

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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## *Small and Large, Far and Wide* Admissions Roundup

**Chapman Apps Hit a Record.** Chapman U. in Orange, California, received 14,170 first-year applications, 8 percent more than last year and the most in school history. It admitted 7,551 of them, aiming for fall enrollment of 1,650 new students. The admitted students posted an average 3.8 unweighted GPA.

Some 16 percent of accepted students are the first in their family to attend college. About 5 percent are international students from 62 countries. Financial aid was offered to over 80 percent of accepted students. Mike Pelly, vice president and dean of enrollment management, described the new Panthers as remarkably talented and diverse individuals.

**Chicago Admits 7.2 Percent.** The U. of Chicago received 32,291 applications, up from last year's 27,694. The U. of C. admitted just 4 percent of its Regular Decision pool, but 7.2 percent overall. A total of 2,329 students were admitted, down from last year's 2,410 students, according to the *Chicago Maroon*.

**Franciscan U. of Steubenville's Largest First-Year Class.** More than 2,000 prospective students applied for admission to Franciscan U. of Steubenville, the most ever. It hopes to enroll 670 full-time, first-time students this next academic year. "We've seen a record number of applications, acceptances and even deposits compared to this point last year," Chris Krivoniak, director of admissions, told *The Troubador* "...We really think that we will settle past the 670 mark." He credited the school's rigorous academics, ability to be guided by faith and commitment to serve new students for growing interest.

**Husson Boasts Largest Class.** Some Northeast states have seen as much as a 16 percent decline in the number of high school

seniors over the past decade. That decline has affected enrollment at some private colleges in the region. But not Husson U. in Maine. As of May 1, it reported first-year student deposits were up 12.5 percent over last year, and the school was on pace to enroll its largest first-year class.

"Husson has just the right blend of outcome-focused academic programs at an affordable price point," John Champoli, vice president for enrollment management, told the *Bangor Daily News*. "In addition, Husson's small class sizes allow students to get the personal attention they deserve."

Husson is also in the midst of a capital campaign to raise \$16 million for a new College of Business building.

**Lafayette Wants Students Who Care About Others.** Lafayette C. in Pennsylvania received 9,236 applications and accepted 2,703, both more than last year. As of May 1, 759 students accepted Lafayette's invitation. Domestic students of color make up 22 percent of the new class compared to 19 percent last year. More than half the incoming class is female. The average SAT score was 1345, while the average ACT was 29.9. The new class includes 23 valedictorians/salutatorians. About 47 percent of students receive financial aid. And nearly 10 percent of the class is made up of international students from countries including Bangladesh, Vietnam, Morocco, Russia, Madagascar, Japan, Jamaica, Guatemala, Germany and the Ivory Coast.

"This is a key voice to add. We share Marquis de Lafayette as the world's first global citizen who took action beyond his own roots," said dean of admissions Matthew Hyde. "These students will bring their own voices and perspective to our campus. We want the

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## Enrollment Trends

**Who Is Recruited?** "Colleges and universities say they want to increase opportunity for low-income students and students of color," said Ozan Jaquette, assistant professor at UCLA, "but our analysis finds that most colleges and universities prioritize affluent, white schools, while often ignoring schools in poor communities and communities of color."

Researchers at UCLA and the U. of Arizona also found that both public and private universities disproportionately visited private high schools over public high schools. And these private high schools tended to enroll a much higher percentage of white students than in public high schools. Also, colleges and universities are more likely to visit affluent, predominantly white schools than they are to visit highly proficient schools in poor communities and/or where most students are nonwhite.

See, [www.emrresearch.org](http://www.emrresearch.org).

**Winners and Losers.** A *Wall Street Journal* analysis of 20 years of freshman-enrollment data at 1,040 of the 1,052 schools listed in *The Wall Street Journal/Times Higher Education* ranking found that "U.S. not-for-profit colleges and universities are segregating into winners and losers—with winners growing and expanding, and losers seeing the first signs of a death spiral."

The *Journal's* ranking focuses on "how well a college prepares students for life after graduation." The analysis found that "the closer to the bottom of the ranking a school was, the more likely its enrollment was shrinking." The *Journal* noted that between 1996 and 2011,

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## ADMISSIONS WATCH

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opportunity to find those who care about other people. We want to look for students who have an interest to engage and increase the dynamics at Lafayette. We like action-oriented students who are excited to fully engage.”

