

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

Vol. 34, No. 7

March 2020

Admissions Watch

BC Tops 30,000 Apps. Boston C. received nearly 30,000 applications for the Class of 2024. ED I and II attracted 2,750 hopefuls, while Regular Decision apps soared by 37 percent.

“When we announced plans to replace Early Action with Early Decision one year ago, we anticipated a total pool in the range of 25,000 to 30,000 applications,” said Grant Gosselin, director of undergraduate admission. “We’re fortunate to have attracted an applicant pool on the high end of that range and look forward to shaping the class in weeks and months ahead. We’re extremely pleased with the size, diversity and quality of the applicant pool....”

Colby Admits 285 ED. Colby C. in Maine received more than 1,000 Early Decision I & II applications for the Class of 2024, and admitted 285 students, according to *The Colby Echo*. About 41 percent of these students will receive financial aid, 19 percent are Pell Grant recipients, 33 percent are students of color, 16 percent first-generation college students and nearly 10 percent are non-US citizens.

Overall, Colby received more than 13,900 applications for approximately 550 spaces in the first-year class Matthew Proto, dean of admissions and financial aid, told the paper.

Delaware Tops 30,000 Apps. The U. of Delaware received a record 33,046 applications for the Class of 2024, up 29 percent over last year. Applications rolled in from 49 states and 104 countries. Only 3,650 of those came from Delaware residents. And 6,304 applications came from underrepresented groups, a 32 percent increase over last year. UD has one of the top 10 on-time graduation rates among residential public institutions nationwide, at 73 percent. And 95 percent of UD grads are employed or pursuing further education within six months of graduation.

“Anticipating the steady downturn in the

population of high school graduates and the intensifying competition in our region, we have been putting long-term strategies in place to build relationships with schools across the country and reach a larger number of students with information on what makes UD special,” said Doug Zander, executive director of admissions.

U. of Florida Applications “Steadily Climbing.” At the U. of Florida, 49,401 students applied to the Class of 2024 and 14,561 were accepted, said Steve Orlando, spokesperson, in the *Alligator*. (Last year, 41,000 students applied.)

Of those accepted, 11,115 were accepted for Fall 2020 and 3,443 were accepted for the Summer B term. There were 3,719 students accepted to the Pathway to Campus Enrollment, where students begin their degrees online and transfer to courses on-campus after earning 60 credits. Six hundred students were accepted into the Innovation Academy which operates on a spring-summer calendar so students can participate in fall semester internships and other activities.

Illinois State Apps Down, Deposits Up. Applications to Illinois State U. fell by about 2 percent compared to last year, ISU president Larry Dietz told radio station WGLT. “But the actual admissions and deposits are up.” He added, “We’ve already increased our institutional grant and scholarship program modestly this year and our yield has been pretty good so I think we’ll be all right.”

NYU Attracts 15,000 ED, 85,000 Overall. New York U. drew Early Decision applications from 15,000 hopefuls, the most in school history. Meanwhile, it shattered all records with 85,513 first-year application for this fall, the 13th straight year of increases.

continued on page 2

Enrollment Trends

Well, a few more colleges have released their “last word” on the Class of 2023.

Central Mass. Colleges Face “Upheaval.” “The last decade has had few gentle slopes in admissions trends,” a *Worcester Business Journal* analysis reported at the end of February. Using U.S. Dept. of Ed data, it noted that while applications at Central Massachusetts colleges are up 45 percent in the last decade, enrollment is down 7 percent. Among the reasons: a declining high school-age population in Massachusetts and the increased number of applications per student. Thus, some colleges such as Worcester Polytechnic Institute, are looking for students from outside Massachusetts. Fitchburg State is recruiting students from New York, New Jersey, Connecticut and Rhode Island.

Claremont C.s Release 2023 Class Data. Claremont McKenna C.’s acceptance rate for the Class of 2023, before students were accepted from the wait list, was 9.6 percent. Claremont McKenna admitted 43 students from its wait list, up from 25 the previous year. CMC’s yield was 52.5 percent. International students made up 16.5 percent of the class.

Pomona C. received 10,401 applications for the Class of 2023, the largest in school history and accepted 7 percent. Pomona admitted 47 students from its wait list. Pomona’s yield was 54 percent.

