

Committee on Admissions and Financial Aid
Minutes
October 17, 2008

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

Absent: Gabe Elkaim, Maritoni Medrano (SUA)

Guests: Associate Director Michael McCawley, Advisor Cheryl Perazzo, Director Ann Draper, AVC Michelle Whittingham, Analyst Sue Grimes, Analyst Mary Masters

Announcements

Senate Executive Committee (SEC) meeting recap:

The Committee on Educational Policy (CEP) will host a General Education (Gen Ed) Forum on October 29, from 3-5pm in the College 9 & 10 Multipurpose Room. The colleges are interested in the possibility of topical clusters that are issue driven and interdisciplinary to strengthen the relationship between the colleges and faculty. Gen Ed will be reviewed by the Western Association of Schools and Colleges (WASC) the next time they survey our campus. Educational objectives and additional information is available on the CEP web site: (<http://senate.ucsc.edu/cep/GenEdReformIndex.html>). CEP will submit legislation in winter quarter to reform UCSC's General Education Program.

Senate Chair Williams and Vice Chair Kletzer will hold regular meetings with Student Affairs Vice Chancellor McGinty. Notify Chair Hughey of any CAFA related issues to discuss at these meetings. Other Senate committees that overlap with Student Affairs are the Committee on Planning and Budget (CPB), the Committee on Faculty Welfare and the Committee on Research (COR). CPB will be looking at budgets and COR will look at indirect cost returns.

UCSC web presence:

Last year CAFA consulted with the AVC of Public Affairs and Communication Barry Schiller and the Public Information Office Director Jim Burns on the status of UCSC's web pages. CAFA followed up with memo to Chancellor Blumenthal that raised issues with the design, content, management and development of the web – the single most important outreach tool for the entire university. Chair Hughey also raised concerns about UCSC's web presence at a Chancellor's Advisory Board meeting. This month Chancellor Blumenthal charged University Relations VC Murphy and IT VC Doyle with implementing a Web Presence & Services Program.

Preview Day:

Acting Director McCawley reported that an increase to 600 students attended this year's Preview Day on October 11. All academic departments were present and there was an increase in Student Affairs participation. The number of attendees at divisional presentations ranged from 70-200. Admissions is awaiting responses to an evaluation survey given at the event.

Continuing members approved the draft Annual Report for 2007-08.

Confidentiality Statement

The Committee reviewed CEP's confidentiality statement and agreed that the most important principle is that the ideas shared are done so with confidentiality. CAFA decided to implement a confidentiality statement based on the CEP model. The final copy will be approved at the October 31 meeting.

BOARS

BOARS discussed the UC accountability web site and its lack of understanding of its audience. Additional feedback included the need for metrics for the general public.

The Regents were provided with the pros and cons of the Entitled to Review (ETR) proposal, which would replace the current eligibility model. Under ETR, a broader selection of students would be guaranteed review, but not necessary admissions (at UCSC, all students are reviews, but students currently in the Admission by Exception pool would become ETR, and therefore not special cases). The current frosh GPA requirement is 3.0 with a weighted cap based on the percent of honors courses. Eligibility in the Local Context (ELC) GPA is weighted and uncapped. The proposal would lower the GPA requirement to 2.8. The Regents are looking at a 3.0 GPA and a weighted 3.0 GPA, but there has been no discussion of a cap. The Regents may vote on the ETR proposal at their next meeting.

A new California Postsecondary Education Commission (CPEC) study includes an eligibility study (<http://www.cpec.ca.gov/agendas/agenda0803/eligibility.pdf>). Preliminary results show that UC is similar to before with 14.5% constricts currently (the state mandate is 12.5%). UC President Yudof is aware of this and says we will not be casting a wider net.

Admissions

ETR was discussed at statewide counselor events and responses were mixed. Although there was no great positive or negative view the general opinion was that it would lower standards and was confusing. Under ETR, expanding Eligibility in the Local Context from 4 to 9% would shift the eligibility pool to schools that don't traditionally send as many students to UC and will result in a reduction from somewhere else.

