A new survey of nearly 300 colleges and universities by Moody’s Investors Service shows that about one-third expect their net tuition revenue will either decline outright this year or increase at a rate that fails to keep pace with inflation, a sign of the continued financial pressure they face.

And for all public and private colleges surveyed, the median net tuition per student is projected to grow more slowly than it did the previous year.

For public institutions, the increase is projected to be about 2.7 percent. That’s notably lower than the average median increase of nearly 7 percent in the five previous years, a period in which public colleges gained revenue by raising their sticker prices and more heavily recruiting higher-paying students from out of state. “This year’s lower median increase is the result of reduced sticker-price increases as publics become increasingly sensitive to families’ ability to pay,” the Moody’s “special comment” on the survey says.

Private institutions, meanwhile, have experienced slowing growth in net tuition per student since 2008-9 because of lower sticker prices and higher spending on student aid to assist needy families, and as tool to attract more students.

Tuition revenue that is diverted to student aid makes up the “tuition discount,” and according to the new survey, 70 percent of private colleges project an increase in their tuition-discount rate this fiscal year, compared with 58 percent before the financial crisis.

Moody’s surveyed institutions whose credit it rates and received responses from 165 private institutions and 127 public ones.

Moody’s said the survey showed about 18 percent of private institutions and 15 percent of public colleges project outright declines in their net revenue. The credit-rating agency said those were about the same proportions projecting such tuition issues last year. In the year before the financial crisis hit, in 2008, only about 10 percent of Moody’s-rated institutions faced a similar problem.
Moody’s said the tuition pressures and modest enrollment declines reported in the survey were concentrated in colleges that are small, draw students from a narrow demographic and geographic pool, and are less-selective in admissions, but “market-leading, diversified colleges and universities” with higher credit ratings “continue to fare better than the majority of the sector and are still seeing healthy student demand.”
Minority Applicants to Colleges Will Rise Significantly by 2020

Wave of diverse students will constitute nearly half of public high-school graduates, report says, even as number of black students declines

By Eric Hoover

Over the next decade, more students of color than ever before will pass through the gates of the nation’s colleges and join the ranks of its work force, according to new projections by the Western Interstate Commission for Higher Education.

By the year 2020, minority students will account for 45 percent of the nation’s public high-school graduates, up from 38 percent in 2009. In short, the number of white and black graduates will decline, and the number of Hispanic and Asian-American/Pacific Islander graduates will rise significantly.

Those projections appear in the latest edition of Knocking at the College Door, a regular report on demographic change published by the commission, which is known as Wiche. Released on Thursday, the updated report includes national, regional, and state-by-state projections for graduates of public and private high schools through 2027-28, revealing the enrollment challenges colleges must adapt to.

Birthrates and migration patterns are altering the racial and ethnic composition of the population, according to the report. Although increases in minority graduates will vary from state to state, not one, it says, "will escape the necessity of addressing the particular needs of a diversifying student body."

Knocking at the College Door has long been a touchstone for those who recruit students. Rich in data, it portends a future that both inspires and worries enrollment officials, who must chart short- and long-term courses for their institutions. Over the next few years, the total supply of high-school graduates will continue to fall slightly, ending a two-decade boom that prompted colleges to build more and more dormitories and fitness centers, while marketing themselves more aggressively than ever before.

Starting in 1990, colleges could anticipate annual increases in students completing high school. But after a peak of 3.4 million graduates in 2011, the trend line flattened out. By 2013-14, Wiche projects, the number of high-school graduates will stabilize, between 3.2 million and 3.3 million, until the next phase of sustained growth, from 2020-21 to 2026-27. During that time, the number of graduates will increase by about 70,000 (2 percent), a more gradual rise than the one seen over the last two decades.
The projected national picture reveals only so much, however. Trends in one state will not match those in another. In turn, the story line for colleges will vary from campus to campus.

Colorado, Texas, and Utah, for instance, can expect "swift expansion"—of more than 15 percent—in the number of high-school graduates. Kansas, Louisiana, and Nevada are among the states where Wiche projects more-modest growth, between 5 percent and 15 percent. Those states, the report says, "will face ongoing pressure to ensure adequate capacity exists to fulfill the needs of a growing cohort."

