

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Admissions Watch

Unprecedented Competition

APPLICANTS for the Class of 2026 at the nation's elite colleges faced unprecedented competition, in part due to the shift to test-optional policies at these schools necessitated by the COVID pandemic. Many students, who in the past might have self-selected out of applying because their standardized test scores didn't match their fine classroom performance, took a chance and applied. They were aided by the ease of electronic applications, especially through the Common Application.

"At competitive schools, the applicant pool included large numbers of highly-qualified applicants, students with GPAs near, at or above 4.0, who demonstrated excellence in leadership, service and involvement through their high school years," explains Deb Geller, a former UCLA dean and expert at Intelligent.com. "UCLA alone received applications from 149,799 potential freshmen and 24,907 transfer students.

"With numbers like this, colleges have no choice but to turn away highly qualified applicants. Students who have done everything right in preparing for college are receiving rejection letters, not because they aren't highly qualified but just as a result of the sheer numbers of highly qualified applicants," Geller said.

Bryant Apps Up 25 Percent. Bryant U., a liberal arts college of 3,800 students in Rhode Island, received 8,695 applications for the Class of 2026, 25 percent more than in 2021. Bryant already has received more than 1,000 deposits from students who expect to enroll this fall. First-generation students account for 23 percent of the incoming class, while 18 percent identify as students of color. Bryant ranked in the top 1 percent of the 4,500 schools studied by the Georgetown U. Center

on Education and the Workplace for return on higher education investment (ROI) and ranks high on promoting social mobility.

"The strong qualifications and size of Bryant's Class of 2026 affirm the expanding recognition of our nationally ranked academic programs, competitive athletics and transformative student life," said Ross Gittell, president. "Bryant is attracting increasing numbers of talented students who recognize the university's superior return on education investment and the top economic mobility of our graduates."

Hillsdale's Classical Approach. During the pandemic, first-year enrollment at Hillsdale C., a conservative, Christian, classical liberal arts college in Michigan, bottomed out at 361 new students in 2020. But in Fall 2021, total enrollment surged by 16 percent to 1,500 students. That was driven by a 53 percent increase in applications for that year.

Hillsdale C. "considers itself a trustee of our Western philosophical and theological inheritance tracing to Athens and Jerusalem, a heritage finding its clearest expression in the American experiment of self-government under law."

The total annual cost for attending Hillsdale is \$42,182. For 98 percent of its students, the sticker price is off-set by \$32 million in private merit- and need-based financial aid. Hillsdale takes pride in accepting no federal assistance.

Lafayette Seeks "Right Size." Like many colleges that experienced fluctuating enrollment numbers during the pandemic, Lafayette C. in Pennsylvania is seeking to stabilize its enrollment numbers. This fall, it is targeting a first-year class size of 725 students, at least 55 lower than last year. *continued on page 2*

Financial Matters

Staffing Shortages in College Financial Aid Offices. According to the National Association of Student Financial Aid Administrators, staffing shortages may soon hinder the financial aid process at as many as 80 percent of institutions.

"We are sounding the alarm bells that many financial aid offices are critically short staffed, which could create cascading issues for those colleges and universities, both in their ability to adequately serve students while also remaining compliant with federal and state rules," said Justin Draeger, the association's president.

New Brown Aid for International Students. Thanks to a \$35 million gift from two Brown U. alumni, Aysha and Omar Shoman, Brown U. will boost its financial aid for international undergraduates and expand Brown's "ability to attract and educate the most exceptional international students from all socioeconomic groups," its news release said.

The university said that the gift means it is on the path to becoming the sixth school in the U.S. to be need-blind in admissions for international students. It is currently "need-aware."

Colorado Law Provides Help with Financial Aid Forms. Colorado has ranked in the bottom 10 of states completing FAFSA forms, according to Chalkbeat Colorado. But a new law aims to nearly double the FAFSA completion rates from 45 percent to 80 percent. The legislation also provides districts \$1.3 million over three years

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COMPETITION

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year's record-high first-year class of 780. The larger class size sparked faculty discontent.

