

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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## Application Numbers Continue to Top Records

**BU's 64,000 Apps.** Boston U. attracted a record 64,400 applications for the Class of 2022. Early Decision 1 and 2 applications increased by 8 percent over last year to 4,492 students.

"Our SAT average for students who applied ED2 is 36 points higher than it was last year," Kelly Walter, associate vice president for enrollment and executive director of admissions, told *The Daily Free Press*. "The average GPA for applicants is 3.46, so basically, an A- student."

"I think it is a mixture of liberal arts and science education with our professional degrees that drives such amazing interest in coming to BU," said President Robert Brown. "There is no indication that growth will stop soon."

**Dartmouth Up 9.8 Percent.** Dartmouth C. in New Hampshire received 22,005 applications for the Class of 2022, 9.8 percent more than last year. That includes Early Decision applications, which grew from 1,999 to 2,270. Lee Coffin, vice provost for enrollment and dean of admissions and financial aid, attributed the increase to expanded recruitment and a new communication plan that emphasizes the college's commitment to teaching.

**Florida State Tops 48,000.** Florida State U. received more than 48,000 first-year applications to the summer and fall, a school record. First round decisions were released on January 25. School officials expect that the final number of applications will top 50,000. Quality is up too. The middle 50 percent of accepted students for the fall semester had a high school GPA in the range of 4.1-4.5 with a 1290-1400 total SAT score and 28-32 ACT composite score. And FSU's retention rate in 2017 ranked among the top 15 public universities in the country.

"Word is out that FSU offers the education of

a top research institution in a warm, welcoming and diverse academic environment," said John Thrasher, FSU president.

**North Carolina Apps Climb.** Applications to the U. of North Carolina rose by 6 percent over last year. UNC received 43,384 applications, 2,466 more than last year. The increase is due primarily to more in-state applicants, according to Stephen Farmer, vice provost for enrollment in undergraduate admissions.

**NYU Hits 75,000.** New York U. attracted 75,037 applications for the Class of 2022, the most received by any private university in the United States. That's 12 percent more than last year. NYU's Early Decision I apps increased by 26 percent, while its ED II applications rose by 22 percent.

"NYU's reputation speaks for itself and there are only a few universities that offer the combination of a classic liberal arts education balanced with access to pre-professional opportunities – all set against the backdrop of the New York City skyline," said Shawn Abbott, assistant vice president and dean of admissions. "And more than ever, students are looking for a more international university experience. With our campuses in Abu Dhabi and Shanghai, as well as our global academic centers from London to Tel Aviv, there just isn't another university that has a sort of global reach that we have here at NYU."

**Princeton's EA Admit Rate Falls.** Princeton U. attracted 5,402 Early Action applications for the Class of 2022 and admitted 799 students, for an EA admit rate of 14.7 percent. That is significantly lower than 2011's EA admit rate of 21.1 percent (the first year EA was reinstated),

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## Financial Matters

**Income Driven Loan Repayment Plans Soar.** The portion of direct student loans repaid through income-driven repayment plans such as Pay as You Earn leaped by 625 percent between the 2011 and 2015 fiscal years, according to the U.S. Department of Education's Office of Inspector General. That's good for students who are less burdened by repayment of student loans, but worrisome for the entire student loan program because the federal government is lending more money than is being repaid. The newly introduced Trump budget proposes boosting the share of income borrowers must repay from 10 percent to 12.5 percent.

**State Higher Ed Appropriations Up Just 1.6 Percent.** Last year, inflation grew by 2.1 percent, while state funding for higher education across the nation increased by just 1.6 percent, the lowest annual growth rate in five years. There were exceptions, however, that brought up that average. Californian increased higher ed spending by 24 percent, Florida by 23 percent and Georgia by 10 percent. Meanwhile, 19 states decreased their higher ed appropriations.

**Educational Endowments.** According to the 2017 National Association of College and University Business Officers (NACUBO) "Commonfund Study of Endowments," which examined data from 809 U.S. colleges and universities, endowments returned an average of 12.2 percent for the 2017 fiscal year (July 1, 2016 to June 30, 2017). That compares with a -1.9 percent return for the 2016 fiscal year

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## APPLICATION NUMBERS

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when the Ivy League school garnered 3,443 EA applications. Half of the newly-admitted students are women, 17 percent are legacies or children of alumni and 14 percent will be the first in their families to attend college.

