

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Admissions Watch

Colleges Find New Ways to Recruit

BU Admits 1,285 ED I. Boston U. received 2,942 Early Decision I applications for the Class of 2025, nearly 12 percent more than last year, and admitted 1,285 of those students. They make up 40 percent of the BU's new first-year class.

International students make up about one quarter of those admitted, and 19.4 percent of newly-admitted students are from under-represented groups, according to *The Daily Free Press*. ED II students will be notified by February 15.

Chicago Admits First 2025 Students. Most U. of Chicago ED students will hear about whether or not they were admitted this month. But one Chicago Public School student is the first to be admitted to the Class of 2025 through a new U. of Chicago Promise program called MOVE UP (Moving Online, Virtually Empowered, Unlimited Potential), which aims at bolstering the number of Chicago high school students that the university admits. Nearly 90 percent of CPS attendees are students of color, many living below the poverty line.

Most students who will be admitted through this program have received college search, application, admissions and financial aid counseling from UC personnel or students. Not all are guaranteed admission to the U. of C. But Daniel Olmo, who wants to combat infectious diseases, was the first lucky one. He received his decision only two weeks after applying.

Duke's Record ED Pool. Duke U. in North Carolina attracted a record 5,036 Early Decision applications for the Class of 2025, a

16 percent increase over last year. It admitted 676 students to its Trinity School of Arts & Sciences, and 164 to its Pratt School of Engineering. The combined 840 new students represents a 16.7 percent admit rate, down from 20.7 percent last year. Also, 32 ED students were admitted to Duke's Kunshan U. in China, in its fourth year, 25 percent more than last year.

"We were particularly pleased at the increase in the Early Decision pool given all the challenges families and schools faced this year," Christoph Guttentag, dean of admissions, said.

Emory Admits 769 Students ED I. Emory U. in Atlanta received 1,975 Early Decision I applications, 8 percent more than in 2019, and 43 percent more than five years ago. Emory offered admission in early December to 769 of those students.

"In these extraordinarily challenging times, Emory remains committed to a holistic application review, making decisions with the best information available and with as much flexibility as possible to consider applicants from all backgrounds and experiences," said John Latting, associate vice provost for undergraduate enrollment and dean of admission. "Emory continues to seek the qualities we always have. Which students are best poised to thrive in our academic environment and contribute to our community?"

Emory has one of the largest QuestBridge Scholars Networks in the country, with more than 450 students currently enrolled at its Atlanta or Oxford campuses.

continued on page 2

Financial Matters

Stimulus Package Impact on Education.

The new \$900 billion stimulus package includes several boosts to education. According to a *Boston Globe* summary at the end of December, it includes a bipartisan agreement to forgive about \$1.3 billion in federal loans to Historically Black Colleges and Universities, and it simplifies college financial aid forms. "It boosts the maximum Pell Grant for low-income college students by \$150 to \$6,495 and offers 'second chance' Pell Grants to incarcerated prisoners," the *Globe* said.

The paper also noted that schools and universities will receive about \$82 billion including \$54 billion to public K-12 schools affected by the pandemic and \$23 billion for colleges and universities. Roughly \$4 billion will be awarded to a Governors Emergency Education Relief Fund and nearly \$1 billion for Native American schools.

No Executive Action to Eliminate Student Debt.

Last month, *CB* reported on speculation by those close to President-elect Joseph Biden that he would eliminate student debt up to \$50,000 during his first 100 days in office. Just before Christmas, the President-elect himself shot down that speculation. "I'm going to get in trouble for saying this," Biden told a group of news columnists. "The president may have the executive power to forgive up to \$50,000 in student debt. Well, I think that's pretty questionable. I'm unsure of that. I'd be unlikely to do that," Biden said.

continued on page 3

INSIDE

- Enrollment Trends
- More Financial Matters
- Early Ivys
- And, News You Can Use

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NEW WAYS TO RECRUIT

continued from page 1

Johns Hopkins ED I up 11 Percent. Johns Hopkins U. in Baltimore invited 520 ED I students to join its Class of 2025. “Coming from an exceptionally competitive Early Decision pool, this year’s admitted students are impressive not only for their accomplishments in and outside the classroom, but for how they pursued their development throughout high school,” said Ellen Kim, dean. “Their teachers and counselors shared stories and comments about how these students have made an impact in their communities and highlighted their personal qualities that will make them meaningful contributors to our student body.”

