

**COMMITTEE ON ADMISSIONS AND FINANCIAL AID**  
**2012-13 Annual Report**

To: Academic Senate, Santa Cruz Division

The Committee on Admissions and Financial Aid (CAFA) had another in a series of highly engaged years, with the primary foci of 1) investigating the results of the previous Holistic Review cycle, and assisting the Office of Admissions with policy to enhance and streamline this year's process, 2) producing a rubric for data on the outcomes of our admissions cycle, to be linked in the future with both first year performance and retention data, 3) addressing the lack of investment in non-resident student recruitment and yield for our campus, which has seen us lag behind systemwide UC enrollment targets, 4) implementing revisions to undergraduate admissions appeals policies, and 5) general oversight of the revisions to the UCSC Honors Program.

This was a critical year for CAFA, in which the committee made great strides in reconfiguring its orientation toward the changing selectivity and financial realities of the campus. These changes include, greater understanding of the complexity of our admissions process (the implementation of Holistic Review and associated tools and data from other campuses), identification of the need to parse our differential enrollment targets, the creation of new data sets to address our increased selectivity, and using these data to reorient the honors and other programs in the future. Much of this work was highly sensitive and nuanced, requiring the committee to assess its practices and how CAFA interfaces with the administration.

**Work of CAFA in 2012-2013**

**Committee Foci**

The Committee interfaced with several campus and Senate processes:

*1. Holistic Review Cycle*

CAFA worked diligently throughout the year reviewing the implementation of the Holistic Review admissions process as conducted for Fall 2012 frosh. While there were numerous logistical issues which were enumerated and addressed with UC systemwide and the "UCB tool", CAFA felt strongly that the first year of Holistic Review was a success. Our campus did not suffer from any drastic increases or declines in specific demographic groups, and the academic preparedness held steady.

Of particular concern to the committee was codifying the review cycle for the admissions process, including both fall outcomes as well as mid-year reporting which would enable policy changes to be effected prior to final admissions decisions in March. This was an issue this year with CAFA review and decision-making constrained by foreseeable operational timelines.

CAFA member Andy Fisher was instrumental in devising a series of analyses which CAFA has forwarded to both the Vice Provost and Dean of Undergraduate Education Hughey as well as to Planning & Budget. Our hope is that these report criteria can be operationalized as standing

reporting, as well as linked to existing (first year) student performance and retention statistics. These data would allow CAFA to refine the campus' admissions process to better insure the success of all students who are admitted.

## *2. Non-resident Admissions*

CAFA remains critically concerned that UCSC has been unable to yield the required enrollment target as identified by UCOP for non-resident (including international) students. This deficiency results in a large campus revenue shortfall annually. While both Senate and administrative bodies have been focused on this issue for some time, and there are clearly numerous related issues, CAFA is committed to assisting in remedying this structural deficit as quickly as possible. CAFA views the objective of achieving our non-resident enrollment targets as a major priority for the Admissions Office, both because it improves the student experience and because it enables the continued growth of the campus infrastructure which supports all our students.

Towards this end, the Committee charged the Admissions Office with parsing the applicant pool into three discrete pools with separate enrollment targets: California (CA) residents, domestic non-residents, and international students. CAFA set the target for non-resident/international student enrollments for Fall 2013 at no less than 100. To achieve this goal, CAFA remains committed to admitting only qualified non-resident students who will compare favorably with their classmate cohort. Based on this change, our campus yielded approximately 80% more statement of intent to registers (SIR) from domestic and international non-residents. Final enrollment figures will be available in the third week of Fall 2013.

## *3. Major Preparedness*

The BOARS Transfer Proposal (February 2012), slated for efficacy in Fall of 2015 is aligned with campus goals related to transfer student major preparation. The requirements are intended to introduce the student to their chosen major field, ensure that they have adequate competence for success, and begin them on their pathway for UC admissions. In addition, for the purposes of equity, we need to ensure that transfer students are not being expected to complete more credit hours for a major than native students.

