higher learning to adopt a policy to admit students of color and the first to confer degrees to women.

"Students may be accepted into the ensemble through annual auditions at any time during their Oberlin Conservatory education. Qualified incoming students may be accepted into the ensemble upon their decision to attend Oberlin." Members will be called "Sonny Scholars."

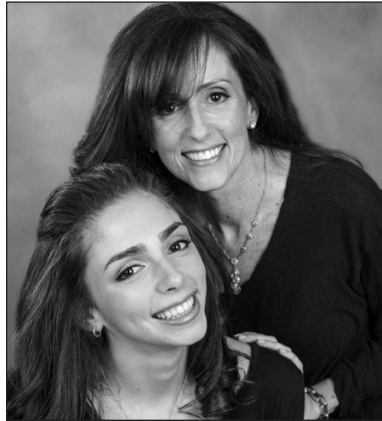
**P.S. AASCU Re-Imagines First-Year.** The American Association of State Colleges and Universities launched a new initiative with 44 member institutions to re-imagine their first-year programs (RFY).

Participants receive "extensive support" through national meetings, expert webinars, individual consultation and online resources and tools.

Its goal is to "dramatically improve the quality of learning and student experience in the first year, increase retention rates and improve student success." RFY teams from each school recently met in Austin, Texas, to formally kick off the project. For more information on the program and schools participating see, <http://www.aascu.org>. ■

# A Mother-Daughter Dialogue

*Love The Journey To College: Guidance from an Admissions Consultant and Her Daughter* is a new book that discusses the aspects of the college admissions process from the point of view of both a mother, who happens to be a college counselor, and her daughter. The book is by Jill Madenberg, and her daughter, Amanda Madenberg.



Jill and Amanda Madenberg

## VISITING COLLEGES

**Jill:** When Amanda visited a few likely schools and loved them, it was a game-changer for both of us. I knew she would undoubtedly be accepted, and she was absolutely thrilled with each of them. A huge stress in the college process was removed because we were confident that Amanda would get into several colleges that she had visited and loved.

**Amanda:** I can't even explain to you how nice it was to be ecstatic about schools that I knew should accept me comfortably. From private, liberal arts schools to state schools and their honors programs, I had options that I loved and was excited about. For example, I applied to a big state school in the South that hardly anyone from my area attends. The school is in the middle of the cutest little city, and it offers a phenomenal education—especially the Honors Program to which I applied. This program accepted me even before I heard from Cornell, and the security of this option in my back pocket gave me so much confidence.

## Visit Colleges in Session

**Jill:** It is very common for students to set their hopes on one specific school. However, if you remember that you need to find only a few colleges that will likely accept you out of the nearly 4,000 to choose from, it turns the college process from highly stressful to far more enjoyable.

If you decide to prioritize visiting, you should try to visit each campus when that school is in session. Visiting during the summer, during Christmas vacation or Thanksgiving break is almost pointless. If you are across the country on a family vacation and want to visit colleges nearby during the school's break, of course you should do that because it is more convenient than coordinating a separate trip. The summer is certainly easier to schedule an interview and some colleges do have current students on campus. But don't be fooled into thinking you understand the culture of a particular campus if hardly anyone is there when you go.

**Amanda:** Truth. When our family took a vacation to California during Christmas break of my sophomore year, we visited three amazing schools that I thought I would love, but it was impossible to tell for sure. You really can't get a sense of the social scene or type of kids who attend each school when the students aren't there.

## Walk with the Guide

**Jill:** Seeing a campus while classes are in session is vital. Although attending an informational presentation and tour is great, there is a lot more to be gained when planning a visit. Remember that the tours are often scripted and given with the intent to "sell" you on a particular school.

**Amanda:** Something my mom taught me that I found really helpful is

the advantage of walking next to the tour guide for at least a portion of the tour. While the tour guide will give the group lots of information while walking, he/she will often take a break when going inside a building or walking from one place to another. You can ask the tour guide some personal questions if you are up front, and inquire about the things that interest you specifically. For example, I would ask tour guides about the Greek Life on campus and the level of student spirit.