**Tulane Up 9 Percent.** Tulane U. in New Orleans attracted 38,813 applications for fall 2018, a 9 percent increase over last year. The Early Decision program received 1,819 applications, a 37.5 percent increase over 2017. Tulane admitted 562 ED students. Last year, the *Princeton Review* rated Tulane number four for “happiest students,” number seven for students “who love their college” and number nine for “best quality of life.”

“Tulane prioritizes a balanced college education, where students learn both inside and outside of the classroom through community service experiences and research opportuni-

ties,” said Satyajit Dattagupta, vice president of enrollment management and dean of undergraduate admission.

### **Virginia Accepts 27.8 Percent of ED Apps.**

The U. of Virginia accepted 5,994 students Early Action, 27.8 percent of its 21,573 EA applicants. Gregory Roberts, dean of admission, told *The Cavalier Daily* that UVA extended offers to 2,615 EA students from Virginia and 3,379 students from out-of-state.

**Wisconsin Up 20 Percent.** The U. of Wisconsin-Madison attracted a record 42,627 first-year applications for the 2018-19 school year, 20 percent more than last year. Non-resident applications rose by 29 percent, while those from Wisconsin increased by 6 percent. International applications rose by 15 percent to nearly 8,300. Tuition for non-resident students is \$34,783, compared with \$10,533 for in-state students.

“By adding the Common Application, we are

now able to reach a significantly larger cohort of potential applicants from around the country and beyond,” said André Phillips, director of admissions recruitment.

**Yale Tops 35,000.** Yale C. fielded 35,305 applications for the Class of 2022, 7.3 percent more than last year and a school record. The increase comes in the wake of Yale’s two new residential colleges which are on track to increase the size of the undergraduate student body by about 800 students.

Additionally, over the summer, Yale sent information packets emphasizing its affordability to more than 30,000 high-achieving, low-income students.

“As always, we do not measure success simply by the number of applications we receive,” said Jeremiah Quinlan, dean of undergraduate admissions and financial aid. “Quality matters much more to the admission committee than quantity.” ■

## FINANCIAL MATTERS

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and 2.4 percent for fiscal 2015. The institutions also increased their average effective spending rate to 4.4 percent in FY 2017. But the mission-critical 10-year average annual return fell to 4.6 percent from last year’s 5.0 percent because FY 2007’s strong 17.2 percent return dropped out of the 10-year average.

“Continued substantial increases in endowment spending dollars, despite lower long-term investment returns, demonstrate the deep commitment colleges and universities have to student access and success,” said NACUBO president and chief executive officer, John D. Walda. “However, continued long-term growth of 5 percent or less, along with the coming changes to tax and charitable giving laws under the recently passed Tax Cuts and Jobs Act, will make it much more difficult for colleges and universities to increase endowment dollars to support their missions.”

**Cal Poly Opportunity Grants.** Cal Poly in San Luis Obispo on California’s “sunny Central Coast” is launching a new Opportunity Grant to attract more low-income students to the Cal State system’s most expensive school. The grant will “provide financial assistance for high-achieving, low-income California students who meet Cal Poly’s rigorous academic admissions requirement but can’t afford to attend the university,” the school said.

Part of the goal is to diversify the campus which is now more than 54 percent white. “Qualified students from every demographic deserve exposure to our world-renowned Learn by Doing education,” said Jeffrey Armstrong, president.

The grant will cover the \$3,690 fee portion of the annual in-state tuition and fee package of \$9,432, which is not covered by any state

grant assistance. The new grant will be paid by increasing the out-of-state student fee by an additional \$2,010 per year. That number will go up in subsequent years. But since there is high demand for those limited out-of-state spots, which are currently capped at 15 percent of the student body, Cal Poly thinks its financing plan will work. It is hoped that the Opportunity Grants will assist as many as 2,500 students by 2023.

### **Portland State Offers Free Tuition.**

Portland State U. in Oregon will offer free tuition for transfer students beginning in Fall 2018. The Transfers Finish Free program will cover tuition and mandatory fees for in-state students who are low-income and transfer from a four-year university or community college. Transferring students will have to qualify for a federal Pell Grant, enroll as a full-time student and have at least a 2.5 GPA.

“Transfers Finish Free will make it easier for eligible transfer students, who are the

majority of PSU’s student body, to attend the university without struggling to find funds to cover tuition,” said Rahmat Shoureshi, PSU president. In Fall 2016, Portland State launched Four Years Free that enrolled more than 500 low-income high school students for Fall 2017.

