Committee on Admissions and Financial Aid
January 25, 2008
Minutes

Present: Richard Hughey, Amy Weaver, Bruce Cooperstein, David Anthony, Scott
Oliver, Juan Poblete, Matthew Palm (SUA), Pamela Edwards (ASO)
Absent:　Karlton Hester, Nathan Zaru (SUA)
Guests:　AVC Michelle Whittingham, Advisor Cheryl Perazzo, Acting Director Michael
McCawley, Director Jim Burns, AVC Barry Shiller

Admissions Web Page Feedback
UCSC's home page was redesigned six months ago to create more space for messages
and context and to give it a fresher look.

Discussion of various web sites included the following comments:
- Web use data is collected by Admissions. Information on how they get to the
  Admissions home page, however, is new and not available.
- The Public Information Office (PIO) has web use data, but does not analyze it.
  PIO has .3 FTE vendor for web work.
- University Relations has allocated 1 FTE for the web and they are currently
  recruiting for this position.
- The ITS transformation intent was to have a web publishing office. Units gave up
  resources during the transformation, but are not receiving web support.
- The last Admissions web page redesign (400-500 pages) was done off campus
  five or six years ago. Funds aren't available to redo them. All Admissions web
  maintenance is done by a .5 FTE.
- There is no sense of ownership on campus for this medium, which is our face to
  the local and world wide community. The campus needs a centralized unifying
  thought and direction for giving and admissions and should devote appropriate
  resources to improve our web interface with the world.
- The number one thing prospective students are looking for is information on the
  major and courses and their options if undeclared.
- The prospective student site is controlled by University Relations, not
  Admissions. The picture on page one, does not rotate and its message is not clear
  (it feeds our hippy dippy reputation).
- On the Admissions' Majors and Courses pages try to have the same look and feel.
  Frosh and transfer students go straight from the Major and Courses pages to the
  division and department websites which are all over the place. Anthropology has
  one of the better department pages.
- The sciences major pages are cramped (little white space), overwhelming to read
  and very few visuals.
- The department pages are trying to be everything for everyone, but do not have
  specific information for frosh and transfer students. Prospective students visit
  numerous department pages.

- The Literature Department page is more of an insider's page for current students (what fellowships are available, lectures) than an outsider's page (prospective students and their families, donors, legislators).
- Students want to see what's happening within a department – what life is really like. This can be done through slide shows instead of a static design.
- The Arts Division pages use their own templates and are some are designed by students. Navigation is "corporate" (using the same template) and more creativity is expected from the Arts instead of the "canned" presentation. The pages have images that are good and accessible and limited text making it easier to read.
- If you never went to the UCSC home page and went to the Arts Division pages you have to look long and hard to figure out it's the UCSC campus (print is small). There is little or no branding on most division and department web pages. Consistent identity markers are needed on all UCSC web pages. Student Affairs web sites are all branded.
- Many department sites are for currents students only and don't link to Admissions pages.
- College web sites are also all over the place. Cowell has rotating pictures, but no information for prospective students. Admissions and Housing developed web pages on the colleges.
- CAFA will draft a memo to the chancellor and EVC and consider partnering with the Graduate Council and the Committee on Research to collectively push for strategic campus web support for a better interface with the world.

Draft Laptop Proposal Memo
The committee discussed the draft response to the Committee on Computing and Telecommunication's (CCT) proposal requiring all students to own a laptop and the "Findings of Computer Ownership Survey Conducted Winter Quarter 2007".
- The proposal does not say who would make bulk laptop purchases. The Bookstore should do that and Financial Aid can be the resource.
- Add to the response that draft language should be part of the proposal.
- The last paragraph sounds like CAFA is endorsing it now. If the committee were to support the requirement it cannot happen until Fall 09 at the earliest. The proposal moves a major expense from the university to the student. Computing labs won't be needed if students are required to bring laptops. This requirement could mean that the very meager resources for our computer labs are going to be taken away.
- Will students be required to have specific software or purchase printers - additional expenses?
- Will the university offer students an insurance policy for theft, etc.?
- Currently 85% of students own have a laptop. If we socialize resources and purchasing power then perhaps we can take advantage of what is happening already to serve the students who do not own one.
- The proposal does not have clearly stated goals on what they're trying to accomplish. What is goal behind the idea?
- The draft response will be revised and discussed at the next meeting.

UCSC Strategic Academic Plan, Part A
This is both an internal and external document. Chair Hughey is a member of the implementation group will meet over the summer to go over goals. Are there any admissions and financial aid comments related to Part A? Further discussion was table for the next meeting on February 1.

UCSC Merit Scholarship Application Essay Question
The top 900 frosh candidates will be invited to complete a supplemental application (essay question). The exercise of doing the essays cuts down on the 900+ applications reviewed. The questions should ferret out someone who will distinguish themselves from the pack. CAFA will select the questions, which the Readers will review when looking at the full application packet.

The current questions, unlike those in previous years, are personal and ask candidates to talk about themselves. Are the questions intelligent enough?

The committee will contact Senior Writing Lecturer Emeritus Don Rothman for input. Members were asked to submit draft questions for discussion at the February 1 meeting.

Regents Report on Undergraduate Student Diversity
The early outcome of Admissions by Exception (AbyE) looks like it is enhancing diversity on our campus. The committee will look at pipelining and continue discussion on the report next month.

Admissions Update
Fall 08 admissions data will be released on Tuesday, January 30th. The delay in report the data is due to increase in applications and how to present message due to the state budget crisis.

UC is over enrolled by 5,000. Campuses use to get extra money for over enrollment, but the funding model has changed and state money is no longer available for this. The California State University system and the community colleges have already said they will take fewer students next year. UC is trying to decide where they will fall. UCSC will go with flat frosh numbers, the same as last year.

The referral pool could go up to 11,000 candidates compared to 4-5,000 in the past. The Office of the President (OP) would like campuses to increases their transfer students.