In order to formulate the most advantageous and achievable major preparation requirements, as well as adequately notify our prospective transfer students, CAFA asked all departments to identify and review their transfer major requirements. From this, several departments, including the Biology, Economics, and Psychology, piloted the implementation of their requirements for this year's transfer admission review. Jack Baskin School of Engineering previously had these requirements in place where appropriate.

Once the policy was in place and the purpose of the transfer requirement change disseminated, CAFA turned the feedback they had received from various departments over to the Committee on Educational Policy (CEP). CEP plans to embed the review of proposed major preparation courses within the normal course approval process for Winter/Spring. CAFA will continue to collaborate with CEP in the review of major preparation requirements, though CEP is and will remain the authority on articulation and approval of major satisfying coursework.

### **Sub-Committee Efforts**

CAFA's membership is divided among several subcommittees which do a large portion of the detail-oriented work with committee stakeholders prior to full committee review and/or approval. Two major projects for the subcommittees were continued from 2011-12: revisions to the CAFA Appeals Guidelines and work on the UCSC Honors Program.

#### *1. Appeals subcommittee*

The CAFA Appeals subcommittee revised and updated a draft of the undergraduate admissions appeals policy which was reviewed by CAFA and approved. In addition to addressing several areas of possible concern, the new policy includes the formulation of the Cancellation Appeals Review Committee (CARC) which will bear primary responsibility for review of undergraduate appeals under CAFA's ultimate authority. The policy covers admission denial for first-year applicants, denial for transfer students, cancellation due to a missed deadline, and cancellation due to an academic shortfall.

#### *2. Honors and Merit Scholarships subcommittee*

##### Merit Scholarships

The subcommittee reviewed the two essay prompts used in 2011-12, and made minor changes to one of them. From the 1077 students who were invited to submit essays, we received essays from 328 students. After CAFA members evaluated and ranked the essays, 189 students were invited to be Regents Scholars. To encourage their acceptance, several CAFA faculty participated in the Chancellor's Reception for Regents Scholars, meeting with prospective students and their families. The final yield was 29 Regents Scholars.

##### Honors Program

This year, the Honors subcommittee worked jointly with two members of CEP on the continuing evolution and implementation of the UCSC Honors program. The goals of the subcommittee were 1) to assess which aspects of the pilot First Year Honors Program (FYHP) appear to be working and which are not yet working well; 2) to consider the tasks that need to be accomplished each year, who should be responsible for each task, and how best to coordinate efforts; 3) to generate a draft FYHP charter. The committee, perceiving that it was too early in the process to devise a charter, generated a timeline of tasks and deadlines for an incoming cohort of Honors students, as well as a "working plan" describing the student experience, the responsibilities of a faculty Director of Honors, the responsibilities of a staff Program Manager, and a budget.

The subcommittee considered several additional issues, especially as they relate to increasing the attractiveness of the FYHP for incoming students and improving the overall honors experience. Some of the many questions discussed at length:

- 1) How many Colleges should be involved in the FYHP? Should this be a campus-wide offering?
- 2) Should students have to be ELWR-satisfied to be invited into the FYHP?

- 3) Should international and nonresident students be allowed to participate even if they are not able to satisfy ELWR prior to arriving on campus?
- 4) Should FYHP students be offered priority registration?
- 5) Should FYHP students have an “Honors” designation on their transcript?
- 6) Should we allow students to enter the program winter quarter or in their sophomore year?

### **Issues for the Near Future**

There are several admissions and financial aid related issues that CAFA will continue to address in the near future.

1. Greater transparency in the selection and yield processes for all students.
2. Establishing an enhanced understanding of which students we are attracting, admitting, and yielding and if this aligns with the goals of the faculty.
3. More thorough data analysis and collaboration with the Admissions Office as well as CPB in accessing data.
4. Adjustments to our application of Holistic Review, including selection and training of readers, based on these data.
5. Increasing non-resident & international student populations to UCOP mandated levels and in accordance with the campus long range enrollment plan.
6. Consideration of exceptions to the normal admissions timeline.
7. Review of campus financial aid operations and recent staffing changes.

