

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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Admissions Watch

The Early Outlook

Deadline Updates: Key Findings from the Common App 2022. Using its “comprehensive source of higher education application data,” the Common App released its 2022-23 “Deadline Update” of application activity up to November 1. Here are some key findings:

- 748,118 distinct first-year applicants applied to 841 Common App member colleges and universities, 41 percent more than in 2019-20 (before the pandemic);
- The number of applicants from underrepresented minority students increased by 32 percent over 2019-20, while the number of first-generation applicants soared by 43 percent;
- About 61 percent of domestic applicants reside in the top 20 affluent zip codes nationwide, compared to just 5 percent from the bottom quintile;
- 48 percent of applicants reported a standardized test score this year;
- Since 2019-20, applications to public colleges and universities grew more than those to private Common App numbers (+44 percent to +28 percent).

Spotlight: Yale’s Early Action. Yale C. received 7,777 Early Action applications for its Class of 2027, 6 percent more than last year and the second most in school history behind the 7,939 applications for the Class of 2025. Last year, Yale accepted 10.9 percent of Early Action applicants.

“The admissions office is much more interested in the strength and diversity of the pool of students who applied to Yale each year than simply the number of students who apply,” Jeremiah Quinlan, dean of undergraduate admissions and financial aid, told *Yale Daily News*.

Over the past year, Yale’s admissions staff

has hosted more than three dozen virtual events and over 100 tours a month.

Maryville C. Apps “Skyrocketing.” Maryville, a liberal arts college, located on 320 acres in Tennessee, is seeing applications for next year “skyrocket,” President Bryan Coker told the *dailytimes.com*. “I’m excited that our admissions applications are at an all-time high, and trending about 30 percent ahead of previous years.” He hopes to increase enrollment to 1,300 students in the next few years.

Maryville, founded in 1819 by Presbyterians, enrolled 1,069 students this fall, including 346 new undergrads. About 220 of Maryville’s students come from out-of-state, while 60 arrived from international locations.

(At the same time, the Tennessee Higher Education Commission revealed that the percent of high school students going straight to college fell from 63.8 percent for the Class of 2017 to 52 percent for the Class of 2021.)

MORE ON THE CLASS OF 2026

Cal Poly’s Most Diverse Class. California Polytechnic State U. received more than 68,000 applications for the Fall 2022 class, up 3.5 percent from last year and the most in school history. More than 5,100 first-year students enrolled this fall. For the first time, Cal Poly offered “significant financial aid to all Pell-eligible California residents who gained admission....”

This fall, Cal Poly enrolled a new class with the highest-ever percentages of women (51.44 percent), students from partner high schools (20 percent), first-generation students (16.6 percent), Asian students (14.3 percent) and Hispanic/Latino students (24.4 percent). The incoming class is also the most academically prepared.

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Financial Matters

Debt Relief Update. In mid-November, the Biden administration filed an emergency appeal with the Supreme Court to intervene and save its \$400 billion student loan forgiveness program. Debt relief has been delayed by two federal courts in response to objections filed by six states: Arkansas, Iowa, Kansas, Missouri, Nebraska and South Carolina. Previously, Supreme Court Associate Justice Amy Coney Barrett denied similar requests to stop the program filed by a Wisconsin taxpayer group, and then again later by two other plaintiffs.

“The Eighth Circuit’s [U.S. Court of Appeals] erroneous injunction leaves millions of economically vulnerable borrowers in limbo, uncertain about the size of their debt and unable to make financial decisions with an accurate understanding of their future repayment obligations,” said U.S. Solicitor General Elizabeth Prelogar.

A week after its Supreme Court appeal, President Biden announced that he was again extending the pause on student loan repayment set to expire January 1, 2023, until 60 days after the issue is resolved by the Supreme Court, or if the Court doesn’t act by June 30, sixty days after that.

“It isn’t fair to ask millions of borrowers eligible for relief to resume their student debt payments while the courts consider the lawsuit,” the president said.

What is the likely outcome? Opponents of the plan often quote Speaker of the House Nancy Pelosi, who in July 2021 explained to reporters, “People think that the President

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Enrollment Trends

Certificate Program Enrollment. While most undergraduate and graduate programs recorded negligible enrollment increases this year, enrollment in undergraduate and graduate certificate programs increased by 3.1 percent in 2022, according to the National Student Clearinghouse Research Center.

