

COMMITTEE ON ADMISSIONS AND FINANCIAL AID Annual Report, 2014-15

To the Academic Senate, Santa Cruz Division:

The Committee on Admissions and Financial Aid (CAFA) continued the critical work evaluating the outcomes of the 2014 admissions cycle and taking into consideration the changing admissions playing field for 2015 admissions. Areas of specific focus included: 1) adapting to a new frosh admission review tool; 2) refinement of appeals policy; 3) tiebreak criteria; 4) selection modeling; 5) non-resident scholarships and 6) transfer major preparation. Due to the increase in our campus' selectivity and the transition away from using UC Berkeley and UC Los Angeles reader scores, CAFA has closely monitored the impact of these changes, as well as the stress legislative uncertainty and systemwide admissions targets can cause for our campus. Given these factors CAFA has tried to adjust where necessary to mitigate negative outcomes. The committee was disappointed by the overall size of the non-resident (out-of-state and international) enrollments as well as the large gap between the enrollment forecasting target recommended by Noel-Levitz (consultant firm) and the actual SIR outcome. Both may further damage campus culture and financial health.

Work of CAFA in 2014-2015

Committee Foci

1. Holistic Review

As was decided in 2013-14, the Holistic Review rubric was updated for fall 2015 admissions to reflect greater academic rigor and the campus' rising selectivity level. As expected, these updates yielded a fall 2015 class with substantial increases in academic indicators (GPA—grade point average, test scores, and SSI—student success indicator).

The most impactful change this year was that UCSC did not utilize UC Berkeley or UC Los Angeles Holistic Review scores. UC Santa Cruz readers read all our campus' applications, and did so using a new review tool, provided by UC Davis. By reading all applications, we have seen less variance in scoring outcomes.

We utilized a rigorous adjudication review that prompted second reads by senior readers where necessary. This adjudication review helps to guarantee that readers score applications according to the CAFA Holistic Review criteria, and normalizes the reading process overall.

2. Non-resident Admissions

The campus's increased international engagement efforts, including recruiting and admitting a growing international and out of state student body, signaled CAFA's extensive engagement with internationalization this year.

In fall 2015, CAFA received an orientation from AVC of Enrollment Management Michelle Whittingham on the Admissions Office International Recruitment Plan, which emphasized a multifaceted process of recruitment, but primarily focused on direct recruitment and working with "influencers." The recruitment plan included a mix of marketing relationship/partnership building

to tap into current and future student personal and institutional networks, but no clear analysis of what the target populations should be has been articulated.

The committee also reviewed and responded to three administrative proposals: the Brazil Scientific Mobility Program, an international pathway (3+1+1) program proposal, and the Undergraduate Dean's Awards and Scholarships. The Brazil Scientific Mobility Program is intended as a pilot program for non-degree seeking undergraduate students. The program supports Brazilian undergraduate and graduate students in becoming visitors at institutions internationally, and was proposed by Vice Provost and Dean of Undergraduate Education Hughey as a one quarter program on the campus. CAFA supported the piloting of the program at UCSC, with the following conditions: TOEFL scores should be re-evaluated at the end of the first year of the program, and raised if necessary to ensure students demonstrate strong English skills, and the program should address a potential capacity challenge by establishing and communicating a clear priority for enrollment of degree-seeking students for impacted areas of study.

Senior International Officer Joel Ferguson sought CAFA approval (June 2015) for his proposed guidelines for implementation of 3+1+1 programs for International students on the UCSC campus, in which students from the first (sending) university enroll in the second (host) university to complete their bachelor's degree from the sending university and earn their master's degree from the host university. SIO Ferguson also proposed piloting one such program between Nanjing Audit University (NAU) and the Economics department for the creation of a master's 3+1+1. Given the timing of the request, and lack of campus guidelines, CAFA did not approve the admission of prospective students for the Economics Master's 3+1+1 for fall 2015. However, CAFA noted its enthusiastic support for the creation of an Economics pipeline. In its response, CAFA recommended the development of campus guidelines and provided specific feedback for working with both the Senate and relevant administrators on campus, as well as a recommended timeline that would allow review of both the guidelines and the Economics proposal in time for implementation by fall 2016. CAFA expects to continue to collaborate with the Senior International Officer in 2015-16 on the development of 3+1+1 programs for International students.

During winter and spring quarters 2015, CAFA reviewed a proposal by the administration to make changes to the Undergraduate Dean's Award for International students. From an enrollment strategy viewpoint, the award can be considered a tuition discount. The proposal sought to implement changes that would reduce this nonresident tuition discount rate to 10% by 2020, and to create a tiered award structure ("awards" and "scholarships"). CAFA supported the strategy to use the Undergraduate Dean's Award to target high performing nonresident students with either a scholarship or award, and to take into account family income and geographic diversity (May 2015). CAFA further recommended that the Undergraduate Dean's Awards and Scholarships be reviewed annually in late fall by CAFA, the Committee on International Education (CIE), and the Committee on Planning and Budget (CPB). The review should include the prior year's admissions/awards outcomes, and a proposal by Undergraduate Education for any changes to the award distributions. CAFA expects to review the outcomes based on the new Awards and Scholarships structure in fall 2015, and will take comments of CIE and CPB under advisement as it directs this program for the next cycle.

