

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

Vol. 39, No. 4

December 2024

Fall 2024

The Ups and Downs for Class of 2028

Brown's "Underrepresented Students" Declined in Class of 2028. This fall, Brown U. in Providence, Rhode Island, enrolled a total of 1,725 new first-year students. Sixteen are military veterans. About 18 percent of the new class comes from "groups historically underrepresented in higher education," a decline from 27 percent in 2023.

The number of domestic Asian American students fell from 33 percent in Fall 2023 to 29 percent in Fall 2024. The number of black students fell from 15 percent to 9 percent. The number of Hispanic students fell from 14 percent to 10 percent. The number of white students fell from 46 to 43 percent. The number of students who did not report race or ethnicity rose from 4 percent to 7 percent. All racial/ethnic figures were self-reported on the Common Application.

International students, from 82 nations, make up about 14 percent of the new class, the most ever. The number of students receiving need-based scholarship or grant aid fell from 50 percent to 45 percent. The number of first-generation college students fell slightly from 15 percent to 14 percent.

"Expanding race-neutral strategies to encourage outstanding and increasingly diverse incoming classes will remain our priority moving forward," said Logan Powell, associate provost for enrollment.

New Jersey Brings Back 8,600 Stopped-Out Students. More than 8,600 New Jersey students who left college before earning their degrees have returned to school to finish up, according to the New Jersey Higher Education Secretary. Some 22 public colleges are participating in the statewide effort to reenroll those

students. In New Jersey, nearly 750,000 adults have some college but no degree.

Nationally, about 36.8 million working adults completed some college, but earned no degree, according to the National Student Clearinghouse Research Center. Since 2022, California Reconnect has contacted 5,700 former students and reenrolled 8.4 percent of them. North Carolina has reenrolled nearly 2,800 students.

SUNY Enrolled 376,000 Students. This fall, enrollment at the State U. of New York grew 2.3 percent to about 376,000 students. This is the second year in a row that SUNY's numbers increased, after nearly a decade of declines. While first-year enrollment at public four-year universities nationally dipped by 8.5 percent, it increased by 0.9 percent in New York. Nearly half of all students, 49.7 percent, receive Pell Grants.

SUNY's 30 community colleges grew by 1.9 percent to 165,000 students. Its universities and technical colleges grew by 2.7 percent this fall to about 211,000 students.

The increases follow efforts by Governor Kathy Hochul and the state assembly to provide greater financial incentives and intensify recruitment efforts. New York's 2025 fiscal year budget increases aid for SUNY schools by \$150 million. And it allocated \$1.1 billion for new buildings at SUNY and City University of New York institutions. New York now also requires high school students to complete the Free Application for Federal Student Aid.

Temple U. Enrollment Soars by 30 Percent. While other private institutions across the

continued on page 2

Financial Matters

FAFSA Ready. After a year of missteps and frustrations with the rollout of the "reformed" Free Application for Federal Student Aid that sometimes led to reduced class sizes this fall, the new, fully-tested version became available for students of the Class of 2029 on December 1, as promised by the U.S. Dept. of Education.

"I'm pleased to announce that after four successful rounds of beta testing, the 2025-26 FAFSA form is now available to all students and families," said U.S. Education Secretary Miguel Cardona.

"It's been going very smoothly," Christina Martinez, a financial aid advisor at California State U., Los Angeles, told National Public Radio. On average it's taking 20 minutes to fill out the form, she added. However, the FAFSA website advises families to allot about an hour to the process.

More Biden Administration Student Debt Relief. In October, the Biden-Harris Administration approved approximately \$4.5 billion in student loan relief for over 60,000 borrowers across the country who work in public service.

"This relief, which is the result of significant fixes that the Administration has made to the Public Service Loan Forgiveness Program, brings the total loan forgiveness approved by the Administration to over \$175 billion for more than 4.8 million Americans, which includes \$74 billion for over 1 million borrowers through PSLF."

Recalculating Aid Formulas. Last month, the Massachusetts Institute of Technology and U. of Pennsylvania recalibrated their formulas for financial aid to relieve middle-class

continued on page 2

INSIDE

- More Enrollment Trends
- Scholarship Scoops
- News You Can Use

COLLEGE BOUND: Publisher/Editor: **R. Craig Sautter**, DePaul University; Chief Operating Officer: **Sally Reed**. Production: Design|Americom WVA.

COLLEGE BOUND is published monthly, ten times a year. Inquiries should be directed to P.O. Box 6536, Evanston, IL 60204; **773-262-5810**.

