

## **COMMITTEE ON ADMISSIONS AND FINANCIAL AID**

### **Annual Report 2013-14**

To: Academic Senate, Santa Cruz Division

CAFA made great strides this year to both reform and finalize policy and practices for several critical areas: 1) frosh admission criteria, process, and review; 2) appeals policy; 3) honors selection criteria; 4) merit scholarship selection; and 5) criteria for transfer major preparation. Due to the increase in our campus' selectivity and the transition from a solely quantitative approach to a more holistic admissions process over the past three years, CAFA has attempted to closely both monitor the impact of these changes as well as adjust and correct where necessary to mitigate any negative outcomes. In addition, the committee continued to attend to the shaping of our increasing non-resident (international) population and the support needed for their success as well as the stabilizing of the honors program, the improvement of first-year performance and overall retention rates.

The committee, and in particular the data subcommittee, continued critical work to understand and respond to our previous cycle outcomes to tailor our Holistic Review (HR) process to applicant and campus needs. This year, this meant changes to how UCSC will use (or not use) other UC reader scores, and the inclusion of student success indicators, to test the accuracy of reader scoring. It is the committee's hope that these changes will control for any variance in reader scoring, and more importantly, correlate our admission offers to those students who are most likely to succeed at our campus.

#### **I. Work of CAFA in 2013-2014**

##### **A. Committee Foci**

The Committee interfaced with several campus and Senate processes:

###### *1. Holistic Review*

CAFA worked throughout the year on corrective revisions to the implementation of the HR admissions process. Although the outcomes of the HR process in 2012 and 2013 aligned with CAFA's expectations, updates to policy were explored by the data subcommittee, and ratified by CAFA in Spring quarter for implementation on the Fall 2015 cohort.

Updates include:

1. The discontinuation of UC Berkeley and UC Los Angeles HR reader scores; all UC Santa Cruz applicants will now receive UC Santa Cruz reader scores.
2. Approval of a Student Success Indicator (SSI) as originally proposed by the Vice Provost and Dean of Undergraduate Education (VPDUE). The committee agreed to use a College Board predicted first year GPA (PFYGPA) calculation. This measure was used during tiebreak on the Fall 2014 cohort and was approved for use in Fall 2015 as well.
3. All student applications will receive a human read as well as have their SSI calculated. These 2 scores will determine the student's admission possibility. If there is a significant

discrepancy then a second human read will take place to determine the reason for the discrepancy.

## 2. *Non-resident Admissions*

CAFA responded to two major issues related to internationalization this year, the *Proposal for Support of International Student Growth and Campus Globalization* (December 20, 2013) and the associated job description for a Senior International Officer (SIO) of International Education. The committee is most concerned that any of the positions and structures put in place to recruit, support, and coordinate internationalization be deployed in the most effective way possible.

CAFA contends that the placement of this position within the UE organization as potentially problematic. Globalization encompasses far more than undergraduate concerns and by structuring the AVP position within UE, the individual would be less able to effectively guide and support (inter)campus relationships as well as faculty, graduate studies, etc. We look forward to working with the SIO on these issues, as well as continuing priorities from this year as well.

With respect to recruitment, CAFA notes that it is important to be mindful of the quality of our international applicant pool, rather than simply the quantity. For the sake of our reputation as a leading research institution as well as for the students who will be expected to meet the expectations of faculty, we must take the time to learn about and recruit from schools that are preparing students with an education that will enable them to succeed and be retained at UCSC. In articulating a vision for what international recruitment and enrollment looks like three and five years from now, CAFA hopes that a plan can be agreed upon which will provide a logical and responsible framework for how the new SIO is to proceed.

The decision to split the enrollment targets into three categories: California residents, out of state (OOS), and international applicants enabled us to see more clearly where there might be variation in how the fourteen criteria for Holistic Review be applied given the context of schooling and information provided. Similarly, increased outreach efforts undertaken by both faculty and administrative colleagues provided more nuanced information resulting in a significant increase in international enrollments:

2014 Statements of Intent to Register (SIRs) represent 45 countries & 41 states, whereas 2013 SIRs represented only 23 countries & 6 states and 2012 SIRs represented 8 countries & 8 states. 2014 SIRs include 413 International Students (IS) & 362 Out Of State (OOS); target 220 IS & 270 OOS, fully 2 years ahead of our targets; 2013 SIRs included 95 IS & 147 OOS, and 2012 SIRs included 14 IS & 87 OOS.

Given these large increases, CAFA laid out the following priorities to ensure the success of these students as well as their engagement with the university at large. Increased comprehensive campus support with improved staffing levels and expertise.

- Review of the admissions cycle, including overall timing, I-20, financial packages, personalized follow-up, housing issues, and orientation.
- Ensure timely registration with personalized advising with both counselors and faculty
- Emphasize academic programs of interest to international students and level of faculty achievement in those programs.

