

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Admissions Watch

Applications Up “Significantly”

Baylor Apps “Up Significantly.” Baylor U. in Texas received more than 33,000 completed applications and deposits, “up significantly year over year for the Fall 2023 freshman class,” according to *The Baylor Lariat*.

“In the early 2000s, the average student applied to three schools and now the average student applies to 10 schools,” said Ross Van Dyke, assistant vice president for enrollment management and marketing and recruitment. “Right now, the stat is one out of every three students that steps foot on campus ends up enrolling in the university.

“We have some preliminary data that leads us to believe that it might even be greater than that, about 38 percent. It’s something that really excites us,” he told the paper

Boston U. Has “Takeaways” on the Class of 2027. BU received 80,485 applications this year, 6,866 ED. International applicants came from 182 countries totaling 15,788 students. First-gen applications increased 6.4 percent with 19,929 applicants. Forty-one percent of applicants submitted test scores with the average GPA 3.80, average SAT 1441 and average ACT 32.

In addition, Boston U. drew 3,655 EDI applicants and admitted 1,073, 29 percent.

Takeaways: Applications remained “flat” compared to last year, but Early Decision applications increased. BU saw more applications from underrepresented groups as well as first generation. BU remained test-optional and in *BU Today*, Kelly Walter, dean of admissions, noted that this opened doors to more students. Walter also stated that essays are

increasingly more honest and open, compared to essays in the past that described student accomplishments.

Bowdoin Sees “Big Increase” in International Apps. Bowdoin C. in Maine received a record-high 10,934 applications for its Class of 2027, 16 percent more than last year. A record 1,572 of applications came through two rounds of Early Decision.

An additional 27 students were admitted through the QuestBridge National College Match program, according to *The Bowdoin Orient*.

“There’s been a big increase in international [applicants]... But we’ve seen increases in domestic first-generation students, domestic students of color and students applying for aid overall,” said Claudia Marroquin, dean of admissions and student aid. “We end up having to say ‘no’ to more students... that always weighs heavily on us.”

FSU Draws 71,000 Plus. As of mid-February, Florida State U. drew more than 71,000 applications for its Class of 2027. FSU admitted 17,066 from all 50 states and 46 countries. About 22 percent are first-generation students.

Admitted students posted an average score GPA of 4.4, an ACT composite score of 31 and SAT of 1370. About 88 percent ranked in the top 10 percent of their high school class. FSU expects to enroll between 6,000 and 6,200 students for Summer/Fall 2023.

FSU also reported that an alum recently donated \$10 million to endow scholarships and program support for women pursuing degrees in STEM-related majors.

continued on page 2

Financial Matters

Pandemic Relief Funds Assisted 18 Million College Students. According to the Biden Administration, an estimated 18 million students received direct financial aid authorized by the Higher Education Emergency Relief Fund that began in 2021. The fund paid out “tens of billions of dollars-accounting for roughly half of all funds provided by ARP (American Rescue Plan) and earlier pandemic legislation....”

The funds “allowed millions of students to avoid dropping out during the pandemic, helped them afford the cost of college and helped meet their basic needs like food, housing, transportation and childcare.”

“Nearly half of all students who were enrolled in Higher Education Emergency Relief Fund (HEERF)-eligible institutions received emergency financial aid. Pell Grant recipients and students at under-resourced institutions (such as HBCUs and Tribally Controlled Colleges and Universities) were more likely to receive aid and typically received aid in higher amounts.”

In total, \$76 billion went to institutions of higher education (IHEs) in calendar year 2021. For breakdown of spending, see www.whitehouse.gov/briefing-room/statements-releases/2023/02/01/fact-sheet-new-data-show.

Pandemic Drove Down Net Tuition Revenue. During the COVID-19 pandemic, net tuition revenue declined at 61 percent of colleges according to an analysis conducted by the *Chronicle of Higher Education*. For example,

continued on page 3

INSIDE

- The State of California
- Enrollment Trends
- Curriculum Capsules
- News You Can Use

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APPLICATIONS UP

continued from page 1

James Madison Early Apps Jump 30 Percent. James Madison U. in Virginia attracted 24,156 Early Action applications for its Class of 2027, up 30 percent from last year and 83 percent over the last two years, according to *The Breeze*. Applications from first-generation students increased 56 percent, while those from minority students rose 42 percent over last year.