Facebook @collegeboundnews; www.collegeboundnews.com

Twitter/X @cbnewsletter

UPS AND DOWNS

continued from page 1

country were experiencing declines, particularly among low-income students, Temple U. in Philadelphia tripled its enrollment goal in Fall 2024 with 4,926 new students.

“Temple prides itself on attracting a broad group of students, students who are oftentimes first generation, or many of them low income, or students who are coming in without all the information about the college admissions process,” said José Aviles, vice provost of enrollment management. “They need a relationship. They need to have an opportunity to engage with a professional who understands this, who can guide them, who can counsel them.”

First-generation students make up 40 percent of Temple’s Class of 2028. Additionally 29 percent more students transferred into the school. Temple’s College of Engineering saw a 67 percent increase in enrollment, while the School of Social Work grew by 87 percent. Its Tyler School of Art and Architecture bulged by 41 percent.

Temple credits its enrollment success with expanded outreach and direct guidance for prospective students. Temple also overhauled its Merit Scholarship program to ensure that every student had their financial needs met.

Early Action applications to Temple’s Class of 2029 have increased by 24 percent over last year.

Vanderbilt Victim of Affirmative Action Ban. The racial diversity of Vanderbilt’s first-year class of 2028 plunged by 21 percent after the Supreme Court’s affirmative action ban.

According to the *Vanderbilt Hustler*, the share of black students collapsed by 47 percent, while the share of “Latinx” students dropped by 27 percent. The number of white students jumped by 14 percent.

Meanwhile, 27.3 percent of Vanderbilt’s first-year students from Tennessee hail from small-town or rural backgrounds, compared to 10.4 percent of the Class of 2027. And the proportion of women in Vanderbilt’s School of Engineering is over 50 percent for the third year in a row.

“We do a lot of targeted marketing on the front end for students in high schools, and it can be based on if they’re small-town, rural or by looking at their race or ethnicity,” said Doug Christiansen, vice provost for university enrollment affairs and dean of admissions and financial aid. “Our yield on Regular Decision went up really nicely in some of the areas. But then, in the selection process, in history, we used to use race and ethnicity as one of many variables in our holistic admissions process. We couldn’t do that this year anymore....”

“What we’re really looking at now is trying to dig deeper to understand the contextual experience of every student in the

information that we collect, so we have a better understanding of how they will bring those experiences to Vanderbilt and be part of our community here.”

Washington’s Most Diverse Class. While many elite universities are reporting declines in diversity, the U. of Washington reported that one in five freshmen on its 52,000 student Seattle campus identify with a historically underrepresented group, according to *The Seattle Times*. Asian American students, who make up about a third of the 7,200 students in the new class, are not included in this count. Colleges in the state of Washington haven’t been able to factor race in their admission practices for over 25 years, when a state ban took effect.

FINANCIAL MATTERS

continued from page 1

families. MIT announced that it will waive tuitions for students from families making less than \$200,000, up from its old threshold of \$140,000. Students from families earning \$100,000 or less will pay nothing for tuition, fees, housing and dining.

“Today’s announcement is a powerful expression of how much our graduates value their MIT experience,” said MIT president Sally Kornbluth, “because our ability to provide financial aid of this scope depends on decades of individual donations to our endowment....”

Penn’s New Quaker Commitment. Penn instituted two changes to its Quaker Commitment. The Ivy League school will no longer count a family’s primary home in calculating financial aid eligibility. And it raised the household income eligibility to receive full tuition scholarships to \$200,000 a year, also up from

Yale’s Early Action Apps Fell 14 Percent.

Yale C. attracted 6,754 Single-Choice Early Action applications for its Class of 2029, 14 percent fewer than last year. After four years of a test-optional policy, this year’s applicants are required to submit standardized test scores from among the SAT, ACT, Advance Placement and International Baccalaureate.

According to the *Yale Daily News*, applications from international students declined by 30 percent. Yale speculated that they had trouble reaching test sites that may or may not be operational after the pandemic. Domestic applications fell by 9 percent. Jeremiah Quinlan, dean, said, “...the strength and diversity of the applicant pool is much more important than the number of applications....” ■

\$140,000. Over 1,000 students will benefit from the changes.

Other schools that recalculated financial aid formulas last month include Carnegie Mellon U. in Pittsburgh, Brandeis U. in Massachusetts and St. John’s C., with campuses in Maryland and New Mexico.

