

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Admissions Watch 2018

Early Admits and Regular Results

UC Berkeley Tops 89,000 Applications. The U. of California-Berkeley attracted more than 89,000 students applying for entry in Fall 2018.

UCLA Hits 100,000-plus Apps. The U. of California, Los Angeles attracted an incredible 113,409 applications for this fall. When asked by the *Washington Post* how the admissions office made it through such a staggering number of applications, Youlonda Copeland-Morgan, UCLA's enrollment chief, answered, "Joyfully."

Cornell's New Record. Cornell U. in New York State received a record 6,319 Early Decision applications for the Class of 2022. The Ivy League school admitted 1,533 students for an early admission rate of 24.3 percent, down from last year's 25.8 percent. In fact, Cornell's Early Decision pool has grown by 83 percent over the last decade, according to *The Cornell Daily Sun*.

International applications were up 19 percent over last year, and 14.3 percent of the admitted class are international students. Students of color account for 37 percent of the early admits, up from 35 percent last year. Legacy students account for 22.1 percent of the early admits, while 11.5 percent were student-athletes. Women make up 53 percent of the new class thus far. Regular Decision admits will learn their fate on March 28, along with other Ivy League prospects.

Emory ED I. Emory U. in Atlanta attracted 1,700 students to its Early Decision I pool. It offered admission to 503 students to Emory C. and 223 students to its Oxford program. Early Decision II students submitted their applications by January 1. The new class at Emory C.

will round out at about 1,350 students, while its Oxford C. will welcome 485 new students.

Among those accepted were 30 "stellar students" from the QuestBridge National College Match program. Nationally, 39 universities admitted 916 QuestBridge students, who will receive full financial aid awards covering their tuition and fees.

Georgia's Quality Soars. The U. of Georgia received nearly 15,000 Early Action applications for the Class of 2022, "bringing record academic qualifications to the birthplace of higher education." UGA offered admission to 8,000 students, who brought an average 4.11 GPA and work in rigorous courses including AP and the International Baccalaureate program. Their average ACT score was 32, their average SAT score was 1363. "The academic achievements of these admitted students are remarkable," said UGA president Jere W. Morehead.

"Early Action applicants are considered for admission based solely on their grades, the rigor of their high school curriculum relative to what is available at their school and the results of their SAT or ACT scores," said *UGA Today*. "Regular Decision applications, which were due no later than January 8, are reviewed holistically, with the core academic qualifications supplemented by factors such as a student's intellectual and creative pursuits, community involvement and leadership and recommendations from counselors and teachers."

Georgia Tech E.A. Georgia Tech attracted 18,124 Early Action applications for the Class of 2022, 16 percent more than last year. Tech admitted 4,600 students, or 26 percent overall, 46 percent for Georgia students and 19 percent

for those from out-of-state. The middle 50 percent range of SAT scores was 1390-1530 out of 1600. The middle 50 percent range of the composite ACT score was 32-35 out of 36. Some 47 percent of the admitted students are non-engineering majors.

Tech admissions officers also traveled across Georgia to personally notify some of the accepted students. "It's a privilege to have the opportunity to meet a few of these incredible students in their own school and community," said Rick Clark, director of undergraduate admission.

Overall, more than 35,600 students applied for admission this fall, 13 percent more than last year, and a school record. Applicants came from all 50 states and 137 nations.

Middlebury ED I. Middlebury C. in Vermont attracted 650 applications for its Early Decision I round, and offered admission to 326 students to join the Class of 2022, for an admit rate of 45 percent. Of those admitted, 23 percent are students of color and 11 percent are first-generation students. International students hail from 20 nations. And 30 students were admitted through Middlebury's Posse Foundation program that recruits and mentors academically talented, low-income students. Middlebury deferred 39 ED applicants and denied admission to 285 students, according to Greg Buckles, dean of admissions. Middlebury's ED2 will report results in mid February. The college hopes to bring in a first-year class of 715 students.

Northwestern To Admit 8 Percent. Northwestern U. is targeting a first-year class of
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Fall Enrollment Trends

Applications Surge at Flagship Universities. More than 1.3 million applications for freshman admissions were submitted to the 50 states flagship universities in 2016, according to a recent *Washington Post* analysis. The number of applications has skyrocketed by 79 percent over the past decade.