Another survey of 145 colleges and universities by higher education software and service provider Jenzabar found that 52 percent of colleges are either currently offering or plan to offer a variety of non-credit certificate programs, and 60 percent now offer or will offer stackable degrees.

“The higher education industry has broadly not kept up with meeting the demands of an evolving learner population, both in terms of program relevance and in terms of customer experience,” said Amrit Ahluwalia, director of strategic insights at Modern Campus. “Students overwhelmingly enroll in higher education to identify pathways to successful careers. But very few schools clearly outline the career outcomes that different programs will lead to.... For colleges and universities that don’t adjust quickly to the shifts, both

the demographic change and the consumer expectations of the modern learner, they’ll struggle to stay open.”

Indiana Enrollment Dropped 12 Percent.

In 2015, about two thirds of Indiana high school graduates directly enrolled in college. But five years later, only 53 percent of the state’s high school grads went to college the following year, according to the Indiana Commission for Higher Education. Those are “pretty troubling statistics,” said Sean Tierney, the commission’s policy director, in the republic.com. Nationally, 62.7 percent of high school grads attended college in 2020, down 6 percent from 2015.

The number of African American graduates of Indiana high schools who went straight to college declined from 50 percent in 2019 to only 43 percent in 2020. In that same period, Hispanic and Latino students dropped from 49 percent to 44 percent. Less than 40 percent of students who qualified for a free and reduced lunch went straight to college in 2020. But 61 percent of those from families with incomes above that threshold enrolled. In 2020, Indiana female high school graduates enrolled in col-

lege at a rate of 61 percent, while only 46 percent of male graduates did so. Nationally, 66 percent of women and 59 percent of male high school grads go straight to college.

Texas San Antonio up Five Percent. Enrollment at the U. of Texas San Antonio increased to 34,300 students this fall, an increase of 5 percent from pre-pandemic numbers. Freshman enrollment rose by 1.8 percent to a record 5,600 students. Online enrollment jumped 41 percent since Fall 2021 to 790 students. About 70 percent of UTSA students come from under-represented ethnic and racial groups. Hispanics make up 59 percent of the school’s population.

FYI... Transfer Scholars Network. The Transfer Scholars Network connects nearly 400 high-achieving community college transfer students with 13 of the nation’s top four-year institutions, according to the Aspen Institute College Excellence Program which directs the network. ■

International Students Returning

About 948,520 international students from 200 different places of origin studied in U.S. institutions during the 2021-2022 academic year, 4 percent more than last year, according to “The Open Doors 2022 Report on International Education Exchange,” released by the U.S. Dept. of State’s Bureau of Educational and Cultural Affairs and the Institute of International Education. The number of international students enrolled for the first time at U.S. colleges and universities increased by 80 percent year-over-year, a return to pre-pandemic levels.

China and India accounted for 52 percent of all international students in the U.S. in 2019-2020. That school year, some 370,000 Chinese students studied in the United States. Last year, the number fell to around 290,000 Chinese students. Enrollment of German students in the U.S. was up 60 percent, while students from Spain increased by 41 percent and from France by 37 percent.

“We are thrilled to see international student numbers on the rise, and to see the United States maintain its global leadership as the top destination of choice for international students,” said Lee Satterfield, Assistant Secretary of State for Education and Cultural Affairs.

International study by U.S. students almost came to a halt during the pandemic, declining by 91 percent to 14,549. But U.S. institutions reported a 523 percent increase in the number of students going abroad during the summer of 2021. In Fall 2022, 9 percent more U.S. students are studying abroad. For the full report, see, www.opendoors.org. ■

EARLY OUTLOOK

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“It’s important that students who are interested in Cal Poly know that we are creating opportunities for them and reducing barriers,” said Terrance Harris, vice president for strategic enrollment management.