Cornell’s First-Year Spring Admits Arrive. Fifty new students arrived in Ithaca, New York
continued on page 2

INSIDE

- Financial Matters
- Admissions Strategies
- Counselor’s Books
- Curriculum Capsules and News

ADMISSIONS WATCH

continued from page 1

Penn Down From Record. The U. of Pennsylvania ended up with a total of 42,191 applications for the Class of 2024, nearly 3,000 less than last year's record-breaking pool, according to *The Daily Pennsylvanian*. Eric Ferda, dean of admissions, attributed part of the drop-off to the fact that students are better adjusted to the new SAT and its scoring scale, which was first administered in 2016. Many students were comparing their new scores to the accepted scores of the old test. He also said, "We're not trying to get more applications to deny more 18-year-olds." This year's target class size is between 2,400-2,450 students.

Trinity Admits 10 Percent More ED. Trinity C. in Connecticut admitted 314 students through its two rounds of Early Decision, 10 percent more than last year. Women make up 46 percent of the new admits, while 13 percent are first-generation college students and 11.5 percent are international students.

Students of color make up 20 percent of the ED admits. Additionally, Trinity admitted 169 student-athletes and 10 Posse Scholars from Chicago. About 53 percent of admits come from outside of New England. And 56 percent will receive financial aid, which totals approximately \$8 million for the 2020-2021 academic year. This is Trinity's fifth year as a test-optional institution and 76 percent of the ED admits chose not to submit a standardized test.

Union Apps Up 23 Percent. Even though Union C. is test-optional, more than two-thirds of applicants submitted ACT or SAT scores. This admissions cycle, Union offered Early Action for the first time, and received 2,600 applications. Another 330 students applied through Early Decision. Overall, nearly 7,500 students applied to the Class of 2024, a 23 percent jump over last year. Applications from traditionally-underrepresented racial and ethnic groups are up 35 percent.

The target size for the Class of 2024 is 570 students. The average need-based scholarship at union is \$38,500. The average merit scholarship is \$17,500.

Union, founded in 1795 in New York, just received a \$51 million donation from the CEO of Texas Instruments and his wife to create the Templeton Institute for Engineering and Computer Science, which plans to promote dramatic growth in the number of female students who graduate with engineering and computer science degrees.

Washington U.'s ED I & II. Emily Almas, director of admissions at Washington U. at St. Louis, told studlife.com that this year's ED I & II results were "very similar" to last year when the acceptance rate was 38 percent and 60 percent of the class was admitted early. ■

Financial Matters

Endowments Increase 5.3 Percent. During fiscal year 2019, 774 U.S. college and university endowments reported net gains of 5.3 percent, according to the 2019 NACUBO-TIAA Study of Endowments.

Their combined endowments held more than \$630 billion in assets, with the median endowment \$144.4 million. "However, due in part to strong 10-year returns, three quarters of institutions increased spending from their endowments to support student and faculty, with an average increase of more than \$2 million."

USC Free Tuition. The U. of Southern California now offers free tuition to families making under \$80,000. USC will no longer consider home equity in financial aid calculations. The new policy will be phased in Fall 2020 and Spring 2021. USC's tuition this year is \$57,256.

GradReports.com. For students looking to

find information on tuition, debt costs and earning potential about specific college major and degree level, GradReports.com is a new source. Launched by Optimal, formally SR Education Group, GradReport.com synthesizes the Department of Education's most recent data.

"We believe the time has come to let real-time data transform the college application process," said CEO Sung Rhee. "This is the first time that government data on student outcomes have been made available at such a granular level."

Ursinus Abele Scholars. Ursinus C. in Pennsylvania, founded in 1869, received the largest private single gift in its history, \$11 million through the Abele Family Foundation to "fill the financial gaps confronting many students from low- and middle-income families..." The program supports students from Pennsylvania, New Jersey, Delaware and Maryland with \$40,000 a year for four years. ■

ENROLLMENT TRENDS

continued from page 1

York, this winter, enrolled as part of Cornell's Class of 2023. Thirty enrolled in the College of Arts and Sciences, 20 as part of the School of Hotel Administration. Some 3,175 of their classmates enrolled last fall. This is the fourth year of Cornell's First Year Spring Admissions Program. Some of the new students made good use of their pre-Cornell fall, enrolling in overseas academic programs or serving as an intern at Art Basel in Miami, Jonathan Burdick, vice provost for enrollment, told *The Cornell Sun*. Boston U., UC Berkeley and USC have similar spring programs.

Holy Cross (New Orleans) Up 4 Percent. The U. of Holy Cross in New Orleans saw it's Spring 2020 enrollment increased over the fall enrollment by 4.4 percent to 1,147 students. Holy Cross, founded in 1848, offers 50 undergraduate and graduate programs to more than 1,110 students, boasts a 13:1 student-faculty ratio and personalized academic experience.