According to *The Lafayette*, former President Alison Byerly sought to increase the college's student body by 400 students. But that plan was put on hold after she retired in June 2021 and enrollment dropped due to COVID. The new president put a pause on the growth plan.

The Class of 2025 was the school's largest incoming class, partially due to an increased number of deferrals returning to school. It followed two relatively smaller classes recruited during the pandemic.

"When you get into these imbalanced classes, you're constantly chasing the higher-class-size or lower one to keep the 2,700 or whatever the total enrollment is we want," said Forrester Stuart, assistant vice president for financial aid. "We've got a faculty that can accommodate roughly 2,700 students," said John Meier, provost. "We want to be able to give people an experience corresponding to that."

Oberlin's Conservatory Meets Enrollment Goals. The Oberlin Conservatory is set to enroll 135 students in its Class of 2026; 85 Bachelor of Music students and 55 double-degree students. Although the Conservatory had planned to return to in-person auditions, the sudden rise of campus COVID cases made it necessary for the auditions to remain virtual.

"Since the last few admissions cycles exceeded enrollment targets, we wanted to be mindful of capacity," Beth Weiss, director of Conservatory admission and enrollment management, told *The Oberlin Review*.

RIT Expects Second Largest Class in History. The Rochester Institute of Technology expects the second largest class in its history, with the most selective first-year students ever. More than 3,200 first-year students submitted deposits by June 1 for its main Henrietta, New York, campus. According to Marian Nicoletti, dean of admissions, RIT "had a record-breaking number of applicants this year."

The mean SAT score for the incoming class is 1353, mean ACT score 30.8, with a mean GPA 93.4. Deposits from African American, Latino American and Native American students were up 5.6 percent.

St. Norbert Experienced Strong Demand. St. Norbert C. in Wisconsin is still working with a few families, Cabrini Jablon, director of admission, told *Inside UW-Green Bay News*. But he said that admission numbers look strong for the fall semester.

"We continue to see families a little bit anxious about the college admissions. They're not quite always ready to make a decision," he told the publication.

Santa Fe Rises. According to the *Alligator*, the independent newspaper of Florida, Santa Fe C. in Florida, "has seen an increase in applicants." This is at the same time the U. of Florida admissions rate dropped.

Sante Fe admitted 8,000 students for Fall 2022 and as of May 30, applications were still open. Quinten Eymen, recruitment director, said first-time applicants were up 4 percent this year. Eymen noted to the *Alligator* that Sante Fe was cognizant that the pandemic was not over and still having an economic impact on families. Santa Fe reached out to less wealthy students to be sure students were aware of the cheaper alternative Santa Fe provides.

FINANCIAL MATTERS

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to improve communication with parents and students about the benefits of the FAFSA. The Department of Higher Education is to receive \$275,000 for a financial literacy resource bank for educators. In addition, a state team will train others on ways to help students apply for financial aid.

New York's Excelsior Scholarship Program Off To Disappointing Start. In 2017, New York State launched its widely-heralded Excelsior Scholarship program that promised to cover four years of tuition for any New York student from a family earning \$125,000 or less. At that time, state officials said that as many as 940,000 students were eligible to attend any of the schools at the City U. of New York or the State U. of New York.

However, at the end of this academic year, five years later, only 73,000 students have received scholarships according to the New York State Higher Education Services Corporation. And about 68 percent of the program dollars have gone to students from families with incomes above \$70,000, meaning that for a variety of reasons, the poorest students have not taken full advantage of the opportunity.

Voyager Scholarship

Former President Barack Obama and Airbnb cofounder/CEO Brian Chesky have teamed up to create a \$100 million scholarship fund for students pursuing careers in public service.