Augustana Up 4 Percent. Augustana C. in Rock Island, Illinois, enrolled 2,600 students this past fall, a 4 percent increase. Karen Dahlstrom, executive director of admissions, says Augustana has stepped up international recruiting. She says the schools 12-to-one faculty-to-student ratio helps attract students.

Post-Hurricane Florida Enrollment Remains Flat. Enrollment in Florida's 28 state colleges for the 2017-18 academic year totaled 320,691 full-time equivalent students, 209 fewer than last year. Since 65 percent of students attending state colleges are part-time, "full-time equivalents" (FTEs) equal about 2.5 students. Actually, about 800,000 students attend classes, according to Gainesville.com.

Hurricane Irma impacted enrollment at Florida Keys C.C., the smallest school in the system, which saw a 3 percent decline. The Keys were ground zero for Irma, where more than 10,000 homes were damaged.

Florida State U. in Jacksonville also saw a 9.8 percent decline in enrollment. Irma caused extensive flooding in Duval County where the school is located. FSU was closed for 10 days.

Enrollment in Florida state colleges hit a high point of 375,292 FTEs in 2010-11. But enrollment has declined 14.5 percent since then.

Georgia Southern's Eagle Academy. Georgia Southern U. has launched an intensive post-secondary program for students with "mild intellectual and/or developmental disabilities" called the Eagle Academy (Equal Access to Gainful Learning and Employment). The first two students enrolled last fall.

The Eagle Academy "offers students a custom-built academic program based on their interests." Karen Phipps, the program director, said, "This gives our students the same opportunity every other student has in this country. They can be productive members of society, but they need to be trained just like anyone else."

Illinois Tuition Freeze Aims to Stem Enrollment Decline. The U. of Illinois system is extending its three-year tuition freeze for in-state students. By holding the line on tuition, Illinois hopes to stem the loss of students, which some attributed to the long political budget stalemate between the governor and legislature, which was finally

broken last summer.

Last year, 2.2 fewer full-time students enrolled in the state's public universities, while community college enrollment fell by 3.4 percent. Enrollment at the U. of Illinois at Springfield fell by almost 9 percent. At Western Illinois U., fall undergraduate enrollment slipped by about 11 percent. However, freshman enrollment at the U. of I. Chicago soared by over 22 percent, and was up by 3 percent at the flagship campus in Urbana-Champaign.

Marquette Now Rolling Admissions. Marquette U. in Milwaukee announced that it will now accept applications on a rolling deadline. The university said the change came about because the FAFSA is available October 1 which means that prospective Marquette students can apply within a larger window of time and hear back within about three weeks

EARLY ADMITS

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1,925 students. About 54 percent of that class, or 1,072 students, were selected Early Decision. Overall, NU received 40,418 first-year applications for Fall 2018, an 8.5 percent increase over last year. Michael Mills, associate provost for university admissions, told the *Daily Northwestern*. NU projects an admit rate this year of about 8 percent.

A NU spokesperson said that the new Segal Visitors Center played a big role in the increased number of applications. "Another factor has been the success we've had over the last three years in enrolling low-income students, which has positioned Northwestern as a leader in ensuring college access," Mills said.

Rice Admits Nearly 20 Percent. Rice U. in Houston attracted 1,916 Early Decision applications, up 19.5 percent over last year, and admitted 371 students to the Class of 2022. Of the admitted students, 165 are from Texas, while 11 percent are international

after submitting all of their materials.

"This gives a huge advantage to the student," said John Baworowsky, vice provost of enrollment management. "With the FAFSA available October 1, schools that have rolling admissions had advantage over us because they got to send out acceptance letters and financial aid awards earlier."

Nationally, because of the new FAFSA deadline, it is estimated that 80 percent of colleges mailed their award letters earlier last year and 40 percent of colleges said earlier awards drove up earlier deposits.

St. Ambrose Reverses Declines. St. Ambrose U. in Western Illinois enrolled 3,110 students, 2,400 of whom are undergraduates. James Loftus, vice president for enrollment management, told local NPR station WVIK that it's 15-to-one student-to-faculty ratio and its new Master's of Public Health Administration attracts students. ■

students. Of the 330 domestic students, about a third are white, a third are Asian American and another third come from traditionally underrepresented college-going populations, including African-Americans and Hispanics.

