<div align="center">

Committee on Admissions and Financial Aid
Minutes
November 7, 2008

</div>

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

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

Guests: Director Ann Draper, AVC Michelle Whittingham, AVC Barry Shiller, University Relations Director Jim Burns, Assistant Director for IT Strategy and Planning David Turner

Announcements
"Fall 2008 New Frosh Admits and SIRs" data was distributed.

The fall quarter Senate meeting will be held on November 12 starting at 2:30pm in the Colleges 9 & 10 Multipurpose room.

The minutes for the October 31 meeting were corrected and approved.

Student Affairs Vice Chancellor Felicia McGinty has been invited to consult with the Committee on Admissions and Financial Aid (CAFA) on November 21.

Web Background Information
In January of this year, the CAFA met with Public Affairs AVC Barry Shiller and University Relations Director Jim Burns to discuss UCSC's web presence from the view of a prospective student. CAFA followed up with a memo to Chancellor Blumenthal, endorsed by the Senate Executive Committee (SEC), which identified the web as the single most important outreach tool for the campus. The memo identified navigation, design, content and maintenance problems and recommended steps to fix the web.

In October Chancellor Blumenthal charged Information Technology VC Mary Doyle and University Relations VC Donna Murphy with implementing a Web Presence and Services Program.

Web Consultation
AVC Shiller, Director Burns and Assistant Director Turner gave an overview of the history of UCSC's web presence and provided a list of eight "Components of the UCSC Web Presence and Services Program". The handout includes a link to the Program home page: http://webprogram.ucsc.edu/.

UCSC does not have a coordinated approach to governing or searching the various campus web sites. A two-tiered web governance structure is being designed that would include a Web Council, representing all campus constituents, at the top.   Principle officers would vet Council membership which would set strategy, priorities, oversee projects and negotiate services. CAFA recommended limiting Council membership to no more than 10 with a Development member and Senate representation from CAFA and the Committee on Computing and Telecommunications

The second tier of web governance would be a Web Steering Committee that would take charge from the Council for design standards for centrally supported activities and for anyone doing web work. The

Steering Committee would have regular oversight of projects and scope and include staff with more direct experience with web work. The Senate Committee on Committees can make appointments to both tiers.

The idea is to establish a suite of tools and content management from the center (ITS) with roles and responsibilities that can meet as many needs as possible with the resources available. ITS cannot do centralized web hosting for the entire campus or mandate tool use. The hope is to begin migrating to a suite of tools in the summer of 2009. The second phase, prioritizing migration of different groups/departments will begin in the fall and will take a few years.

An examination of branding and campus image will be done in parallel with development of the suite of tools and will be brought to the Dean's Council and other groups for input. CAFA requested a second consultation in January to review this step.

The Committee asked about resource allocation and communication strategy for migrating to the new content management system. Various constituency groups will be interviewed and the current emphasis is in the planning stage so that tag lines and efforts are not disjointed. Part of the communication will also happen through the procurement process. CAFA requested regular updates.

The Steering Committee will be constituted in five to six weeks and will rank the top five areas for web improvement. CAFA recommended that enrollment and navigation to academic information should be at the top.

The campus hired its first full time web developer to oversee very high top level pages and to support the templates. On the ITS side there are several teams of 10-12 people for central support that also work with the divisions.

Post Consultation Follow Up
Committee feedback on the web consultation includes the following:
- We should move forward while working from both directions (top down, visa versa).
- Most of the work involves generating content and structure regardless of their design.
- Revise the timeline. It is not realistic for major steps to be completed this in one year.
- Involvement of all campus constituents (Admissions, Development, Senate, divisions) is critical throughout the development of the Program.
- Avoid top heavy organizational structures that will slow down the process. The Council should have 5-10 members, not 20.
- The draft components of the Program create too many layers and the need for many additional staff.
- The Program needs to interface with current web support at all levels.
- CAFA needs more information on *Branding* efforts.
- There is concern with the issue of competing resources

The Web Presence Subcommittee will draft a post-consultation memo with action items.

Subcommittees
The membership, lead person and goals for each subcommittee were confirmed.

Draft UC Accountability Framework
Senate committees were asked to provide feedback on the draft UC Accountability Framework. The framework metrics focus on campus size and needs to be normalized to account for different number of

faculty at each campus. Survey results can be interpreted in various ways and may not accurately reflect the campus situation which could impact recruitment, career opportunities and graduate school options. What is the metric for determining debt, why are some measures included and who is the audience for this?   Chair Hughey will draft and circulate the Committee response for feedback.