

Committee on Admissions and Financial Aid
January 29, 2010
Minutes

Present: Bruce Cooperstein, Raoul Birnbaum, Faye Crosby, Chris Edwards, Andy Fisher, Juan Poblete, Bakthan Singaram, Donald Wittman, Alex De Arana-Lemich (SUA), Pamela Edwards (ASO)

Absent: Amy Weaver (NSTF), Robert Singleton (SUA)

Guests: AVC Michelle Whittingham, Advisor Perazzo, Associate Director Michael McCawley, Council of Deans (Yager, Kamieniecki, Ramirez, Van Den Abbeele and Thorsett).

Chair's Announcements

Chair Cooperstein reported on the Senate Executive Committee (SEC) meeting of January 26. SEC discussed the revised draft charge for the Child Care Advisory Committee, updates on the Silicon Valley and EVC searches, the aftermath of the occupation of Kerr Hall, including the administration's handling of judicial actions, and differential fees (considered dead for now).

Non-Resident Statement

Members reviewed the draft principles for non-resident students from the December 4 meeting, a draft statement from last week's meeting and data on this cohort. The Office of the President (UCOP) recommends campuses establish a 10% cap for non-resident students. Admission requirements for non-resident students are higher than for California students. CAFA supports geographic and international diversity, but not to the detriment of state diversity and data doesn't help socioeconomic diversity. UC has a mandate to education California residents and concern was raised that this could be a potential revenue strategy for campuses whose resident numbers are below the state funded level. CAFA agrees with the 10% cap guideline and supports educating resident students for which we receive state funding.

Bridge Consultation

CAFA finalized talking points for next month's Bridge consultation with the vice chancellor of Student Affairs. The committee is considering a voluntary program by invitation only, similar to programs at other universities that are open to all students. How do students do when it is a voluntary program, how do these programs interface with other academic support programs and what does this mean for the Bridge when Entitled to Review is implemented in 2012? After applications are read in the spring, Admissions will provide a breakdown of the number of expected Admission by Exception (AbyE) students and their standing compared with fully eligible students.

Web Presence

Discussion at the Web Council meeting in January focused on web functions and project design. Chair Cooperstein reported that the mock up is impressive, near final and includes a billboard feature with nine items that circulate and are updated regularly. A draft web statement is being circulated and a phased roll out of the site will begin with Porter College, then the Humanities.

Honors and Merit Scholarship

Scholarship selection season is beginning. The Regents program was redesigned due to the lack of permanent funding and now includes a fixed scholarship amount of \$20K for frosh. Last year the campus yielded 10 Regents scholars; this year's goal is 30. A cover memo from the chancellor is going out with this year's essays questions to the top 1000 entering frosh. The model, if they are not accepted for Regents scholarships, is to provide a \$1500 per year campus merit scholarship if there is economic need or \$500 per year if no economic need. A scholar's component will also be added to this year's Spring Spotlight event. For the first time, essays will be available online for review with each essay being read by two CAFA faculty members during the first week of March.

Council of Deans (COD) Consultation

Deans and committee members discussed the proposal to raise the number of non-resident students. Although there is no non-resident target, the campus currently takes in approximately 80 out-of-state students, which is well below the 10% guideline (Berkeley is over 20%). One division has capacity, faculty wise, for more students and feels we are losing the opportunity to stay at the same size while bringing in a cohort that would benefit all. Marketing should focus more on our world class programs and legacy of undergraduate education and less on the natural beauty of the campus.

The cost of living is very high in Santa Cruz and will be a limiting factor. How do we target programs that will be of interest to out of state students? A percent of the non-resident tuition could be allocated for recruitment efforts, including non-resident scholarships. Each UC campus is putting together a recruitment plan for non-resident students and looking at pooling UC resources (state funds cannot be used for this). A suggestion was made to make campus dorms more attractive with themed housing.

The campus is increasing communication, such as the special email to non-resident admits last year, making our web site friendlier and planning a 2-day workshop this year for recruiters of non-resident students. The deans expressed interest in working with the Admissions Office on a targeted effort, including faculty calling admitted out of state students. International students are another potential market that has not been discussed.