The Voyager Scholarship is a two-year program for students in their junior and senior years of college and will support 100 students at first and then scale up in coming years. Voyager scholars will receive up to \$25,000 a year in financial aid and a \$10,000 stipend and free Airbnb housing to pursue summer travel.

"If we want this next generation of leaders to be able to do what they need to do, they have to meet each other. They have to know each other. They have to understand each other's communities," former President Obama said. ■

PS.

Advice for New Students

Current students at the U. of California Davis gave suggestions to prospective members of the Class of 2026, according to the student newspaper, *theagie.org*. Among these: Explore on-campus resources for new students, branch out of your comfort zone, try to be outgoing and open-minded, introduce yourself to new people, make friends, be open to new experiences, there's definitely a place for everyone to fit in, find your group and enjoy your first-quarter while you dive into your academics. ■

Bryn Mawr Eliminates Some Loans. In an effort to make a Bryn Mawr education more accessible, the prestigious Pennsylvania school will eliminate student loans for students from families with incomes below \$60,000 and replace those with institutional grants.

"These changes, along with our long-standing commitment to meet 100 percent of demonstrated financial need, and recent reductions to students' expected financial contribution to summer savings, makes a Bryn Mawr education more financially accessible for more students," said Kim Cassidy, Bryn Mawr president.

Money Magazine's Top Universities. *Money* magazine used three criteria to rate its top 25 universities: the estimated price with average aid, median student debt upon graduation and early career earnings. Here's its surprising top 25, in order:

U. of Michigan, U. of North Carolina at Chapel Hill, U. of Virginia, Massachusetts Maritime Academy, Virginia Military Institute, Georgia Institute of Technology, U. of Illinois at Urbana-Champaign, U. of Florida, U. of California Irvine, U. of California, Davis, Washington and Lee U., U. of California, San Diego, Babson C., New Jersey Institute of Technology, California State U. Maritime Academy, Maine Maritime Academy, U. of Wisconsin-Madison, California State U., Long Beach, California State U., Stanislaus, Berea C., Lehigh U., Virginia Polytechnic Institute and State U., Wellesley C., Bentley U. and California Polytechnic State U., San Louis Obispo.

Are you surprised not to see MIT, Princeton, and the other highly-selective regulars? *Money* removed them from consideration because "Who doesn't know them already?" And, "a college doesn't need to be super selective to be a good investment."

CB could name many others to *Money's* list. The point is, there are plenty of great colleges and universities across the U.S. from which students can receive an outstanding education, and in their college search, they should look beyond the standard lists to find gems all around them. ■

New Recruiting Efforts

Recruiting Men. According to Eduventure's latest Student Sentiment Research report, the top concern of both men and women is how much college will really cost. But men, "particularly want to know about the actual career paths taken by graduates." For institutions that seek to enroll more men, "connecting the major-to-career dots and giving compelling examples is paramount to convincing male admits that it all will be worth it," the report said.

"Parent communication may be the key to engaging more men at an early recruitment stage, and good connections with feeder schools also seems vitally important." Additionally, "return on investment is critically important to male students.... Recruitment communication and on-campus events should continue to address these questions throughout the later recruitment stages," advises Johanna Trovato, Eduventure's senior analyst at Encoura.

College Possible Expands. Thanks to a grant from the NBA (National Basketball Association) Foundation, College Possible, a two-decade old non-profit that "pioneered the field of near-peer coaching for high school and college students" is expanding. College Possible uses AmeriCorps members as near-peer mentors and has helped more than 59,000 students from disinvested communities complete their college degrees.

As a result of the grant, College Possible will help an additional 10,000 high school students from low-income communities in Philadelphia, Chicago, Portland, Minneapolis and Milwaukee navigate the college admissions process.

Cornell's Alternative Engineering Recruitment Model. Cornell's College of Engineering Bridges Scholars program, launched in 2019, seeks to improve diversity recruiting through partnerships with key high schools that feature advanced math and science curriculum and STEM-related extracurricular options.