### **Admissions and Financial Aid for Fall 2012**

#### **Admissions**

This was the second year that UCSC used a Holistic Review model for selecting frosh admits, although this year UCSC implemented “second reads” on many applications to ensure a more comprehensive assessment. This aligned with what our sister campuses are doing in their Holistic Review models. Since Holistic Review is labor-intensive, the Office of Admissions employed 30 external readers who were trained to conduct the UCSC Holistic Review.

Applications: UCSC again saw significant increases in applications from frosh applicants, a 16.6% rise, driven in part by an increase of over 1,100 international students. Total frosh applications was 38,639 compared to 33,142 for fall 2012. At the transfer level, an increase of 5.8% was achieved with 8,147 junior-level applicants this year compared to 7,698 the previous year. These increases, mixed with UCSC’s reduced enrollment targets (3,500 frosh and 1,000 transfers) meant that UCSC would be far more selective than the previous year.

Of the 38,639 frosh applications, increases were seen in several important categories: African-American applications increased by 306 students (18.6%), Hispanic applications increased by 2,531 (27.5%), and international applications increased by 932 applications (60%). American Indian applications saw a slight decrease (10 applicants) over the previous year. At the transfer level, the increase in applications also saw gains in all underrepresented ethnic categories, albeit smaller than the frosh cohort. Of the total 8,147 applications, African American applications increased by 22 (6%), American Indian increased by 7 (6.5%) and Hispanic increased by 309 (18%).

**Admissions:** UCSC admitted 20,038 frosh for fall 2013, a slight decrease over the previous year of 140 students. The frosh enrollment target for fall 2013 was 3,500, a decrease of approximately 200 students from the enrollment target for fall 2012. Given the increase in applications and a reduced enrollment target, the admission rate of frosh decreased significantly for fall 2013, from 60.8% to 48.5% for fall 2013. This is the most selective UCSC has been since the opening of the campus. As a result, academic quality of the admitted frosh cohort was increased across the board. The mean GPA of admitted frosh was 3.86 (on a 4.0 scale). UCSC offered some denied frosh an opportunity to be on a UCSC waitlist, and this year, all waitlisted frosh were later offered admission for the fall term.

**Non-residents:** Increases in non-resident offers of admission (both domestic non-residents and international students) were achieved by using differentiated enrollment targets, meaning a separate target was used for each of the three distinct cohorts (resident, non-resident domestic (NRD), and international (IS)). 1,554 NRD and 1,504 IS were admitted. Note: International students are identified for this purpose by their F1 visa status, not on their country of origin. This equates to an admit rate of 79.2% for NRD and 60% for IS.

**Transfers:** At the transfer level, UCSC admitted 4,454 juniors, a decrease of 834 students (15.7%) from the previous year. The annual enrollment goal for transfers was set at 1,100 students, down by 200 students from the previous year.

**SIRs:** Frosh SIRs (Statements of Intent to Register, those students accepting their offers of admission) totaled 3,877, a decrease of 646 students (14.3%). While some decrease was expected, the decrease in California residents was greater than anticipated. International SIRs, however saw a tremendous gain, 177 students compared to 32 the previous year. Transfer SIRs totaled 1,246, a decrease of 413 students (25%) from the previous year.

Official enrollment figures will not be available until October, although it is estimated that frosh enrollments will be between 3,200-3,250, missing the target by approximately 200-250 students. The transfer student estimate of 1,000 may be achieved. International students are estimated at around 100.

While our admit rates across the board are high, our yield is not, especially for top performing students. Understanding the causes for “melt” is one of the goals for CAFA this coming year.

## **Financial Aid and Scholarships**

The demand for financial aid continues to increase, with about 75% of UC Santa Cruz students receiving some type of financial aid in 2012-13 (including grants, scholarships, loans and/or work-study assistance.) This year, support has been provided to 12,103 undergraduate students and 1,385 graduate students.

