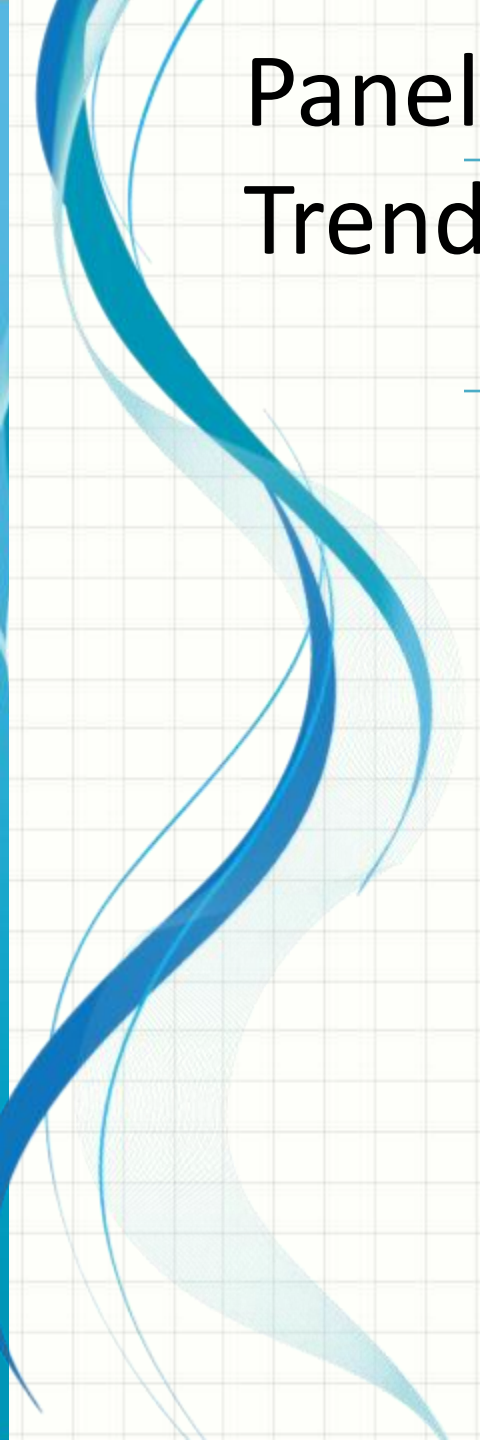


**HONORING THE PAST,
CELEBRATING THE PRESENT,
PREDICTING THE FUTURE:**

***THIS IS NOW,
WHAT IS NEXT?***

Tuesday, April 21, 2015





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Overview of “*This is Now, What is Next*”

1

- Examine current topics of concern.

2

- Predictions for the future of our profession.

3

- Suggestions and solutions for best practices.

The Internationalization of College Admissions



Current Topics

International students applying to colleges in the United States:

- These numbers are on the rise, particularly from certain regions.
- The use of consultants or “agents” is much more prevalent abroad.
- Colleges admissions offices receiving fraudulent documents, portfolios, and test scores is a huge concern.

Domestic students applying to colleges abroad:

- Much of the interest is in Canadian or European universities.
- Satellite campuses of U.S. universities in Asian or Middle Eastern countries provide promising options, but are competitive.
- Students may not accept offers due to cost, parental concerns, logistics of going on a campus visit, etc.

Predictions

International students applying to colleges in the United States:

- Numbers will continue to increase as the demand for a quality college education in countries that do not have a higher education system that can support it increases. Numbers will continue to increase as demand for U.S. credentials/degrees continues to rise along with the ability to finance a U.S. education due to improved economies in many foreign countries.
- The competitive nature of international college admissions and pressure to gain admission could lead to an increased number of cases of misrepresentation.

Predictions

Domestic students applying to colleges abroad:

- The number of students seeking degrees abroad could become more prevalent in the next 5-10 years.
- Students looking to position themselves for international business or other fields may seek in-depth exposure to a different culture.