According to the *Cornell Chronicle*, "Unlike traditional recruiting programs that compete for students based on standardized test scores, Bridges Scholars takes a more collaborative, qualitative approach, working strategically with partners to identify prospective students early in their high school careers. The program admits cohorts of students from the same high schools and community-based organizations, giving them a familiar support system once they arrive at Cornell and provides

services to mitigate the barriers typically faced by minority, first-generation students." This fall, 22 new students will enter the program.

At a Cornell conference earlier this year aimed at scaling up the program into a national collaborative, Scott Campbell, who launched the program, told the publication. "The numbers are incredibly persuasive about why this needs to become the normal way of thinking and the normal way of recruiting."

Accelerate ED. Late in May the Bill and Melinda Gates Foundation teamed up with Pathways to "provide cross-sector 'Design Teams' with a grant, technical assistance and individualized coaching for students in 12 locations in the country. The goal is to "develop large-scale strategies to expand pathways models that start in high school and lead to an associate degree by year 13 at no cost to students. The "Design Teams" include a partnership of K-12 and higher ed institutions, city, county and state officials and community-based organizations. See, the website for further information and a list of the 12 state initiatives at <http://www.accelerate-ed.org/>.

Washington State Embeds Recruiters in High Schools. Last year, the Seattle Promise, which helps students cover college costs, sent 1,100 low-income learners to higher education institutions. It also embedded its staff members in local high schools.

"Their only job is to get people to sign up," Drew Hansen, a state representative, told the *Yakima Herald*.

That model led Hansen to sponsor a law to authorize the Washington State Board for Community and Technical Colleges to put outreach workers in high schools located in regions of the state with the lowest Free Application for Federal Student Aid completion rates. Washington currently ranks 48th in the nation in the percent of high school students who complete the form, which is the gateway to financial aid.

The Washington state legislature also cut red tape for students who might be eligible for the Washington College Grant. Families that receive certain benefits such as food stamps or welfare now automatically qualify for the grant. And Washington state public four-year institutions are launching a guaranteed college admissions program. Students in cooperating school districts can choose from participating institutions if they post a certain high school GPA. ■

COUNSELOR'S BOOKSHELF

Limited College Advising Time Helped By On-Demand Videos. According to a recent report from the National Association for College Admission Counseling (NACAC), public school counselors spend only 19 percent of their time on college advising.

To help provide reliable counseling information to those counselors and high school parents and students, NACAC is collaborating with the College Guidance Network (CGN) to provide curated live programming and on-demand video libraries and other resources full of expert advice on applying to college. Watch videos on everything from building your college list and practical tips for first-generation students to handling college

admissions pressures.

NACAC will make this information available to all its members. But much of CGN's content is available to any school, parent or student for free. See, www.collegeguidancenetwork.com.

"Student Athletes: The Times They Are A-Changin'" notes the National Association of College and University Attorneys in a white paper on policies related to lucrative name/image/likeness (NIL) deals. Find it online at <https://nacua@nacua.org>.

Indentured Students: How Government-Guaranteed Loans Left Generations Drowning in College Debt by Elizabeth Tandy Shermer;

The Belknap Press of Harvard University Press. "It didn't always take thirty years to pay off the cost of a bachelor's degree.... In fact, the federal student loan program was never supposed to make college affordable." ISBN: 978-0-674-25148-9; \$29.95.

Managing the 21st Century Parent: How colleges' partnerships with families can boost student success from *The Chronicle of Higher Education*; 42 pages; \$79.

Goal Achiever provides scholarship, awards, and in-school donations to students across the nation, as well as charity donations to cancer awareness foundations. It operates. "around the simple idea of goal-setting and achievement by rewarding members for creating and completing goals...." See, <https://goalachiever1.com>. ■

TUITION TABS

According to the College Board, in 2021-22 the average total cost for students at private four-year colleges was about \$55,800 per year. For in-state students at four-year public universities, the average cost was \$27,300.