"We're committed to offering exciting and top-quality programs that attract the best and brightest students from across Louisiana and the entire Gulf Coast," said Stanton F. McNeely III.

SUNY Adirondack Down 3 Percent. Spring 2020 enrollment at the State U. of New York Adirondack dipped 3 percent from last Spring to 3,326 students. Full-time enrollment dropped 6.1 percent to 1,620 students. One way it is combatting the decline is by enrolling 25 female high school students from Qatar in a pilot distance learning program. SUNY Adirondack is also offering Early College

courses and new programs in cybersecurity, culinary arts and a new accounting degree that transfers to four-year programs.

NATIONWIDE

American Talent Initiative. Launched in 2016, the American Talent Initiative, which currently has 128 institutional members, set the goal of enrolling an additional 50,000 low- and middle-income students by the year 2025. A new report, "Expanding Opportunity for Lower-Income Students," finds that member schools added 20,696 low- and middle-income students at 320 ATI-eligible schools, with graduation rates at or above 70 percent. However, in the 2018-19 academic year those numbers leveled off. "While the majority of ATI members increased low- and middle-income student enrollment between 2017-18 and 2018-19," the report said, "these increases were offset by declines at other institutions during the same period, resulting in a net, aggregate increase of just eight lower-income students."

Distance Learning Still Growing. Enrollment for 2019 in out-of-state distance education reached 1,288,852 students, an increase of 5.2 percent over 2018, according to the National Council for State Authorization Reciprocity Agreements. Enrollment of in-state distance education was 1,517,530 students. That means total enrollment for distance education enrollment in 2019 was 2,806,382.

Public institutions made up 53.2 percent of total reported distance learning enrollment. Private non-profit institutions represented 29.8 percent of reported enrollment and private for-profit institutions accounted for 16.9 percent over reported enrollment. ■

Admissions Strategies

Is There Aggressive Recruitment of Committed Students? Last fall, under Department of Justice pressure, the National Association for College Admission Counseling voted to change its Code of Ethics and Professional Practice to allow more aggressive recruiting of inbound college freshmen at other institutions where they had already committed.

More recently, EAB Enrollment Services explored the likely consequences of this change. Its survey of 150 “enrollment leaders” found that 23 percent said they will “consider recruiting students who have already committed to another institution.” However, those numbers break down to 54 percent of those representing very small institutions, 16 percent of small colleges, 26 percent of medium-sized institutions and 15 percent of large institutions who said they would consider doing so.

The report also said that “Increased competition means schools will need to work extra hard to keep inbound freshmen and currently enrolled students engaged.” Also, “It seems likely that more already-committed students will be emboldened to appeal their financial aid awards, as other schools try to use aid to lure them away.” And, “The volume of transfers between four-year institutions is large, and more schools are focusing their offensive strategy on this group than on inbound freshmen.”

Loyola New Orleans Offers Free Course to Recruits. To help convert admitted students into enrolled students, Loyola U. New Orleans is offering them one free three-hour course. Students can choose between “How to Make Money,” “Design Thinking,” “History of New Orleans” or “Evolution of Public Performance in New Orleans.” Senior vice president for enrollment management and student affairs, Sarah Kelly, modeled the program after one at Saint Michael’s C. of Vermont, which matriculated 70 percent of those who participated in its program.

U. Washington Bothell Now Provides New Student Mentor. The 829 new students at the U. of Washington Bothell were each assigned a personal, academic and community (PAC) advisor over the summer to help them transition to college life.

“Our goal is to help students identify goals, develop an action plan, follow through with their plan and make use of campus resources,” Chancellor Wolf Yiegh told *monroemonitor.com*. “The PAC coaches are just one of several programs UW Bothell has in place to foster the success of all students.”

Who’s Watching Students? Some 36 percent of admissions officers take time to look at an applicant’s social media profile, 11 percent more

than reported doing so last year, according to a Kaplan Test Prep survey. However, that’s down from a peak of 40 percent of officers who said they viewed student profiles in 2015. This year, 19 percent of the officers said that they regularly check social media profiles. The survey found that 59 percent of college admissions officers believe that looking at this material, which is public, is ethical. But 41 percent consider it an invasion of privacy.

“I think many universities believe that they’re getting a more unfiltered view of the student when viewing that student’s Facebook profile or Instagram versus some... application materials that have been prepared specifically for that university,” said Sam Prichard, director of Kaplan college prep programs.