- Provide multi-lingual webpages.
- Clarify UC-wide policies and procedures so as not to unnecessarily restrict our process.
- Review the need for in-house Intensive English program.
- Attend to details such as airport pickup, housing during breaks, centralized advising and counseling services.
- Ensure dispersal of IS throughout the colleges and provide for summer school sessions and housing.
- Consider rolling admissions for international students.

### *3. Major Preparedness*

The BOARS Transfer Proposal (February 2012), slated for efficacy in Fall of 2015 is aligned with campus goals related to transfer student major preparation. The requirements are intended to introduce the student to their chosen major field, ensure that they have adequate competence for success, and begin them on their pathway for UC admissions. In addition, we need to ensure that transfer students are not being expected to complete more credit hours for a major than native students.

As of now, departments that have articulated major preparation requirements include: Art, All Baskin School of Engineering majors, Biochemistry & Molecular Biology, Ecology & Evolutionary Biology, Molecular, Cell and Developmental Biology, Economics, and Psychology. We expect that starting in Fall 2015 Chemistry and Physics requirements will be in place. The Committee on Educational Policy reviews and approves major preparation requirements during the normal program statement review for all departments.

## **B. Sub-Committee Efforts**

CAFA's membership is divided among several subcommittees which do a large portion of the detail-oriented work with committee stakeholders prior to full committee review and/or approval.

### *1. Appeals subcommittee*

The CAFA Appeals subcommittee finalized changes to the undergraduate admissions appeals policy which was reviewed by CAFA and approved. The new Cancellation Appeals Review Committee (CARC) now bears primary responsibility for review of undergraduate appeals under CAFA's ultimate authority. CARC reviews admission denial for first-year applicants, denial for transfer students, cancellation due to a missed deadline, and cancellation due to an academic shortfall.

### *2. Honors and Merit Scholarships subcommittee*

CAFA approved a major change in the way it handles Merit Scholarships. Eligibility for the Honors program and Regents Scholarship will now be offered to the top applicants based on their academic achievement in the following areas:

- Entry Level Writing Requirement (ELWR) Satisfied; for CA and out of state. Many of the int'l applicants have already satisfied ELWR.
- GPA
- Test score(s) (SAT or ACT)
- Number of courses completed.

The number of offers for the Honors Program will be based on an Enrollment Management analysis of the likely yield and the number of spaces in the program(s). We have 148 honors SIRs expected for Fall 2014 from a target of target of 100-120. This is also the first year to yield significant non-residents in the program: 26 international and 22 out of state.

## **II. Issues for the Near Future**

Assess the success of SSI & tiebreak implementation.

- Assess campus outreach & recruitment strategies for all students.
- Review and provide input on campus Financial Aid policies and practices related to:
  - Satisfactory Academic Progress (SAP).
  - Work-Study.
  - “Dreamers”.
  - Study-Abroad Aid.
  - Summer Aid.
  - System-wide Programs & Eligibility.
- Possible change to systemwide “9X9” policy, which governs the total number of UC-‘guaranteed’ students.
- New SAT: the committee may need to re-align criteria based on test format or content changes.
- Update of UC Santa Cruz application review system.

## **III. Admissions and Financial Aid for Fall 2014**

### **A. Admissions**

This was the third year that UCSC used a Holistic Review model for selecting frosh admits. This year the Admissions Office decided to implement “second reads” on all applications to ensure a more comprehensive assessment. Since Holistic Review is labor-intensive, the Office of Admissions employed 30 external readers who were trained to conduct the UCSC Holistic Review.

Applications: UCSC again saw increases in applications from frosh applicants, a 5.4% rise, driven in part by an increase of almost 1,100 international applicants. Total fall 2014 frosh applications was 40,713 compared to 38,640 for fall 2013. At the transfer level, there was only a slight increase in applications of .6% with 8,194 transfer applicants this year as compared to 8,148 the previous year.

Of the 40,713 fall 2014 frosh applications, increases were seen in several important categories: African-American applications increased by 99 (5.1%), Hispanic applications increased by 377 (3.2%), and American Indian applications increased by 47 (15.6%) over the previous year. International applications increased by 1,085 (44%). Transfer applications showed virtually no change in underrepresented ethnic categories as a whole: 2,511 in fall 2014 as compared to 2,516 in fall 2013. African American applications increased by 17 (4.5%), American Indians increased by 4 (3.5%) and Hispanic decreased by 26 (-1.3%).