Hurricane Helene Help. The North Carolina State Education Assistance Authority came to the aid of state students who suffered hardship as a result of Hurricane Helene. Resident students with family incomes below \$80,000 received an average of \$850 in additional grant aid. More than 20,000 students are expected to benefit from the \$19.1 million funding allocation by the North Carolina General Assembly.

“Many students had to evacuate, make an additional trip home or deal with other expenses related to the storm,” said Andrea Poole, NCSEAA executive director. ■

Sticker versus Real Price

“The Trends in College Pricing and Student Aid 2024” report, released annually by the College Board, posted the academic year 2024-25 “sticker price” for a number of colleges. They are:

- Public four-year, in-state institutions was \$11,610, which is \$300 higher than in 2023-24 or 2.7 percent before adjusted for inflation. The average “budget” for in-state students in 2024-25 was \$29,910;
- Public four-year, out-of-state institutions was \$30,780, \$940 higher than in 2023-24 or 3.2 percent higher before adjusting for inflation. The average “budget” for 2024-25 for out-of-state students was \$49,080;
- Public two-year, in-district institutions was \$4,050, or \$100 higher than 2023-24 or 2.5 percent before adjusting for inflation, and;
- Private nonprofit, four-year institutions were \$43,350, or \$1,610 higher than in 2023-24 or 3.9 percent before adjusting for inflation.

However, students received \$256.7 billion in student aid in the form of grants, Federal Work-Study, federal loans and federal education tax benefits. The average grant aid for undergraduate, full-time equivalent students was \$11,610 in 2023 dollars, which is an almost \$400 increase compared to the 2018-2019 academic year.

“After adjusting for inflation, the average net tuition and fees paid by first-time, full-time, in-state students enrolled in public four-year institutions peaked in 2012-13 at \$4,340 and declined to an estimated \$2,480 in 2024-25;”

“After adjusting for inflation, the average net tuition and fees paid by first-time, full-time students enrolled in private nonprofit four-year institutions declined from \$19,330 in 2006-07 to an estimated \$16,510 in 2024-25.”

Find the full report at: <https://research.collegeboard.org/media/pdf/Trends-in-College-Pricing-and-Student-Aid-2024-ADA-pdf>. ■

More Fall Enrollment Trends

FAFSA Rollout Hurts Private Colleges. According to the National Association of Independent Colleges and Universities, about 75 percent of its members said that the botched rollout of last year's FAFSA led to "major changes in the size and makeup" of their incoming classes. Nearly 22 percent of respondents reported classes with fewer financial aid recipients and 11 percent noted less diversity than in 2023. About 44 percent of them said the problems led to enrollment declines.

Some 37 percent of the private colleges said the reformed FAFSA increased the amount of financial aid they gave to their students. But 90 percent of the colleges and universities that responded to the survey said the U.S. Department of Education did not provide them with timely information about the FAFSA.

Niche Used for Direct Admissions. Niche, a company that allows students to create an academic profile and list colleges that interest them, has led to direct admission at 112 participating universities. According to Luke Skurman, founder and CEO, this admission cycle Niche expects one million students to use its service. Direct admission students are evaluated under the same criteria as traditional applicants.

For example, last year Drake U. in Iowa used Niche to enroll 33 students. "I found a way to both reach students that were looking for Drake and those that didn't know they were looking for Drake, or were looking for a Drake-like institution," said Joel Johnson, Drake's dean of admissions.

Three Pennsylvania universities, Kutztown U., Shippensburg U., Pennsylvania Western U. (PennWest) and the U. of New Hampshire are the latest to offer real-time acceptance and scholarship offers through Niche's Direct Admissions.

"Niche had asked us over a year ago if we wanted to move forward with direct admit," said Kimberly DeRago, who works with enrollment management at UNH. "So we took about a year to gather the data and try to make a decision and then we decided to go for this year and do a pilot. So now we are offering direct admit through Niche for some students.... We are going to see how this year goes, it creates a little more work on our side so we need to make sure we can maintain that, but early indicators are that students really like it."

Postsecondary Outcomes of High School Dual Enrollment Students. According to the Community College Research Center, using National Student Clearinghouse data, "high school dual enrollment is widespread and growing across states, and is especially prevalent at community colleges." CCRC also found that "dual enrollment students have strong postsecondary outcomes after high school."

However, low-income, black and Hispanic students are underrepresented in dual enrollment programs. Yet, low-income, black and

Hispanic dual enrollees have stronger college completion rates than those who do not participate in the programs.