Among the newly-admitted: a developer of an EEG headband prototype for individuals with epilepsy to predict and detect seizures, an inventor who built an earthquake resistant desk with sensor and alarm and a community organizer who helped farmers get access to crisis relief funds.

The rest of the class will be filled through ED II and Regular Decision.

Rice Admits 16 Percent of ED Students.

Rice U. in Texas received 2,635 Early Decision applications for the Class of 2025, 29 percent more than last year, and admitted 421 students or about 16 percent. Some 12 percent of those admitted were international students. Rice also admitted 57 additional students through the QuestBridge National College Match program.

Yvonne Romero da Silva, vice president of enrollment, told the *Rice Thresher* that some of the greater interest resulted from Rice’s new test-optional policy. She added, “We’ve put a lot of effort in since April to just reimagine how we communicate the Rice experience to undergraduates, doing more to really showcase the student life and lived experience here on campus.”

Stanford’s Online Experience. The admit rate at Stanford U. for the Class of 2024 was only 5.2 percent, one of the most selective in the nation. Some 20 percent of those admitted were first-generation college students. In 2020, like most universities, Stanford’s recruitment efforts have moved into the virtual realm.

According to the *Stanford Daily*, face-to-face interviews, which have always been important to its process, have moved to video chat. One Stanford student who has been involved in the interviews told the paper that there are pluses and minuses to the process. For one thing, it helped level the playing field for applicants, because it makes interviews more accessible for rural students, and more uniform. However, he thinks the online interviews have increased nervousness of prospective students.

“It’s hard to tell how private the conversa-

ENROLLMENT TRENDS

First-Year Enrollment Down Almost 22 Percent. The National Student Clearinghouse Research Center released new numbers indicating a 21.7 percent decline in college enrollment by high school seniors who graduated June 2020. Nearly one third of low-income, minority and urban graduates who otherwise would’ve gone to college stayed home last fall.

This group is “struggling with unemployed family breadwinners, with homelessness, child care, lack of broadband and Internet devices and higher rates of COVID cases and deaths in those families and communities,” said Doug Schapiro, executive director of the research center.

International Student Enrollment Plunges 16 Percent. According to the Institute of International Education, international student enrollment on U.S. campuses fell by 16 percent this fall. Its survey also revealed a 43 percent decrease in new international student enrollments.

QuestBridge Students Admitted to 42 Top Universities. More than 1,400 low-income, high school students from across the nation were admitted to 42 top universities in December through the QuestBridge National College Match program. They will receive four-year, full-ride scholarships.

Nearly 20,000 seniors first completed a form similar to the Common Application. Selection committees then reviewed applications holistically, narrowing the pool to 7,000 finalists by late October. Finalists then ranked up to 12 QuestBridge partner schools they wished to attend. After a one month wait, the program concluded when 1,464 finalists were matched with one of their chosen colleges.

tion is on a video call,” Moses Hetfield, ’18, told the paper. “On a video call, it’s hard to know if a parent is listening in or even silently coaching the student.”

Also, not all students have access to a private room or high-quality Internet, and this could influence some interviewers. “The interior of an applicant’s house, like the clothing they wear, should not influence admission decisions, but has the potential to unduly impact an interviewer’s subconscious impressions and assumptions about the applicants,” Hetfield said.

Prospective students are also able to schedule a 15-minute appointment with an admission officer and attend a Community Conversation, which provides “culturally inclusive and relevant information about Stanford’s

Nevada Decline. Nevada was hit harder than many other states in Fall 2020, when enrollment in its seven degree-granting institutions fell by 5,271 students or 4.6 percent. Only UNLV and Nevada State C. held steady. Nevada colleges and universities enrolled 107,858 students.

South Dakota Low-Income Students Hit Hardest. “The families that had the most disruption as a result of online learning [in public schools] were our neediest families, our families who are struggling the most from a socio-economic standpoint,” Brian Maher, executive director of the South Dakota Board of Regents, told yankton.net. “We bent over backward to give them technology and access and oh, by the way, we also had to make sure they had food.”

The same is the case in higher education. “The students that are falling through the cracks with COVID are first-generation and low-income students and that was 100 percent absolutely true at BH,” Black Hills State U. President Lauri Nichols told the paper.

COVID has endangered the social mobility of these students, who were already struggling. In 2017, only 9 percent of minority high school graduates from first-generation college families nationwide were considered ready for college, a percentage that Katherine Stevens at the American Enterprise Institute expects will drop even further as a result of the impact of the virus.