Best Practices

International students applying to colleges in the United States:

- Use a third-party transcript translation service such as Education Credential Evaluators or World Education Service (WES) to translate and validate transcripts.
- Look at the whole student and see if things add up.
- Track international students longitudinally to see if there are any trends among students who struggle to identify fraud trends in the future.

Best Practices

Domestic students applying to colleges abroad:

- Have the student's family be on board with the pursuit of international universities and make sure all parameters about cost, student services, residential living and the challenges of distance are discussed early in the process.
- Use a directory such the one on cois.org to help students start a list of potential universities to research.
- Use resources to assist students/families in their research about studying abroad:
 - www.nafsa.org
 - www.goabroad.com
 - www.transitionsabroad.com
 - www.studyabroad.com
 - Embassies and Consulates in Washington, DC.

The costs of college



College finances

Topics

- Tuition discounting
- Reduced aid to individual colleges and state systems

College financing

Topics

- Redesigned FAFSA
- ROI

The future

- Best practices
- Recommendations

The role of government



Current topics

- State funding tied to enrollment increases.
- Predatory bank financing of colleges and universities.
- Increased government request for skills-based learning.

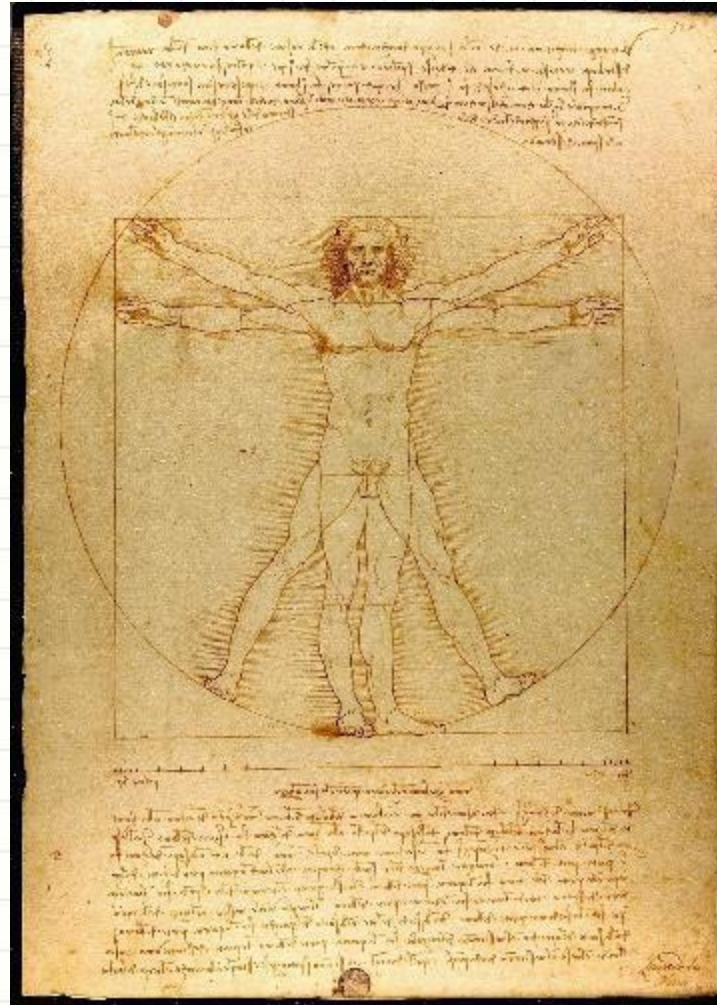
Predictions

- Federal legislation changing the way banks finance colleges, universities, and families looking to attend college.
- Dwindling state budgets matched with lower high school graduate numbers will mean tuition increases and increased cost per student to recruit.
- Lower bang-for-buck of financial aid dollars affecting access without federal increases to financial aid accounts.