"High school students who take dual enrollment courses at a four-year institution do particularly well in college, but are not as diverse as other dual enrollment students. Finally, for community colleges, former dual enrollment students are a strong source of post-high-school enrollments."

Schools Use Early Admission to Fill Classes. According to a recent article in *Forbes*, Bernard C., Boston U. and the U. of Pennsylvania are among elite schools that are using Early Decision or Early Action to fill more than 50 percent of their incoming classes. This way, colleges "can minimize uncertainty of Regular Decision cycles, securing incoming classes ahead of the competitive spring season when students typically compare offers from multiple schools.... This reality intensifies the stakes for Regular Decision Students, who battle for decreased number of spots and, often, tougher odds."

Boston U., for example, admitted 58 percent of its Class of 2028 via Early Decision. Bernard C. admitted 56 percent of its first-year students early. Penn admitted 51 percent via Early Decision, the magazine pointed out.

"The broader trend of Early Admissions, whether through Early Decision or Early Action, is reshaping the way students and families approach college applications," Aaron Andrikopoulos, co-founder of AJ Tutoring, told the magazine.

Supreme Court Ruling Studied. According to the *Cornell Chronicle*, a new study by Cornell U. researchers found that the number of top ranked applicants who identified as underrepresented minorities dropped by 62 percent when removing race as a factor from a school's application logarithm. At the same time, the test scores of top-ranked applicants did not meaningfully increase.

"We see no evidence that would support the narrative that black and Hispanic applicants are admitted even though there are more qualified applicants in the pool," said senior author René Kizilcec.

The study also noted that additional analysis of the model created by researchers showed that the subset of qualified students in the top-ranked pool under their original logarithm was somewhat arbitrary, because there were so many excellent applicants.

The paper also noted, "With standardized test becoming less accessible during the pandemic, selective universities have increasingly turned to artificial intelligence-based approaches to help prioritize which of the tens of thousands of applications to review first."

Also, researchers observed not all schools actually saw a drop in diversity following the Supreme Court's ruling last year. Some even saw increases. ■

COUNSELOR'S BOOKSHELF

Learning for Work: How Industrial Education Fostered Democratic Opportunity by Connie Goddard (former CB writer); University of Illinois Press, 2024; ISBN 978-0-252-08814-8; paperback, \$30. "Goddard brings into focus debates over the relationships between education, work, opportunity and social mobility in a

nation structured, then as now, by hierarchies of race and class." To order, see <http://www.uillinois.edu>.

The New College Classroom by Cathy N. Davidson and Christina Katopodis; Harvard University Press; paperback; 320 pages; ISBN

9780674297302, \$24.85. "A pedagogical treasure trove..."

Teaching with AI: A Practical Guide to a New Era of Human Learning by C. Edward Watson and José Antonio Bowen; John Hopkins Press; ISBN:13: 9781421449227; paperback; \$24.13. "How AI is revolutionizing the future of learning and how educators can adapt to this new era of human thinking." ■

SCHOLARSHIP SCOOPS

DePaul's Lighting Design. The Christine A. Binder Endowed Scholarship in Lighting Design at DePaul U. in Chicago is funded with a \$1 million gift from a former employee. It will be awarded to students in the Theatre School majoring in Lighting. Designers learn to visualize, create and implement their designs ... to illuminate theatre, opera, music and dance productions"

Marshall for All. Marshall U. in Huntington, West Virginia, received a \$5 million gift to bolster its Marshall for All scholarship funds. The gift came from Sheryl Sandberg, former CEO of Meta and founder of Lean In. Marshall hopes to relieve students of any debt by 2037. "I know the bright scholars of the Marshall for All program will be the next generation of leaders we need," Sandberg said.

Questbridge Scholars Announced. Questbridge National College Match, the organization that links high-achieving, low-income students with scholarships at 52 of the nation's top colleges, announced its new cohort of 2,622 scholars. This year, Questbridge received applications from 25,500 students and selected 7,288 finalists. In the end, the colleges and universities selected the 2,627 students for full scholarships and other expenses at their institutions, the most in the organization's history.

Since Questbridge began operation in 2003,

it has connected more than 17,000 students with scholarships at the prestigious institutions. Participating schools range from Amherst and Columbia U. to the U. of Chicago and Yale. Questbridge Scholars hail from all 50 states as well as several territories. They posted an average GPA of 3.94. And 83 percent of them are first in their family to attend college.

