

Newsletter



Published by College Focus LLC
College Admissions Educational Consultant

April 2011

April/May Calendar

- May 1– College candidate reply date
- May 2-13– AP test dates
- May 6– last day to sign up for June 4 SAT and June 11 ACT
- May 7– SAT tests



Inside this issue:

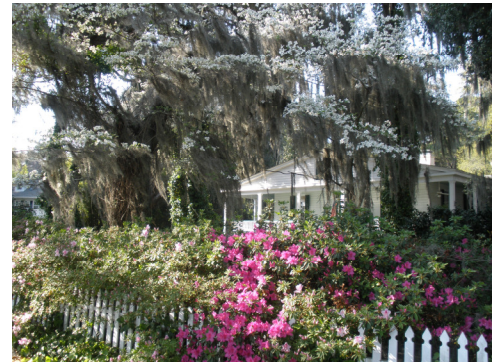
Admission Records Broken	1
College Tour Through the Spanish Moss	1
2011 Admission Statistics– Selected Colleges	3
UC Announces New ELC Rules	3
National Art Portfolio Day	4

Admission Records Broken

With the high school population decreasing and the economy still in the doldrums, one might assume that college applications would decrease and gaining admission to college would get a little easier. Such an assumption would be incorrect. Admission records were broken almost everywhere– at large state universities, small liberal arts colleges, the Ivies, and private universities. So what is driving this deluge, resulting in more applications and lower admission percentages? While there are a number of factors, Columbia’s huge increase (32%) in the number of applications tells a significant part of the story– it joined the Common Application this year. The ease of applying to more colleges through the Common Application has no doubt driven up the number of applications. However, throwing more darts at the target is not a healthy or preferred way of approaching the college search as the 90% plus students who applied to all or many of the Ivy League colleges and who were de-

clined will attest today if they are truly honest. Thus, as juniors visit colleges during spring break and this summer, it is so important for them to find good college fits and be realistic about expectations when formulating their college lists so that they will have college choices that they will be thrilled with and not just darts on the floor.

I have posted this year’s admission statistics for some of the colleges to which my clients applied inside this newsletter.



College Tour Through the Spanish Moss

While Californians endured torrential Spring rains, I had the good fortune to experience beautiful Spring weather during my college tour through Georgia and South Carolina. My trip began in Atlanta, where I toured Agnes Scott College, Emory, Georgia Tech, Morehouse, Spellman, and Clark

Atlanta. Atlanta is a cosmopolitan city with transplants from everywhere. In addition, Atlanta offers abundant opportunities for internships, research and extracurricular activities. For those who are looking for an all women’s college, **Agnes Scott** might be that perfect choice,

and it is certainly looking to add more California women to the mix. Located in the small town of Decatur, it is within a few miles of central Atlanta. While it is known for its programs in science and math, its most popular minor is music. For those interested in the *(Continued on Page 2)*

Southeast College Tour *(Continued)*

health sciences, it has a partnership with the Center for Disease Control where students can gain real world experience. The college also offers a summer bridge program in math and the sciences, which is not remedial in nature. While most colleges have a writing center, Agnes Scott's complimentary speaking center is unique, providing students the skills and confidence to give oral presentations of any kind. While small in size, the campus is quite diverse, offering a fine liberal arts education that serves its motto of "Who will you become?"

Located in the Druid Hills area of Atlanta, **Emory University** attracts a large Northeastern population, but there is also a good representation of California students. Students at Emory tend to be more career oriented, seeking out pre-professional studies such as business, pre-law, and pre-med. There is no lack of money for facilities and programs due to Emory's holdings in Coca Cola. Like many highly selective universities, Emory is looking to shape its class rather than fill a class when admitting students. Besides strength of curriculum, grades, and test scores, Emory is looking for a demonstrated interest in attending Emory.

Georgia Institute of Technology looms large along the freeways of Atlanta. Located in Atlanta's Midtown, it is in the heart of Atlanta. The campus is spread over 450 acres, serving an undergraduate population of only 13,000. This is the South's premier tech university, but also offers superb programs in architecture and business management. Students can also get their fill of liberal arts. The academics are very demanding, but students escape through big time sports and Greek life. The football

stadium is on campus, conveniently located near student and Greek housing.

Morehouse College, Spelman College, and Clark Atlanta University are part of the consortium known as the Atlanta University Center. As I walked through the Martin Luther King National Historic Site, I came upon these historically black colleges nearby. While each college remains independent, there are plenty of opportunities for cross-registration and combined social activities at these small colleges. Students even take advantage of classes and programs at nearby Emory and Georgia State University. While Morehouse provides strong programs in business and the sciences, its male population can take advantage of stronger humanities at the all female college of Spelman. Spelman is also recognized for its strong sciences. While Clark Atlanta is coed, its population is primarily female and boasts a strong business program.

As I arrived in Athens, Georgia to visit the **University of Georgia**, about 1½ hours from Atlanta, evidence of the Georgia bulldog was everywhere. The university arch led me through a magnolia tree-filled lawn surrounded by old, historic buildings. Yet, modernity is everywhere with newer buildings spread throughout this sprawling campus. Athens is a college town where sports, music and the arts, and Greek life dominate. This large university is populated primarily by Southerners, many from the state of Georgia who take advantage of the generous HOPE scholarship program (free tuition for students who earn at least a 3.0 high school GPA and maintain such GPA in college). There is not a great deal of diversity in the mostly conservative student body. As a large university, it offers a great variety of academic majors including strong programs in agriculture related majors, veterinary

studies, and landscape architecture.