### **Wisconsin Covers Tuition for Low/Low-Middle Class In-State Students.**

The U. of Wisconsin-Madison announced that beginning this fall, it will cover four-years of tuition and fees for all accepted, in-state students who come from families earning \$56,000 or less a year, roughly the median Wisconsin family income. UW-Madison Chancellor Rebecca Blank predicted that most of those students will come from rural communities or small towns where income has not kept pace with the cities.

The grants will fill the gap after other grants and scholarships are awarded, and will not be paid for with tax money, but by private contributions and licensing royalties. ■

## International Affairs

**More EU Students Turn to the UK.** British universities reported a last-minute rush from European students before Brexit, according to *The Guardian*. Last year, there was a slump in applications from European students after the UK voted to leave the European Union (Brexit). This year there has been a surge.

At the U. of Warwick, for example, applications from EU students rose by 10 percent by the January deadline. In all, 43,500 EU students applied for places as UK undergraduates, 3 percent more than last year. The UK also received an increased number of applications from China and India, while applications from Mexico were up 52 percent from the previous year.

The number of EU and international applica-

tions broke 100,000 for the first time.

**Oxford Admits Majority Women.** For the first time in history, Oxford U. admitted more undergraduate women than men. In 2017, 1,275 women were offered admission compared to 1,165 men, according to the UK’s Universities and Colleges Admissions Service. They will start their studies in September.

Oxford existed in some form as early as 1096, and grew rapidly after 1167 when Henry II banned English students from attending the U. of Paris. Women were admitted in 1878.

Meanwhile the U. of Cambridge offered admission to slightly more women than men for the 2018 academic year, 1,442 to 1,405, but fewer women took up the offer. ■

# Admissions Trends

**Speed Reading Applications.** A student may spend four years striving for excellence in and out of the classroom and weeks agonizing over his/her application to an elite college. But according to a February 1, *Wall Street Journal*, “admissions officers at some elite colleges [up to 30] say they don’t have time to read an entire file.” In fact, they have turned to committee style reading. “One person might review transcripts, test scores and counselor recommendations while another handles extracurricular activities and essays.” Then they discuss the candidate. “The entire process can take less than eight minutes.”

Why the change from holistic attention to applications? Schools are faced with a deluge of applications, in part, caused by popularity of the Common Application, which was used by nearly 902,000 students last year. Each Common App student applied to an average of 4.8 schools.

The fragmented approach means, “There’s no context to their reading,” Jim Conroy, chairman of the post-high-school counseling department at New Trier High School in Winnetka, Illinois, told the *Journal*.

**One Third of Top Students Fail to Finish.** Each year, more than 500,000 top-scoring students fail to complete a postsecondary credential, according to new research from the Georgetown U. Center on Education and the Workforce. That’s one third of the 1.5 million students who are in the top half of their high school class. Almost all these students enrolled, but left school with debt instead of a degree.

The report called for targeted intervention that includes: active academic and financial counseling, work exposure and clear credit transfer between institutions. “The cumulative effects of this loss are immense – 5 million lost youth every decade, which is nearly half of the projected 11 million shortfall of college educated workers needed in the U.S. over the next 10 years,” the report said. To learn more, watch a video at [www.cew.Georgetown.edu/500K](http://www.cew.Georgetown.edu/500K).

**Hawaii Auto-Admission.** The U. of Hawaii sent thousands of letters to Hawaii C.C. students offering an auto-admission option to attend one of its four-year campuses this fall. Students who are on track to graduate with an associate degree in May were offered the quick and easy option, with no application fee needed. The school also sponsored UH Transfer Days in February for one-stop-shop guidance.

**Tennessee’s “Drive to 55.”** In 2013, Tennessee Governor Bill Haslam launched “Drive to 55” to increase the state’s postsecondary degree holders to at least 55 percent by 2025 by providing free tuition at community colleges. While more students now enter postsecondary education, the six-year graduation rate for community colleges is 26.3 percent and 56.8 percent for four-year institutions. However, that is not

good enough. Too many students enroll for only 12 hours per semester, and that may not get them to the finish line.

So, this year, Governor Haslam and the state legislature have launched Complete to Compete: Complete College Tennessee Act of 2018. It will require scholarship students to complete a minimum of 30 academic hours in 12 months or risk losing a portion of their award.