Prior to the pandemic, about 30 percent of incoming freshmen in South Dakota had to take remedial classes at a cost of about \$1,000 and did not earn any college credits as a result.

Concerns about the widening higher education gap are greatest in the Native American population, South Dakota’s largest minority group. ■

admission process, community centers and diverse student body,” a university spokesman told the paper.

Virginia Tech E.A. Up by 35 Percent. Early Action applications to Virginia Tech rose from 20,991 in 2019 to 28,256 for the 2020 Fall Semester, an increase of 35 percent. Overall, Virginia Tech has received 31,915 applications for next fall, up 2.8 percent.

Virginia Tech urged serious students to apply early and noted that Regular Decision admissions were based on available spots. Only 14.6 percent of the Class of 2024 came through the Regular Decision process. In Fall 2020, overall undergraduate enrollment at Virginia Tech grew 2.4 percent, due to the pandemic. ■

FINANCIAL MATTERS

continued from page 1

Earlier Biden said that he is in favor of forgiving \$10,000 in student debt across the board, if Congress passes such a bill. Under current rules the Senate requires 60 votes to pass major legislation.

COVID Impact on Higher Ed. The nation's four-year colleges and universities have been hit hard financially by the COVID-19 crisis and are bracing for even more financial problems this spring, according to an October/November 2020 survey of financial officers at 162 colleges conducted by *The Chronicle of Higher Education*, Ad Astra and Davidson C's College Crisis Initiative.

Even the schools that managed to conduct in-person learning this fall reported lower resident hall occupancy rates, lost revenue from canceled fall athletics and significant unexpected extra expenses for buying personal protective equipment for faculty and staff and for retrofitting buildings in order for students to spread out during classes.

Small private colleges that offered high discount rates are experiencing the greatest distress. "There was pre-existing inequality in society before you have a disaster, and in the intermediate to long-term aftermath it tends to expand even further," said John Barnshaw, vice president for research and data science at Ad Astra. "Some institutions might be okay with weathering the storm for a year. But as this continues to go on, more long-term to intermediate concerns are not likely to improve in the future." Public universities are likely to feel budget impacts in the future since state budgets are being battered on all sides.

FAFSA Apps Down, Texas Responds. According to the National College Attainment Network's FAFSA Tracker, the number of students who filled out the FAFSA is down. For example in Texas, only 24 percent of seniors filled out the vital aid application as of November 20, a 14.6 percent decline compared to the same time in 2019.

"A year ago it was really easy to find a high school senior in the hall at the school, but now the student may not even be in the building," John Fitzpatrick, executive director of Educate Texas, told *The Texas Tribune*.

To help solve the problem the state of Texas recently launched a public-private partnership called Future Focused Texas to support counselors and students and maintain the state's college enrollment numbers during the pandemic. Among other things, the program offers weekly resources for high school counselors to pass on to students, with deadlines, financial aid eligibility requirements, text reminders, FAFSA supports and a chat box that answers student questions 24 hours-a-day. Already, 700 counselors and more than 100,000 high school seniors have used the program.

Binghamton's 2+You Initiative. Binghamton U., part of the State University of New York, has launched a new program with local com-

munity colleges. The 2+You Initiative hopes to bring in 300 transfer students to BU in the spring.

Cazenovia Freezes Tuition, Boosts Aid. Cazenovia, a liberal arts C. in Upstate New York, has frozen the cost of all tuition and increased merit scholarship money available to incoming freshmen and transfer students. "At a maximum amount, and combined with federal and state aid, the scholarship lowers the average cost of attendance to well under \$20,000 a year, including tuition, room, board and fees."

Cleveland State Continues 2-for-1 Tuition Promise. Cleveland State U. announced that it will continue its highly successful 2-for-1 Tuition Promise initiative for freshmen in the Fall 2021 semester. First-time freshmen earning a GPA of 3.0 or better can have their Spring 2022 tuition covered by the school. Cleveland State also noted that its first-year retention rate over the past two years is 77 percent.

Ohio Wesleyan Boosts Aid. Ohio Wesleyan U. has frozen tuition and is giving an additional \$2,000 to help students who might otherwise not have enrolled.

Saint Leo's "Dare to Roar." St. Leo U. in Florida launched a "Dare to Roar" program, offering multiple options to help students cover the cost of their education. Dare to Roar "will make some degree programs available at essentially no out-of-pocket costs," said Jeffrey D. Senese, president. It is aimed at students with a 3.5 GPA or higher, whose families make an adjusted gross income of less than \$50,000 a year.