Student use of the Common App and positive national exposure are the two reasons that Melinda Wood, associate vice president for access, enrollment management and director of admissions, told the student paper.

“The Common App is designed to reduce barriers for students,” Wood said. And, “They want their decision.” As far as those who are accepted, Wood indicated that the decision “comes down to academic preparation” and how well a student has done in high school. “We really know who can be successful here.”

The Johns Hopkins Admitted 811 Early. Johns Hopkins U. in Baltimore admitted 533 students through Early Decision I, and added another 278 students through ED II, according to the *Johns Hopkins News-Letter*.

Salem C. Applications Increased 67 Percent. According to *yesweekly.com*, Salem C. in Winston-Salem, North Carolina, was another college receiving a record number of applications—over 2,000 compared to 1,347 applications last year. James McCoy, vice president, said this is the result of Salem’s “new focus on preparing women to be leaders in health.” He noted out-of-state applications increased by 85 percent, with Georgia and Kentucky up by more than 500 percent and international students up by 20 percent.

U. of Tennessee’s Acceptance Rate Plummets. As *CB* noted in January, Early Action applications to the U. of Tennessee soared for the Class of 2027, increasing 43 percent. In late February, UT announced it also received a record number of Regular Decision first-year applicants, 47,838, according to *utdailybeacon.com*. It attributes part of the surge to an increase in out-of-state applicants.

This led to “a drastic” decrease in the acceptance rate—59.4 percent for in-state students and 33.3 percent for out-of-state students compared to 71.2 percent for in-state acceptance and 67.2 percent for out-of-state acceptance in 2022. Tennessee also plans to reduce the number of its freshmen after a 10-year growth in the size of the class.

UT’ academic statistics for the class: GPA between 4.04-4.46; ACT composite score of 26-31 and SAT composite score of 1240-1400.

Vanderbilt’s Admit Rate Lowest in History. The acceptance rate of EDI and EDII applicants was 15.7 percent, the lowest in Vanderbilt’s history, according to *The Vanderbilt Hustler*. The university received 5,619 applications, 10 percent more than last year.

William & Mary ED Apps Up 18 Percent. The C. of William & Mary in Virginia attracted approximately 1,460 Early Decision I & II applications, 18 percent more than last year’s record-breaking pool. It offered admission to about 664 of those students, an increase of 10 percent over last year.

Tim Wolfe, dean of admission, expects about 17,500 total applications this year, for an entering class of approximately 1,650 students. Overall, applications to William & Mary increased nearly 25 percent over the past three years.

“On average William & Mary is the most affordable university in Virginia for students with needs and also provides them with the highest probability of completing their degrees

on time [87 percent]. We are committed to ensuring that high-caliber students recognize that they belong here and can succeed at the university,” Jeremy Martin, vice president for strategy & innovation, told *W&M News*.

Yale Rejecting More EAs. Over the past three admissions cycles, Yale U. began rejecting a larger portion of early applicants. For the Class of 2027, 67 percent of the 7,744 EA students were rejected outright, while 21 percent were deferred and 10 percent admitted, the fewest in program history.

“About two years ago, two things happened,” Jeremiah Quinlan, dean of undergraduate admissions and financial aid, told *Yale News*. “First, the increase in applications. Deferring applications means the committee has to reconsider the application going forward... [so] we are pushing ourselves to make more final decisions in the early application round.

“The second thing was that we heard from our colleagues in high schools across the country that it is useful to offer final decisions earlier.” ■

The State of California

California Apps Decrease for Fall 2023. Applications to the U. of California system for Fall 2023 decreased by 2.2 percent, or 5,411 applications, compared to last year. The largest decrease in applications was from out-of-state and international freshmen applicants and transfer applicants.

However, UC received a total of 206,405 freshmen applications and 39,363 transfer applications, for a total of 245,768 applicants, “tracking closely to the level set in previous years.” Applications from “many underrepresented groups” grew nearly 1 percent, and made up 46.3 percent of this year’s pool.