Gonzaga Retains 93 Percent. Gonzaga U. in Washington State enrolled 7,253 students this fall, including 1,217 first-year students who hail from 37 states and 22 countries. Almost a third of the new class is composed of students of color. International students make up 4 percent of the new class. First-year students posted an average high school GPA of 3.73 and average SAT of 1330. Additionally, 93 percent of last year’s first-time, full-time students returned this fall. About 80 percent of students graduate in six years.

Montreat C. Grows for Eight Straight Years. Montreat C., a Christian liberal arts school in North Carolina (20 minutes from Asheville) was founded in 1916. This fall, Montreat enrolled 918 (full-time equivalent) students, the most in school history. New students are also the best academically. During the pandemic, Montreat spent \$5.8 million upgrading its facilities, President Paul J. Maurer told *Black Mountain News*.

Oregon Fall Enrollment Stabilizes. Enrollment at 10 of Oregon’s 17 community colleges stabilized or increased, while continu-

ing to decline at the other seven. At Portland C.C., the student headcount fell by about 4 percent, even though PCC experienced a 2.4 percent increase in new degree and certificate-seeking students this fall.

“This means students across the state are returning or continuing to pursue their education,” Morgan Cowling, Oregon Community College Association executive director, told Oregon Public Broadcasting.

Oregon State U., the state’s largest university, recorded a 4 percent increase this fall, bringing total enrollment to more than 35,000 students. The U. of Oregon also posted a 4 percent increase over 2021. Portland State U. experienced a 5 percent drop (and noted that it has lost nearly \$18 million in gross tuition and fee revenue since the 2019-20 fiscal year.) Eastern Oregon U. also logged a 5 percent decrease, while Western Oregon U. enrollment dropped by 6.8 percent.

Utah Up 1.5 Percent. This fall, undergraduate enrollment at the U. of Utah increased by 3 percent to 26,355 students. Another 8,379 graduate students pushed total enrollment to 34,734. This is the third year in a row of enrollment growth. The increase was fueled by 1,655 first-year students of color as well as 2,779 new “female-identifying freshman.”

Within the next five years, U. of Utah hopes to enroll 40,000 students. Utah has already seen a 25 percent increase in applications for the Class of 2027, compared to this time last year. ■

FINANCIAL MATTERS

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of the United States has the power for debt forgiveness. He does not. He can postpone, he can delay, but he does not have that power. That has to be an act of Congress.”

CB will keep you updated.

Bottom Line Holds Line on Debt. Bottom Line is a nonprofit that partners with “degree-aspiring students of color from underrepresented communities to get into and through college and successfully launch a career.” It operates programs in Boston, Chicago, New York City and Wooster, Ohio. And it counsels students on how to accumulate “no more than \$31,000 in debt.” See, www.bottomline.org.

California Requires FAFSA. California passed a new law that requires all 12th-graders to complete the Free Application for Federal Student Aid. “California is taking a big step to ensure that our students attain a college education and it is now more important than ever for our parents to be informed about the financial aid process,” Miguel Molina, associate director of programs for Richmond Promise, told richmondstandard.com.

FAFSA Progress. More than 52 percent of the high school Class of 2022 completed the Free Application for Federal Student Aid, up 4.6 percent over last year by mid-October. The National College Attainment Network, which tracks the numbers, said 2.3 million students now are eligible for financial aid. In 2019, before the pandemic, 54 percent of the class filed a FAFSA.

Carleton Supports Pell Students. Carleton C. in Minnesota added 19 Pell Grant students to the Class of 2027 using money contributed by the Schuler Educational Foundation. These students receive grants averaging \$75,486 to cover fees, books and living costs, and will receive full support until they graduate. Schuler pledged up to \$50 million, and with Carlton donors matching funds, the total could reach \$100 million. Carlton is working to increase its Pell population to 20 percent of the student body.

Indigenous Students Face Financial Barriers. Only 36 percent of Indigenous students entering four-year institutions in 2014 earned their degree in six years, compared to 60 percent of all other students, according to a recent report, “National Study on College Affordability for Indigenous Students,” funded by the Lumina Foundation. Download the full report at https://collegefund.org/NNSP_Afforability.

Maryland Grants Multi-Million Aid for Low-Income Students.

This fall, the U. of Maryland announced a multi-million dollar initiative to support low-income students, according to *The Diamondback*.