## **Political and Budgetary Impacts**

The limits on accessing Financial Aid imposed in the past three years include, at the state level, a change in the rules for accessing Cal Grants for continuing students which impacts nearly 300 students in the first year (2011-12) and reduces by \$4 million the amount of Cal Grant funds provided to the campus. On the federal level, in 2012-13, access to the Federal Pell grant was restricted to a maximum of 6 years, followed up this coming year with a 6-year restriction to undergraduate federal loans to the 2013-14 entering cohort.

In addition, there have been significant changes by the Department of Education to the Financial Aid Satisfactory Academic Progress (SAP) measurements. Beginning in 2012-13, access to federal aid is restricted for students who fail to meet academic pace and GPA requirements. This is in addition to the limits on aid to students exceeding institutional time-to-degree policies. These SAP changes have impacted more than 250 students in the first year of implementation.

On the positive side, the passage of the California Dream Acts (AB 130 and AB131) allows undocumented students who qualify for AB540 non-resident tuition exemptions to receive UC/CSU and state funded aid. Beginning in January 2013, these students were able to receive UC return-to-aid grant funds, and beginning in fall 2013 they will also be eligible to receive state funded Cal Grants. We anticipate that more than \$4 million will be disbursed to these students in the 2013-14 year, with as much as \$1 million being funded by the Cal Grant program.

The increased workload associated with these regulatory changes, as well as the larger number of students applying for aid, has required the Financial Aid and Scholarship Office to make significant changes in aid processing and office structure.

Verification of FAFSA data is critical and is performed by all UCs to protect university grant funds. The current federal methodology and FAFSA application used for need analysis is an inherently unfair process on several counts: it ignores the ability of non-custodial (divorced) parents to contribute; it ignores home equity; it ignores retirement investments (where savings can be sheltered); it ignores geographic differences in cost of living; and it automatically classifies a student as independent at age 24 resulting in no reporting of the financial data for their parents.

The Department of Education has made a step in the right direction, approved for the 2014-15 FAFSA, which will require students who have cohabiting and unmarried parents to include the incomes of both parents on the forms. This includes all cohabiting parents, even those in same sex relationships. This is the first time that these aid forms will collect the income information and other data from the legal parents of a student regardless of their marital status and gender, if they are living together.

UC has not yet made the choice to require students to submit an alternative/additional application such as the College Scholarship Service (CSS) – the Profile application. Like an admission application, CSS charges a fee for their service which increases dependence on the number of schools to which a student is applying. (Note: CSS offers campuses the option to purchase application fee waivers for certain populations of students.) UC has been deterred from adopting the use of the Profile by the fees and by the complexity/detailed nature of the application, and as a result, the development of a UC specific application has been discussed.

### **Current Financial Aid Data**

Under the Educational Finance Model (EFM), 2013-14 UCSC undergraduate students who qualify for need-based assistance must pay approximately the first \$9,750 of their need from loan and/or work resources. After subtracting the loan/work expectation and the family contribution (from FAFSA data), gift assistance is offered to help pay the remainder of the total estimated cost. The average cost for a student living on campus in 2013-14 will be about \$33,300. In 2012-13 the Financial Aid and Scholarship Office administered over \$260 million in financial assistance to about 74% of UCSC's undergraduate students, as compared to \$250 million/70% in 2011-12.

2012-13 Source of Aid	Percent of Undergraduates	Amount Received	Average Award
Gift Aid (all sources)	65%	\$180,000,000	\$ 16,920
UC Santa Cruz Scholarships*	9.1%	\$ 3,600,000	\$ 2,434
Federal Pell Grants*	48%	\$31,673,000	\$ 4,343
Student and Parent Loans	57%	\$82,000,000	\$ 8,760
Federal Work-Study	12%	\$ 2,800,000	\$1,431

\* Included in gift aid

Recent UC Santa Cruz graduates who enrolled as first-time frosh have an average debt of nearly \$20,358, but the debt ranges up to \$31,000 – the federal cumulative maximum amount an undergraduate student may borrow. Nationally, two-thirds of seniors graduated in 2011 had student loan debt, with an average of \$26,600 per borrower (<http://projectonstudentdebt.org/>). Each year, the U.S. Department of Education calculates cohort default rates for loans by campus. The national 3-Year average was 13.4% for 2009 (per Dept. of Ed.).