In addition, the legislation will add advisers at each community college to make sure that students keep on track. It also will deploy a college coaching network across the state to work directly with students and expand a program to reduce the need for remediation.

**Chicago Requires All H.S. Grads to Line Up Post-Graduation Plans.** Chicago Mayor Rahm Emanuel initiated a new graduation requirement that a student must secure a job or get accepted to a college or the military before they graduate, effective with the Class of 2020. As a result, the Chicago City Colleges are dispatching postsecondary counselors to help in understaffed public schools. Currently, 50 percent of Chicago high school grads end up at the City Colleges. The new counselors will not recruit, but advise students of their options.

**Community College Completion.** Earning an associate degree pays off. Students who do so earn between \$5,000 and \$7,000 more a year than students who begin community college and dropout. Yet only 20 percent of students who enroll in community college earn their degree within three years.

One of the most successful initiatives to boost graduation rates is the Accelerated Study in Associate Programs (ASAP) at the City University of New York (CUNY). It boosted the three-year graduation rate from 22 percent to 40 percent.

ASAP requires students to enroll full-time in an associate degree program. These students receive free tuition, textbooks and transportation to school. They attend classes in cohorts designed to provide a sense of community. And they receive frequent, personalized advising and, if necessary, tutoring. The Brookings Institution just released a new report on the ASAP program as part of its Evidence Speaks series to help others replicate the program. You can read it at [www.brookings.edu/research/building-knowledge-to-improve-degree-completion-in-community-colleges/](http://www.brookings.edu/research/building-knowledge-to-improve-degree-completion-in-community-colleges/).

**Disconnected from Higher Ed.** According to a new study from the Urban Institute in Washington D.C., three million Americans are “disconnected from higher education.” This means that “41 million adults lack access to a physical university (within 25 miles), and of those three million also lack access to an internet connection suitable for online education.” ■

## COUNSELOR’S BOOKSHELF

**Comparing Financial Aid Offers.** Since no two financial aid award letters are the same, the National Association of Student Financial Aid Administrators (NASFAA) has made an Award Letter Comparison Worksheet available to help students, parents and counselors make sense of college financial aid awards.

See, <https://www.nasfaa.org/uploads/docu->

[ments/AwardLetterComparisonWorksheet2017\\_2.pdf](#).

**American Talent Initiative.** The American Talent Initiative (ATI) was founded in late 2016 with the goal of uniting colleges and universities with six-year graduation rates above 70 percent into a consortium dedicated to enroll-

ing and graduating 50,000 additional low-and moderate-income students by 2025. ATI says that at least 12,500 high achieving, low-income students across the country could qualify for top-performing colleges and universities, but simply do not apply.

ATI boasts 30 founding institutions. In the last year, it has tripled in size to 91 colleges and universities, including all the Ivy League. To learn more, see, [www.americantalentinitiative.org](http://www.americantalentinitiative.org). ■

## CURRICULUM CAPSULES

**Pitt Business Partnerships.** The U. of Pittsburgh's business school has developed a number of Professional Academies designed to provide professional development and networking opportunities in fields that are complementary to its students' Bachelor in Science in Business Administration degree. For example, Pitt recently teamed up with local real estate firm JLL to offer a series of industry workshops taught by the company's leaders "to teach our students the depth and breadth of the global real estate professional services industry," said Audrey J. Murrell, dean. JLL has 70,000 employees around the world. Pitt Business also launched a new Mentoring Match program to match students with a global network of alumni.

**Reed's New Neuroscience Major.** Reed C. in Portland, Oregon, announced a new neuroscience major, beginning this semester. Reed has offered advanced courses and rigorous training in neuroscience for many years. But until now, students have not had a chance to major in the field. The new major "recognizes the innovative work being done in the field by Reed faculty members in the biology and psychology departments, builds on the excellent working relationship between the two departments and responds to growing

student interest in this important area," said Nigel Nicholson, dean of faculty.

**SUNY Cobleskill's Environmental Management.** The State U. of New York Cobleskill launched a new Bachelor of Technology degree in Environmental Management to respond to the growing importance of sustainable environmental solutions. The program, which begins Fall 2018, educates students in ecosystem management, and soil and water conservation, and ecosystem restoration. Learn more at [www.cobleskill.edu/environmental](http://www.cobleskill.edu/environmental).