Best practices

- Lobby government for more support for higher education and access programs.
- Be active in the conversation and staying abreast of laws and changes.
- Guide parents and students through process of paying for college without predatory financing.

Student mental and physical health issues



Areas of concern

- Stress
- The AP Marathon
- Binge drinking
- Sexual assault

Current trends in high school

2013 Fairfax County Youth Survey

- 49% of 12th graders get less than 7 hours sleep
- 33% of 12th graders report depressive symptoms
- 6% of female students and 2.4% of males report attempting suicide in past year - rate **more than doubles** among those using substances
- Almost 1 in 4 female students and 1 in 9 males reported that they had seriously considered attempting suicide in the past year

Some Positives: IB students reporting higher stress than non-IB students but also more success in coping techniques and general satisfaction (U. South Florida, 2013)

- *Effects on college process:* procrastination and avoidance, increased applications with less fit, missed school, less communication, more disclosure of mental health issues in essays and letters

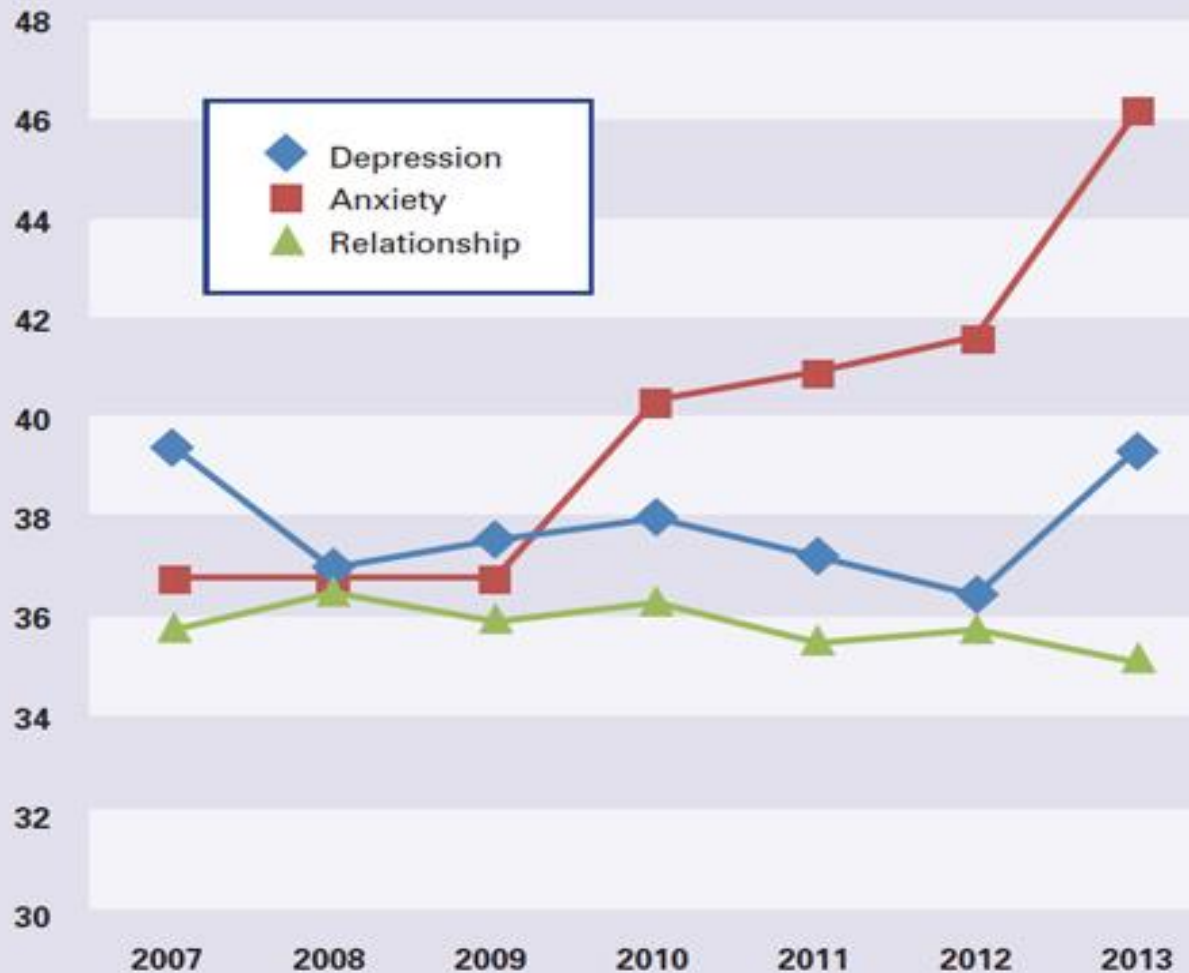
Are stressors *really* on the rise?