Stillman Aid for STEM Majors. Stillman C. in Alabama announced that juniors and seniors will be eligible to borrow up to \$20,000 a year through its Student Freedom Agreement, according to patch.com. Graduates will only begin repayment if they make more than \$30,000 a year. Students “will have access to very low-interest rates and high-paying internship and career opportunities with major players, enabling them to complete their degree without the worry of funding,” said Cynthia Warrick, Stillman president.

Supporting Transfer Athletes. Under new NCAA regulations, colleges are required to provide incoming transfer athletes financial aid for up to five years or until graduation.

Texas Woman’s “Zero Tuition.” Texas Woman’s U. fully covers tuition and fees for new in-state students who qualify for federal aid.

U. of Vermont Freezes Tuition for Fifth Straight Year. Vermont’s Board of Trustees also froze room and board for the fourth year in a row. The current tuition for undergrads is \$10,280 for in-state students and \$41,280 for out-of-state students. The freeze has resulted in a record number of applicants to the U. of Vermont, which currently offers full scholarships to 45 percent of its undergraduate students.

SCHOLARSHIP SCOOPS

Loyola U. Chicago Adds \$100 Million in Scholarships. Loyola’s largest gift ever, \$100 million from John and Kathy Schreiber, will be dedicated to “fund full scholarships, room and board, an array of comprehensive services for aspiring black, Latino, first-generation and other ethnically and racially diverse students who are historically underrepresented in higher education.”

Michigan Achievement Scholarship. Beginning Fall 2023, a new law guarantees Michigan students who qualify between \$2,750 and \$5,500 per year in scholarship assistance. An estimated 94 percent of community college students and 75 percent of students at Michigan’s four-year schools will be eligible.

“This is an absolute game changer for kids who are on the fence because they’re not sure about their financial status in terms of paying for college,” Stiles Simmons, superintendent of Westwood Community Schools, told www.detroit.chalkbeat.org. ■

COUNSELOR’S BOOKSHELF

State of the American College Student.

Anxiety, feelings of being overwhelmed and a sense of loss have increased among Generation Z college students and prospective students since the pandemic, according to a two-year study, “The State of the American College Student,” conducted by Fuseideas and Destinations Analytics, two marketing companies.

Students also are worried about their future, job security, work-life balance and overall well-being while in school and post-graduation. They also are more heavily influenced by “self-educators who have diminished the value of a traditional college education.” Download the study at www.fuseideas.com/college-student-survey.

Tech Ethics Video Series.

Purdue U.’s College of Liberal Arts released a free “Tech Ethics Video Series,” as part of its “Leading Ethically in the Age of AI and Big Data.” The video series includes 22 presentations by leading national and international technology and ethics experts from diverse professional backgrounds, including industry, academia, the nonprofit sector and government. See, www.cla.purdue.edu/about/college-initiatives/leadingethically/techethics.html. ■

CURRICULUM CAPSULES

California State U. Channel Islands' New Dance Studies Major. California State U. Channel Islands in Ventura County launched a new Dance Studies major in its Performing Arts program. "The degree is a global look at dance and how dance has been a way to communicate and passed throughout our culture from generation to generation with the stories in our bodies," said Heather Castillo, associate professor.

The major also provides students with the athletic training and technique necessary for dance performance. Graduates will be qualified to be dance education therapists, social workers or talent agents "and more."

Illinois State Promises Equity in New Engineering School. In her State of the University address, Illinois State U. President Terri Gross Kinzy promised its new College of Engineering will represent "a new standard of equity in Engineering."

Methodist U. Launches Occupational Therapy Assistant Program. Students at Methodist U. in North Carolina can now earn a Bachelor of Science as an Occupational Therapy Assistant (OTA). According to the U.S. Bureau of Labor Statistics, overall employment of OTAs is projected to grow by 34 percent by 2030.

Purdue/Ivy Tech Partner on Next-Generation Microelectronics Workforce. While the U.S. consumes about half of the microchips produced worldwide, only about 12 percent are manufactured in the U.S. That's one reason that Purdue U. and Ivy Tech C.C. in Indiana teamed up to educate students in microelectronics. With demand for 100,000 new workers in the field expected in the next decade, "the Purdue-Ivy Tech partnership will enable a comprehensive, robust solution to address the microelectronics needs across the entire workforce value chain, from associate to doctoral degrees," said Mung Chiang, executive vice president for strategic initiatives at Purdue.