Meanwhile, California, Florida, and Illinois are a few states that can expect declines of 5 percent to 15 percent in high-school graduates. And Maine, Michigan, and New Hampshire are three that will see their numbers dwindle by 15 percent or more. In those states, the report says, institutions will face a different challenge: "sustaining existing infrastructure that was built up over many years."

From coast to coast, admissions officials will continue to redraw their recruitment maps. A few years ago, Samford University, in Alabama, did not buy the names of prospective students in California; now it buys a slew. The university has hired a regional admissions officer to recruit year-round in the Golden State and another to do the same in Texas.

That's because Samford cannot depend on Alabama and surrounding states to keep supplying as many students, says R. Philip Kimrey, vice president for student affairs and enrollment management. Blame demographic shifts—and competition. As Samford moves into other colleges' backyards, its own turf has become more crowded. "When we've got more institutions coming to my part of the country and stealing students away," he says, "I'm going to feel that impact."

**A Surge of Hispanic Graduates**

Although the rise and fall of prospective students sparks much discussion, the crucial question for colleges is not "How many?" but "Who?" The major theme of Wiche's projections—sharply increasing diversity—will soon hit many states and institutions with freight-train force, if it hasn't already.

In several states, the meaning of the word "minority" could change. By 2019-20, the report says, nonwhite students will account for a majority of public high-school graduates in Arizona, Florida, Georgia, Maryland, and Nevada. (California, the District of Columbia, Texas, and three other states have already reached "majority-minority" status.)

Those shifts will be driven by "extraordinarily rapid growth" in the number of Hispanic students earning diplomas, the report says. From 2008-9 to 2019-20, public high schools will produce about 197,000 more Hispanic graduates, an increase of 41 percent, according to Wiche's projections. During that time, the nation will see a near-equivalent drop, of 228,000, in the number of white graduates—a 12-percent decline. In all but two states, Colorado and Utah, the report says, the number of white graduates will be "in full retreat."

Meanwhile, Hispanic students are overtaking black students in several states where the latter had been the largest minority group. Nationally, Wiche projects 41,000 fewer black graduates by 2019-20, a 9-
percent decline. The number of Asian-American and Pacific Islander graduates will increase by 49,000, or 30 percent.

As those changes take hold, meeting the needs of minority students, especially those from underrepresented groups, will play a greater role in defining institutional success, according to Brian T. Prescott, Wiche’s director of policy research and a co-author of the report.

"Unfortunately, our track record nationally in serving underrepresented populations has been wanting, resulting in persistent gaps in educational attainment," the report says. "The nation and individual states have been able to sidestep the need to do better because the economic consequences of not closing those gaps have not been particularly dire." That must change, the report argues, in an era of growing diversity.

In Colorado, where Hispanic students will account for nearly all of the projected growth in high-school graduates, Jim Rawlins, executive director of admissions at Colorado State University at Fort Collins, sees a pressing need for early outreach to schools where students may know little about the admissions process. Colleges that have long excelled at touting their own virtues, he believes, must do more to prepare prospective students, regardless of where they might end up enrolling.

"As we continue to see more and more students who need more and more help, we've got to make sure we're serving them," says Mr. Rawlins, who is also president of the National Association for College Admission Counseling. "It's not just about putting up a billboard."
Columbia College president announces retirement

13 hours ago

The president of central Missouri's Columbia College is preparing to retire after 18 years in which the school has added campuses nationwide and created a strong online presence.

The Columbia Daily Tribune (http://bit.ly/UOMDPQ) reports Gerald Brouder announced Thursday he'll step down Aug. 1. Brouder will turn 70 next month and says he's willing to remain past his planned retirement date if a new president isn't selected by then.

Brouder spent 17 years as an administrator at the University of Missouri before becoming president of Columbia College in 1995. Since then, the private college has expanded in Columbia, where it now has 3,500 day students, as well as nationwide and online. The college says more than 23,000 students around the country used its online courses and degree programs in 2011.
COLUMBIA MISSOURIAN

MUPD reports November rape at Center Hall

By MISSOURIAN STAFF
January 10, 2013 | 3:49 p.m. CST

COLUMBIA — **MU Police reported a Nov. 1 incident of forcible rape at MU** in its Clery Report on Thursday.

The report lists 402 Kentucky Blvd., the address for Center Hall, as the location of the incident.