**Middlebury Apps Increase 3.6 Percent.** Middlebury C. attracted a record 9,230 applications for the Class of 2022, up by 3.6 percent over last year. Greg Buckles, dean of admissions, told *The Middlebury Campus* that last year’s yield reached a five-year record of 43 percent.

**North Carolina State up 30 Percent.** North Carolina State U. received nearly 30,000 applications, about 30 percent more than last year. More than 4,580 of them were transfer applications, up almost 10 percent. NC State is targeting a first-year class of 4,500 first-year students and 1,800 transfers.

“There are many, many things that go into decisions,” said Thomas Griffin, associate vice provost and director of undergraduate admission. “The starting point is the academics of the student, looking at their high school grades, courses, class rank and then standardized tests. Beyond that, we look at what academic program they are applying for, what major or undecided program and everything else they bring to the table in their activities and essays and short answer questions. We are not just trying to admit based on the highest test scores or highest class rank, there are many factors that go into play.”

**Nova Southeastern Apps Top 11,000.** Nova Southeastern U. in Fort Lauderdale, Florida, received approximately 11,700 applications for the Class of 2022. NSU expects to enroll 1,505 students in its new first-year class, 49 percent more than in 2020. Additionally, it admitted 515 transfer students. In 2017, NSU enrolled a total of 21,625 students.

**Oberlin Exceeds Target.** As of early May, 868 students had committed to Oberlin’s Class of 2022, more than 100 over the school’s enrollment goal of 750, Manuel Carballo, vice president and dean of admissions and financial aid, told *The Oberlin Review*. Of those, 130 are headed to the Conservatory. About 28 percent of the new class are students of color, up by 2 percent. About eleven percent are international students. Six percent come from Ohio.

**Smith Sees Resurgent Interest.** Smith attracted 5,780 applications, 6 percent more than last year and 31 percent more than in 2013. About 580 were Early Decision. Some see a resurgent interest in women’s colleges with a new generation of “feminists.” Smith also has seen a 16 percent increase in campus visits. Smith experienced an 8 percent increase in international applications.

## Ivy League Early Versus Regular Admit Rates

More students are rushing to apply early to selective schools thinking their chances are better. Perhaps. It depends on the qualifications of the student. But here are the early-versus-regular admit rates at Ivy League schools:

- Brown, early admit rate 21.9 percent, regular rate 6.9 percent;
- Columbia, regular rate 5.8 percent;
- Cornell, early rate 25.8 percent, regular rate 11 percent;
- Dartmouth, early rate 28 percent, regular rate 8.5 percent;
- Harvard, early rate of 14.5 percent, regular rate 3.3 percent;
- Princeton, early rate 15.4 percent, regular rate 6.1 percent;
- Penn, early rate 22 percent, regular rate 7 percent;
- Yale, early rate 17 percent, regular rate 5.0 percent. ■

**SUNY Fredonia’s Largest Class.** Ever. The State U. of New York at Fredonia is on track to bring the largest class in its history to campus. Cedric Howard, vice president of student affairs, told the *Observer Today* that the school expects to enroll 1,200 first-year students in the fall. A few years ago, applications basically came from six states. But this year, students from 500 high schools in 23 states applied for admission.

The new interest, according to Howard, results from the work of recruiters, admissions operations staff and a new pre-college outreach program that targets students in grades 6-11 who have an interest in specific topics such as science or music. Nearly 2,000 students from nearby county schools have visited Fredonia since the program was initiated.

“The cascading effects that we see are that their oldest siblings are considering Fredonia because they’re hearing what their younger siblings have experienced here,” Howard said.

**Trinity Admits 33 Percent.** Trinity C. in Hartford, Connecticut, received 6,112 applications, up 1 percent from last year, and admitted 33 percent of the pool. As of early May, Trinity had enrolled its Class of 2022 with 609 students from 35 countries and 35 U.S. states, plus the District of Columbia and Puerto Rico, for a yield rate of 30 percent. In its third year as a test-optional institution, 49 percent of students who applied to Trinity chose not to submit standardized test scores. In addition to high school grades and extracurricular involvement, Trinity also evaluates students on a set of non-cognitive traits that it says research has shown predict success in college including grit, optimism, persistence, a willingness to take risks and an ability to overcome adversity.

The class is evenly divided between men and women. Domestic students of color make up 21 percent of the new class. About 54 percent of the students are from outside of New England, and there was a 37 percent increase in students from the West Coast.

**Washington & Lee Has No Wait List.** Washington & Lee in Virginia attracted 5,855 applications, 15 percent more than in 2016. It accepted 1,238 students, for a 21 percent admit rate. W&L has no wait list this year. As of early May, 39 percent of admitted students had accepted W&L’s offer of admission.