Nebraska No Longer Requires Class Rank. Since fewer high schools in- and out-of-state are assigning class rank to their graduates, the NU Board of Regents voted to end it as a requirement. Beginning next year, students applying to three Nebraska campuses can be considered if they earn a minimum 3.0 GPA after their junior year of high school. U. Nebraska also expanded the range of applicants who no longer need to submit the SAT or ACT.

More Test-Optional. *The U. of Maryland Eastern Shore*, a historically black college, has gone test-optional. “Going test-optional allows us not just to look at the traditional one-sided lens of how you do on some standardized test. Now, we’re putting the power back into the hands of the students to allow them to define themselves,” said Hans Cooper, vice president of enrollment management and student experience. “Now they’re defined by their four years of excellent academic work, they’re defined now by their four years of leadership in high school, or they’re defined simply by the leadership they display in their community service.”

The U. of Missouri-Kansas City also will no longer require the SAT or ACT for admission. UMKC joins more than 1,000 schools that have gone test-optional since 2004. “We’re doing this because this approach has been shown to be both more reliable in identifying students who can succeed and more fair to all applicants,” Chancellor Mauli Agrawal told *kansascity.com*.

Bellarmine U. in Kentucky will no longer require the tests for most applicants. The *U. of St. Thomas* in Minnesota also announced it eliminated required SAT or ACT scores. “We are acknowledging overwhelming evidence showing standardized test scores do not tell the full story of a student’s potential,” said President Julie Sullivan. ■

COUNSELOR’S BOOKSHELF

Creating Space for Democracy: A Primer on Dialogue and Deliberation in Higher Education, ed. By Nicholas D. Longo and Timothy J. Shaffer; Stylus Publishing; LLC.; 342 pages; ISBN-10:162-036-9273; \$35; eBook, \$27.99.

The Best Value Colleges: 75 Schools That Give You the Most For Your Money by Robert Franek and the Staff of the Princeton Review; ISBN-978-0-525-56926-8; \$12.99.

The Merit Myth: How Our Colleges Favor The

Rich and Divide America by Georgetown U. scholars Anthony Patrick Carnevale, Jeffrey Stohl and Peter Gerard Schmidt. The book also suggests remedies. The New Press; ISBN-10:62097486X; \$26.99.

Seven Sisters and a Brother: Friendship, Resistance, and Untold Truths Behind Black Student Activism in the 1960s by Marilyn Allman, Harold S. Buchanan, Jannette O. Domingo, et al. The book focuses on the 1969 sit-in at Swarthmore C.; Books & Books

Press; 346 pages; ISBN-10:164-250-1603; price, \$21.93.

P.S. NACAC Webinar. On March 10, between 2-3 P.M., Eastern Time, the National Association for College Admission Counseling will host a webinar: “Cambridge International in the United States: What You Need To Know.” (See, www.nacacnet.org.)

This webinar “provides a brief overview of the Cambridge International program, clarifies its local and national growth in both schools and higher education policies, and highlights how transcript and results information are critical to the admission office.” ■

NEWS YOU CAN USE

Who Are Today's Hispanic College Students?

According to the National Center for Education Statistics, the number of Hispanic students at U.S. colleges and universities has nearly doubled since 2000 to 3.27 million in 2017. Hispanic students currently make up about 20 percent of undergraduates nationally.

But, only about 5 percent of full-time professors are Hispanic. About 70 percent of these undergraduates are from families in the bottom half of wage earners, according to the American Council on Education. And about half are the first in their families to go to college. Just under half are eligible for federal Pell Grants.

Sense of Belonging. In a national study, researchers recently found that on average, first-year U.S. college students “somewhat agree” that they feel like “they belong at their school.” However, racial-ethnic minority and first-generation students report lower belonging than peers at four-year schools, while the opposite is true at two-year institutions.

Belonging “predicts better persistence,

engagement and mental health” at four-year schools. Maithreyi Gopalan and Shannon T. Brady published their results in *Educational Researcher*.

U.S. Falls on Global Index. Finland leads the world in providing future-skills education for youth, according to the 2019 Worldwide Educating for the Future Index. Finland was followed by Sweden, New Zealand, Singapore, Netherlands, Canada, Switzerland, Australia, Germany and Japan.

According to *The Economist Intelligence Unit* that produced the study, commissioned by the Yidan Prize Foundation, “the Philippines, Ghana and Mexico all performed strongly among a new income-adjusted ranking due to their ability to channel their more limited resources to implement strong policy and advance a future skills agenda.”

However, “Among the world’s largest economies, the U.S., UK, France and Russia all fell in their rankings, while China, India and Indonesia advanced their scores.”