Capt. Scott Richardson refused to comment on the incident, and said the investigation is ongoing. The Missourian has filed a Sunshine Request for the incident report.
In his novel “Tender Is the Night,” F. Scott Fitzgerald wrote that American tourists in Europe languished whenever “no fragments of their own thoughts came suddenly from the minds of others.”

Fitzgerald wasn’t alone in intuiting the social relationship of language and thought; George Orwell wrote of “gumming together long strips of words which have already been set into order by someone else.”

These writers would surely have marveled at Google’s new n-gram tool, which draws on a database of millions of books, in multiple languages, to show the annual popularity of any published word or phrase over the last several centuries.

The long time span of the database allows us to see how a word’s popularity rises and falls smoothly through social diffusion, like “theretofore” from the late 19th century, “flapper” from the 1920s, “groovy” from the 1960s and “deconstruction” from the 1970s. The rise and fall of “theretofore” took most of a century, while “feminist” rose in the final two decades of the 20th century and was already on its way down by 2000.

We can see this in specific fields, too, like science. There’s no question that certain innocuous words in the scientific literature, like “robust” and “nuanced,” have become trendy. And it’s easy to track the rise of specific fields: the surge in the phrase “plate tectonics” in the 1960s, for example.

These insights into the evolutionary history of words raise an important question: could fashionable buzzwords reflect the limits of public interest in a particular area of science? And what if the relative ubiquity of certain words affected what scientists chose to focus on?

We considered this question in a recent paper. Using the raw data in Google’s freely available files, we focused on general books in English about climate science. We then obtained the yearly popularity data for a specific set of key words, like “biodiversity,” “global,” “Holocene” and “paleoclimate.”

We then established a baseline: for the last 300 years, the number of words published annually grew exponentially by about 3 percent per year. From about 20 million words for 1700, the annual word count grew to several trillion for 2000.

Against this baseline, we took the popularity data for each key word over the years and plotted them along a timeline according to a mathematical model of fashion waves. In that model, the chance that a word, as part of a quotation, is copied into another text increases with the popularity of the word (more
instances if it is around to copy), whereas the chance of that word appearing by itself is always the same. Most of our key words fit this model perfectly.

We must be careful here, because we do not want to confuse fashionable copying effects with simple adoption of words necessary to communicate new ideas. The word “automobile” peaked in the 1940s and has declined in popularity since. But that doesn’t mean the importance of cars has declined. Similarly, the Holocene is no less real as a geologic epoch because the popularity of the word (in books) peaked about a decade ago.

Still, we found that almost all the climate-science key words on our list were now becoming passé in public usage, in their remarkably predictable, mathematical way.

Interesting, a scientist might say, but who cares? What does it matter if the current vocabulary of a field is on the downside of popularity in the wider public realm?

From a policy standpoint, and for any scientist wishing to affect policy or public opinion, the trendiness of words in their field is of obvious interest — the less the public uses the words from a field of research, the less likely it may be to gather insights from that field.

But what about scientists uninterested in the world outside the lab, so to speak? Within the narrow realm of climate science literature, key words were not subject to nearly the same degree of boom-and-bust patterns as in the popular media. Our findings highlight the benefits of rigorous, specialist-access academic journals that can be a bulwark against all the chatter that otherwise blurs the lines between scientific work and social media.

Will that be enough, though, in the Internet age? Traditional printed books and journals, the coin of the scientific realm, now share attention space with digital media, where fashion cycles are faster, the lines between academic science and public discourse blur, and scientists are deluged with information.

And, as we have found, when humans are overloaded with choices, they tend to copy others and follow trends, especially apparently successful ones. In a time of sound bites and viral tweets, scientists are under pressure to have public “impact” (another rising buzzword) as well as to publish splashy, highly cited articles. This is a clear trend, as reference lists focus more and more on recent articles in top-tier journals like Nature and Science.

A current decline in popularity of key words associated with a certain science may well predict a decline in the practice of that science itself, as younger generations pick up on other rising topics in popular literature. But we shouldn’t despair: knowing the pressures on scientists and what is at stake, we can equip ourselves to use big data to ferret out the signatures of trend chasing. We can use tools like Google n-gram to identify trends and counteract the deleterious effect of buzzwords on scientific research.

Popularity does not guarantee quality. The “wisdom of crowds” requires the space to think independently first.

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