Tuition Discount Rates Highest Ever.

According to the National Association of College and University Business Officers, the estimated average institutional discount rate for first-time, full-time, first-year students hit an all-time high of 54.5 percent in 2020-21.

In 2021-22, 82.5 percent of all undergraduates received aid which covered an average of 60.7 percent of published tuition and fees. Overall, net tuition revenue per undergraduate increased year-over-year, but is still down 2 percent from five years ago, after adjusted for inflation.

“By providing grants, fellowships and scholarships, these institutions forgo about half the revenue they otherwise would collect if they charged all students the tuition and fees sticker price,” NACUBO said.

(Not all schools are raising tuition. For example, there will be no tuition increase for 11 universities in the Texas A & M system.)

SPOT CHECK ON

FALL TUITION INCREASES:

Cornell Increases Tuition by 3.6 Percent.

Tuition at Cornell U. in New York State for the 2022-2023 school year will increase by 3.6 percent to \$62,456 for “unaided out-of-state students attending any of Cornell’s colleges and for unaided New York State residents attending the endowed colleges: College of Architecture, Art and Planning, the College of Arts and Sciences, the College of Business and the College of Engineering.

Delaware Boosts Tuition 3 Percent. The U. of Delaware, which enrolls about 19,000 undergraduates and nearly 4,300 graduate students, announced that it will increase tuition by 3 percent in the upcoming year. As a result, full price tuition, room and board for in-state students will rise to \$29,644 and for out-of-state students it will reach \$52,164. Delaware has budgeted \$168 million for undergraduate financial aid, an 86 percent increase since 2016.

Duke Tuition Up 4 Percent. Duke’s Board of Trustees approved a 4 percent increase for Duke undergraduates, bringing the total cost of attendance to \$79,338 for the 2022-2023 academic year. Tuition will be \$60,435, while room board and required fees for student health, recreation and other services will be \$18,903.

Middlebury Boosts Tuition by 4.5 Percent.

Middlebury C. in Vermont announced a tuition increase of 4.5 percent, or \$3,420 for the 2022-2023 academic year. That brings the total cost for a year at Middlebury C. to \$79,800, including \$62,000 for tuition. Middlebury meets the full demonstrated need of all admitted students. Its average grant to students is \$57,000.

Northwestern Increases Tuition 3.5 Percent.

Northwestern U. in Evanston, Illinois, raised undergraduate tuition 3.5 percent to \$62,391 for the 2022-2023 school year. The typical room and board will increase to \$19,440, bringing the total cost for undergraduates living on campus to \$82,908 per year. At the same time, NU will boost undergraduate financial aid by 8 percent to \$272 million. Aid has increased by nearly 40 percent since 2018. Currently, more than 60 percent of the undergraduate students receive financial aid. ■

ENROLLMENT TRENDS

Enrollment Declines Continued This Spring.

According to the National Student Clearinghouse Research Center, enrollment declines continued to worsen this spring. Total secondary enrollment fell to 16.2 million students, marking a one-year decline of 4.1 percent, or 685,000 students.

Undergraduate enrollment fell 4.7 percent this spring, or by about 662,000 students. That means that the undergraduate student body is now 9.4 percent or nearly 1.4 million students smaller than before the pandemic. Community colleges accounted for more than half of the losses this spring, 351,000 students. Overall, postsecondary institutions have lost nearly 1.3 million students since Spring 2020.

A Third of Students Considered Withdrawing.

According to a recent poll conducted by the Lumina Foundation and Gallup, almost one third of students currently enrolled in four-year colleges and 41 percent of students currently enrolled in two-year college degree programs considered withdrawing from school for a semester or more. About the same number of them find it very difficult to stay enrolled in college.

