

Committee on Admissions and Financial Aid (CAFA)**Minutes****December 3, 2014****Kerr 307**

Present: Minghui Hu (Chair), Mark Carr, Jean E. Fox Tree, David Helmbold, Deanna Shemek, David Smith, Yi Zhang, Joy Hagen (NSTF), Matthew Mednick (Senate Analyst), Esthela Bañuelos (Senate Analyst)

Absent: Ted Warburton, Lila Blackney (Undergraduate Rep), Justin McClendon (Undergraduate Rep), Victor Garcia-Zepeda (Undergraduate Rep)

Guests: Michelle Whittingham, AVC Enrollment Management; Richard Hughey, VPDUE

Consent Agenda

Consent Agenda approved:

10/8/14 Minutes

10/22/14 Minutes

11/05/14 Minutes

Member's Items

Guest AVC Whittingham provided preliminary UCSC applicant statistics. She noted that the campus had the highest percent increase for CA (9%/+2,975) and international frosh (25%/+905) and near the top for out of state applicants (12%/+301). She reported the campus had the highest percent and number increase for Chicano/Latino for frosh (13%/+1,526), one of only two campuses with a slight increase in American Indian (+4), right in line with the systemwide increase for African American (7%/136) and highest percent and number increase for Pacific Islander (20%/+26).

The California transfer applicant increase (2%/+125) was one of only three in the system and the international transfer increase (24%/154) the highest in the system. Community college transfers reflect the second highest increase for African American (4%/+12) and tied for the highest increase for Chicano/Latino transfers (7%/+138).

AVC Whittingham reminded members these are preliminary numbers. The campus will not be finalizing demographics until early January, in preparation for the systemwide release. She noted that the numbers will change slightly, but the percentages are likely to remain consistent.

Post-Consultation Discussion

The committee debriefed the November 5, 2014 consultation with Admissions Director Michael McCawley. Members were asked to prepare to discuss three key areas: 1) the Davis tool is unable to accommodate the "adjudication" review. Is the replacement value based on last year's cohort acceptable? 2) Davis tool cohort data by decile appeared to be based on last year's data and is UCSC applicant only. The policy calls for total high school comparison and total UC applicant pool comparison, and 3) What issues need to be highlighted for the committee's written description of how HR (Holistic Review) policy for fall 2015 differs from CAFA's policy approved in 2014?

Chair Hu provided an overview, noting that CAFA's decision last year to incorporate SSI (Student Success Indicator) was not incorporated as intended. AVC Whittingham noted that there appears to be a gap, as the Davis tool does allow the use of SSI, but it will be used dynamically, not at the end of the process. A data subcommittee member clarified the discrepancy, by describing how adjudication is supposed to work according to CAFA policy and how it will work with the Davis tool. He noted that there are two score columns, HR Score and SSI comparable scores. A discrepancy between the two scores is supposed to trigger a second read. This year's students cannot be sorted by SSI score, so the campus must use last year's historic distribution of SSI scores to establish threshold values. SSI scores have to be converted into an HR scores. The end result is a loss in granularity so that adjudication reviews will only happen for SSI-HR discrepancies at the expected threshold for acceptance.

Some committee members and guests expressed lack of clarity. One member asked whether the loss of granularity is temporary and can be changed in the next cycle. Chair Hu provided a summary noting the discrepancy between CAFA policy and what the Davis tool can provide this year. In addition, UCSC changed the HR rubric this year, no longer relying on UC Berkeley and UCLA scoring. He indicated the committee needs to discuss in more depth the use of SSI, and think about its use as a trigger for adjudication review and as a verification mechanism.

The committee also discussed at length a request from Director McCawley for a review of the HR policy language evaluating student participation in special projects, curricular or extracurricular, and special talents and/or leadership. This was a time sensitive request as Director McCawley is using the HR document to train Admissions application file readers. His concern, from the admissions process, is that almost all frosh applicants have participated in a special project, curricular or extracurricular, and most also have a special talent and/or leadership. He sought from the committee clearer language to be able to distinguish between applicants on this criteria. The committee deliberated various approaches. The committee agreed that they did not want to make this criteria more important, or highly valued, than academic criteria, and discussed that participation in HR Scores of 1, 2, 3 would be sufficient whereas lower scores (i.e. 4) might need more gradation in this criteria, where significant participation would help differentiate scoring among similarly academically performing students. Chair Hu noted that the document would be placed on google docs, where members could further revise and continue the discussion.

Conditions of Admission

CAFA received a request to review the Conditions of Admissions contract from VPDUE Hughey and AVC Whittingham. The committee has been asked to provide confirmation on a slightly modified use of the conditions adopted for fall 2014 and suggestions regarding the wording of the contract document for fall 2015. A number of changes were made regarding the implication of not meeting conditions, and include: highlighting the document as a contract, clarifying the purpose of the document, aligning what the contract says to action taken, reference the Student Code of Conduct and Principles of Community, and various other clarifying changes.

Members raised questions about the process and need for the document, including appeals process differences between cancellations and non-admissions and what constitutes omission of information. AVC Whittingham clarified that the point of the document is to be clear with

students that there are conditions they have to still fulfill during the senior year and their application process. The committee also discussed the importance of clear and early notification in context of the difficulty of cancelling students when they have begun to establish a relationship with the campus. Members provided feedback for AVC Whittingham and VPDUE Hughey.

UCSC International Recruitment Plan

AVC Whittingham provided a brief overview of the Admissions international recruitment plan. Her focus was providing a brief orientation to members about the multifaceted process of recruitment. AVC Whittingham noted that Admissions focuses on both direct recruitment and working with influencers. The international recruitment plan, she states, includes a mix of marketing which leverages our campus's role within the UC, working with students in different ways. The committee invited AVC Whittingham to return to discuss the plan in more depth, including priorities and resource intensity.

International Outreach, Recruitment, and Selection

The committee did not have time to address this issue and will discuss this item, in context of AVC Whittingham's overview of UCSC's International Recruitment plan, at the next (January 2015) meeting.