"St. Leo is a top performer on social mobility, according to *U.S. News & World Report*, and it is our steadfast belief that we will continue to change the financial trajectory of students and their families for generations to come through this new program."

St. Olaf Recognized by Strive for Five. St. Olaf C. in Minnesota has been recognized by the Strive for Five program for working towards its five measures: inclusion, diversity, affordability, completion and outcomes. St. Olaf meets 100 percent of demonstrated financial need of students. Some 80 percent of all 'Oles' received need-based financial aid averaging \$41,392. That makes St. Olaf more affordable than home state schools. More than 25 percent of St. Olaf graduates who were in the bottom fifth of income as students have moved up to the top fifth as adults.

Union C. Offers Full Rides To Middle-Income Students. Union C. in Lincoln, Nebraska, a Seventh Day Adventist school, is offering full-tuition scholarships to first-time freshmen from families earning \$60,000 or less. "The Bridge to Union Scholarship helps make our unparalleled personalized support available to many more students, regardless of financial circumstances," Union C. President Vinita Sauder told *JournalStar.com*. ■

COUNSELOR'S BOOKSHELF

Unacceptable: Privilege, Deceit & the Making of the College Admissions Scandal by Melissa Korn and Jennifer Levitz, veteran *Wall Street Journal* reporters; Portfolio; 385 pages; ISBN: 13: 978-0593087725; \$20.65. Analyzes "the largest college admissions scam" and traces the development of the scandal and the Dept.

of Justice charges. Available on amazon.com.

"College Uncertainties; a report from the California Student Aid Commission and the California Education Lab at the University of California Davis, School of Education; takes a closer look at survey data released in July 2020,

focusing on what 9,408 high school students said in open-ended questions and "explores more fully how students described--in their own words--the challenges they faced...and the ways in which COVID-19 may be impacting their lives." Download at <https://www.csac.ca.gov>.

And, People are Talking About... the new PBS Series "Rethinking College." See, <https://www.pbs.org/newshour> ■

Early Ivys

Brown Admits Record-Low ED Candidates. Brown U. in Rhode Island received a record 5,540 Early Decision applications, and admitted 885 students from that pool to the Class of 2025, a record low 15.9 percent. Some 48 percent of the admitted group are students of color, while 16 percent identifies as first-generation college students, according to Logan Powell, dean of admissions.

Even though more students applied early, Powell did not see a decline in quality. "It was not a 22 percent increase in inadmissible applicants. It was a 22 percent increase in the quality we're used to seeing."

Brown also admitted 45 QuestBridge Scholars and 19 students to its Program in Liberal Medical Education.

Columbia Reaches Out. This admission cycle, Columbia U. in New York City hosted virtual events that reached 53,000 attendees and 300 high schools, Jessica Marinaccio, dean of undergraduate admission and financial aid, told the *Columbia Spectator*. "We're trying to do the best we can to encourage students who would be really successful."

Dartmouth Admits 566 ED. Dartmouth C. in New Hampshire received 2,664 Early Decision applications, 29 percent more than last year and an all-time high. It accepted 566

new members to its Class of 2025, or about 21 percent of applicants, down from last year's 26 percent. Some 36 percent of the newly-admitted students are black, indigenous or people of color. And 16 percent are first-generation, while 14 percent are international students. A record 26 percent come from low-income families. Another 15 percent are children of Dartmouth alumni and 18 percent are recruited athletes.

In the past, athletes made up about a quarter of the ED class. But Dartmouth cut five athletic teams last summer and now recruited athletes only make up 10 percent of the ED class. Also, 25 students were accepted in late November through the QuestBridge program.

Lee Coffin, vice provost for enrollment and dean of admissions and financial aid, told *The Dartmouth* that in Fall 2020 his office reached 64 percent more perspective students virtually than during last year's in-person recruitment cycle.

Harvard Over 10,000 EA Apps. Last year, Harvard U. in Massachusetts attracted an Early Action pool of 6,424 applicants, from which it admitted 895 students. This year, Harvard fielded an EA pool of 10,086 applicants, and admitted 747 students to its Class of 2025. They will join 349 others from the Class of 2024 who deferred admission during

the pandemic year.

So far, nearly 17 percent of admitted students come from first-generation college backgrounds, compared to 10.1 percent in 2019. International students comprise 12.2 percent of admitted students, compared with 9.6 percent in the previous year.

