

COMMITTEE ON ADMISSIONS AND FINANCIAL AID
Annual Report, 2007-08

To the Academic Senate, Santa Cruz Division:

The Committee on Admissions and Financial Aid (CAFA) began its year during the summer of 2007, taking part in the searches for Vice Chancellor Student Affairs and Associate Vice Chancellor for Enrollment Management. The searches found highly qualified individuals for these positions, and CAFA looks forward to the continuing effort of fuller collaboration between academics and academic support in the coming years.

This proved to be an interesting year for the committee, primarily due to the presentation by the systemwide admissions committee, the Board of Admissions and Relations with Schools (BOARS), of a proposal to change the system of frosh admission that the University has used for many decades. In between study of this proposal and a revision to the proposal, CAFA was also able to address policy and related funding issues concerning the merit scholarship program, establishment of a multi-year policy review schedule, consideration of the local Admission by Exception policies, discussions on a campus honors program, and initial planning for a 2008-09 analysis and review of UCSC's comprehensive review system.

Fall 2008 Admissions

One of the most pleasurable tasks of recent years has been receiving regular updates from 2007-08 Acting Director of Admissions Michael McCawley about the Office's consistent exceeding of expectations. The fall 2008 application pool rose 14% at the frosh level and 12% at the transfer level to over 33,000. Our frosh admit rate decreased to 73% from the previous fall's 82% as we entered our fourth year of selectivity – denying admission to UC-eligible students. The mean GPA of SIREd (Statement of Intent to Register) students improved from 3.67 for the fall 2007 frosh cohort to 3.70 for the fall 2008 frosh cohort, and the GPA of SIREd frosh improved from 3.50 last year to 3.54 for fall 2008. The mean GPA of admitted transfers also showed an increase for fall 2008, up from 3.27 to 3.30.

For the fall of 2007, we had another jump in the percentage of admitted frosh that accepted UCSC's offer of admission (the yield) from 19% to 21%, a staggering single-year change and the largest in UC. For fall 2008, the yield again jumped, this time up to 23%, an exceptional accomplishment for our campus, the result of hard work by all members of the campus community. The Committee would like to take special note of the student-run outreach and retention center, Engaging Education (E²), a major hub of student outreach and retention for hundreds of students.

When comparing fall 2007 data to fall 2008 data, the breakdown of frosh Statements of Intent to Register of students who specified a proposed major on their application showed similar numbers of entering students in the arts and humanities, a 17% rise in the social sciences (with high percentage growth in sociology and environmental studies), an 18% rise in the physical and biological sciences (high percentage growth in biology), and a 40% rise in the School of Engineering (high percentage growth in electrical engineering and computer engineering, and 46 SIRs in the new bioengineering major). Thirty percent of the SIREd frosh did not indicate a major,

but instead chose to indicate one of the ten advising clusters. The environmental sciences cluster saw 35% growth (24 students), and the remaining clusters had changes of fewer than 20 students. The three most popular majors specified by frosh applicants were the biology BS, business management economics, and literature.

Demographic data, below, shows significant growth in Mexican/Chicano students and first-generation students at the frosh level. It should be noted that fall 2006 and fall 2007 data represent final, enrolled figures, while fall 2008 data is as of September 9, 2008.

**New Frosh and Transfer Profiles
 Fall 2006 to Fall 2008**

Frosh Ethnicities and First Generation Status

	Fall 2006		Fall 2007		Fall 2008*	
Underrepresented (UR)**						
African American	84	2.5%	109	2.9%	107	2.7%
Mexican/Chicano	402	12.0%	473	12.7%	541	13.7%
Other Spanish/Latino	180	5.4%	179	4.8%	191	4.8%
Filipino	143	4.3%	161	4.3%	137	3.5%
Amer. Indian/Alaska Native	26	0.8%	25	0.7%	30	0.8%
TOTAL UR	835	24.9%	947	25.5%	1006	25.5%
Asian** (Includes Filipino students)						
Asian** (Includes Filipino students)	753	22.5%	935	25.1%	943	23.9%
Caucasian	1676	50.0%	1764	47.4%	1898	48.1%
Other/Not Given	233	6.9%	233	6.3%	239	6.1%
First Generation Status						
First Generation Status	33.3%		32.3%		33.8%	

Transfer Ethnicities

	Fall 2006		Fall 2007		Fall 2008	
UR**	181	21.4%	179	22.8%	185	22.1%
Asian** (Includes Filipino students)	101	11.9%	88	11.2%	103	12.3%
Caucasian	497	58.7%	476	60.7%	472	56.5%
Other/Not Given	87	10.3%	55	7.0%	95	11.4%

*Fall 2008 incoming enrolled students (enrolled in 1 or more units) as of 9/08/08.

