

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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## Admissions Watch

### Students Applying Even Earlier

**Boston C. Replaces EA with ED.** Boston C. announced that it is replacing its Early Action program with Early Decision, beginning with the Class of 2024. According to [bheights.com](http://bheights.com), the change comes in response to a 14 percent increase in overall applications this past admissions cycle, as well as a 54 percent increase in EA applications. ED students will have to commit to attending BC if they are admitted. BC offers ED I, and ED II which has a January 1 deadline.

Students are “beginning their college search earlier to reduce anxiety and uncertainty as much as possible,” John Mahoney, vice provost for enrollment management, told the paper.

“The advantage of Early Decision for students is the opportunity to increase their chance for admission at their top college choice and reduce the number of applications they submit. The advantage for colleges is the opportunity to enroll more best-fit students, which should increase their satisfaction level and retention. For Boston College, Early Decision will allow us to attract the best students, knowing that we are their top choice.”

**Gonzaga Drops Early Action.** Gonzaga U., “a Jesuit Catholic humanistic university” in Spokane, Washington, has eliminated its Early Action option, beginning with the Class of 2024. All applications are now due December 1. In 2018, Gonzaga fielded over 8,000 first-year applications, 5,575 of which were Early Action. Overall, 3,836 students were admitted and 821 enrolled, for a yield of 22 percent.

“Early Action was originally intended as a program for the most interested students in a given school,” Julie McCulloh, associate provost of student enrollment, told [gonzaga.edu](http://gonzaga.edu).

[letn.com](http://letn.com). “Culturally, that has changed, and it simply became about applying in the fall of senior year. That made the predictability of whether a student would enroll at Gonzaga or not less certain.”

**Georgia Admits 7,025 EA Applicants.** The U. of Georgia announced it admitted about 43 percent of 16,511 Early Action applicants who sought entry to the Class of 2024. Admitted students come from 47 U.S. states and 39 countries. The middle 50 percent admitted average core GPA was 4.0-4.29. The EA middle 50 percent average for ACT scores was 31-34, for the SAT, 1360-1500. Of the 9,486 students not admitted EA, 6,800 were deferred.

**Penn’s ED Declines 14 Percent.** *The Daily Pennsylvanian* reported that Early Decision applications to the U. of Pennsylvania fell by 14 percent from last year, although the paper said statistics for this year are still subject to change. Last year, Penn received 7,109 ED applications, while this year, 6,088 students applied ED.

One reason for the decline may be that this year Penn required two separate essays, one asking the applicant’s academic interests, while the second wanted to know about the applicant’s interests outside of academic life on Penn’s campus.

**Union Offers Early Action.** Union C. in Schenectady, New York, added an Early Action option for this year’s applicants. The EA deadline this year was November 1. Students will be notified by December 20. The new

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## Who Showed Up?

COLLEGES continue to post profiles about the incoming Class of 2023. Here are a few snapshots.

**Iowa Declines.** A demographic dip has already hit the state of Iowa. *The Daily Iowan* reported that overall enrollment at Regent (or public) universities decreased by 3.5 percent for the academic year 2019-20. However, enrollment of students who identify as ethnic minorities increased from 10 percent in 2010 to 15.6 percent this academic year.

The U. of Iowa recorded the smallest decrease, 1.3 percent, but it’s new freshman Class of 2023 was 103 students larger than last year. Both Iowa State U. and the U. of Northern Iowa recorded declines. Undergraduate Iowa residents make up 53 percent of enrollment at Regent universities. And 86.7 percent of Iowa residents stay in-state for college.

**Ithaca C. Enrolls Smaller First-Year Class.** Ithaca C. in Upstate New York welcomed 1,500 first-year students, fewer than anticipated. It also enrolled 90 transfer students.

Falling enrollment is “an overall trend for colleges and universities in the Northeast as our college-going populations have decreased and are expected to decrease,” Nicole Eversley-Bradwell, interim vice president and director of admissions, told [Ithaca.com](http://Ithaca.com). She added that, “In terms of first-year students, we’ve had a consistent enrollment and this is the biggest variance we’ve had over the past

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## APPLYING EARLIER

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EA option supplements Union's two current Early Decision programs with deadlines of November 15 and January 15.

"The timeline has moved early," Matt Malatesta, vice president for admissions, financial aid and enrollment, told *The Daily Gazette*. "There are a lot of students applying earlier in the process.... If we are in the mix at that point, that gives us more time to recruit those students."