Vice president and dean of admission and financial aid Sally Stone Richmond told *The Column* that the Class of 2022 includes 24 international students from 17 countries; that 55 percent of incoming students will receive financial aid grants; that the number of Pell grant eligible students is now 13 percent; that domestic students of color account for 17 percent of the class, up from 11 percent in 2020; that the median ACT score was 33, SAT 1410 and that women compose 55 percent of the new class.

“We are confident that these students will bring the particular qualities of character, leadership and academic excellence that have always defined W&L students,” she said. ■

## Financial Matters

**Colby Receives \$2.5 Million For Maine Students.** A Colby C. alumnus and his wife presented their school with a \$2.5 million gift to support financial aid for students from Maine. “Colby helped me financially so I was able to attend,” said Steve Ford, whose father and son both graduated from Colby. “It was important for me that the college invested in me, so I want to give back.” Colby currently offers about \$6 million per year in financial aid to students from Maine, who make up about 10 percent of the student population.

**Connecticut Helps Dreamers.** Connecticut Governor Dannel P. Malloy recently signed legislation that makes undocumented students eligible to apply for institutional financial aid in the state’s public colleges and universities.

**Messiah Offers Income-Share Repayment Option.** Messiah C. in Pennsylvania, founded in 1909 and serving 2,700 students, is offering its students an alternative way to pay for college, an Income-Share Agreement (ISA). Students agree to pay back 3-3.5 percent of future income for a set period of time to repay tuition and fees paid to the college. Students can receive up to \$5,000 a year.

Meanwhile, Messiah has added three new undergraduate majors: business administration, cybersecurity and in graphic design. ■

# Tools, Trends and Tuition

**MePlusMore.** MePlusMore is a tool students are using to put their high school accomplishments “into a narrative that is easy and simple for college admissions to view.” It provides students and their families an easy-to-use platform to record extracurricular activities with dates, hours spent, certifications and so forth. See, [MePlusMore.com](http://MePlusMore.com). Thirty-day free trial.

**Artificial Intelligence Meets Advising.** Allura Insights has harnessed artificial intelligence to provide personalized college counseling. “Allura provides students and parents with the ability to better understand... their child’s chance of acceptance at any given college or university, as well as what they can do to improve those chances, by applying machine learning algorithms from ‘experienced data scientists’ paired with ‘expert intuition’ from Ivy League admissions officers to millions of college application profiles.” See, [www.allurainsights.com](http://www.allurainsights.com).

**Test Optional.** Two Minnesota schools joined the ranks of standardized test-optional colleges: Augsburg U. in Minneapolis and Concordia U. in St. Paul. Nate Gorr, interim vice president for admissions at Augsburg, told the *Minneapolis Star Tribune* that the change is designed to level the playing field for those “without the money or time to get private tutors, take prep classes or take the exam multiple times.”

Ironically, the first college entrance exams in the 1920s were seen as a way to level the playing field by identifying students with academic aptitude rather than family connections.

**Social Media Is Fair Game.** Some 68 percent of colleges surveyed by Kaplan Test Prep say that looking at an applicant’s social media profiles such as those found on Facebook, Instagram and Twitter is a fair practice, even though less than one third actually do it. “I think if things are publicly accessible without undue intrusion, it is OK. If it’s searchable, it’s fair game,” wrote one respondent.

However, “Students are harder to find,” said another respondent. “They’ve gotten savvier in hiding their social media footprints, even as they have become more comfortable with the notion of having a digital presence to begin with.”

**Cost A Factor?** Only 7.5 percent of students selected a college because it was affordable, according to a recent Strada-Gallup Education Consumer Survey. Location is the most common reason students choose a school, according to 28 percent of the 85,000 people surveyed. Another 20 percent said that school reputation and fit were the determining reasons. And 19 percent said they chose a school because they thought it would lead to a good job or career. Finally, just 5 percent said they chose a college because they received financial aid or scholarships. Still, students say the cost of college is a pressing concern.

## TUITION TABS

Speaking of cost.... here are samples of some tuition numbers for this upcoming fall:

- **Boston C. up 3.6 Percent.** Tuition at Boston C. will be \$54,600. With fees, room and board, the total cost will be \$69,942. At the same time, need-based financial aid will increase by 8.9 percent to \$131.3 million.