**Jill:** There is nothing wrong with that, but you need to investigate a bit further to learn more about what each college offers. Certainly, one tour guide does not necessarily represent the campus culture. Many families try to visit up to four colleges in one day—this is too many. To really get a sense of

each school—the academics, the campus life, and the students—you need several hours at least; plan to spend a minimum of four hours on a campus.

**Amanda:** More time if you can! It's nice to have an entire day to fully experience the school.

## Pick a Spot to Eat

**Jill:** After your info session and tour, you will want to have a meal or snack in a heavily populated dining hall. In addition to testing the food for variety, accommodation and taste, you will get a read on specifically who attends this college. Yes, this may sound superficial or judgmental, but remember that you are visiting colleges for fit. It is essential that you think you will fit in with the students who attend, and you can only make that call after observing the students firsthand.

**Amanda:** Pick a spot to eat where you are surrounded by several conversations, and try to listen to what is being talked about. Are the students gossiping? Talking about stressful schoolwork? Telling stories? Talking politics? Since childhood, I have always been fascinated to hear the conversations of college students.

## AND, AS AN ASIDE: KEEP YOUR MOUTH SHUT!

**Amanda:** In order to better deal with friends, acquaintances and peers throughout high school, I decided not to tell anyone about the following: my grade-point average, standardized test scores or college list (including my Early Decision school). In retrospect, it's not as if I am opposed to people knowing about my scores after the fact, but I kept this information to myself to avoid getting swept up in a competitive environment as much as possible. While the questions and occasional uncomfortable situations were inevitable, I am happy that I did not share my statistics while I was experiencing the process. I definitely did not need the additional stress of having people gossip about me.

**Jill:** And having worked with students from all types of high schools, I can tell you that I recommend the "keep your mouth shut" philosophy to all my students. ■

*Jill Madenberg has been a college counselor (and CB subscriber) for over 20 years. Her daughter, Amanda, ended up enrolling in Cornell University. Love The Journey To College is published by PostHillPress: ISBN: 978-1-68261-349-8; \$15; [www.posthillpress.com](http://www.posthillpress.com). Excerpted with permission.*

## Financial Aid Matters

### Top Public Colleges Shutting Out Poor?

Almost two-thirds of 381 selective private universities have reduced the share of students they enroll who come from families earning less than \$37,000 a year, according to a new report by New America, a public policy think tank. At the same time, a nearly identical share of schools have increased the number of students they enroll from families earning at least \$110,000. One reason? State investment in higher education has not kept up with demand and rising costs and colleges are scrambling to make up the difference.

**Hidden Loan Tax.** The National Association of Student Financial Aid Administrators (NASFAA) has called for an end to certain “hidden taxes” on student loan borrowers that were put in place in the 1980s before the current direct loan program student loan origination fees. The federal government charged \$1.6 billion in origination fees in 2016-17.

“It is unconscionable that the average under-

graduate student will pay \$235 in origination fees and associated interest over 10 years on an artifact of the prior loan system,” said Justin Draeger, NASFAA president. His organization is committed to working to eliminate the fees.

**Making College Affordable.** “Making College Affordable,” a new report from the Jack Kent Cooke Foundation, contends that colleges can dramatically increase the odds of success for students with financial need by changing their financial aid practices. Numerous barriers prevent low-income students from enrolling and persisting in college, including: concerns over high tuition and fees, lack of clarity of award amounts and duration, and a limited understanding of how financial aid works.

“Students’ success in higher education should be decided by their talent and hard work, it should not depend on their families’ incomes,” said Harold Levy, Cooke Foundation executive director. “When colleges are inac-

cessible to students with financial need, those students are cheated out of an education, and we, as a society, lose out on their talent and contributions. It’s well past time we stop viewing higher education as a privilege for those who can afford it and start viewing it as a right for all who have the potential to succeed.”