Admissions: UCSC admitted 23,242 frosh for fall 2014, an increase over the previous year of 3,202 students. (The total number of fall 2013 admits, 20,039, includes the admitted waitlisted students.) The frosh enrollment target for fall 2014 was 3,650, an increase of approximately 350 over fall 2013 enrollment. Given the increase in applications and an increased enrollment target, the admission rate for the frosh increased from 51.9% for fall 2013 to 57.1% for fall 2014. The academic quality of the admitted frosh cohorts was similar. The mean GPA of admitted frosh was 3.82 for fall 2014 and 3.84 for fall 2013 (on a 4.0 scale). The mean total SAT was 1783 for fall 2014 and 1794 for fall 2013. We offered 3,616 denied frosh the opportunity to be on the waitlist with 2,127 accepting the offer. However, given the higher than expected yield on SIRs, all students were released from the waitlist.

Nonresidents: 2,208 out-of-state and 2,454 international students were admitted. This equates to an admit rate of 84.9% for out-of-state and 69.1% for international students.

Transfers: UCSC admitted 4,691 transfers for fall 2014, an increase of 224 students (5%) from the previous year. The annual enrollment goal for transfers was set at 1,275 students, up by 275 students from the previous year, which was the first year we implemented screening for major preparation for the biological sciences, psychology and economics.

SIRs: Frosh SIRs, those students accepting their offers of admission, (<http://www.ue.ucsc.edu/SIR2014>) totaled 4,952, an increase of 1,075 students (27.7%). While some increase was expected, the increase of 658 (18.7%) California resident' SIRs was greater than anticipated. Both international SIRs and out-of-state SIRs saw tremendous gains: internationals increased by 234 over the previous year (an increase of 132%) and out-of-state SIRs increased 183 over the previous year (an increase of almost 97%). Transfer SIRs totaled 1,377, an increase of 121 students (almost 10%) from the previous year.

Official enrollment figures will not be available until November. It is estimated that frosh enrollments will be approximately 4,050, exceeding the target by approximately 400 students. We expect approximately 3,571 California students, up from 3,050; 242 out-of-state students (NRT), up from 147; and 232 international students (NRT), up from 95. The transfer student estimate is 1,150 for the year with approximately 19 expected to be international (NRT), up from 8 and 8 out-of-state, down from 11.

## **B. Financial Aid and Scholarships**

The demand for financial aid continues to increase, with about 78% of UC Santa Cruz students receiving some type of financial aid in 2013-14 (including grants, scholarships, fellowships,

loans and/or work-study assistance.) This year, support has been provided to 12,073 undergraduate students and 1,478 graduate students.

### **Political and Budgetary Impacts**

Over the past few years, there has been increasing scrutiny of the state and federal budgets for higher education. Although the issues surrounding the cost of higher education are complex, limiting financial aid access to students is often the most readily accessible tool legislators have for controlling the education budgets. There has been some abuse to justify increased scrutiny and limiting access – predatory practices by a handful of the for-profit colleges and lenders, as well as instances of fraud by both students and university employees. The limits to access imposed in the past 4 years include reduced eligibility for continuing students to Cal Grants, Federal Pell Grants, and Federal Loans.

In addition to the fund specific changes, there have been significant changes by the Department of Education to the Financial Aid Satisfactory Academic Progress (FA SAP) measurements. Beginning in 2012-13, access to federal aid is restricted for students failing to meet academic pace and GPA requirements. This is in addition to the previously existing rules which restrict aid to students exceeding institutional time-to-degree policies. The rules impacted 360 undergraduate students in the fall of 2013, requiring these students to successfully appeal their FA SAP status or else risk losing their eligibility for financial aid.

On a more positive note, the passage of the California Dream Acts (AB 130 and AB131) allows undocumented students who qualify for AB540 non-resident tuition exemptions to receive UC/CSU and state funded aid. Beginning in January 2013, these students were able to receive UC return-to-aid grant funds and beginning in fall 2013 they were also eligible to receive state funded Cal Grants. We were able to award more \$4.8 million in aid to these students in the 2013-14 year, with \$1.5 million of that sum funded by the Cal Grant program.

In a similar vein, the California Middle Class Scholarship (AB 94) was passed in June 2013. This program, which will not be fully implemented until 2017-18, is similar to the UC Blue & Gold Opportunity plan providing up to 40% of tuition and fees for families making under \$100,000 a year and 10% for families making under \$150,000. For 2014-15, actual awards will not be known until October 2014 but UCOP estimates that students on our campus may receive as much as \$2,800,000, with a \$1,700 maximum award in this first year of the program.

### **Current Financial Aid Funding Model and Data**

The UC Education Finance Model (EFM), which utilizes a 33% return-to-aid (RTA) from tuition and fees to support low-income students, continues to be closely reviewed by the system-wide EFM committee. The review is due to projections which indicate that RTA will be insufficient to fund students to current standards within 4 years, based upon student demographics and anticipated tuition increases. After careful consideration of 3 models to resolve the issue, the decision was delayed due to the impact of the tuition freeze enacted by the Governor/Regents.