Queens C. New School of Arts. Queens C., part of the City U. of New York, opened its new School of Arts, which is home to 22 academic programs. The school's mission is "focused on building the community and diversity of artists, people who work in the business of the arts and their audiences."

Southern Illinois Welcomes New Grads. Southern Illinois U. Carbondale signed an

agreement with two Illinois community colleges, Prairie State and the C. of DuPage, the state's largest community colleges. The agreement allows two-year graduates to earn their four-year degree at SIU online at "a lower cost" in nine academic areas. The Saluki Step Ahead agreement will allow the two-year graduates to earn their four-year degree for about \$25,000.

UT San Antonio's B.S. in Health, Aging & Society. The U. of Texas San Antonio launched a Bachelor of Science degree in Health, Aging & Society in which students will learn to manage and coordinate hospitals,

nursing homes and other healthcare facilities.

"The Health, Aging & Society program follows a recent international trend to integrate sociological perspectives into the study of health, healthcare and aging," said Terrence Hill, director. "Our new program is perfect for students who seek a balance between academic and applied approaches to health and aging."

Rice's New Ph.D. in Organizational Behavior. January 13, 2023, is the deadline to apply for a new Rice U. Business Ph.D. with a concentration in organizational behavior. The field addresses topics such as "leadership, power and influence, teams, networks, emotions, cognition, diversity, motivation and trust, as well as employee well-being, ethical decision-making and social justice." ■

NEWS YOU CAN USE

Record Number of Schools Test-Optional. According to the organization FairTest, a record 1,835 colleges and universities are ACT/SAT-optional or test-blind/score-free for Fall 2023 applicants.

"An overwhelming majority of undergraduate admissions offices now make selection decisions without relying on ACT/SAT results," said Harry Feder, FairTest executive director. "These schools recognize that standardized test scores do not measure academic merit. What they do assess quite accurately is family wealth, but that should not be the criteria for getting into college."

Canisius C. in Western New York is one school that will soon drop "all consideration" of standardized test scores, beginning Fall 2024. It has been test-optional since 2020. Since then, applications have increased 18 percent. Enrollment of students of color has increased from 37 percent to 44 percent.

Meanwhile, **Michigan** still requires students to take the writing portion of the SAT. "The Dept. of Education believes writing is a vitally important part of our students' education and needs to be measured for continuous improvement of instructional practices," a spokesman told *Spartan News* at Michigan State U. But the state legislature is debating whether to end that practice.

"We are over-testing our kids versus the rest of the country," said a spokesperson for the Michigan Association of School Boards.

ACT Scores Down. ACT composite scores declined for members of the high school Class of 2022 across all racial and ethnic groups. The average ACT composite score for the high school Class of 2022 was 19.8 out of 36. This

is the first time that the score dipped below 20 since 1991. Only Asian Americans posted a score above 25 points.

College readiness also took a hit. About 42 percent of ACT-test takers met none of the subject benchmarks in English, reading or science and math. That means they're probably not ready to do college work. In 2021, 38 percent of test takers failed to meet any of the benchmarks.

"The magnitude of the declines this year is particularly alarming," said Janet Godwin, ACT CEO. "We see rapidly growing numbers of seniors leaving high school without beating college-readiness benchmarks in any of the subjects we measure."

Since 2018, the number of students who took the ACT fell by 30 percent overall, but 37 percent among Black students.

Competency Required. More than 600 institutions now emphasize competency-based education (CBE) with over 1,000 CBE programs. That means students need to prove they can do a variety of thinking tasks instead of just showing up for class and passing some written tests. Students receive credit for knowledge, skills, behavior that they learn in various ways. Performance over seat-time and tests. CBE makes certificated relevant and flexible.

In addition, "an overwhelming number of students surveyed by Coursera, which offers 5,400 courses and certificates from "world-class universities and companies," said "micro-credentials" such as certificates and boot camps have positioned them for a better job. ■

HAPPY NEW YEAR!

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