Rice also admitted 51 QuestBridge Scholars, according to Yvonne Romero da Silva, vice president for enrollment. Rice meets the full financial need of admitted students, and thus far 61 ED students are Pell Grant eligible.

Tufts Up By 2 Percent. Tufts U. has received 21,501 applications for its Schools of Arts and Sciences and Engineering, 2 percent more than last year. Early Decision applications totaled 2,249, nearly 9 percent more than two years ago. Karen Richardson, dean of undergraduate admissions and enrollment management, expects at least half of the new class will come through ED. About 17 percent of total applications came from international students, led by China. Tufts expects to enroll 1,435 undergraduates next fall. ■

NACAC's College Admission Report 2017

The National Association for College Admission Counseling (NACAC) has released its "State of College Admission 2017" report, which reflects activity during the 2016 admission cycle. Among the report's key findings:

- The number of applications for first-time freshmen increased 7 percent over 2015. International applications increased by 13 percent;

- Early Decision applications increased by 5 percent. Early Action applications increased by 15 percent;

- Colleges accepted nearly two-thirds of first-time freshmen applicants in 2016;

- Average yield rates declined for first-time freshmen in 2016;

- The transfer acceptance rate was slightly lower in 2016, while the yield rate was higher;

- The acceptance rate for international students in 2016 was 55 percent;

- The top factor for admission of international students is the English Proficiency Exam score;

- The average high school student-to-counselor ratio, including part-time staff, was 281-to-1;

- On average, public school counselors spent 20 percent of their time on postsecondary counseling in 2016, while private school counselors spent 31 percent of their time on that task.

For the full report, see, www.nacacnet.org. ■

Scholarship Scoops

Golf Management. The Professional Golf Association will award five scholarships of \$8,000 each for the 2018-19 school year in golf management. The scholarships are designed “to improve the recruitment and retention of talented and driven individuals from diverse backgrounds pursuing PGA membership through the 18 accredited PGA Golf Management University Programs nationwide. Preference will be given to people of color and women.” See, scholarsapply.org/pgaworks. Deadline: Feb. 28.

C. of Idaho Announces New Scholarship. Almost all students at The C. of Idaho receive some form of financial aid. Now its new Heritage Scholarship will be awarded to as many as five students in each incoming class, providing full-tuition for the duration of their time at the college. “The recipients will be the best of the best,” said Bob Hoover, C. of I. president.

Now in its 125th year, The C. of Idaho, located in Caldwell, has produced “seven Rhodes Scholars, three governors, four NFL players and countless business leaders and innovators.” It’s PEAK Curriculum “challenges students to attain competency in the four knowledge peaks of humanities, natural sciences, social sciences and a professional field—empowering them to earn a major and three minors in four years.”

Gustavus Adolphus. Gustavus Adolphus C. in Minnesota received a \$25 million gift from an alumni couple, \$10 million of which will go to student scholarships. “Without scholarship support, they would not have been able to attend Gustavus,” said Thomas W. Young, vice president for advancement. “They remain profoundly grateful.”

Lycoming’s STEM Scholarships. Lycoming C. in Pennsylvania is launching a Living and Learning STEM program with a grant from the National Science Foundation. Lycoming will award competitive scholarships of \$7,400 a year for each of the student’s four years of study. The financial aid package for the STEM scholars, through a combination of other federal, state and institutional awards, will fully meet the full demonstrated financial need for tuition, fees and room and board. Two cohorts of 7-8 students each will be named as Living and Learning STEM Scholars beginning Fall 2018. For more information, contact Lycoming’s Office of Admissions.

Wayne State’s In-State Tuition Offer. Wayne State U.’s new Discover Detroit Scholarships offer qualified, out-of-state students in-state tuition rates. Scholarship winners will save approximately \$60,000 for their four years of education. Scholarship winners will also be considered for other merit and need-based awards. Wayne State, Michigan’s most diverse university, also waives its application fee for low-income and first-generation students who apply to become incoming freshmen.