For the fourth year in a row, the system-wide tuition and fees remain at \$12,192. However, other elements of student budgets have continued to increase, for example health insurance. With no increased RTA from tuition revenue, we are forced to reduce the percentage of university grant funds in the student aid package either through an increased loan/work expectation, or as is the case for 2014-15, the reduction of grant funding for students choosing not to participate in the university health insurance program.

The average cost for a student living on campus in 2014-15 will be about \$34,356. Under EFM, 2014-15 UCSC undergraduate students who qualify for need-based assistance must pay approximately the first \$9,750 of their need from loan and/or work resources. After subtracting the loan/work expectation and the family contribution (from FAFSA data), grant aid is offered to help pay the remainder of the total estimated total cost.

The Blue and Gold Opportunity Plan guarantees that students from families with incomes under \$80,000 will receive enough gift aid (from all sources) to pay UC tuition and fees. Virtually all students in this category receive enough gift aid to meet this commitment. However, under the Plan some students who would not normally receive gift aid (due to high asset equity) receive gift aid. The plan may work as a recruitment device but it diverts funds from the students with highest need to students who need less and causes an increase the loan/work expectation for all students.

Aid applications and recipients are increasing significantly each year. In 2013-14 the Financial Aid and Scholarship Office administered \$262 million in financial assistance to about 77% of UCSC’s undergraduate students, as compared to \$260 million/74% in 2012-13.

2013-14 Source of Aid	Percent of Undergraduates	Amount Received	Average Award
Gift Aid (all sources)	69%	\$180,000,000	\$ 16,733
UC Santa Cruz Scholarships*	10.9%	\$ 4,243,000	\$ 2,495
Federal Pell Grants*	47%	\$32,942,000	\$ 4,467
Student and Parent Loans	57%	\$80,032,000	\$ 8,881
Federal Work-Study	11%	\$ 2,556,000	\$1,490
* Included in gift aid			

Recent UC Santa Cruz graduates who enrolled as first-time frosh have an average debt of nearly \$22,523, but the debt ranges up to \$31,000 – the federal cumulative maximum amount an undergraduate student may borrow. Nationally, two-thirds of seniors graduated in 2012 had student loan debt, with an average of \$27,850 per borrower (<http://projectonstudentdebt.org/>). Each year, the U.S. Department of Education calculates cohort default rates for loans by campus. The national 3-Year average was 14.7% for 2010 (per Dept. of Ed.).

The rate for our campus has been exceptionally low in recent years but is beginning to climb.

UCSC Year	2-Year Draft Default Rate	2-Year Official Default Rate	3-Year Draft Default Rate	3-Year Official Default Rate
2008	1.8%	1.4%	*	*
2009	2.5%	2.5%	4.1%	3.7%
2010	2.4%	2%	4.3%	4.2%
2011	4.6%	4.3%	5.6%	Not yet avail.

\* 3-Yr default rates were not calculated prior to 2009

Campus undergraduate scholarship programs are administered by various campus departments as well as by the Financial Aid and Scholarship Office. University Relations and the Financial Aid and Scholarship Office have collaborated to ensure that scholarship fund raising is a component of the comprehensive capital campaign the campus is undertaking to ensure UC Santa Cruz is an affordable as well as attractive alternative for undergraduate students who aspire to attend. Listed below are data for major scholarship programs administered by the Financial Aid and Scholarship Office:

2013-14 Scholarship Program	Recipients	Amount Received	Average Award
Regents Scholarships	156	\$723,134	\$4,886
Campus Merit Scholarships	267	\$364,945	\$1,367
Leadership Opportunity Awards	24	\$201,255	\$8,386

For additional information, please note that the Office of the President maintains numerous reports regarding student financial support which can be found on the following website:

<http://www.ucop.edu/student-affairs/data-and-reporting/reports-to-the-regents-on-student-financial-support/index.html>



### **C. Appeals**

It has been past practice for CAFA's annual report to include numbers and outcomes of the appeals received from students that were originally denied admission. As of the report date, this information is not available.

### **Acknowledgements and Appreciation**

As has been mentioned, CAFA made great strides in both reforming and finalizing policy and practices for several critical areas like: frosh admission criteria, process, and reads; appeals policy; honors selection criteria; merit scholarship selection and criteria. All the committee's focus has been on ensuring that the policy implemented across campus reflects our commitment to enrolling students of the highest caliber who will also contribute to the diversity and creativity of the campus.

CAFA collaborated closely on several key issues with the Undergraduate Education division, and the committee's work was enhanced by data provided by Enrollment Management & its subunits. Committee deliberations are often enhanced by contributions from Associate Vice Chancellor for Enrollment, Michelle Whittingham, and Admissions Director Michael McCawley. The committee would like to thank its Senate staff analyst, Matthew Mednick for his support and collaboration throughout the year.

Respectfully submitted;

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