By offering the EA option, in which students are notified before the end of the year, but do not need to make their final decision before the May 1 deadline, Union hopes to further diversify its applicant pool by race, ethnicity and geography. ■

## WHO SHOWED UP?

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four years." The average academic class size for Ithaca C. is 17 students.

### Kalamazoo Draws from 13 Nations.

Kalamazoo C. in Michigan welcomed 396 students to its Class of 2023. They were selected from a pool of 3,576 applicants. New students posted the highest high school GPA in school history, 3.86. Students hail from 29 states and 13 nations. African American students make up 5.6 percent of the new class, Asian Americans 8.3 percent, Hispanics 16.4 percent and multi-ethnic students 5.5 percent. Nearly 44 percent of the new class is male.

### Redlands Celebrates 112th Year.

This fall, the U. of Redlands, located in Southern California, enrolled 2,527 students from 41 states and 46 countries on its 160-acre campus. The 112-year-old university offers 50 programs. Undergraduates study in its College of Arts and Sciences, School of Business, School of Education or School of Music. Redlands boasts a faculty/student ratio of 12/1.

### Vanderbilt Recruits Largest Pell Group.

The Class of 2023 at Vanderbilt U. will graduate on the school's 150 anniversary. Vanderbilt received 37,310 applications and accepted only 9.1 percent of applicants, making this class the most selective in school history. This year's yield was 47.1 percent. About 42 percent of the new class of 1,604 students come from minority groups. The new class includes 231 National Merit Scholars, 92 valedictorians or salutatorian and 138 first-generation students.

Seventeen percent of the class of 2023 are Pell-grant recipients, the highest percent in school history. Nearly 10 percent of the new students come from Tennessee, while about 21 percent are from other southern states. And about 18 percent are from New York, Pennsylvania, Maryland and Washington, DC, with another 16.7 percent from the Midwest and 11 percent from the West. Some 11 per-

**UVA-Wise Tuition Free Program for Virginia Families.** The U. of Virginia-Wise's "Within Reach" program covers tuition and fees for students of Virginia families with an income of \$40,000 or less. "We want to help those who have a dream of attaining a bachelor's degree. We have tremendous resources on campus, including a large number of scholarships and plenty of state financial assistance," said Chris Dearth, the new vice chancellor for enrollment management.

**Wayne State Partners with RaiseMe.** Wayne State U. in Detroit is the first four-year college in the nation to work with the college readiness and student success platform RaiseMe. It adapted RaiseMe's high school and community college programs to reward students with incremental achievement-based scholarships ranging from \$10-\$50 for each accomplishment to be applied toward tuition the following academic year in order to curb stop-out and drop-out among current students.

Students receive credit for activities such as attending professors' office hours, attending study skills workshops or enrolling in a tutoring session. To receive a press release explaining the program in detail, email: [press@raise.me](mailto:press@raise.me).

Meanwhile, Wayne State also announced that starting in 2020 all high school grads from Detroit will be able to attend the university tuition free. Currently, most local students already attend tuition-free through a combination of local, state and federal grants.

### California Appropriates Emergency Funds.

The California Assembly passed and Governor Gavin Newsom signed a new law that allows community colleges to use funds from their Student Equity and Achievement Program to fund emergency student financial assistance

cent are international students. Vanderbilt meets 100 percent of eligible students' demonstrated need without loans.

### Wagner Students from 17 Nations.

Wagner C. on Staten Island, New York, welcomed 421 members to its Class of 2023. Students posted an average high school GPA of 89.8 and an average SAT of 1180. Wagner also added 131 new transfer students. Wagner's new students come from 30 states and 17 countries.

### "Picturesque" Wisconsin Attracts More Students.

The U. of Wisconsin-Madison received 43,921 applications for the Class of 2023, 3 percent more than the previous year. It ultimately enrolled 7,550 freshmen, a 10 percent increase over 2018. UW-Madison was cited by the Institute for Higher Education Policy as one of six flagship universities in the 50 states that are affordable for low- or middle-income families.

## Financial Matters

such as housing and food assistance, textbook grants and transportation assistance.