- **Duke up 3.9 Percent.** Tuition at Duke U. will rise to \$53,760 next academic year, up 3.9 percent, the lowest increase in at least a decade. Total cost including tuition, room, board and fees will reach \$70,873. Duke fully meets the demonstrated financial need of students admitted through its need-blind admissions process.

- **Harvard up 3 Percent.** The cost of attending Harvard C. during the 2018-19 academic year will be \$67,580, 3 percent more than last year. Tuition is set at \$46,340. The more than \$20,000 in other charges cover fees, room and board. Last year, Harvard’s costs increased by 4.1 percent. At the same time, the consumer price index rose by about 2 percent. Harvard expects to spend more than \$195 million on financial aid this next academic year.

- **Purdue Extends Tuition Freeze.** Purdue U., which graduated the first man to walk on the Moon, has extended its tuition freeze for the seventh straight year. That means students will continue paying the same tuition and fees as students who enrolled in 2012-13. Tuition and fees at the campus are about \$10,000 for Indiana residents, \$29,000 for nonresidents and \$31,000 for international students. As a result, a record 59 percent of Purdue’s West Lafayette undergraduates graduated debt-free in the 2016-17 academic year.

- **Rochester Up 3.7 Percent.** The U. of Rochester set tuition for the next school year at \$52,974. Room and board will increase 3.5 percent to \$15,862. Financial aid will increase by 5.7 percent to \$137 million. Tuition will cover about 66 percent of expenses for the Arts, Science and Engineering colleges.

- **Texas to Cover Tuition.** The U. of Texas plans to cover tuition for qualified Texas freshmen from families earning up to \$30,000 through four-year awards. Texas will also guarantee grants and scholarships to all freshmen from Texas families earning up to \$100,000 and who demonstrate financial need. The median household income in Texas is \$54,727. “Our goal is for a high-quality UT education to be affordable and accessible to qualified students with financial need from across the state,” said UT president Gregory Fenves.

- **Yale up 3.8 Percent.** The term bill of tuition, room and board for the 2018-19 academic year at Yale C. will increase by 3.8 percent to a total \$69,430. Currently, more than half of Yale undergraduate students receive a need-based Yale scholarship averaging more than \$49,000. Yale meets 100 percent of a student’s demonstrated financial need. ■

## COUNSELOR’S BOOKSHELF

*College Admission 101: Simple Answers To Tough Questions About College Admissions and Financial Aid* by Robert Franek (The Princeton Review); ISBN 978-1-5247-5853-0; \$12.99; [www.princetonreview.com](http://www.princetonreview.com).

*An Academic Life: A Memoir* by former U. of

Chicago President Hanna Gray (Princeton U. Press); ISBN: 978069117186; #29.95.

*Med School Uncensored: The Insider’s Guide to Surviving Admissions, Exams, Residency and Sleepless Nights in the Call Room* by Richard Beddingfield, M. D. (Ten Speed Press); ISBN

978-0-399-57970-7; \$18.99.

“A Vision for Equity: Results from AAC&U’s Project Committing to Equity and Inclusive Excellence: Campus-Based Strategies for Student Success” by Lynn Pasquerella and Tia Brown McNair; from the American Association of Colleges and Universities; download for free or order hard copy at <https://www.aacu.org/publications/vision-equity>. ■

## CURRICULUM CAPSULES

### At Albany, Two-Year Med School Option.

The U. of Albany and Touro C. of Osteopathic Medicine Middleton are launching a program that allows UAlbany students to enter medical school two years earlier than the standard application year. Under the agreement, highly-competitive pre-medical students who come to UAlbany can apply to TouroCOM-Middleton in the fall of their sophomore year and will be notified of acceptance by May.

Osteopathic medicine emphasizes illness prevention and takes a “whole-person” approach to treatment and care. Osteopathic physicians can choose any specialty, prescribe drugs, perform surgeries and practice medicine anywhere in the United States.

### Carnegie Mellon’s Artificial Intelligence Degree.

This fall, Carnegie Mellon U.s School of Computer Science (SCS) will begin offering an undergraduate degree in artificial intelligence, the first offered by a U.S. university.

Students accepted by SCS as first-year students will be able to enter the AI degree program in their second year. The program will bring in about 30 to 35 new students each year. SCS enrolls about 735 undergraduates. The AI program will draw on faculty from SCS’s Machine Learning Department, Language Technologies Institute, Robotics Institute, Human-Computer Interaction Institute and Computer Science Department.

“Specialists in artificial intelligence have never been more important, in short supply or in greater demand by employers,” said Andrew

Moore, dean of the School of Computer Science. “Carnegie Mellon has an unmatched depth of expertise in AI....”