To qualify, applicants must have a 3.5 GPA on a 4.0 scale, plus an ACT

score of at least 24 or a SAT score of 1160 or higher. Transfer students can also qualify with at least a 3.0 overall cumulative GPA and at least 24 transferable hours from a qualified community college. Currently, a third of the 2017 incoming class has its tuition and fees fully funded through the Wayne Access award.

Wash U. Joins QuestBridge. Washington U. in St. Louis has joined 39 other colleges to partner with QuestBridge, the nonprofit that matches low-income, high-achieving high school students with top colleges and provides them with a full-ride scholarship. In 2012, just 5 percent of its undergraduates were low-income students coming from families that earn \$75,000 or less. This year, that number grew to 13 percent.

In 2016, Washington U. also pledged to meet all financial needs of students who previously attended a KIPP charter school. Almost all KIPP students qualify for free or reduced-price lunch. And this past October, it waived application fees for low-income students.

Wesleyan’s Hamilton Prize for Creativity. Wesleyan U. in Connecticut offers a four-year, full-tuition scholarship worth as much as \$200,000 to the incoming student who submits a creative written work judged to best reflect the originality, artistry and dynamism embodied by the Tony Award-winning Broadway musical “Hamilton.” The prize honors Wesleyan alumni Lin-Manuel Miranda and Thomas Kail, who created and directed the hit musical. This year’s deadline was January 1, but it will be an annual prize.

Stockton Receives \$20 Million For Scholarships. Stockton (CA) Unified School District will use a \$20 million donation to give financial aid next year to every college-bound graduate. That will make community college free for members of the H.S. Class of 2019, with funds left over for four-year schools. Mayor Michael Tubbs hopes to raise \$100 million for the Stockton Scholars fund.

Visual Content Creators. The Nikon Storytellers Scholarship supports the next generation of visual content creators. Ten \$10,000 awards will go to undergraduate and graduate students at an accredited, non-profit college/university or vocational/technical school in the United States or Canada. Students must pursue degrees in visual arts, fine arts, journalism, film, photography and multimedia/content creation and have completed their freshman year of college or academic equivalent before Fall 2018. Visit www.NikonStoryTellersScholarship.com.

Helping Puerto Rican Students. Carthage C. in Wisconsin has allowed Puerto Rican students to enroll in its Spring 2018 classes while paying tuition to their college back home while the island rebuilds.

Virginia Wesleyan U. also offered full scholarships for the spring 2018 semester to five visiting students from the University of Puerto Rico-Humacao. ■

COUNSELOR’S BOOKSHELF

Demographics and the Demand for Higher Education by Nathan D. Grawe; hardbound, Johns Hopkins University Press, ISBN: 9781421424132, \$39.95. Grawe warns of a demographic plunge in 2026, when the number

of college-age students will drop by almost 15 percent in just five years. He analyzes demand forecasts by institution type and rank, with separate forecasts for two-year colleges, elite institutions and all schools in between.

Measuring Success: Testing, Grades and the Future of College Admissions, edited by Jack Buckley, Lynn Letukas and Ben Wildavsky; explores the research and policy implications of test-optional practices on both sides of the debate; Johns Hopkins University Press, 2018, hardback, 344 pages, ISBN: 9781421424965, \$49.95. ■

FINANCIAL AID MATTERS

Colby Extends Aid To Low-Income Families. Colby C. in Maine announced that beginning next fall, admitted students from families with a total income of \$60,000 or less, and assets typical of that income range, will have a zero parent or guardian contribution.

“The college has long had a commitment to reducing financial barriers for students,” said vice president and dean of admission and financial aid Matt Proto. “Knowing that the median household income for families in the United States is approximately \$60,000, we are taking another significant step to ensure that cost does not prohibit the most talented students from attending one of the nation’s best colleges.”

Colby, founded in 1813, prides itself on a rigorous academic program that is “rooted in deep exploration of ideas and close interaction with world-class faculty scholars.”

Harvard Commits \$414 Million To Aid. This year, Harvard U. distributed a record \$414 million in student aid to students across the university. That includes \$175 billion in

need-based aid for Harvard undergraduates, more than half of whom receive financial aid. Over the past 10 years, scholarship aid to the university’s 12 degree-granting schools has increased 64 percent.

Mary Baldwin’s Reduced Tuition. Mary Baldwin U. in Virginia is offering reduced tuition to students in its C. of Education who enroll in a pre-set course sequence in either special education or higher education.