**Has Discounting Gone Too Far?** Can college tuition discount rates keep climbing before the model reaches a breaking point? That's the question an *Inside Higher Ed* Special Report examines. It notes that, "Even those who historically have extolled discounting's benefits worry that ever-rising discount rates are starting to squeeze margins, diminishing returns and bankrupt institutions."

Among other topics, the report explores models "that would turn the current state of affairs on its head." One intriguing example: the "auction model" or the way airline tickets are sold, in which consumers bid for open seats on flights. "The hitch is that bidders have no idea which colleges are participating; as with Priceline.com, it may be a low-budget ValuJet or a high-quality Virgin Air."

One experiment with the model 20 years ago by eCollege-bid.org, in which 15 colleges that were not widely known signed up for a fee of \$2,000 a year, attracted nearly 1,000 student bids. The average student grade point average was 3.0, and students had posted SAT scores of 1200. Critics say the idea reduces the college enrollment process to a discussion about price and prevents students from finding the best fit. eCollege-bid.org only lasted two years. But the model may have been ahead of its time and might work for colleges that have excess capacity and are desperate to survive in an environment of demographic declines.

The 103-page report is called "Cut Too Deep? Tuition Discounting at a Crossroads;" by Rick Seltzer; published with financial support of Transact; ISBN: 978-1-732-7300-3-8; \$179 print, \$124 digital; [www.insidehighered.com/special-reports](http://www.insidehighered.com/special-reports). ■

Meanwhile, *Sports Illustrated* named the UW one of the greatest college football towns. Madison ranked first for being "as picturesque as it gets," and UW's Memorial Union Terrace on Lake Mendota won praise as "the most delightful spot in the Midwest."

### P.S. A Final Chapter.

Succumbing to demographic declines, rising costs and falling enrollment, Marlboro C. in Vermont, will close at the end of the 2019-20 academic year.

Marlboro will give its \$30 million endowment and its real estate valued at \$10 million to Emerson C. in Boston. The money will be used to rename Emerson's Liberal Arts program as the Marlboro Institute for Liberal Arts and Interdisciplinary Studies at Emerson C. Emerson operates liberal arts, communications and arts programs in Boston, Los Angeles, the Netherlands, Paris, Barcelona and Lugano, Switzerland. ■

# Is College Worth It?

**THAT'S THE** question researchers at the Georgetown U. Center on Education and the Workforce tried to answer with a new database of 4,500 colleges and universities. They used a formula that calculated college costs versus expected income over a lifetime. In general, researchers concluded that the average graduate of a four-year private college has a net gain of \$838,000 over 40 years, and \$765,000 for a public college grad.

Their list turned up surprises. Here are the top 10 schools with the best net economic gains, in order: Albany C. of Pharmacy and Health Sciences; St. Louis C. of Pharmacy; Massachusetts C. of Pharmacy and Health Sciences; Massachusetts Institute of Technology; Stanford U.; Maine Maritime Academy; Babson C.; Harvard U.; Georgetown U. and the United States Merchant Marine Academy. To view the entire list, go to, <https://cew.georgetown.edu/cew-reports/collegeroi/>.

**NAEP Setbacks.** The National Assessment of Educational Progress (NAEP), sometimes called The Nation's Report Card, found that the "Average reading scores for the nation in 2019 were lower for students in both fourth and eighth grade than in 2017, while average mathematics scores were higher by one point for fourth-grade and lowered by one point for eighth graders."

Mississippi was the only state where fourth-grade reading scores increased. Washington D.C. was the only place where eighth-grade reading scores improved. A little more than one-third of students nationally scored at or above the NAEP Proficiency level.

**ACT Shows Declines in College "Readiness."** "The percentage of graduates meeting the ACT College Readiness Benchmarks in math and English are the lowest they've been in 15 years.

"However, readiness among students who took the recommended core curriculum in high school (four years of English and three years each of math, science and social studies) has stayed steady in math and English over the past five years, even as the national averages went down."

Only 37 percent of ACT-tested graduates in 2019 met at least three of the four benchmarks, and 36 percent did not meet any of the four benchmarks. But in a mismatch, 73 percent of graduates aspire to some form of higher education.

ACT offered four recommendations: Ensure all students take rigorous academic courses. Personalize learning. Implement improvement strategies throughout a student's educational career. And "ensure that students' education...addresses the needs of the "whole learner," particularly in essential social and emotional learning skills.