Located in historical Macon, Georgia, **Wesleyan College** is a small women's liberal arts college. As I walked the first all women's accredited college in the country, I enjoyed beautiful landscaping, including a lake and equestrian center. The education is a bargain for a private college and boasts a diverse student body with a large international population. Sisterhood is big here, and business related majors are a large draw.

Though I walked through the park filled neighborhoods to the admissions office at **Savannah College of Art and Design (SCAD)**, we shuttled around the historic district of Savannah to view SCAD's facilities. Like the Academy of Art in San Francisco, SCAD's buildings are scattered around the city. Not to worry, however, as Savannah is a superb walking city, and SCAD offers an efficient shuttle system that has its own bus smart phone app. SCAD has been a major part of the renaissance of Savannah, saving many historic buildings from deterioration and destruction. SCAD offers cutting edge facilities and programs in most every art field imaginable. Unlike many art schools, no portfolio is required. Thus, students who are seriously interested in the arts will have an opportunity despite lack of experience. SCAD offers many diversions to academic life also, including study abroad, festivals, and even an equestrian team. Graduates do well in the job market as evidenced, for example, by the high percentage who work at Pixar.

(South Carolina colleges reviewed next month)

2011 Admission Statistics— Selected Colleges

College	2011 % Accepted	2010 % Accepted
American University	41.44	43.26
Boston College	27.88	31.1
Boston University	47.69	57.97
Carleton College	29.62	30.81
Columbia University	6.93	9.16
Cornell University	17.95	18.36
Dartmouth College	9.73	11.53
Elon University	56.9	48.82
Emory University	25.9	28.58
Fordham University	40.12	50.66
Georgetown University	17.98	19.28
Lehigh University	32.93	37.89
MIT	9.58	10.08
Middlebury College	17.74	19.15

College	2011 % Accepted	2010 % Accepted
New York University	25.64	29.78
Northwestern University	18	23.1
Occidental College	38.01	41.92
Penn State University	46.66	47.85
Purdue University	66.11	65.11
Stanford University	7.07	7.31
Tulane University	24.84	25.98
University of Colorado	84.34	83.08
University of North Carolina	29.36	32.48
University of Richmond	31.73	32.99
University of Southern California	22.77	24.35
University of Washington	52.9	56.8
Villanova University	42.64	45.14
Yale University	7.35	7.88

UC Announces New ELC Rules

While we know that the University of California has tweaked its admission requirements, it recently announced the specifics of its Eligibility in the Local Context (ELC) program. ELC was the status previously awarded to the top 4% of seniors in each California high school. Those students automatically received admission to the following UC campuses if they applied: Merced, Riverside, Santa Barbara, Irvine and Davis. These students were determined after each high school submitted transcripts through junior year for the top 10% of the class. The

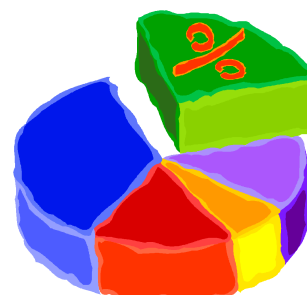
UC determined the top 4% based upon its criteria .

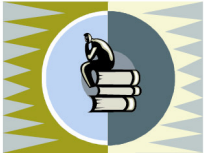
Under the new program, each high school will submit a list of the top 15% rising seniors by the end of September. From that list, the UC will determine the top 9% for each high school and those students will be granted ELC status. However, there is a significant timing change to the announcement of ELC status. In past years, students received their ELC status prior to the deadline to submit the UC application. The determination of ELC status was based upon the transcripts submitted by the high school.

Under the new rules, ELC status will be determined after students submit the UC application. Using a student’s self-reported academic record in the application, the application system will determine whether a student has met or exceeded the ELC benchmark GPA and completed set minimum course requirements. The ELC status will be posted on the UC application website and shared with each campus to which a student has applied. Thus, students will no longer know if they will have ELC status before they apply.

We still do not know if any of

the campuses will automatically admit all ELC students as in the past. We are awaiting further announcement on this point, but it does not seem as likely just because of the sheer increase in numbers of ELC students. Even if there is no automatic admission, ELC students will be reviewed more favorably because of the status.





1408 Chapin Avenue, Suite 5
Burlingame, CA 94010
(650) 343-3940
Maureen@college-focus.com
www.college-focus.com

National Art Portfolio Day

The 2011-12 National Art Portfolio Day schedule has just been announced. While there are events throughout the country, the California dates are October 1, 2011 in Los Angeles and January 14, 2012 in San Francisco. For rising seniors, you may want to take advantage of one of the Fall events. The schedule and information can be found at www.portfolioday.net.

For those interested in the visual arts and design, this is a great event to find out about

programs and obtain feedback on your work. It is a casual and comfortable event, not a competition or an examination. To find out which colleges plan to be at a particular site, the host college can provide that information usually about a month or so in advance.

The foregoing website also provides lists of colleges that have particular majors, minors and concentrations in art and design. The breadth of academic disciplines will be a surprise for most, spanning from the traditional visual art

program to such fields as advertising, computer art, media art, fashion and jewelry design, game design, environmental design, historical preservation, architecture, interior design, game design, film and more.