COLLEGE

- **Perfectionist culture and student suicides:** “Putting on the Penn Face” and “only showing your Facebook face” (UPenn study, 2/2015)
 - **Video:** “You can do everything right and it doesn’t matter, it’s just not fair” from <http://www.pbs.org/newshour/updates/obsession-elite-colleges-taking-toll-americas-students/>
- **2013 National College Health Assessment**
 - About 1/3 of U.S. college students had difficulty functioning in last 12 months due to depression
 - Almost 1/2 of all college students said they felt overwhelming anxiety in the last year
 - More than 30% of students who seek services report that they have seriously considered attempting suicide at some point in their lives, up from about 24% in 2010
- **Enrollment** in degree-granting institutions grew 32 percent from 2001 to 2011 but campus health budgets about same (APA “Students Under Pressure, 9/2014)
- Average max # of students on **clinic waiting lists** for large schools nearly doubled, from 35 to 62 ([2013 Association for University and College Counseling Center Directors Survey](#))
- *The good news:* evidence shows increasing mental health budgets reduce dropout rates and increase return on investment in student outcomes ([B.E. Journal of Economic Analysis & Policy](#), 2009)

College and university counseling center presenting concerns

Percentage of students who presented with depression, anxiety or a relationship problem as their main reason for seeking help at a counseling center.



Source: Association for University and College Counseling Center Directors

(APA "Students Under Pressure, 9/2014) <http://www.apa.org/monitor/2014/09/cover-pressure.aspx>

Students under pressure

College and university mental health trends by school year among students already receiving services at counseling centers

<i>Percentage of students</i>	2010–11	2011–12	2012–13*
Attended counseling for mental health concerns	45.2%	47.6%	48.7%
Taken a medication for mental health concerns	31.0%	31.8%	32.9%
Been hospitalized for mental health concerns	7.0%	7.8%	10.3%
Purposely injured yourself without suicidal intent (e.g., cutting, hitting, burning, hair pulling, etc.)	21.8%	22.5%	23.2%
Seriously considered attempting suicide	23.8%	25.5%	30.3%
Made a suicide attempt	7.9%	8.0%	8.8%
Considered seriously hurting another person	7.8%	7.9%	11.2%
Intentionally caused serious injury to another person	2.4%	2.2%	3.3%

Source: Center for Collegiate Mental Health

*In 2012–13 the answer format was changed for all items except prior counseling/medication. This change may have partially accounted for some of the increases, but because rates changed differentially, it's clearly more than that. For a more detailed explanation of changes, see the Center for Collegiate Mental Health 2013 Annual Report.

(APA “Students Under Pressure,
9/2014) <http://www.apa.org/monitor/2014/09/cover-pressure.aspx>

The AP Marathon

- Peer pressure is evident as top students continue to push themselves to take an increased number of AP and honors courses or to be full IB students in order to be more competitive to colleges.

Are there numbers to back this up?

