

**Committee on Admissions and Financial Aid**  
**Minutes**  
**February 27, 2009**

Present: Richard Hughey, Bruce Cooperstein, Faye Crosby, Raoul Birnbaum, Amy Weaver (NSTF), Rob Coe, Juan Poblete, Michael Morrissey (SUA), Gabe Elkaim, Scott Oliver, Donald Wittman, Michelle Romero (SUA), Pamela Edwards (ASO)

Absent: Maritoni Medrano (SUA)

Guests: Associate Director Michael McCawley, Director Ann Draper, AVC Michelle Whittingham, AVC Barry Shiller, Director Burns, Advisor Kori Calubaquib

**Announcements**

Chair Hughey provided a brief summary of the February 24 Senate Executive meeting.

**Web Consultation**

In October Chancellor Blumenthal charged Vice Chancellors Doyle and Murphy with implementation of the campus Web Presence and Services Program. The charge focused on four areas; identifying service needs, development of a content management system that meets the collective needs of the campus, defining central and distributed governance issues, and the design and function of campus web sites.

Following 17, 2-hour sessions with campus constituents (including Student Affairs and Admissions), work on content management piece is furthest along at this time. The campus is within 30-60 days of making a recommendation on either a sole source vendor or 3-4 vendors that meet basic requirements. The management system will be easy to use, have local flexibility and provide an easy interface for users creating and revising web sites. Access points will be determined to meet internal and external needs.

CAFA recommends a communication piece at the front to help units identify their audience and present web content in a different medium from what has been used in the past. AVC Shiller agreed that tutorials should be intuitive and not require technical knowledge or training so the people who are authorized with updating information can do so.

The function and design phase will start shortly. The 15-member Web Council, which includes CAFA Chair Hughey, Student Affairs AVC Whittingham and past CAFA Chair Tamkun, will complete a function analysis and develop campus priorities regarding content. A budget for this phase has been presented to the Campus Provost/Executive Vice Chancellor Kliger and Chancellor Blumenthal.

A consistent environment and campus identity, inline with the campus effort to reemphasize the colleges, is needed. Our web presence should improve communication with both prospective students and their families, enhance the college experience for enrolled students (how to get engaged, advising, courses needed) and provide a functional campus calendar that lists campuswide events.

CAFA will consult with AVC Shiller again in the spring.

### **4/20 Event**

Last year, 5,000 people attended the Sunday, April 20 (4/20), marijuana smoke-in event in the Porter Meadow (7,000 attended the Friday event in 2007). The campus community was notified only a few days in advance that there would be no Metro bus or campus shuttle service that day. UCSC IDs were also required to drive on to campus. This annual event, held at numerous campuses, adds to the perception that Santa Cruz is a party school.

Safety, security and public relation issues were discussed and students expressed concern about outsiders coming in. It's a difficult and challenging situation for the University to curtail the event without confrontation. Suggestions were made to create a parallel academic event, such as a campus discussion on democracy, and to show how the 4/20 event negatively affects those who live, work and attend UCSC.

CAFA will write to EVC Kliger that it supports efforts to keep the event under control, prevent criminal and unsafe behavior while balancing the needs of current students and avoiding a confrontation that would be a PR disaster for the campus. The Committee also supports a more nuanced discourse on this, producing data that counters UCSC's image as a party school and recommends a timely decision and early communication to the campus on plans for this year's event.

### **Scholarship Essays**

The return rate was average (268 essays, 30%) and essays were from a higher academic range than last year. Committee members and volunteers have until March 9 to read and score the essays. Financial Aid will make approximately 100 offers to net 15 students.

### **UC Eligibility Reform and CR**

The Board of Admissions and Relations with Schools (BOARS) is working on implementation of the new eligibility reform program that takes effect in 2012. We are doing 2009 admits now (SAT Subject exams are still part of our current eligibility construct). Santa Cruz will review UCLA's technical tool for processing large numbers of applications and the Los Angeles and UCB comprehensive review reading score. Both processes can be adapted for our use in 2012.

At the next meeting, CAFA will review UCSC's Admission by Exception (AbyE) criteria for ineligible students and will consider changes to maximize the 4% limit and other ways to bring diversity to the campus.