**International Students Top One Million.** For the fourth year in a row, the number of international students studying in the United States numbered more than 1 million. In the 2018-19 academic year, 1,095,299 international students were studying in the U.S., an increase of .05 percent, according to the "2019 Open Doors Report on International Education Exchange."

These students contributed \$44.7 billion to the U.S. economy, a 5.5 percent increase over the previous year, according to the Department of Commerce. For the 10th consecutive year, China sent the most students, followed by India, South Korea, Saudi Arabia and Canada. Over half of these students are pursuing STEM subjects.

During the 2017-18 academic year, 341,751 U.S. students studied abroad, a 2.7 percent increase. Almost 55 percent of them headed for Europe, with the United Kingdom, Italy, Spain, France and Germany the most popular destinations.

**Federal Student Loans.** The latest data from the Department of Education shows that cohort default rates (CDRs) for federal student loans declined for the second year in a row. The national three-year default rate dropped from 10.8 percent for loans that entered repayment in fiscal year 2015 to 10.1 percent for loans that entered repayment in fiscal year 2016.

**College Essay Tips.** Carla D. Bass, Colonel, U.S. Airforce (ret), and author of *Write to Influence* (Gateway Press, 2019), suggests these tips for students writing their college essay.

- *Inventory yourself.* A showstopper essay begins with quiet introspection;
- *Hook the reader; end with a bang.* A little imagination goes a long way;
- *Reflect, don't just report.* When recalling an occurrence, don't merely relay a factional sequence of events. Focus on gained insights. How did you grow as a result? Amplify points with detail and examples;
- *Share something personal.* The first rule in communication is, "Know your audience." Let's amplify this: "anticipate and speak to their needs." In this case, the audience is the entrance board. Members want to know, "who is this applicant and why should we allow him or her to join our student body?"
- *Don't tackle world problems.* Smarter folks then you try to solve global hunger and their solutions are not space constrained.
- *And, avoid grandiose ideas.* If you're essay opens with, "Throughout history," you're on the wrong track. ■

## COUNSELOR'S BOOKSHELF

*The Truth About College Admission: A Family Guide to Getting In and Staying Together* by Brennan Barnard and Rick Clark; Johns Hopkins University Press; ISBN-13: 978-1421436371; \$19.95.

*The Insider's Guide to Working with Universities: Practical Insights for Board Members, Businesspeople, Entrepreneurs, Philanthropists, Alumni, Parents and Administrators* by James W. Dean Jr. and Deborah Y. Clarke; The U.

of North Carolina Press; ISBN: 978-1-4696-5341-9; \$20.95.

"The Looming Enrollment Crisis: How Colleges Are Responding to Shifting Demographics and New Student Needs;" a report from *The Chronicle of Higher Education*; \$199.00. Order at: <https://store.chronicle.com/products/the-looming-enrollment-crisis>.

**Junior Achievement's Online College Cost**

**Calculator.** Junior Achievement, a worldwide organization serving 4.8 million youth in the U.S. and another 5.2 million worldwide, has partnered with PwC, an international audit, assurance and tax consulting company, to create *JA Access Your Future*.

The online tool helps teens and their parents or caregivers weigh various education options, enables them to calculate how long it will take to pay off student loan debt based on the projected income of their desired career and allows users to look at two-year programs and careers that require certificates or on-the-job training. See, [www.ja.org](http://www.ja.org). ■

## SCHOLARSHIP SCOOPS

**Babson's New Need Scholarships.** Babson C. in Massachusetts received a \$50 million grant from an alumni who founded Home Depot and owns the Atlanta Falcons to establish the Arthur M. Blank School for Entrepreneurial Leadership. Some of the money will be used for scholarships, particularly students in need, to increase access and affordability for promising entrepreneurial leaders who would not otherwise be able to afford college.

**Bard's Classical Studies Scholarship.** Bard C. in New York State has established a new scholarship in Classical Studies. The scholarship recognizes academically outstanding students committed to classical studies and will cover full tuition for four years, based upon need. Recipients also are eligible for a \$1,500 stipend for classics-related summer programs.

Students need to show potential for learning Greek and Latin and should have posted strong performance in high school English, world literature, languages, history or other related humanities subjects. For more info, see, [https://connect.bard.edu/register/classics\\_scholar](https://connect.bard.edu/register/classics_scholar).

