

Committee on Admissions and Financial Aid
Minutes
November 21, 2008

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

Absent: Michelle Romero (SUA), Maritoni Medrano (SUA),

Guests: Director Ann Draper, AVC Michelle Whittingham, VC Felicia McGinty

Announcements

The November 7 minutes were amended and approved.

Public Affairs AVC Barry Shiller will meet with the Senate Executive Committee regarding the campus branding.

CAFA will consult with the Committee on Planning and Budget on enrollment targets.

Consultation with Student Affairs Vice Chancellor McGinty

The Student Union Assembly's (SUA) confusion about the budget makes it difficult to conduct business. The Assembly, for example, was unable to secure a location or support for a recent phone-a-thon. Students had to use their own cell phones for the fundraiser. VC McGinty was not aware of the need and said Student Affairs could help facilitate partnerships with other units, such as University Relations. SUA has a large carry forward and determines how to utilize these funds. Funding for the colleges comes from a different pot of money making it difficult to determine parity.

The Student Fee Advisory Committee (<http://www2.ucsc.edu/sfac/contact.shtml>) ensures that monies for student-fee funded programs are used appropriately. Programs funds are to be used in a given year unless multi-year allocations are planned for computer or equipment purchases.

The colleges are great living and learning centers yet the connection between student and academic life varies dramatically by college. How do you make different levels and scopes of programming compatible at the college and campus level? Student Affairs can work with the provosts, colleges and Academic Senate to create synergies and co-curricular learning opportunities, but the campus is so decentralized it's difficult to link and navigate the various parts. CAFA suggested the formation of a campuswide programming board for organizations and a campuswide allocation board, made up primarily of students. VC McGinty supports the idea of a central pot of money for distribution by students and will set the example by establishing a centralized fund.

UCSC's weak web presence and the lack of IT support for student organizations makes it difficult for prospective and current students to learn about campus groups and clubs (according to UCUES, UCSC has the lowest level of participation in student organizations systemwide). The campus was designed without a central gathering place and there is no campuswide advertising for college organizations. CAFA recommends that Student Affairs create and support a central website for student organizations this academic year.

There is a disconnect between UCSC's reputation as a research leader and the student groups. Several colleges have endowments so disparities exist in private funding. VC McGinty has met with all college senate groups and most don't view themselves as planners, but rather as allocators of funds. A large-scale conversation is

needed between Student Affairs and the provosts to establish benchmarks for achieving the chancellor's goal for college renewal.

What activities would be appropriate to support our learning outcome goals? We help students find their voice, become activists and go out to make a difference in the world. Agreement on the principles for these goals is needed to create opportunities for synergies. Board consultation was suggested including input from the provosts, deans, departments, Senate and students. Feedback from alumni and key employers regarding skills that assisted them or were lacking would also be helpful.

Themed housing, such as Kresge's Creative Writing House for aspiring writers, provides a link between the academic and residential side of the colleges. Themed housing also provides the opportunity to pool resources and partner with other groups when scheduling speakers and forums.

VC McGinty agreed to meet with the Committee quarterly to discuss the following.

- How the Committee can be most useful to Student Affairs
- A better understanding of the goal for AbyE and how to support it
- Concerns with the Bridge program and how to support what we have
- Strategies for funding financial aid, access and affordability

Guests then left and the committee members only met with VC McGinty to discuss last year's Director of Admissions search.

Post Consultation Discussion

VC McGinty is interested in looking at learning outcomes and the Senate needs to be involved in the goals and efforts for this. CAFA can provide a set of suggestions for improving the connection between academic and student life and between the colleges to give cohesiveness.

The lack of branding of UCSC's website is a reflection of the lack of branding of the campus. The principle behind campus groups needs to be articulated and integrated efforts made to improve our collective identity.

Professor Crosby will draft a follow up memo to VC McGinty with the following points.

- Consultations between CAFA and Student Affairs are good and should continue on a regular basis.
- Activities have to be guided by principle, such as an integrated learning experience.
- Student Affairs could be involved in several ways such as providing centralized allocations for student organizations.
- Student Affairs could create web site for student groups, with input from CAFA, that shows the campus as an integrated unit.
- Points of engagement, with some cross over, include academic life, campus life and the college experiences.

Enrollment Scenarios

In response to the state's budget crisis, the California State University (CSU) system closed their admission period early and the UC Regents are in negotiations on capping enrollments. CAFA reviewed enrollment scenarios prepared by Planning and Budget Vice Chancellor Meredith Michaels. There will be a jump in yields due to the CSU decision.

A target of 3500 for UCSC would be similar to last year, but not fully funded (540 over). Return to Aid would also be frozen and a number of programs are currently slated for reductions or cuts.

The target for grad students has been lowered and the plan for transfer students is unknown. UCSC does not usually reach the grad or transfer student targets, but when the economy goes down transfer numbers historically go up.

CAFA determines enrollment criteria, which is reviewed and adjusted on a 3-year cycle. The budget piece is under the purview of the Committee on Planning and Budget (CPB). The Committee on Planning and Budget (Budget) met with Campus Provost/Executive Vice Chancellor Kliger yesterday to review enrollment targets. CAFA and the Graduate Council will attend the next meeting or provide input in advance.

Professor Scott will draft a memo with CAFA's feedback on the scenarios.

New Business

The Committee scheduled an extra meeting on December 5.