

CTCL and the Liberal Arts



Today's Presenters

Christine D. Bowman
Dean of Admission & Enrollment Services
Chair, CTCL Board
Southwestern University
Georgetown, TX
bowmanc@southwestern.edu

Maria Furtado
Executive Director
Colleges That Change Lives
maria.furtado@ctcl.org

Baylee Kowert
Vice President of Institutional
Enrollment
Austin College
Sherman, TX
bkowert@austincollege.edu

Caroline Randall
Director of Admission
St. John's College
Santa Fe, NM
caroline.randall@sjc.edu

Beverly Henry Wheeler
Regional Director of Admission
Hendrix College
Conway, AR
wheeler@hendrix.edu



Myth #1

Students who attend a Liberal Arts College will miss out on networking opportunities.

Community: Sharing common Attitudes Interest Goals

Housing Services

Residential Experience - Sharing space and ideas

Dining Services

Specialized focus on dietary and lifestyle choices

Wellness Services

Physical & Emotional Well Being, Organizations & Clubs

Academic Support Services

Tutoring, Stress Management, Organizational Skills, etc.

Professors/ *Tutors

Mentorship, Availability Outside Class

Career Services

Internships, Job Placement, Post-Graduate

Strong Alumni Support

Networking Across the Country and World



Myth #2

Liberal Arts Colleges are too expensive.

Financial Benefits at Liberal Arts Colleges

- Many have healthy endowments so they have means to invest in their students and have a commitment to support each of their students.
- Higher ROI, including marketable job skills and a 25% higher earning power.
- 95% of the CTCL schools have the similar costs for in-state and out-of-state students.
- On average 92% of students receive financial aid at liberal arts colleges.



Financial Benefits Continued...

Three CTCL schools have implemented a tuition reset (*Birmingham-Southern, Hiram, St. John's*)

St. John's College tuition reset in 2018

- We recognize this education should be affordable to many more students.
- Reduced tuition by \$17,000 annually
- No increase in two years
- Still provide an average of \$24,470 in financial aid; 92% receive aid
- Pell matching awards for the next 10 years
- Average Cost of Attendance after Aid = \$24,800

Cost of Attendance*

- Ave COA for Austin College - \$21,000 (100% of students receive aid)
- Ave COA for Southwestern - \$24,993 (100% of students receive aid)
- Ave COA for Hendrix - \$24,083 (100% of students receive aid)
- Four top TX state schools average = \$17,692 (72% of students receive aid)

**IPEDS Data*

Return on Investment

- Small classes & personal attention
- Student support & resources
- Unique opportunities & education

Myth #3

You can't complete competitive science or business programs at Liberal Arts Colleges.

Changing Tide?

Employers Want Liberal Arts Grads (Inside Higher Education, November 2018)

How to Succeed in Business? Major in Liberal Arts (Bloomberg, October 2019.)

Liberal Arts Align With Employer Needs (Inside Higher Education, January 2020)

Science, Business, and the Liberal Arts Providing the Context

Natural Sciences, Computer Science and Mathematics

- National Science Foundation - \$600,000+ grants
- Summer Research on-campus
- Student Research Scholarship Conference

Business, Economics, and Accounting

- Austin College - 100% complete Applied Learning
- Southwestern University - Financial Analyst Program
- Hendrix College - Accounting Through Odyssey Program
- Saint John's College - From Great Books to a PhD in Economics



Myth #4

I can't play sports at a small school.

Athletics at a Liberal Arts College

Division III is the largest membership group in the NCAA.

25% of students at DIII institutions are athletes.

Equal opportunity and access as the general student body to financial aid based on merit and need, not awarded based on athletic leadership, ability or performance.

Average of 19 sports per institution.

Student athletes report active academic engagement and participation in research, study abroad, capstone projects as well as other extracurricular activities.

Graduation rate average 5% higher than overall student body.

Greater involvement in volunteering.

When high school seniors decide to be Division III student-athletes, their choice illustrates their passion for the sport and pursuit of an education. Division III student-athletes compete not for financial reward, but quite simply, for the love of the game.

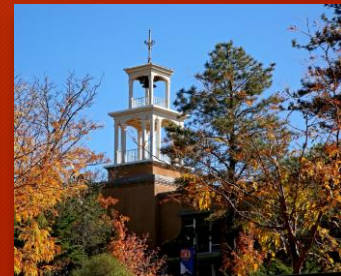
More likely to report that they feel like a part of a campus community.