The rate for our campus has been exceptionally low in recent years but is beginning to climb.

UCSC Year	2-Year Draft Default Rate	2-Year Official Default Rate	3-Year Draft Default Rate	3-Year Official Default Rate
2008	1.8%	1.4%	*	*
2009	2.5%	2.5%	4.1%	3.7
2010	2.4%	2%	4.3%	Not yet avail.
2011	4.6%	Not yet avail.	Not yet avail.	

\* 3-Yr default rates were not calculated prior to 2009

Campus undergraduate scholarship programs are administered by various campus departments as well as by the Financial Aid and Scholarship Office. Listed below are data for major scholarship programs administered by the Financial Aid and Scholarship Office:

2012-13 Scholarship Program	Recipients	Amount Received	Average Award
Regents Scholarships	156	\$ 723,134	\$4,886
Campus Merit Scholarships	267	\$ 364,945	\$1,367
Pister Leadership Opportunity Awards	24	\$ 201,255	\$8,386

Less than 10% of undergraduates receive scholarships each year and UC Santa Cruz has the lowest per capita scholarship support of all UC campuses – about \$220 per undergraduate student. University Relations and the Financial Aid and Scholarship Office have collaborated to ensure that scholarship fund raising is a component of the comprehensive capital campaign the campus is undertaking to ensure UC Santa Cruz is an affordable as well as attractive alternative for undergraduate students who aspire to attend.

For additional information, please note that the Office of the President maintains numerous reports regarding student financial support which can be found on the following website:

<http://www.ucop.edu/student-affairs/data-and-reporting/reports-to-the-regents-on-student-financial-support/index.html>

### Appeals

There have been many changes in the area of appeals this past year, including the establishment of an appeals resources web site for all students that might have reason to appeal. CAFA's subcommittee on Appeals worked with the Office of Admissions and Enrollment Management to address issues that arose in the previous year in the appeals for students that had their admission offers cancelled. A handful of those cases were extremely difficult and upon consultation with many individuals, including UCSC's General Counsel, it was decided that additional policy transparency would better serve the campus.

As has been past practice, CAFA's annual report includes numbers and outcomes of the appeals received from students that were originally denied admission. This year (for fall 2013) there were 341 frosh appeals, a small increase of 27 over the previous year. Of the 341 frosh appeals that were submitted, 93 were granted, all of which met our selection criteria. All 93 students were read under the new Holistic Review process and scored comparably with other frosh admits. Of the 93 frosh that were admitted, 67 of them submitted their SIR.

There were 109 transfer appeals submitted for fall 2013, a slight increase (23) over fall 2012. Of the appeals that were submitted, 44 were granted, all of which met the same selection criteria that we used for all other transfer offers of admission. Of the 44 transfers that were admitted, 28 of them submitted their SIR.

### **Acknowledgements and Appreciation**

This year has been greatly impacted with policy issues originating both internally and externally from BOARS, UCOP, and the state. Throughout extensive and exhaustive critical discussions, CAFA has attempted to retain UCSC's commitment to enrolling students of the highest caliber who will not only succeed but who will also contribute to the diversity and creativity of the campus. This has taken place within the context of a difficult period of enrollment pressures and campus budgetary realities. The success of the committee is owed to the quality of the membership, in particular, several long-standing members who have made multi-year contributions which have proven invaluable to the campus.

As always, CAFA enjoyed a close working relationship with the Undergraduate Education division, in particular the Offices of Admission and of Enrollment Management. Committee deliberations are often enhanced by contributions from Associate Vice Chancellor for Enrollment, Michelle Whittingham, and Admissions Director Michael McCawley. Likewise, the committee would like to thank its Senate staff analyst, Matthew Mednick for his support and collaboration throughout the year.

Respectfully submitted;

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