**The categories overlap. The data are for comparison purposes only--not for aggregating.

Note: Diff = more recent term N minus earlier term N. Thus, - values mean a decrease from the earlier to the more recent term; + values mean an increase. % Diff = Diff/earlier term N

Frosh	Fall 2006	Fall 2007	Fall 2008
	Mean	Mean	Mean
GPA	3.51	3.50	3.54
SAT R Reading	561.6	561.2	570.6
SAT R Math	572.0	569.2	580.9
SAT R Writing	559.8	558.2	569.0
SAT R Total	1693.4	1688.6	1720.6
ACT	24.8	23.8	24.3

Transfers	Fall 2006	Fall 2007	Fall 2008
	Mean	Mean	Mean
GPA	3.23	3.22	3.19

Source: Mary Masters, Enrollment Management, 9/10/2008

Transfer student numbers held steady. The Office of Admissions targeted four community colleges in yield efforts (DeAnza College, Foothill College, Diablo Valley College and Santa Monica College), and achieved increases with three of these colleges. The four colleges were chosen due to having high numbers of admitted students but several years of decreasing yield. The committee would like to see additional growth in transfer admissions, and encourages all programs to work with Admissions on outreach programs to all community colleges. Articulation agreements need to continue to be developed to support this effort as well.

The continuing increases in UCSC's desirability among prospective students created significant enrollment pressures in fall 2007, and will do so again in fall 2008. To help address this issue, CAFA implemented a strict policy on the cancellation of admissions offers for students that did not meet academic or administrative requirements prior to matriculation. For example, students must maintain their GPA and not receive a grade lower than a C for any course among those recognized by UC. Also, students must deliver their test scores and transcripts to UCSC by posted due dates. Admissions cancelled over 404 admissions offers to frosh and 61 offers to transfer students, and the Admissions Office, with CAFA's gratitude, fielded countless pleading calls from students, parents, and counselors about the campus strict enforcement of admissions requirements. This policy will be continued in future years as is appropriate given our growing selectivity.

Due to confusion earlier in the academic year, CAFA reminded all parties of its authority over admissions and appeals on our campus. Of the cancelled students, working closely with Acting Director McCawley, CAFA granted appeals to 10 frosh with particularly unique situations and strong academic records.

The net result is expected to be a fall class of 3,920-3,950 students, 6.5% above the original fall target. The transfer class looks to be on target for about 850 students, 50 above the previous year's enrolled number and meeting the increase that was planned. Early on, the administration in consultation with CAFA determined that we must accommodate all admitted students except for those who failed administrative or academic criteria related to their admission. The provosts, colleges, and Student Affairs units have made many adjustments to accommodate the incoming class.

Our student representative has observed changes in student body character as a result of the campus' increasing selectivity. The fall 2008 students appear to be "extremely mature," and friends in Resident Assistant and other positions have noticed "a lot less problems with rowdy parties on campus so far this year." UCSC's increasing selectivity is being felt not just in the classroom, but throughout campus and, potentially, the community.

Modification of Frosh Eligibility

CAFA began the year examining a BOARS proposal to essentially eliminate guaranteed admission to UC and replace it with a broader concept of "eligible to review", meaning that students with sufficiently high GPA and test scores would be guaranteed to have their application considered (in practice, every application is considered, but campuses are limited to 6% of their enrollment to students who are not UC-eligible). A primary goal of the proposal was to increase access to UC by enabling campuses to take into account a broader range of measures in evaluating students.

In forming its response, CAFA consulted with the Committee on Affirmative Action (CAAD) and Diversity, the Committee on Educational Policy (CEP), and the Committee on Planning and Budget (CPB). CAFA was considerably concerned about the original proposal's plan to essentially eliminate UC's historic admissions guarantee. The Committee's extensive concerns were expressed to Academic Council by Division Chair Williams. With input from all campuses, the Academic Council returned the proposal to BOARS for revision.

The revised proposal, also reviewed by all divisions, was considerably improved and, with adjustments, approved by the Academic Council.

The revised proposal has been called the "9 by 9" plan, in that it would guarantee admission to 9% of students under ELC (Eligibility in the Local Context, based on class standing within one's own high school) criteria and 9% under statewide criteria. The "9 by 9" guarantee accounts for about 10.5% of the applicant pool, most of the 12.5% of high school graduates that is mandated for UC under California's Master Plan. The additional admitted frosh would represent the cohort of students admitted under the new "Entitled to Review" category of students who would be welcomed to UC if admitted by any campus, a pool created by modestly loosening the current GPA and test score levels for guaranteed admission.

The plan was forwarded to the Regents for final approval during summer 2008. The new system, if approved, is expected to be in place for students applying to join the fall 2012 frosh class.

CAFA is planning an evaluation of our comprehensive review system in 2008-09, and would expect the system to continue being used with the new systemwide criteria.

Regents and Merit Scholarships

The Regent's Scholar program provides 4-year scholarships to the most promising entering frosh, and 2-year scholarships to the most promising entering transfer students. Selected students are invited to submit an essay application to the program, and CAFA and faculty volunteers work with Financial Aid to select the top candidates.