UMass Amherst Offers Some Free Tuition. High-needs students from families with adjusted income of less than \$75,000 will receive free tuition at the U. of Massachusetts Amherst. The new promise includes federal support and additional resources from the Mass Grant Plus program which was expanded in 2023. "It's important that students with the greatest financial need understand how affordable a UMass education can be," said Chancellor Javier Reyes. The offer can cover all four years of college.

Western Kentucky Healthcare Workforce Supported. The Council of Postsecondary Education Healthcare Workforce Investment Fund granted \$1.6 million for Western Kentucky U.'s C. of Health and Human Services student scholarships.

"[Nursing] students who receive this funding will receive a scholarship for up to two years and will be required to work for one of our healthcare partners for up to two years after graduation," said Dean Tania Basta. ■

NEWS YOU CAN USE

AI Essay Warning. As student use of Artificial Intelligence tools such as ChatGPT increase, college admissions officers are warning students that they are on the look-out for AI-generated work. Princeton admission dean Karen Richardson wrote in an August blog that applicants use the technology "at their peril." She added that, "First and foremost, I guarantee that any essay one writes with the help of AI is not going to be as good or authentic as one that an applicant composes on their own."

Bullied Teens. One-in-three teens (34 percent) say they have been bullied, according to a new report from the U.S. Centers for Disease Control and Prevention. The centers defined bullying as when a person is "exposed to aggressive behavior repeatedly over time by one or more people and is unable to defend themselves."

Girls are bullied at a rate of 38.3 percent, while boys are tormented at a rate of 29.9 percent. LBGTQ+ students are especially

hard hit, as are minority teens.

"Bullying victimization during childhood and adolescence has life-long consequences and is a public health issue of national concern."

Hardest Working Cities for Young Professionals? What cities are best for ambitious, young professionals? A survey commissioned by Career.io rated the cities with the "hardest working young professionals." In order of ranking, it listed: New York City as number 1. "Known for its relentless pace, the city's competitive environment draws ambitious young professionals ready to sacrifice weekends and vacation days. With opportunities in finance, media and technology, the Big Apple is a magnet for those willing to push themselves in pursuit of high-stakes success."

NYC is followed by Houston, Dallas, Los Angeles, San Diego, Atlanta, San Antonio, Colorado Springs, Nashville and Charleston.

Harvard Changes Release Time of Admission Data. Harvard C. will no longer

Transfers Stay Near Home

Time and distance may be a barrier to students who want to transfer from a two-year to four-year institutions. Two recent studies suggested that Asian and white Californians and Texans are willing to venture a distance of 25 miles and time of 30 minutes to transfer from a two-year to four-year institution to continue their education. But low-income and African American students are not so willing.

Northwestern U. Admits City Colleges of Chicago Transfers. Northwestern U.'s School of Professional Studies will admit transfer students from the City C. of Chicago. CCC students must have a minimum 24 transferable semester credit hours and maintain a 3.0 cumulative grade point average.

"This partnership highlights SPS's dedication to working with City Colleges of Chicago to support adult learners," said Northwestern's Dean Thomas Gibbons.

CCC's provost and chief academic officer Mark Potter added, "... this early admission agreement will help our talented students seamlessly transfer... so they can go on to earn their bachelor's, master's and doctorate degrees." ■

release its admissions data when it admits its new class in Spring. According to the *Harvard Crimson*, the change is a "major break from a nearly 70-year precedent." Instead, Harvard C. will release all data on the admissions cycle, including acceptance rates and demographic profiles of the matriculated class in "the October/November timeframe."

Harvard said the change was made "to provide the most complete view of the newly enrolled class, reducing confusion and offering a predictable timetable." Harvard has been the target of recent lawsuits challenging its admissions practices.

SAT Test-Takers Increased. Nearly 2 million members of the high school Class of 2024 took the SAT test at least once. But that is still not up to the pre-pandemic level. Some 2.2 million took it in 2020.

While elite colleges are reinstating standardized tests in hopes of reducing the massive number of applicants they receive, and gaining more information on applicants, many other colleges that dropped standardized tests during the pandemic have not yet required test resumption. ■

HAPPY HOLIDAYS!

To renew your subscription, go online to www.collegeboundnews.com

Annual subscription: \$59 in North America, \$69 for international orders, including airmail postage.

©2024 COLLEGE BOUND PUBLICATIONS, INC. All rights reserved. ISSN 1068-7912 For photocopy rights, please write the Editors.

See, www.collegeboundnews.com