Individual Campus Reports. Applications from Chicano/Latino students rose by 2.2 percent, from Pacific Islanders by 3.3 percent and by 9.1 percent among American Indian students. Applications from California Community Colleges fell by 3.7 percent, from 30,936 last year to 29,795 for 2023.

- UC Berkeley received 125,874 applications for 2023, down from 128,192 last year.
- UC Davis received 94,609 applications for 2023, down from last year’s 94,725.
- UC Irvine received 121,074 applications for 2023, up from 119,165 for 2022.
- UCLA received 145,882 applications for 2023, down from last year’s 149,779 apps.
- UC Merced attracted 25,730 applications for 2023, down from last year’s 26,043.
- UC Riverside received 56,462 applications for 2023, up from last year’s 54,365.
- UC San Diego received 130,830 applications for 2023, down from last year’s 131,226.

- UC Santa Barbara received 110,861 applications for 2023 down from last year’s 110,991.
- UC Santa Cruz attracted 68,820 applications for 2023, up from 65,866 last year.

California Slow To Meet In-State Goals. A five-year enrollment compact initiated last year by California Governor Gavin Newsom and the U. of California and California State systems called for an annual 5 percent increase of in-state students in exchange for more funding. The initial goal was about 14,000 more in-state UC students by 2027. California lawmakers also instructed UCLA, UC San Diego and UC Berkeley to enroll fewer out-of-state students.

College officials explained that COVID declines in community college enrollment resulted in fewer transfer students and that many campuses have a housing shortage problem. Still, they maintain that they will hit their five-year goal. As a result, out-of-state students could find it much harder to be admitted in the future.

“UC has a massive demand and supply imbalance,” said California Assembly subcommittee on education finance chair Kevin McCarty. “In other words, we turn away qualified Californians in record numbers. And so how is it that we’re not able to increase enrollment? That’s kind of perplexing.”

UC responded by announcing a new outreach plan at 65 California community colleges, including expanding academic advising at those colleges or creating new faculty-to-faculty collaborations. ■

FINANCIAL MATTERS

continued from page 1

net tuition at Princeton fell 21 percent, at Harvard 18 percent, Yale and Brown, 11 percent, at Columbia, 6 percent. However, Cornell U. saw a 3 percent increase while both Dartmouth C. and the U. of Pennsylvania recorded 1 percent net tuition revenue increases.

Forty-four Percent Skipped 2022 FAFSA. About 44 percent of last year's high school graduates did not fill out the Free Application for Federal Student Aid, hence missing out on \$3.5 billion worth of unused Pell Grant money, according to the National College Attainment Network.

States That Spend Most on College Assistance Programs. According to Scholaroo's financial aid index report, these are the top 10 states that spend the most money on undergraduate financial aid per student: South Carolina, \$3,052; Tennessee, \$2,252; New Mexico, \$2,242; Georgia, \$2,160; New Jersey, \$2,038; California, \$1,751; Louisiana, \$1,632; Kentucky, \$1,615; Virginia, \$1,391 and New York, \$1,371. Find the full report at Scholaroo.com.

Endowments Decline. College and university endowments (about \$807 billion total) dipped by 4 percent in fiscal year 2022, as did overall asset values, according to the 2022 "NACUBO-TIAA Study of Endowments." However, endowments provided \$25.85 billion in student financial aid during the same period.

"Want Student Aid? Meet with Your Counselor." There is a strong relationship between meeting with high school counselors and gaining student financial aid to attend college, according to new statistics released by the National Center for Educational Statistics.

The High School Longitudinal Study that followed more than 23,000 students who were in ninth grade in 2009 found that among those who planned to go to college, 87 percent who met with a counselor about financial aid completed the FAFSA compared to 59 percent who did not meet with a counselor. Moreover, 67 percent of college students who met with their high school counselor received need-based grants, compared with 45 percent who did not meet with their counselor. There is no causal relationship, but there is a strong correlation.

SPOT-CHECK ON TUITION TABS

Tuition up 5.5 percent at Lafayette. Due to inflation, tuition for students at Lafayette C. in Pennsylvania will increase by 5.5 percent for the 2023-24 academic year. That will bring the total cost to \$80,114. Most students will not pay the full sticker price.