Emotional distress was the top reason cited by 76 percent of bachelor’s degree students and 63 percent of associate’s degree students. Other reasons cited were the cost of attendance, coursework that was too difficult and COVID-19.

“Students who stop out of higher education are also worse off than when they entered, with many carrying high debt levels without the benefit of a higher-earning degree,” said Stephanie Marken, a Partner in the Education Division at Gallup. “As such, understanding the drivers of stopping out of higher education has never been more important.”

Pandemic’s Impact on Students. The Chegg Global Student Survey 2022 found: “Six in ten students worldwide say that the pandemic ruined their college or university experience, while nearly four in ten worldwide say that the pandemic will permanently damage their employment prospects.”

Also, “Nearly two-thirds of students worldwide would rather their university offered

the choice of more online learning if it meant paying lower tuition fees.”

Chegg supports. “life-long learners starting with their academic journey and extending into their careers. The Chegg platform provides products and services to support learners to help them better understand their academic course materials, and also provides personal and professional development skills training....” For more info, see [chegg.org](https://www.chegg.org).

Marquette Serving First-Generation Students.

One quarter of the student population at Marquette U. in Milwaukee is now first-generation students. Marquette also reports that 94 percent of its 2020-21 bachelor’s degree recipients are either fully employed or enrolled in graduate/professional school, part of a service program or active military.

University of Wisconsin-Green Bay Up 13 Percent.

The number of new students attending the U. of Wisconsin-Green Bay grew by 13 percent during the Spring 2022 semester. In fact, overall enrollment has grown during the last six years despite the pandemic, according to Rachele Bakic, director of admission. ■

B.A. Grads Twice As Likely To Find Good Jobs

According to Georgetown U.’s Center on Education and the Workforce, by age 35 workers with a BA degree or higher are almost twice as likely as those with only a high school diploma to have a good job.

“Only young workers with a bachelor’s degree or higher are consistently more likely than those in previous generations to have a good job, one that pays at least \$35,000 per year and \$57,000 at the median for young workers (ages 25 to 35) nationwide.”

However, “College costs have risen dramatically just as postsecondary education has become key to finding a good job,” said Anthony P. Carnevale, CEW director. “We need to improve access to college, work-based learning programs and career counseling for young people.” ■

NEWS YOU CAN USE

More Grads Working. According to the Current Population Survey conducted by the U.S. Bureau of Labor Statistics, 74.8 percent of 2021 bachelor's degree graduates ages 20 to 29 were employed in October last year. The survey of 60,000 households also found that:

- Among recent high school graduates ages 16 to 24, the college enrollment rate for men was 54.9 percent, while for women it reached 69.5 percent;
- About 16.7 million persons age 16 to 24 or about 44.8 percent were not enrolled in school;
- About one-fourth of recent bachelor's degree recipients age 20 to 29 were enrolled in school;
- The unemployment rate for recent associate degree recipients was 4.5 percent, for recent bachelor's degree recipients the unemployment rate was 13.1 percent and for recent advanced degree recipients, the unem-

Grade Inflation

A May 2022 ACT Research Report, "Grade Inflation Continues to Grow in the Past Decade," found that the average high school grade point average, "has steadily increased over the last several decades, but standardized assessment scores have remained stagnant or fallen." In 2010, the average cumulative HSGPA was 3.17. By 2021, it had increased to 3.36.

The report noted that grade inflation, "is mostly seen as a conflated indicator of students' knowledge and skills with subjective class performance (e.g., effort and attendance). As such, grades can be a misleading indicator of how well students are currently performing academically and how prepared they are for future endeavors such as college. In fact, if grade inflation worsens over time, HSGPA will become less useful as an indicator of academic achievement, for example, in comparing students across schools in admissions decisions."

The report added, "Research has also shown the grade inflation tends to vary by school affluence. This seemingly gives already-advantage students boosts in the academically competitive landscape in which students seek to show their academic worth and vie for their admission into colleges."