The study focused on young people ages

15-24 in 50 economies and studied how these nations were readying young people to meet the challenges of work and society in the future. It measured skills such as critical thinking, creativity, entrepreneurship and analysis.

Where Do Students Live? According to a recent Sears Survey Spotlight, 75 percent of California students age 21 and under live on campus or with their parents. Hispanic/Latino students disproportionately live with their parents while white students disproportionately live on campus. On average students living on campus pay \$1,235 a month for housing, while those living off campus pay \$1,244.

Single Parent Students. Currently, 1.7 million single mothers are enrolled nationwide as undergraduates. However, half of single parents leave college without a degree compared with about a third of students without children. Just 8 percent of single mothers earn their associate’s or bachelor’s degree within six years compared to 48 percent of women in college who were not mothers. Half of student parents pay for child care, costing them a monthly average of about \$490.

MacCormac C. in Chicago tries to alleviate these problems with a Single Parent Scholarship, Single Parent Club and Life Skills training.

College Board Invades Privacy? In December, a Chicago law firm sued the College Board on behalf of a Chicago Public School parent of a student, alleging that the nonprofit organization uses “unfair and deceptive means” to obtain and sell student information including names, home addresses, gender and ethnicity, grades, citizenship status and religious preference, among other things, through its Student Search Survey.

While the College Board asks for student consent in disclosing the data to colleges, it does not inform students or parents that this information is sold, the suit alleges. The nationwide class action lawsuit claims that more than 5 million U.S. students have been damaged by these actions and have suffered a diminished value to their personal information, an invasion of privacy and the deprivation of their right to control and choose how they use their identities for commercial purposes. The suit charges a violation of a number of privacy rights and consumer fraud acts.

Final Chapter. Concordia U. in Portland, Oregon, suddenly closed last month, leaving 5,000 student and 1,500 employees stranded. Many of the students may take up Portland State U.’s offer of help. ■

And see, www.collegeboundnews.com

CURRICULUM CAPSULES

DePaul Partners with City Colleges of Chicago. DePaul U. and the City Colleges of Chicago have established the Harold Washington Academy, named after the city’s first African American Mayor. The partnership allows 100 Chicago public school graduates to attend Harold Washington C. classes with Harold Washington faculty on DePaul’s downtown Loop campus, and to use DePaul facilities and resources and join DePaul student groups. Students who successfully stick with the program and earn their A.A. are guaranteed admission to DePaul as juniors.

Georgia Southern’s New Music Option. Georgia Southern U.’s Armstrong campus in Savannah will offer a new program in music technology and music business under its existing Bachelor of Arts in Music degree. “We want to continue capitalizing on the thriving arts and culture scene in Savannah,” said Carl Reiber, provost and vice president for academic affairs.

Fashion Art Direction. The Academy of Art U. School of Fashion in San Francisco introduced a new Master of Arts in Fashion Art Direction. “Fashion art direction is storytelling of styling and photography, and the persuasive elements required for effective graphic design and website design decisions that make a successful campaign. It’s about

decisions made on how you effectively sell a brand to your customers [as fashion transitions from brick-and-mortar to ecommerce...],” said Flore Morton, associate director.

Ski Area Management. This is not new, but worth knowing: Gogebic C. C. in the Michigan’s Upper Peninsula, in partnership with Northern Michigan U., offers a two-year degree in Ski Area Management for ski hill operators and managers. Students work on Gogebic’s Mt. Zion. Some graduate to jobs, others go onto NMU.

“By getting a bachelor’s degree in this program, students have a larger opportunity to move up in management at a resort or a vendor company that supplies products to the industry,” said Brian Zinser, NMU assistant department head of management and marketing.

Two New Veterinarian Programs. The U. of Arizona C. Veterinarian Medicine in Oro Valley, four hours from Tucson, will open its doors to students in Fall 2020 with professional accreditation from the American Veterinary Medical Association (AVMA).

Long Island U. in New York also received AVMA approval to open its veterinary school in Fall 2020 for a four-year program. It will be one of only four such programs in the Northeast. ■

Production: Design|Americom; Salsedo Press, Inc. COLLEGE BOUND is published monthly, ten times a year. Inquiries should be directed to P.O. Box 6536, Evanston, IL 60204; 773-262-5810. Annual subscription: \$59 in North America, \$69 for international orders, including airmail postage. See, www.collegeboundnews.com
©2020 COLLEGE BOUND PUBLICATIONS, INC. All rights reserved. ISSN 1068-7912 For photocopy rights, please write the Editors.