

**Committee on Admission and Financial Aid
Minutes
January 16, 2009**

Present: Richard Hughey, Bruce Cooperstein, Faye Crosby (via conference call), Raoul Birnbaum, Amy Weaver (NSTF), Rob Coe, Gabe Elkaim, Scott Oliver, Michelle Romero (SUA), Pamela Edwards (ASO)

Absent: Juan Poblete, Donald Wittman, Maritoni Medrano (SUA), Michael Morrissey (SUA)

Guests: AVC Michelle Whittingham, Associate Director Michael McCawley

Announcements

Senate Executive Committee January 13 meeting: Acting Provost and Executive Vice President Robert Grey is stepping down on January 31, which reduces the number of long-term faculty at the Office of the President.

Eight budget review committees on instruction, instruction support, the personnel process, residential life academic organization and structure among others, have been formed with one faculty representative on each.

Several CAFA members met with Spelman and Johnson, the Director of Admissions search firm, where lots of information sharing took place.

Due to the short turnaround time for opining on “UC Accountability Framework Version 3”, Chair Hughey will review the document for the committee and reply by the January 21 deadline.

The minutes for the November 21 and December 4 meetings were approved as amended.

High Level Indicators

CAFA continued its discussion of the proposed High Level Indicators for the Academic Plan. The original draft document was based on American Association of Universities (AAU) criteria that were not always relevant to UCSC or UC campuses.

Selectivity establishes the profile of the students who enroll and must be transparent and understandable to the public. There are currently four selectivity issues which are top indicators of success.

CAFA selected UCSC’s yield rate and diversity, including geographic areas and the number of first generation university students, as its recommendation for top two indicators.

Subcommittee Reports

The Web Presence Subcommittee is reviewing various campus web pages and will invite AVC Shiller and Director Burns to the next meeting to give an update on the development of the campus Web Presence and Services Program to include committees being formed and the purpose of each. AVC Whittingham has been asked to serve on the Web Council. Admissions is enhancing their web presence by March 15 to assist high school counselors and parents who can view general, but not confidential information.

The Publications Subcommittee has consulted by phone with Publications Director James MacKenzie and Senior Publications Coordinator Jennifer Wright. The Subcommittee will meet separately with Financial Aid to discuss their publications.

The Honors and Merit Scholarship Subcommittee will request an update from VPDUE Ladusaw on the Golden Key Honor Society chapter being formed at UCSC. Merrill College still has an honors program and Colleges 9 and 10 are developing one. CAFA member Professor Raoul Birnbaum will teach a lower division honors course this spring funded by VPDUE Ladusaw that is primarily for Regent and Pister Scholars. There was a brief discussion on what we do for high achieving students, developing honors on campus, the budget impacts on doing so, activities and the link to retention.

Athletics in Admissions

Associate Director McCawley has had conversations with the athletic directors regarding their request for admissions slots for team members. CAFA does not guarantee admission to athletes, but will consider late applications (application and closing periods are especially difficult for transfer students). UCSC's admission selection criteria, which is transparent, allows for 500 points, on a 10,000 point scale, for Special Talents.

Fall 09 Applications

Data on the Fall 2009 application pool for UC will be available and discussed at the next meeting.

Copies of UCSC's view book were not printed this year. Links to the view book were provided instead on Admissions' web sites and the campus visual online tour was enhanced with Google maps. A suggestion was made to add an inside visual tour. Most Colleges have view books, but are adding web links too. The question on what is the most strategic approach for publications with regards to budget considerations was raised.

Comprehensive Review Data

Information used in the past was too aggregated, though we did get predictability. The Comprehensive Review Data Subcommittee looked at data on units versus GPA in the first year and there is no difference between the two as indicators of success. The Subcommittee is looking at a subset of criteria for the optimal GPA and test scores ratio, its impact on demographics and the first year GPA.

CAFA is not limited to tweaking the current point driven system for comprehensive review. At the next meeting, the Committee will discuss the campus philosophy for outreach to prospective students. Members were asked to brainstorm on this and the pros and cons of the admissions process for discussion.

Blue and Gold Opportunity Plan

The Council of Chancellors discussed the proposed "Blue and Gold Opportunity Plan". The intent of the Plan, which eliminates reference to funding "guarantees", is for students with family incomes of 60k and below to have their expenses covered in some way or another. Under the Plan, four years for frosh and two years for transfer students, UC would be the last source of funding after grants, etc. Per estimates from the Office of the President, this represents a \$1.5 million investment for UCSC.

Although 90% of eligible UCSC students are currently covered, new fees in 2009-10 will have an impact. Middle income families are most affected by the current budget crisis. In the past low income students with higher assets were included. This will change. Funding will come from an increase in return to aid (tuition, fee revenue put back into financial aid).

It is not clear what the Plan is trying to achieve or the problems it is trying to fix with respect to accessibility in general. If it attracts more students it will reduce the monies available. Estimates need to be reconciled and accurate before the Plan is implemented. It needs to be transparent with a long term sustainable approach and meaningful message. Chair Hughey will draft the Committee's response to the Plan proposal.

Out-of-State Students

Most out-of-state students at UCSC are from Massachusetts. Fees for out-of-state students are double that of in-state students. In the past this has been a controversial issue in Sacramento, where legislators did not want California residents to be replaced by out of state students.

The Committee briefly discussed educational benefits of out-of-state students in the classroom. UCSC's non-resident numbers are declining and targeted outreach to out-of-state places is costly. Alums could provide a low cost effort.

Admissions will provide statistics on the high school GPA and retention rates for out-of-state students as part of the Comprehensive Review data discussion. CAFA will consult with the Committee on Planning and Budget or invite Vice Chancellor Meredith Michaels to discuss data on monies kept locally, etc.