On March 3, 2006 the 2005-06 CAFA Committee received a one time \$250K funding commitment from CPEVC Kliger to increase the yield of Regents Scholars. Due to exceptionally high yield among students offered Regent's Scholarships during the past two years, an expansion of donations to scholarships that did not materialize, and a lack of permanent funding for all recipients, the Regent's Scholars program neared bankruptcy. In spring 2008, CPEVC Kliger's commitment was partially fulfilled (\$145,638.14) to clear the program deficit. In addition, to address this issue, the number of fall 2008 new Regent's offers was severely curtailed, and CAFA worked with Financial Aid to implement new performance criteria for the continuation of Regents, and also placed the selection of Alumni Association scholarships and other merit aid in the same framework. The new system guarantees that all applicants who write a Regent's essay will receive some sort of renewable merit scholarship depending on their academic performance. On seeing the extensive procedural changes to the program, and with the facilitation of VPDUE Ladusaw, CPEVC Kliger generously budgeted an additional \$250,000 in one-time funding for the Regent's program to ensure that the program would not have to be cancelled for fall 2009. CAFA will continue to monitor the effectiveness of the new systems.

The reduction in award amount and number of awards has significantly curtailed our ability to recruit these top academic achievers. Based on demographic data, this may be disproportionately affecting students from underrepresented populations. If our campus is to continue to make gains in recruiting top students regardless of background, significantly more scholarship funding is required. Thus, the committee hopes that undergraduate scholarships will hold a position of high importance for the nascent capital campaign.

Web Review

The web is, of course, how most students find out about our campus. The UCSC web sites could be perceived as showing a campus that is difficult to navigate, balkanized, not proud of itself, and out of date. CAFA members reviewed the UCSC web presence from the point of view of prospective students or parents, and also met with Director Jim Burns and new AVC Barry Schiller to discuss these issues. CAFA provided a memo concerning the pitiful state of our web presence to the Chancellor and CPEVC, and have heard about organizational changes to address some of these issues, but does not see the sort of movement that would indicate we truly do wish to present ourselves as a first-class research university.

Honors Programs

UCSC is fairly unique in not having an honors program. In coordination with CEP, CAFA met with VPDUE Ladusaw to discuss the status of the administration plans to establish an honors program. The Senate's approval of Latin honors and quarterly honors will help us recognize scholarship, but the campus may need an Honors program to increase the attractiveness of the campus, and aid retention.

Retention Committee

Following a May 2006 Senate Resolution, this year, the administration, in consultation with the Senate, developed a charge and established a retention task force. The committee is designed to be a small working group that meets quarterly with its constituencies, including CAFA. This year included one such meeting, and CAFA hopes that the committee will take an active role in evaluating strategies to continue increasing undergraduate retention in the coming year.

Director of Admissions Search

CAFA members were asked to take part in the campus interviews for director of admissions, and the CAFA Chair served as faculty member on the search committee. Members evaluated the candidates, provided an analysis of the possibilities, and found the conclusions to be straightforward. However, it appears that Senate input was not prioritized when the search was closed without selecting a candidate. As a result, CAFA has general concerns about the relationship between the Senate and Student Affairs. Several discussions between the Chair of the Senate and campus leadership, and a joint meeting of the CEP and CAFA chairs with the vice chancellor of student affairs, as well as a planned invitation to CAFA, may help the situation.

Campus Strategic Action Plan

UCSC is preparing a strategic action plan to implement the academic plan. The plan was delivered late to the Senate, but because of its importance, CAFA members agreed to hold an additional meeting in June. CAFA's overarching comments included that the draft was not fully prepared for release as a visionary public document, that some aspects of the organization of the documented might lead one to conclude that UCSC is formed of isolated units rather than units working toward common goals, that as a division student affairs, including but not restricted to admissions and financial aid, was notably absent from the plan, and that not all goals presented in the plan were strategic. The Committee looks forward to reviewing the next draft in fall.

Additional Reviews

CAFA also reviewed and commented on several other campus and systemwide plans and policies:

- Proposed Amendments to SR 636 – ELWR (Entry Level Writing Requirement)
- Committee on Computing and Telecommunication's revised laptop proposal
- CEP honors legislation
- Professional School Pre-Proposals
- Proposal to Repeal Academic Senate Regulation 458 (admission of undergraduate candidates who did not graduate from California Secondary schools)
- UCSC's Strategic Academic Plan, Part A
- Regents Taskforce Report on Undergrad Student Diversity
- UC Budget Priorities
- UC Accountability Framework

The Coming Year

In 2008-09, CAFA plans an evaluation of the comprehensive review system based on 3-4 years of data. Analysis will look at early-year GPAs, retention, demographics, progress, and other issues. As our selectivity increases, the goal is to ensure we are bringing to campus the most appropriate

group of students each fall. We are looking forward to working with Director of Institutional Research Julian Fernald, Analysts Sue Grimes and Mary Masters, and others on this task.

The Committee could not function without the close and collaborative relationship it has with its standing guests, AVC of Enrollment Management Michelle Whittingham, 2007-08 Acting Director of Admissions Michael McCawley, Director of Financial Aid Ann Draper, and Scholarship Coordinator Cheryl Perazzo. Pamela Edwards from the Senate office is indispensable in organizing the committee and its agendas, and providing broad distribution of committee minutes and policies through the CAFA web site.

Respectfully submitted,

COMMITTEE ON ADMISSIONS AND FINANCIAL AID

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October 29, 2008