- More than 20% of high school juniors and seniors nationwide (nearly 1.5 million students) took an AP exam in 2014, and just more than 12% received a passing score on any exam.
- Compare the above numbers to 2004 when 12% of 11th and 12th grade students took AP exams and 7.6% passed.

Is the finish line in sight for the AP Marathon?

- While there are few signs of it slowing down, some schools limit the number of AP courses students are allowed to take.
- Continued emphasis on both sides regarding life balance, good mental, physical and spiritual health, along with adequate sleep.
- Increased encouragement by high school professionals to have parents contact college counseling offices. Also, encourage students to seek out counseling help and/or learning assistance *early on* for maximum college success.

BINGE DRINKING

- About 80% of college students drink alcohol.
- About 50% of college students who drink alcohol also binge drink.
- About 50% of surveyed students started binge drinking before college (“Why Colleges Haven’t Stopped Binge Drinking,” New York Times, 12/14/14)

Possible solutions or new strategies?

- Enforcement: parental notification, criminal justice system, alcohol treatment programs (“Why...,” NYT, 12/14/14)
- Continued social norm campaigns (NIAAA)
- Aggressively reducing ease of getting alcohol (“Colleges Brainstorm Ways To Cut Back On Binge Drinking, NPR, 9/16/14)
- Targeting individual students via alcohol screening and intervention programs, at high school and college levels (NIAAA)
- Adding more Friday morning classes and reducing long weekends (NIAAA)

SEXUAL ASSAULT

- Traditional college students' age group (18-24) has higher rates of rape/sexual assault than all other age groups. (DOJ Bureau of Justice Statistics)
- College-age male victims account for 17% of rape/sexual assault victimizations (DOJ Bureau of Justice Statistics)
- Less than 5% of rapes are reported to campus or community law enforcement. (National Criminal Justice Reference Service)
- 89% of assaults occur when victim is incapacitated due to alcohol (NCJRS)

Possible solutions or new strategies?

- Know the resources available to your students.
- Increased awareness through social norm campaigns.
- Open dialogue on secondary and post-secondary campuses.

Moving Forward: Best Practices and Resources – High School level

- More use of quicker, widespread screening tools that are opt-out, not opt-in.
- More collaboration between counseling and admissions staff:
 - sharing trends you're seeing to impact programming on both sides.
 - high schools addressing parent/student expectations and defining a healthy application process.
 - responding to concerns disclosed within applications.
- More programming focusing on positive support role for staff and peers, wellness initiatives, campaigns to reduce stigma about suicide risk and self-harm.

RESOURCES

- College side: <http://www.thecampusprogram.org/>
- Parents and students: <http://transitionyear.org/>

Moving Forward: Best Practices and Resources – College level

- **Beyond the “Penn Face”** - encouraging campus discussion on anxiety, depression; highlighting and inviting back grads who have been successful but not traditional.
- **Increasing accountability for mental health programming:** requiring assessments, publishing data and using transparency in programming
- **Community oversight:** local/regional/national mental health advisory groups to provide feedback and guidance (e.g. Jed’s Campus Program).
- **Increased training for faculty and students** - counseling centers spending up to 25% time coaching how to respond to students’ needs.
- Increased funding, staffing and open hours.
- Innovative outreach and treatment **formats**, such online, text communication and apps (APA “Students Under Pressure”, 9/2014)

Other topics to consider. . .

- Evolving demographics
- Differing application formats
- Athletics
- Unseen emerging issues

What does this all mean to the college admission counseling profession. . .

The PCACAC CTFI Grand Theory of College Admission Counseling Relativity Equation

$$R_{\mu\nu} - \frac{1}{2}R g_{\mu\nu} + \Lambda g_{\mu\nu} = \frac{8\pi G}{c^4} T_{\mu\nu}$$



**A QUESTION?
A PREDICTION?**



Please...

**Submit your final session evaluation
at the link provided in your
Conference Program,
or access the link from
the mobile application.**