"We are in a really difficult inflationary period," Audra Kahr, executive vice president for finance and administration, told *The Lafayette*. "Costs are on the rise for everything we do."

Stanford Hikes Tuition 7 Percent. Citing inflation expenses, Stanford U. in California announced that undergraduate tuition would increase by 7 percent for the 2023-24 academic year. That comes on top of a 4 percent increase this academic year. Students will be paying upward to \$82,000 a year, including room, board and listed tuition. Stanford trustees also increased the family income threshold for free tuition and room and board from \$75,000-\$100,000.

Yale's 2023-34 Tuition to Increase 3.4 Percent. Next academic year, tuition, room and board at Yale U. will increase from \$80,700-\$83,880. Yale will continue to meet 100 percent of a family's demonstrated financial need, without loans. ■

ENROLLMENT TRENDS

Public Health Degrees Up 1,100 Percent.

A recent study from the U. of Minnesota School of Public Health, Johns Hopkins Bloomberg School of Public Health and the Association of Schools and Programs of Public Health found that over the past 20 years the number of students earning undergraduate public health degrees grew by 13.4 percent per year, or a total increase of 1,100 percent.

In 2020, 18,289 undergraduate public health degrees were conferred. Of those who were employed, 34 percent work in for-profit organizations, 28 percent in healthcare organizations, 11 percent in academic institutions and 10 percent in governments. The study was published in the *American Journal of Public Health*. See, <https://ajphpublications.org>.

Students with Children Have Higher College Dropout Rates. Some 52 percent of student parents leave school within six years

without a degree, according to an Institute of Women's Policy Research report. *U.S. News & World Report* pointed out that one reason is that the percent of public colleges with childcare services decreased from 59 percent in 2004 to 45 percent in 2019.

Men to Women Ratios Shift. In 1972, 22 percent of men between ages 25 and 29 had earned a bachelor's degree compared to only 16 percent of women. By 2022, the number of women in the same age group who earned a degree reached 44 percent. The number of men climbed to 35 percent, but the gap reversed.

Academic Preparation. According to a recent Brookings Institute report, men and women with the same rigorous academic preparation enroll in college at the same rate. And contrary to perception, black, Hispanic and Asian America students with similarly

rigorous academic preparation enroll in college at a rate of 5 percent more than white students.

World's 10 Largest Universities. According to information compiled by Read Nigeria Network (rnn.ng), the 10 world universities with the largest enrollments are: Indira Gandhi National Open U. in India with an active enrollment of over four million students; Allama Iqbal Open U. in Pakistan with a 2011 enrollment of 3,305,940 students;

The California Community Colleges with an enrollment of 2.1 million students; Bangladesh National U.; Anadolu U. in Turkey; Azad U. in Iran with 875,000 students; Laureate Education in Maryland; Bangladesh Open U.; Universitas Terbuka in Indonesia with an enrollment of 1,045,665 students and the National Technological Institute of Mexico.

(Note: Some of these systems are defined differently than U.S. universities.) ■

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CURRICULUM CAPSULES

Clinton Social Innovation. Clinton C., an HBCU founded in 1894 in South Carolina, opened a new Center for Social Innovation. It houses Clinton's Community Development Corporation, Wellness and Community Health Institute and the Clinton ConNEXTion Action Plan.

Houston Community College's Two New Majors. Beginning in Fall 2023, students at Houston C. C. can earn four-year degrees in Applied Technology and Artificial Intelligence and Robotics, as well as Applied Science in Healthcare Management.

Rochester Converts B.A. Holders to Nurses. To help battle the nursing shortage, the U. of Rochester Medical Center launched a new initiative that pays 100 percent tuition reimbursement for students with a B.A. in another field who enter the school's accelerated, one-year bachelor of nursing degree program. URMC plans to enroll about 10 students per semester. The tuition reimbursement program will be capped at 33 students per year, but the School of Nursing itself graduates between 158 and 200 each year.

Reimbursement graduates must pledge to work at least three years at Strong Memorial or Highland hospitals after graduating and passing their licensing exam. Strong currently has 500 nursing vacancies, according to WXXI News. New York State is projected to have a shortage of 40,000 nurses by 2030.