**Colorado C. Adds Another New Scholarship for the Underserved.** Colorado C. launched a pilot program designed to ensure that the school is as affordable for Colorado students from low- and middle-income families as the state's flagship public university. The Stroud Scholars aims at providing a pathway to the high-promise students from communities historically excluded from higher education.

**Dickinson's Three New Scholarships.** Dickinson C. in Pennsylvania announced three new merit scholarships. Dickinson said that

merit scholarships had not been increased since 2008. The Provost scholarship is worth \$30,000 each year. The 1783 scholarship is worth \$25,000 each year, the John Dickinson scholarship is worth \$20,000 each year and the Benjamin Rush scholarship is worth \$15,000 each year. The admissions committee determines what scholarship will be awarded, according to *The Dickinsonian*. Information can be found on the school's website.

**New Automotive Scholarships.** The Specialty Equipment Market Association (SEMA), representing the \$44.6 billion specialty automotive industry, is accepting student applications for financial assistance of up to \$5,000. The SEMA Memorial Scholarship Fund helps "foster the next generation of automotive aftermarket industry leaders and innovators." Scholarships are available in a variety of categories including accounting, sales, marketing and engineering. **Deadline:** March 1. See, [www.sema.org/scholarships](http://www.sema.org/scholarships). ■

## CURRICULUM CAPSULES

**DePaul's New School of Applied Diplomacy.** DePaul U. in Chicago recently received an anonymous \$20 million grant to create The Grace School of Applied Diplomacy. The new school aims to encourage diplomatic approaches to a wide range of disciplines and began this fall for both graduate and undergraduate students.

"The name of the school, Grace, reflects what this program is designed to convey, which is to inspire students to enter into a deep level of collaboration with a diverse array

of individuals and communities in order to go against the grain regarding the way in which many human interactions are conducted, and to build bridges as a bulwark against fear, hatred, distrust and cynicism," said David Wellman, inaugural director of the school.

**Gordon Opens School of Education.** Gordon, a private Christian college of about 2,000 in Massachusetts, will open a new School of Education. Gordon currently educates about 700 education majors, including

500 at the graduate level. Gordon is one of 26 colleges and universities accredited by the International Dyslexia Association for its reading program. A new scholarship for one education student will be awarded.

**"Study in Israel."** Israel's Council for Higher Education (CHE) launched a national initiative to double the number of international students enrolled in the Israeli colleges and universities from its current number of 12,000. The "Study in Israel" campaign is initially targeted toward students in North America, China and India. The initiative underscores the fact that Israeli colleges offer dozens of short-term study programs, as well as full degrees and research opportunities, taught in English. At the same time, CHE authorized 26 new international degree programs. For more information, see <https://che.org.il/en>.

**U. of Pacific's New Health Programs.** The U. of Pacific, which in 1858 was the first chartered institution of higher learning in California, has created four new health programs and a School of Health Sciences. These include a Master of Science in Nursing, a MS in Clinical Nutrition, a Masters of Social Work, and a Doctor of Occupational Therapy.

**Virginia's Curry School Rolls Out New Education Degrees.** The U. of Virginia's prestigious Curry School of Education announced new B.S. degrees in early childhood education, elementary education and special education. ■

## NEWS YOU CAN USE

**Millennial College Graduates Dissatisfied with Employment Preparation.** "The Millennial College Graduate Report" of 1,023 respondents conducted in October by Dr. Larry Chiagouris, the author of *The Secret to Getting a Job after College* and a Pace U. professor, found that 40 percent of millennial grads wish they had done more to prepare for their careers during college.

While 61 percent said they would recommend the college they graduated from to friends and colleagues, 33 percent said their college overpromised and under-delivered how well prepared they would be for employment after graduation.

But it wasn't all the college's fault.

Only about half of the grads said they made extensive efforts to seek career advice from professors, and only 40 percent utilized the

services offered to them through their college's career services department.

**Generation Z.** A stunning 54 percent of Gen Z members have moved back with their parents after college graduation rather than finding their own apartments or purchasing a home, according to Apartment Guide's new study.

This study also found that only 30 percent have secured jobs after their college graduation.

**College Course Materials Cost Less?** Average student spending on college textbooks and course materials dropped 35 percent over the past five years, from \$691 in 2014-15 to \$492 for the 2018-19 academic-year, according to Student Watch, associated with the National Association of College Stores. ■

**HAPPY HOLIDAYS!**

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