"Given the high number of remarkable applicants to date, Harvard has taken a conservative approach to admitting students in the Early Admissions process to ensure proper review is given to applicants in the Regular Admissions cycle," William R. Fitzsimmons, dean of admissions and financial aid, told *The Daily Gazette*.

In November, the *Harvard Crimson* reported on some of the worries facing applicants to college everywhere including Harvard. One student said, "Distance has never been a factor until the pandemic hit," a Regular Decision Harvard hopeful said. "Now, I'm more cognizant of it.... Financial accessibility and what they can give me in terms of financial aid has risen a lot, because my family took a really hard hit during the pandemic in terms of our family business."

Penn Admits Record Low 15 Percent ED. The U. of Pennsylvania in Philadelphia attracted 7,962 Early Decision applicants, a 23 percent increase from last year. Penn offered admission to 1,194 of the ED students, or about 15 percent, filling nearly half of the Class of 2025. Accepted international students hail from 56 countries.

About 38 percent of ED applicants chose not to include standardized test scores in their applications, John McLaughlin, vice dean and director of admissions, told *The Daily Pennsylvania*. Of those admitted, 24 percent did not include test scores. McLaughlin takes over from the current dean of admissions, Eric Furda, who is called a "legend on campus," on January 1.

Yale's EA Pool Up 38 Percent. Yale U. in Connecticut attracted a record 7,939 Early Action applications for the Class of 2025, up 38 percent from 2020. About 50 percent of those students were deferred for reconsideration this spring, while 38 percent were denied admission. Earlier last month, Yale also offered admission to 72 QuestBridge students.

"Although high schoolers have dealt with countless challenges this year, the resilience, intellectual curiosity and positive community contributions we've seen from our applicants has been inspiring," Jeremiah Quinlan, dean of undergraduate admission and financial aid, told *Yale News*.

P.S. Cornell received 9,000 Early Decision applications. At press time, it had not released its results. Princeton did not offer Early Admissions this year ■

New Hampshire Has Mixed Results

New Hampshire Dips. Enrollment at the U. of New Hampshire in Durham also declined last fall by about 1.15 percent. The number of first-year students fell from 2,731 in 2019 to 2,630 in 2020, according to laconiadailysun.com.

Enrollment at Keene State C. in New Hampshire fell by nearly 9 percent this fall to 3,013 registered students. The number of first-year students declined from 843 in 2019 to 737 in 2020.

"Some of it was financial, because they either were unable to work over the summer and save the money that they needed, or their families had lost jobs or work," said Peggy Richmond, director of admissions at Keene State.

But the college has seen stronger applications for next fall compared to last year. Richmond said that Keene State launched its recruitment efforts for 2021 earlier last summer, including a virtual town hall meeting with President Melinda Treadwell.

"What we learned was super exciting in how we could reach students in different ways that we had never imagined before," Richmond said. "Even a year or two from now when things are as they were and we can

have huge open houses, we'll still hold all of these virtual events and make appointments with students one-on-one through Zoom just for convenience sake, because now we know how to do it."

Plymouth State Remained In-Person. Total enrollment at Plymouth State U., set in the foothills of New Hampshire's White Mountains, fell by nearly 7 percent. However the number of its first-year students rose by 4 percent.

"We heard overwhelmingly from our incoming first-year students that they wanted an in-person, residential experience," said Marlin Collingwood, vice president of communications, enrollment and student life. "That's what we are, we're a residential university, so they were anxious to make sure that we were going to provide that."

Plymouth State was one of the first schools in the state to report cases of COVID-19. And it had an average daily caseload of about 10 students. Collingwood said that this was "a testament to our testing regime, health and safety protocols and the determination of our students in completing this semester in person." ■

CURRICULUM CAPSULES

Southern New Hampshire “Reimagines” On-Campus Learning. Southern New Hampshire U. (SNHU) in Manchester, which is known to many for educating 170,000 online students, has “radically reimagined” its on-campus experience, according to Paul LeBlanc, president and CEO.

Beginning Fall 2021, SNHU will launch updated academic programs with increased experiential and project-based learning. On-campus students will choose from more than 50 programs with two different pricing options.

The \$15,000 a year tuition option will be mostly face-to-face classroom learning with flexible electives, plus internships, project-based courses, service learning, study abroad.

The \$10,000 a year tuition option includes a structured classroom path, required experiential learning such as studio work, lab work,

project-based courses, internships or industry certifications. These “Experience More” programs are career focused designed to get students into the workplace more rapidly. All former merit aid will be allocated for need-based support so students graduate with less debt.