Download the report at [www.JKCF.org/affordable](http://www.JKCF.org/affordable).

### Warren Wilson’s Two New Aid Programs.

Warren Wilson C. in North Carolina has launched two new financial aid programs that will allow it to expand its student body by 50 students in the fall 2018. The North Carolina Free Tuition program will cover any accepted student’s tuition, if they qualify for state or federal aid.

The second program, Milepost One, will award 25 scholarships for out-of-state students who may not be eligible for Pell and other low-income grants, but still don’t have enough to afford college. Wilson currently educates 600 students, but President Lynn Morton hopes to increase enrollment to more than 1,000 students in the next several years. ■

## NEWS YOU CAN USE

**College Completion Rates.** New data from the U.S. Dept. of Ed for students who entered college in 2010 and earned a degree by 2016 indicates the huge racial gap in college completion rates persists.

For African American students who enrolled at a four-year public college or university in 2010, the graduation rate stood at 35.8 percent. However, 60.7 percent of white students who entered the same schools, the same year, graduated by 2016.

At private four-year colleges and universities, the African American graduation rate was 41.1 percent compared to the white graduation rate of 68 percent.

### Athlete Graduation Rate Improves.

“Crossing The Finish Line,” a new report on Division I student-athletes from the National Collegiate Athletic Association (NCAA) found that student-athletes are graduating at the highest rate ever, 87 percent, due in part to academic reforms. The graduation rate for African Americans in all sports increased by 3 percentage points to 77 percent. That rate has increased 21 points since 2002. The report also notes that African American football bowl participants graduated at a 73 percent rate, up 20 points since 2002.

“The dramatic improvement in the graduation rate for African American student-athletes in all sports is a significant achievement,” said NCAA president Mark Emmert. “Our student-

athletes and member schools should be proud of the work they are doing.”

However, NCAA statistics differ from those the federal government released. The NCAA says the federal stats don’t take into account transfers and counts them as failures. The federal government calculates that, overall, 66 percent of all Division I athletes graduate versus 68 percent of the entire student body. And 46 percent of Division I black male athletes graduated versus 59 of all black males.

**Alumni Start-Ups.** Which university alumni generated the most business startup funding in the past 12 months? GraphicSprings, which studied 2,292 public announcements for funding and IPO’s, compiled a list of which U.S. universities graduate the most successful startup entrepreneurs.

Here are its top 10: Stanford U., Harvard U., UC Berkeley, MIT, U. of Pennsylvania, Cornell U., drop-outs with no college degree, U. of Southern California, Columbia U. and the U. of Chicago.

“One of the biggest takeaways from this study is that a student who attends a California university has a much higher probability of being funded for a start-up venture. For young students who are now trying to decide which college to apply for, innovators and business entrepreneurs should head to the West Coast,” said Carl Davis, marketing director at GraphicSprings.

Davis added, “One of the most poignant figures to come out of this study is that only 4.3 percent of funded company founders from the last 12 months are women. Something has to change.”

For the full report, see: [www.graphic-springs.com](http://www.graphic-springs.com).

### Career and Tech Courses Reduce Dropouts.

According to new research published last month in the *American Educational Research Journal*, high school students who complete career and technical education courses during their junior and senior years are, on average, more likely to graduate on time and less likely to drop out than students who do not take these courses.

### Future of U.S. Jobs.

Over 38 percent of all U.S. jobs will be performed by artificial intelligence within 15 years. That’s the view of Sir Michael Barber, a former advisor to British Prime Minister Tony Blair. In a *Global Search for Education* interview posted at [cmrubinworld.com](http://cmrubinworld.com), Barber said, “This means huge opportunities for those with a rounded education and major threats to those without that.”

He added that everyone will need: High standards in the basics, a good knowledge of history, social science, literature and science. ■

**Happy New Year!**

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