

Committee on Admissions and Financial Aid
Minutes
October 31, 2008

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

Absent: Raoul Birnbaum, Maritoni Medrano (SUA)

Guests: Director Ann Draper, AVC Michelle Whittingham, Advisor Cheryl Perazzo

Announcements

UCSC Honors:

Last year the Senate passed legislation to establish University Honors designations and a quarterly Dean's Honor List. This year the Division of Undergraduate Education is creating a UCSC chapter of Golden Key, an international honor society, which has GPA and service requirements. The goal for honors is to get the students engaged and implementation has pushed the colleges to interface with regards to service to the college. The Honors Subcommittee will meet with VPDUE Ladusaw and Honors and Awards Coordinator Marlene Robinson to follow up on development of the honors program.

Student Affairs Consultation:

Over the summer, Student Affairs Vice Chancellor McGinty expressed interested in coming to a Committee meeting. An invitation will be extended for the November 21 meeting. Talking points for the consultation were drafted and include the following.

- Budget: Student Affairs funding raising priorities, addressing the shortage in funds for meritorious students with financial need
- Publications schedule for Senate review
- SUA budget, lack of resources to conduct business
- Renew chancellor's colleges goal, tie it to the capital campaign
- Plans for integrated learning where college life supports/interfaces with the academic side
- Find the right equity between academic and student life in UCSC's tradition of autonomy for the 10 colleges, include the student government, explain what the colleges are to prospective students
- How do you coordinate working creatively with the students, colleges, what is the point of centralization?
- What is the working relationship between Student Affairs, the Academic Senate and CAFA?
- Update on the Director of Admissions search

As of October 30 there were 3968 frosh, 312 graduate students and 872 transfer students enrolled.

The proposed fall 2009 target for frosh admissions is 3500. This is comparable to this year's target and reflects no increase due to the state budget situation. Chair Hughey will seek clarification from Senate Chair Williams regarding the process for CAFA consultation on target enrollments.

The October 17 minutes were amended and approved.

Subcommittees

CAFA discussed membership and goals for each subcommittee.

Publications:

The primary roll of the Subcommittee is to review the text and image of all documents on the Admissions and Financial Aid Publications Schedule prior to them going to print. CAFA recommended having student focus groups also review all documents and Publications Supervisor Jennifer Wright has started recruiting students for this. The Subcommittee will work with AVC Whittingham, Associate Director McCawley and the Admissions' Publications Committee at the beginning and final production stages. They will make recommendations for CAFA and only bring issues back for discussion. Director Draper will work with the Subcommittee on the review of Financial Aid publications, which is less involved.

Honors and Merit Scholarship:

The Honors and Regents Scholars Essay subcommittees were combined into one Honors and Merit Scholarship subcommittee.

Director Draper provided a systemwide "Summary of Fall 08 Regents' Scholarship, and Chancellor's or other companion Scholarships" that shows UCSC awards the fewest number of scholarships. In mid-90's Regents' Scholarships were decentralized from the Office of the President to the campuses. Block grants, based on enrollments, were frozen. Campuses have added monies from development, but UCSC has added only 128K in the past 10 years. This year UCSC provided awards to 75 new frosh compared to 547 at Berkeley and 2300 at UCI. The differential is based on the priorities of allocations based on donations. The subcommittee will raise awareness of this type of comparison (even UCM is doing better than we are) and consider opportunities to raise private funds for scholarships through Development.

The subcommittee will review the essay question and prompts, consider two readings instead of one and will recruit faculty to read essays in winter quarter. The subcommittee will monitor the impact of the Golden Key chapter and development of the honors program on recruitment and retention. Director Draper, AVC Whittingham and Scholarship Advisor Cheryl Perazzo will work with the subcommittee and Professor Coe was added for winter and spring quarters.

Data and Comprehensive Review:

The Data Needs and Comprehensive Review Committees were combined into one Comprehensive Review Data subcommittee. The subcommittee will develop a timeline for reviewing Comprehensive Review criteria by the March 1 deadline and will determine data needs. Admissions will provide data on the number of admits per category. The subcommittee will also review information from the Shared Review Task Force on the pilot program and costs. If UC centralizes review of applications, will the \$60 per application that goes to the campus be recalculated? AVC Whittingham, Associate Director McCawley, Analyst Masters, Analyst Grimes and Director Fernald will work with the committee on data requests.

Web Presence:

Assistant Director for IT Strategy and Planning David Turner is tentatively scheduled to meet with CAFA to discuss UCSC's Web Presence and Service Program on November 7. Draft talking points include the following.

- Update on campus web initiatives and plans
- Process for Senate input
- Update on UCSC branding
- Maintenance problems – up to date, functional, process based

- Inconsistent access by colleges to updated information, problem with no centralized staff for maintaining sites
- Knowledge dissemination – who owns it and how to provide them with feedback
- An easy feedback mechanism for reporting problems
- Handoff & retaining institutional knowledge as people leave

Revised Subcommittees and Membership:

- Publications: Juan Poblete, Faye Crosby, Michelle Whittingham, Ann Draper
- Honors and Merit Scholarship: Donald Wittman, Bruce Cooperstein, Raoul Birnbaum, Rob Coe (W, S), Michael Morrissey, Michelle Romero, Faye Crosby, Ann Draper, Cheryl Perazzo, Michelle Whittingham
- Web Presence: Gabe Elkaim, Juan Poblete, Michelle Romero, Scott Oliver
- Comprehensive Review Data: Amy Weaver, Bruce Cooperstein, Donald Wittman, Michelle Romero, Richard Hughey, Michelle Whittingham, Michael McCawley, Mary Masters, Sue Grimes, Julian Fernald

Approved November 7, 2008 by the Committee on Admissions and Financial Aid