The ETR proposal will eliminate the subject exams which will change the weighing of certain Comprehensive Review criteria.

Shared Review (SR), where an application to UC would be scored once on various admissions criteria in a coordinated review, is also being considered. After the SR, each campus would still make the final decision for their campus. This change is budget driven and President Yudof is interested in moving the proposal along quickly to save millions. The estimated 25 million cost for implementation is not transparent and needs further review. Although there is a pilot program at UCLA, it is not to the extent that would reflect the type of program under consideration at the Office of the President. UCB and UCLA are willing to review all applications for the UC system, which would mean the system would greatly fund their admissions offices. Another option would be for each campus to review a percent of applications regardless of which campus students apply to. A formal proposal is expected to be submitted soon.

The Office of the President (OP) has been undergoing a major reorganization started by Regent Blum. Many staff are gone and there is concern that analysis provided by OP will no longer be available and there is no one to coordinate UC wide events. BOARS believes that President Yudof may not understand the need for a systemwide admissions office, although he appears to support centralized review, but not centralized financial aid. BOARS will monitor changes at OP with regards to joint governance.

Review Cycle for Issues and Policies

Subcommittees were formed to work on issues and policies under review this year.

- Publications: Juan Poblete, Faye Crosby, Michelle Whittingham, Ann Draper
- Honors & Merit Scholarships: Donald Wittman, Bruce Cooperstein, Raoul Birnbaum, Faye Crosby, Michael Morrissey, Rob Coe (W,S), Michelle Romero, Ann Draper
- Comprehensive Review Data: Amy Weaver, Bruce Cooperstein, Donald Wittman, Michelle Romero, Richard Hughey, Michelle Whittingham
- Web Presence: Scott Oliver, Michelle Romero, Juan Poblete, Gabe Elkaim

The Data Needs group will meet next week and report back to the Committee at the October 31 meeting.

Issues for 2008-09

CAFA supports a capitol campaign effort to increase funds for Financial Aid and the Regents Scholars program. A suggestion was made to look at establishing a local bay area foundation web site with a scholarship link for making a donation- similar to what banks do.

CAFA will continue to work with VPDUE Ladusaw on the establishment of a UCSC Honors Program and on Retention issues.

The Committee supports Engaging Education (E²), a student-run outreach and retention center, and may interface with the group during winter quarter.

The Web Presence subcommittee will plan consultations with appropriate guests for their ongoing review of UCSC web sites. The subcommittee will also look into the process for creating the campus' branding message, which directly impacts admissions and campus publications. The current message on UCSC's home page is "People Making a World of Difference" and includes "Welcome to UC Santa Cruz, Creating Knowledge. In a Spectacular Setting. For Over 40 Years." message. Branding messages should incorporate intellectual enterprise and research and create a sense of belonging. Under consideration is the message "UC Santa Cruz, an Uncommon Place", which is unattractive and has an odd connotation to it. An alternate message "Creating Knowledge in a Spectacular Setting" was suggested. More coordination is needed between the Senate (Graduate Council, CAFA, etc.), Admissions, PIO and ITS on campus branding efforts.

Review of Comprehensive Review

When UCSC became selective (did not admit all students with a UC admissions guarantee) four years ago, CAFA decided to use all 14 UC admissions criteria in selecting the incoming class. The points for some criteria are computed, others are scored by readers. Last year the Committee decided to review, on a three year cycle, data on admitted students to determine the impact of the selection process.

In the past CAFA wanted academic components (an increase in GPA, test score) to drive admission decisions and looked for ways to increase ethnic, geographic diversity and the number of foreign students. The GPAs in A-G courses are the best predictor for first year success. High school counselors like that UCSC has two criteria which applies to the senior year.

The review will be completed by March 1 and changes, if any, will impact frosh admitted in 2010. Changes may include eliminating redundant criteria (though this could be redundant for some criteria and not others) and changing points allocated per criteria or use multiple measures.

Approved October 31, 2008 by the Committee on Admissions and Financial Aid.