**Court Reporters.** Over the next five years, 5,500-plus court reporter jobs are expected to open across the country paying between \$39,000-\$71,549. Thanks to real-time captioning technology that helps those with hearing impairments and other challenges, court reporters are no longer restricted to court rooms and attorneys' offices, but can be found in schools, TV broadcast studios, business conventions and other venues.

MacCormac C. in Chicago established the first U. S. court reporting program in 1912. Today, its students graduate in two years, learn in classes with no more than 15 students and gain real-time reporting experience. See [www.maccormac.edu](http://www.maccormac.edu). ■

## NEWS YOU CAN USE

**Millennial Perfectionism.** According to a new study by British researchers at the U. of Bath published in the *Psychological Bulletin*, millennials are not just spoiled 20-somethings who procrastinate throughout life. The study examined 40,000 American, Canadian and British students who attended college between the 1989 and 2016. Using the Multidimensional Perfectionism Scale (MPS), they found that self-oriented perfectionism increased by 10 percent; other-oriented perfectionism increased by 16 percent and socially prescribed perfectionism increased by 33 percent.

The study found that increased usage of social media, more rigorous academics and college admissions and increased competition in the job market are all important factors causing young millennials to push harder. However "although perfectionists have an excessive need for others' approval, they feel socially disconnected and such alienation renders them susceptible to profound psychological turmoil," the study concluded.

**U.S. Ranks 13th in Collaborative Problem-**

**Solving.** Fifteen-year-olds from the United States ranked 13th in a 50-country test of social skills administered by the Program for International Student Assessment (PISA). The leaders? Singapore, Japan, Hong Kong and South Korea scored best on the new social skills ranking.

While the U.S. ranks 39th in math, its students did much better on collaborative problem solving. However, only 8 percent of students tested around the world were proficient at group problem-solving skills. Girls were better at it than boys. The social problem-solving skills are projected to be important in 21st century job settings.

**Saint Mary's Named a Google Recruiting C.** Google has launched a partnership with Saint Mary's C. of California, a 150-year-old Christian Brothers college located 23 miles east of San Francisco. That means that Saint Mary's students will be eligible to attend coding boot camps, participate in internships and be more targeted for Google job recruitment. For more info, see: [www.stmarys-ca.edu](http://www.stmarys-ca.edu). ■

## Scholarship Scoops

**Aviation Scholarships.** More than \$135,000 in financial aid opportunities for flight training, college aviation studies and EAA residence camps are available through the Experimental Aircraft Associations scholarship program. Too late for this year, but next year's deadline is January 31. For more info, see, [www.EAA.org/scholarships](http://www.EAA.org/scholarships).

**Florida Atlantic University.** Florida Atlantic U. launched a new scholarship program with a \$1 million philanthropic gift. The Kelly/Strul Emerging Scholars Program will provide financial resources and individual support of \$12,500 per year for four years to first-generation, low-income undergraduate students.

**Landmark's New Scholarship.** Landmark C. in Vermont, in partnership with the Holly Rod Foundation, announced a new, full-tuition scholarship for a student diagnosed with high-functioning autism spectrum disorder. Annual value: \$54,000. Students need to apply and be admitted to Landmark by March 15.

**LOL Epic Shop Gamer Guide Scholarship.** LOL Epic Shop is offering three scholarships to essay winners, \$1,000 for first place, \$600 for second, \$400 for third place in its essay contest. Contestants must be a college student. For questions and submission, see, [scholarship@lolpicshop.com](mailto:scholarship@lolpicshop.com).

**Vincennes Housing Scholarship.** Vincennes U., Indiana's oldest college, has launched a new housing scholarship funded by a \$1.1 million gift from David Chu, chair of the C. W. Chu Foundation of Hong Kong. It addresses a cost not included in many financial aid packages and enhances the positive experience that on-campus living has on student success.

An additional \$100,000 will support VU's efforts to establish and enhance relationships with colleges in China, with the goal of increasing Chinese student enrollment and international exchange between VU and Chinese students and faculty. VU educates students from 25 states and 20 countries. Its tuition is the lowest in Indiana.

Vincennes U. is one of only two colleges founded by a U.S. president, in this case William Henry Harrison, who founded it while serving as governor of the Indiana Territory. VU offers a wide range of associate degree and certificate programs, but also bachelor's degrees in technology, homeland security, nursing and education programs. ■

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