"Grade inflation clouds measures of students' true knowledge and skills," noted Seth Gershenson, in another report on grades. "This means grades may mislead students, parents, and subsequent educators, not to mention potential employers and policymakers, about how children and schools are performing." ■

ployment rate was only 2.6 percent.

Forty Days From Interview to Job. According to the National Association of Colleges and Employers, graduates of the college Class of 2022 who are entering the workforce can expect it to take 40 days from their interview to offer to acceptance with large companies.

"These cycle times during the hiring process have remained steady in recent years and despite the disruption caused by the pandemic and tight labor market, have not been impacted significantly by it," said Shawn VanDerziel, executive director.

Precarious Finances. A recent survey by Intelligent.com of 800 graduates ages 22-32 found that 32 percent of recent graduates have less than \$5,000 in their savings account; 43 percent said that they "often" or "always" live paycheck-to-paycheck; and 21 percent have more than \$20,000 in credit card debt.

Work-World Adjustments. Once they graduate from college, 58 percent of the 1,000 former students surveyed by Grand Canyon U. said they are using their degrees in their current position. Some 70 percent of men say they can pay their bills and have money left over with their current salary, while only 55 percent of women said the same thing.

Respondents said that their workload of "adulting" was equal to the "academic toll of college," while it was emotionally harder for 11 percent and socially harder for 16 percent. And 58 percent of the college grads in their 20s said they had experienced a "quarter-life crisis" since they graduated; 61 percent of women said they experienced it, while only 43 percent of men went through this crisis.

Finally, 57 percent of graduates would rather go through the motions at work and have more free time than be passionate about their jobs and work all the time. And two-thirds of those surveyed said they have not traveled as much as they would like.

Teacher Resignations. According to the National Education Association which recently surveyed three million teachers, 55 percent reported that they intend to leave the profession earlier than they planned. NEA calls this an alarming rate and blames it on burnout. It also claims that the pool of available teachers is drying up. NEA adds that while 56 percent of students are people of color, 84 percent of teachers are white. It says financial and other obstacles must be removed to recruit more teachers.

New Program Uptakes

New Degree in Human Rights and Social Justice. Florida State U. says it is "welcoming a unique, timely and urgent new major to its curriculum with an undergraduate degree in Human Rights and Social Justice." The interdisciplinary major will draw from 50 courses throughout the university.

New Civil and Environmental Engineering Department. Union C. in New York is creating a new Department of Civil and Environmental Engineering to restore civil engineering as a major and add environmental engineering. Civil engineering focuses on designing and creating roads, bridges, water systems, buildings and other constructions. The environmental engineering will focus, in part, on the environment and sustainability in cities.

New Degrees in Sports Analytics and Business. The U. of Akron in Ohio has a new degree to "provide students with a focused foundation in math, statistics, computer programming and business." A new Bachelor of Business Administration in Sport Business will apply business concepts to sport-specific settings. ■

Purdue/Rolls-Royce \$75 Million Research Agreement. For the past 70 years, Purdue U. in West Lafayette, Indiana, has partnered with Rolls-Royce to test aerospace and other technologies. They've recently extended their partnership for another 10 years to fund testing and research with a focus in gas turbine technology and electrical, hypersonics, cyber security and digital technologies.

"Purdue's research partnership with Rolls-Royce will address some of the greatest technology challenges facing the U.S.," said Mitch Daniels, Purdue's president. "Our faculty and students will work on advanced technology capabilities to ensure long-term national security. This will enhance the university's role as a world leader in engineering research."

Ransomware Attacks. So far this year, 10 universities and colleges and eight school districts have been targeted by ransomware. At the end of April, Kellogg C. C. was targeted and was forced to shut down its main and satellite campuses a little more than a week before graduation. Last year, President Biden convened a IST's Ransomware Task Force that included Resilience Insurance to create stronger security protocols. ■

Happy Summer!

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