Mary Baldwin is also launching a Bachelor of Arts in Autism Studies and in Applied Behavior Analysis.

North Carolina Promise. The NC Promise, that significantly lowers tuition to just \$1,000 per year for in-state students in the 2018-19 school year, has boosted applications by 50 percent from prospective students interested in the U. of North Carolina at Pembroke. And online traffic is up almost 3,000 percent for in-state students and more than 11,000 percent for students from nearby South Carolina. ■

OnlineUnews

CUNY’s Two New Online B.A.s. The City University of New York is launching two new online bachelor degree programs for Spring 2018.

CUNY’s BS in Health Services Administration “combines the fields of health and business so that healthcare workers have the necessary education to assist their organizations in providing quality healthcare, reducing facility costs, training staff and evaluating current laws and policy regulations.”

According to the Bureau of Labor Statistics, health service managers held 333,000 jobs in 2014, a number that is anticipated to increase by 17 percent by 2024. CUNY’s new degree will prepare students to address the constant changes and advancements in the nation’s health care system.

CUNY’s new BA in Liberal Studies degree “addresses the global workplace’s need for graduates with specific soft-skills, disciplinary awareness and a firm ground in education.” According to Carl Grindley, “All our students will develop competencies that employers want, such as high-level research, writing, project management, communication and statistical analysis skills.”

Maryland’s Online Record. The summer and fall enrollment at U. of Maryland University C., an open-admissions online university serving working adults, hit a record high of 52,987 new and returning students. The number of new students in summer grew by 10 percent over last year. Enrollment of new students in the fall increased by nearly 8 percent.

University of the People. UoPeople, the University of the People, is the first non-profit, tuition-free, accredited American online university.

UoPeople, based in Pasadena, California, offers open “access to higher education globally to all qualified students who face barriers in accessing traditional higher education.” UoPeople has enrolled over 10,000 students from more than 200 countries around the world, including more than 1,000 refugees. See, www.UoPeople.edu. ■

puter science instruction with programming and coding. And in 2015, girls accounted for only 22 percent of those who took the AP computer science exam, while 13 percent were African-American or Hispanic students. For more on this topic see, www.cmrubinworld.com ■

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NEWS YOU CAN USE

Strategies to Increase Degree Completion. In 2011, the Kresge Foundation offered a \$1 million prize to the city that had the greatest proportional increase in college degree completion over a four-year period. Fifty-seven of the nation’s most populous cities participated. And in 2014, Akron, Ohio, was declared the winner. Akron increased its college credentialing by 20.2 percent.

Now, mdrc, the social and education research organization, has released a report on the lessons learned from six of the leading cities, entitled, “Building Cities by Degrees.” Here are a few of the key findings:

- “Partnerships across education sectors and between colleges and employers—promoting credit transfers, simultaneous enrollment or internships—appeared to be influential in helping many students earn college credits and degrees.

- Building networks with employers and working with them to create degrees that meet local labor force needs may help colleges further increase their enrollment and credentialing.

- Large-scale financial and student support programs, such as statewide scholarship programs or institution-wide intensive advising models, may be particularly helpful in increasing degree attainment.

- Strong transfer partnerships, financial aid programs and student support systems may

be particularly important in reducing achievement gaps in helping low-income students and students of color attain degrees.

- Future college initiatives aimed at improving completion rates should consider the role that certificates and other workforce degrees can play in bringing individuals into the post-secondary arena.

To find the full report, go to: www.mdrc.org

Missouri Western to Allow “Superscoring.” Beginning this fall, Missouri Western State U. will allow students to “superscore” their ACT results in order to qualify more students for scholarships. Superscoring means that students who take the ACT more than once can submit their best scores from the English, math, reading and science sections of the test. The Princeton Review says that more than 200 schools nationwide allow superscoring.

“We’re always looking for a way to make Missouri Western affordable,” said Paul Orscheln, associate vice president for enrollment management and student retention.

STEM Future. About 600,000 high-paying tech jobs went unfilled in 2015, according to C.M Rubin’s “Global Search for Education.” And over 50 percent of STEM jobs in 2018 are in computer-science related areas. Yet, only a quarter of K-12 schools offer high quality com-