CTCL, Inc is a non-profit organization 501(c)(3).

- CTCL is dedicated to the advancement and support of a student-centered college admission process. We support the goal of each student finding a college that develops a lifelong love of learning and provides the foundation for a successful and fulfilling life beyond college.



What CTCL does...

- Push back on the media frenzy about college admission
- Help de-stress students and families
- Help students and families see beyond the rankings
- Speak to the quality and long-term benefits of a liberal arts education
- Support the recruitment efforts of the member colleges

CTCL Member Colleges

2 public and 43
private colleges
and universities

Representing 26
states

Average
enrollment
~1,520

CTCL Members (*public schools)

Agnes Scott College

Allegheny College

Antioch College

Austin College

Bard College

Beloit College

Birmingham-Southern College

Centre College

Clark University

Cornell College

Denison University

Earlham College

Eckerd College

Emory & Henry College

Evergreen State College*

Goucher College

Guilford College

Hampshire College

Hendrix College

Hillsdale College

Hiram College

Hope College

Juniata College

Kalamazoo College

Knox College

Lawrence University

Marlboro College

McDaniel College

Millsaps College

New College of Florida *

Ohio Wesleyan University

Reed College

Rhodes College

St. John's College (MD/NM)

Saint Mary's College of CA

St. Olaf College

Southwestern University

University of Lynchburg

University of Puget Sound

Ursinus College

Wabash College

Wheaton College (IL)

Whitman College

Willamette University

College of Wooster

Searching?



- EXPANDED SEARCH ENGINE ON OUR SITE, WWW.CTCL.ORG OR SPECIFICALLY, [HTTPS://WWW.CTCL.ORG/?SFID=16108](https://www.ctcl.org/?SFID=16108)



- SEARCH BY MAJOR, LOCATION, ATHLETICS, TEST-OPTIONAL

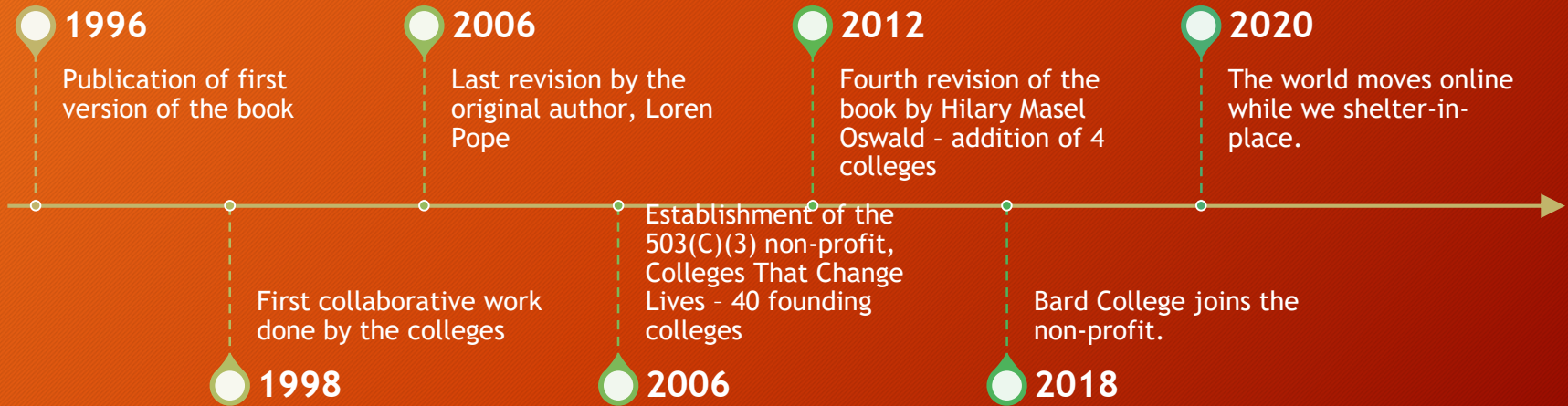


- THEN DIG IN DEEPER FOR MORE INFORMATION ON OUR SCHOOL PROFILE PAGES.



- MORE INFO? FOLLOW THE LINK TO THE SCHOOL'S WEBSITE - MORE INFO THAN YOU'LL EVER NEED/WANT.

Highlights of CTCL's History



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Questions?