Ball State Teachers Scholarship. Ball State U. in Indiana announced the Michelle A. and James T. Ryan Scholarship that over the next seven years will cover full tuition, fees, room and board for 16 Ryan Scholars from diverse and economically challenged backgrounds to become future educators.

GW Online Masters of Public Health. George Washington U. in Washington D.C. now offers an online Master of Public Health through its Milliken Institute School of Public Health. See, MHP@GW.org. ■

Best Practices for Graduating Low-Income Students

MDRC, an education and social policy research organization in New York and California, recently issued a memo, “Understanding What Works in Postsecondary Education.” Its findings are based on two decades of rigorous research on understanding what works to help low-income and students of color graduate from college.

Currently, only one-third of these students who enroll in a two-year degree program graduate in three years. At four-year universities, only half of low-income students graduate in six years. So what can boost these numbers?

Key lessons: 1. Frequent, pro-active advising tied to financial support is effective, improving credit accumulation and persistence, and in some cases driving large improvements in graduation. 2. Additional financial aid can help low-income students succeed, but decisions about how the program is designed are important. 3. Developmental or remedial education reforms can help more students succeed in college-level courses. 4. Behavioral strategies can increase participation in activities that promote student success. ■

Test Inequities Extreme Above 700. A Brookings Institute analysis of SAT Math Scores for the high school Class of 2020, “SAT Math Scores Mirror and Maintain Racial Inequities,” disclosed that the average math score was 523 out of a potential 800.

The College Board predicts that with this score the average SAT-taker will earn less than a C in a first-year math course. The average score for Asian American students was 632, for whites 547, for Hispanic or Latino students was 478 and for black students, 454.

That means that about 80 percent of Asian American test-takers, 59 percent of white students, a third of Hispanic or Latino students and less than a quarter black students meet the college readiness math benchmark.

But the gap is most extreme at the top of the scale. Of those scoring above 700, 43 percent were Asian American students, 45 percent were white students, compared to only 6 percent Hispanic or Latino and 1 percent black students. Brookings argues that using these test scores for admissions leads to inequities in college enrollment, especially at select institutions. ■

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NEWS YOU CAN USE

New Secretary of Education. Miguel Cardona, Connecticut State Commissioner of Education, and a former public school teacher, administrator and public school parent has been selected by President-elect Biden to become the next U.S. Secretary of Education.

Biden said, “he will help us address systemic inequities, tackle the mental health crisis in our education system, give educators a well-deserved raise, ease the burden of education debt, and secure high-quality, universal pre-K for every three-and four-year-old in the country.”

Six Colleges Initiative. Amherst, Bowdoin, Carleton, Pomona, Swarthmore and Williams colleges have banned together to widen their reach and offer thousands of applicants a single source of useful information. Key staff members at the six colleges are already offering a series of webinars for students and families on essential college topics.

“These forums have provided unique opportunities to reach thousands of students across the country in real-time, the recordings of which are then publicly available and can be distributed to even more young people across our institutions’ shared networks,” said Whitney Soule, dean of admissions and student aid at Bowdoin C. You can find these at www.sixcolleges.org.

Virtual More Inclusive? Unable to hold its traditional Multicultural Open House, Yale U. expanded the program to a series of 12 virtual

meetings and nearly quadrupled attendance from the 2019 event on campus.

Meanwhile, Yale’s admissions office stepped up its social media outreach. “Our social media strategy centers around the idea of meeting students where they are, and these days, that’s on Instagram,” said Christopher Bowman. “With many students spending hours in webinars for their classes, we wanted to deliver compelling content on a platform that doesn’t require logging in or signing up. Instagram is a great space to show off what makes Yale fun.” Yale has nearly 60,000 Instagram followers.

Counseling the Underserved. A new partnership between Strive for College, College Board and the Common App aims to help low-income high schoolers prepare for college by connecting them with a virtual mentor who can help them navigate the college search, application and financial aid process. Any low-income high school senior who has taken the SAT or PSAT or AP exams is eligible. For more information see, <https://striveforcollege.org/>.

Arizona Innovation Alliance. The Arizona Innovation Alliance is a new tri-university partnership aimed at improving retention, academic performance and graduation of traditionally underserved populations through student success, technology solutions, cost-effectiveness and sharing best practices. Among other things, it hopes to increase the number of Pell eligible students enrolled and graduating.

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