"Our (college nursing) enrollment rates across the country are down," said Karen Keady, vice president and chief nursing executive at URMC. "We are all seeing empty seats in nursing school, which makes me very nervous."

C. of Idaho Partners with Willamette's Early MBA. Qualified students at the C. of Idaho are eligible for a \$20,000 scholarship if they are admitted to Willamette's highly rated Early Career MBA program.

CUNY Ends Remedial Classes. After 50 years, the City U. of New York's community colleges phased out its last remedial classes in math and English.

Previously, new students had been assessed and when their skills were not at college level, they were assigned to non-credit remedial classes when they enrolled. Researchers questioned the value of these classes, which became an insurmountable hurdle for many students.

Now CUNY uses a "co-requisite" model, where students in need of academic support enroll in credit classes and get extra help at the same time, either through extra repetition built into the class or supplemental assistance outside of class. CUNY has been phasing out remedial classes since 2016, when 78 percent of new students were assigned to the courses, and about half did not pass them. CUNY currently educates about 243,000 students.

SUNY Requires Racial Equity Course for Graduation. The State U. of New York now requires all students to take a course in racial equity in order to graduate.

Best-Paying Majors. Here's a list of best-paying majors, compiled by *The Penny Hoarder*, relying upon the U. S. Bureau of Labor Statistics for the median salary: engineering, computer engineering, computer science, healthcare informatics, nursing, finance, cybersecurity, public administration, economics, construction management, logistics, phys-

ics, marketing, game design and pharmacy. Salaries vary between states, regions and urban and rural centers. For more info, check out the Bureau of Labor Statistics "Job Outlet Index."

Most Researched Majors. The most often Internet-searched majors by students worldwide, according to the U. of Potomac, are nursing, law and business administration. In California, they are psychology, business and computer science.

Major Changing. One-third of students change their majors while in college and 10 percent change their majors more than once, according to the National Center for Educational Statistics.

Marymount Cuts 10 Degree Programs. Marymount U. in California announced that it is eliminating 10 traditional degree programs including English, history, art, philosophy, religious studies and secondary education. Currently, its top three major programs are nursing, business administration and information technology. ■

NEWS YOU CAN USE

NCAA Ends Test Requirement. The National Collegiate Athletic Association permanently removed the qualifying SAT or ACT score requirement for students to qualify for Division I and II athletics during their freshman year. The move comes in the wake of post-pandemic trends by colleges to make standardized testing optional and evidence that the test may be racially biased.

Food Insecurity. According to a new report from the Hope Center for College, Community, and Justice at Temple U., only 18 percent of students who experienced food or housing and security were enrolled in the federal Supplemental Nutrition Assistance Program. Only 26 percent of the students had even heard of the program. The report urges colleges to use their student application for federal financial aid to identify those who may be eligible for SNAP benefits.

Nearly Half-a-Million Undocumented Higher Ed Students. The U.S. now houses an estimated 11 million undocumented immigrants, including more than 427,000 currently enrolled in colleges and universities across the nation.

Even though these students are currently shielded by the Deferred Action for Childhood

Arrivals program, according to The Education Trust, they face a variety of barriers including, "restrictions on in-state tuition, driver's license eligibility, state-based financial aid and supportive services like food and housing assistance..."

The Education Trust is among groups that are lobbying for the repeal of 20 U.S.C. 1091 (a) (5) of the Higher Education Act to make these undocumented students eligible for federal financial aid.

P.S. Moonlighting Teachers. "An astonishing 59 percent of teachers hold second jobs, if you include part-time jobs within the school system, like coaching, teaching evening classes or even driving a school bus," former PBS education correspondent John Merrow wrote in an email to his followers. He cited data from the Economic Policy Institute.

Authors of that study wrote, "Moonlighting can increase stress and drive disengagement, as teachers are forced to juggle multiple schedules and have their family and leisure time reduced." EPI thinks this stress is driving teachers out of the field.

The National Association of State Boards of Education notes that, "In about half of all U.S. states, the average teacher does not even earn a living wage needed to support a family." ■

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