### DePaul Partners With Second City.

Beginning in Fall 2018, DePaul U.’s School of Cinematic Arts will partner with the famed Second City to offer new undergraduate and graduate degrees in comedy filming. The Second City has sent many members to “Saturday Night Live.”

DePaul also became the seventh Big East Conference eSports team. The Chicago school opened a new gaming center to mark the event. Currently, DePaul is competing in “League of Legends” and “Rocket League,” a physics-based game.

“There are roughly 70 different colleges that offer esports scholarships,” Courtney James, director of student involvement, told *The Depaulia*. “So I think in order for us to be competitive with those, maybe not a scholarship, but just to have a space to say ‘Hey, you can come and have a space to do this here’ and a space that they’ll see on their tour that they’ll know is opened to them. I think it could potentially have an impact on students’ decisions too.”

### Longy School of Music’s Social Mission.

The mission of Longy School of Music of Bard College in Cambridge, Massachusetts, is “to prepare musicians to make a difference in the world.” One program typifies this approach, “Sistema Side by Side (SSBS), that pairs chil-

dren ages 6-17 across the state with Longy conservatory musicians to create unique ensembles, including a symphony orchestra, string orchestra, wind ensemble and choir.

### Minnesota Adds Physiology.

The U. of Minnesota’s College of Biological Sciences is adding a new physiology major. The major brings multiple fields together, such as biochemistry and genetics. The new major will prepare students for graduate and professional schools, such as veterinary colleges, medical degrees and jobs in environmental science and natural resources.

“Physiology is important because it’s the level of biology that is most relevant to people. It’s about how our bodies work and impacts decisions that we make about our health,” said Sarah Malmquist, a professor in the program.

### Niagara’s Center for Ethics in Medicine and Healthcare.

The new center “is an opportunity for Niagara U. students to deepen their understanding of moral challenges that exist in healthcare and medicine,” Rev. James J. Maher, C.M., president of Niagara, said. “We consider it our responsibility to mandate that the principles of equality and social justice take precedence over dollars and cents....” ■

## ENROLLMENT TRENDS

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enrollment grew 37 percent. “But between 2011 and 2016, enrollment at the bottom 20 percent declined 2 percent. The top 80 percent of schools grew by 7 percent.”

**Dual Majors.** “Liberal arts students who take on a second degree in a STEM field earn, on average, 9.5 percent more than their liberal arts peers with only one major...,” according to Christos Makridis, who analyzed U.S. Census Bureau Data on more than 2 million workers age 20 to 65 over a six-year period (2009-2015). “Students who combine a liberal arts degree with a business major earn 7.9 percent more.”

“The rise of double majors is perhaps the most significant trend in the curriculum lives of students in the last decade,” said Richard Pitt, a sociologist at Vanderbilt U.

**Non-Traditional Paths.** As many as 75 percent of U.S. college students do not pursue their higher education immediately after high school, according to Education Dive. Currently, about 38 percent of today’s college students are older than 25. ■

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or call 773-262-5810.

## NEWS YOU CAN USE

### College Grads Not Ready For AI World.

If many students are not prepared for today’s work world, how about the future workplace dominated by Artificial Intelligence? *The Wall Street Journal* interviewed Joseph Aoun, president of Northeastern U. and author of a new book *Robot-Proof*. He agrees with a new estimate by McKinsey & Company that about a third of American workers, or 50 million people, will need to find new work by 2030.

He said that a “Robot-Proof” education will require “the integration of three curricula: One is technological literacy, understanding how machines work, how to interact with machines and so forth. The second is data literacy, understanding this enormous flow of information and how to navigate it and how to make sense of it. Third is human literacy, what we as humans do that machines are not able to replicate, such as creativity, innovation,

entrepreneurship, the ability to be empathetic with others, the ability to work with others, understand their body language, working in teams, being global, being culturally agile.”

Not coincidentally, Northeastern U. specializes in experiential learning.

### Pay Gap Persists.

A new report from the Georgetown U. Center on Education and the Workforce, “Women Can’t Win: Despite Making Educational Gains and Pursuing High-Wage Majors, Women Still Earn Less than Men,” finds that women, on average, earn just \$.81 for every dollar earned by a man. Even when comparing men and women who have equal educational attainment and work in the same occupation, women still earn only \$.92 for every dollar earned by a man.

Find a video on the subject at: [www.cew.georgetown.edu/genderwagegap](http://www.cew.georgetown.edu/genderwagegap). ■

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