Finally, CAFA provided a response to the annual systemwide BOARS request for campus “Compare Favorably” data (January 2015), which seeks to ensure that admitted nonresidents compare favorably to admitted California residents at each campus, based on academic profile including GPA and test scores. In its response, CAFA noted that the data provided by UCOP for our campus (narrowly focused on academic indicators) showed a discrepancy in admission rates for non-residents and California residents. Several circumstances led to the discrepancy, including the campus’s aggressive targeting of nonresident and international students in context of the campus applicant pool and yield rate. However, the increased nonresident targets should also be viewed in context of our sister campuses, where UCSC is clearly behind the curve in its recruitment and admissions of nonresident and International populations. CAFA strongly supports the development of collaborative pipelines and partnership with higher education institutions around the globe in order to expand the diversity of our national and international applicants, and as our campus enrollment targets for nonresidents increase, CAFA will continue to ensure that academic preparedness is a focus of the non-resident selection process. CAFA will continue to collaborate with the Office of Admissions to balance meeting enrollment targets, increasing the probability of student success, and addressing BOARS compare favorably standards.

3. Transfer Admissions Pathways

The UC Transfer Pathways initiative is intended to streamline transfer from the California Community Colleges (CCC) to the University of California through identification of a common set of lower-division courses for each major that would make students competitive for UC admission as a junior level transfer. The UC Office of the President initiated the Transfer Pathways during the 2014-15 year, intended to support President Napolitano’s Transfer Action Team recommendations.

The initiative focused on ten majors during 2014-15. These ten majors are: Anthropology, Chemistry, Economics, Mathematics, Physics, Sociology, and four Life Science majors (Biology, Cell Biology, Molecular Biology, and Biochemistry). The UCSC campus approved all ten major transfer pathways by spring quarter 2015, although some departments raised specific concerns about the pathways. The committee also raised concerns about the impact on specific majors, including about the “super-set” approach to the pathways, which present one set of requirements that are in some cases, more than what is required at individual campuses. This was the case, for example, for the Physics transfer pathway requirements. While each campus retains the capability to list campus specific requirements on its website if they differ from the Transfer Admissions Pathway, the committee raised concerns about whether this is enough to mitigate the potential negative impact on students. The committee raised concerns that the pathways encourage students to take additional courses they might not need, which could potentially discourage students from applying to the UC or delay their transfer unnecessarily.

The committee also critiqued the process by which the campuses were asked to respond to the Transfer Pathways initiative, directly to the Academic Council Chair rather than via the systemwide BOARS, although BOARS endorsed the effort to streamline transfer pathways. Campus administrators were asked to identify people on their campus responsible for determining the expectations for preparation for the top twenty-one UC undergraduate majors, including faculty and academic administrators and/or staff. As the initiative progressed, the Academic Council Chair communicated directly with CAFA on the progress of the ten major pathways.

UC plans to develop transfer pathways for eleven additional majors next academic year. CAFA expects to continue to engage with the transfer pathways initiative and the issues raised through campus review. CAFA works closely with UCEP and CEP on transfer pathways.

Sub-Committee Efforts

1. Appeals subcommittee

In 2015, the Cancellations Appeals Review Committee (CARC) was chaired by Michelle Whittingham (Associate Vice Chancellor of Enrollment Management), and included three members of CAFA: Mark Carr, Ted Warburton and Megan Moodie. Cases were presented to the committee by Director of Admissions, Michael McCawley. To date, CARC had 11 in-person meetings ranging from 2-4 hours each and approximately 2-4 informational conference calls. All cancellations and reviews were conducted without regard to the students’ residency status. The total numbers of cancellations, appeals and approvals as of August 24, 2015 are presented in the table below.

All	Cancels		Appeals		Approved	
	N	%	N	% of Cancels	N	% of Appeals
Academic Shortfall	268	33.7%	154	57.5%	22	14.3%
Admit Conditions Not Met	3	0.4%	3	100.0%	2	66.7%
Missed Deadline	524	65.9%	370	70.6%	251	67.8%
Total	795		527		275	

Many cases were based on cancellations due to academic shortfalls, but the vast majority was missed deadlines for receipt of official transcripts. The number of cases reviewed this year was inordinately high because of our new strict adherence to the July 1 UC-wide records submission deadline. Many cancellation cases were found to be related to the inability of institutions (e.g. high schools) to meet the July 1 deadline and these cancellations were delegated to Admissions to revisit, without further review by CARC. Students were approved if they clearly demonstrated the late arrival of the required record(s) was for no fault of their own. Any of these cases that revealed academic shortfalls were subsequently reviewed by CARC. Many of the remaining cases were associated with failure to submit college transcripts by the deadline and in some cases were due to late final high school transcripts with grade changes. CARC reviewed appeals as soon as they were processed by the Admissions Office and Enrollment Management throughout the summer.

Since finalizing the review of the appeals for fall 2015, CARC has continued to evaluate the impacts of the new strict enforcement of the of the system-wide July 1 records deadline of having records received by the Office of Admissions. As a result, CARC will be offering enrollment beginning winter 2016, rather than requiring re-application for a future term for impacted students. CARC’s decision is based on the student’s academic achievement, appeal, and the understanding that students received mixed messages regarding the deadline from individuals outside of the UC Santa Cruz Office of Admissions (e.g., high school guidance counselors who did not realize that deadlines were going to be much more strictly enforced across the system). The appeal and final

official records must have demonstrated our expected level of high academic achievement and the other conditions of admission. Because of the inordinately large number of cases this year and the significant impacts on students, CARC intends to visit admissions policies with CAFA and Admissions in fall 2015.

2. Data Subcommittee

The data subcommittee continued work to understand and respond to our previous cycle outcomes, and generated data throughout the year which helped the full committee to tailor our Holistic Review (HR) process to applicant and campus needs. This year, this meant UCSC did not use other UC reader scores, and the use of the SSI to test the accuracy of reader scoring and applied as an adjudication measure which triggered second reads by senior readers. 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.

In the future, we hope to see CAFA's data request plan routinized such that it informs the campus admissions process by correlating ongoing performance data with the academic indicators of our applicants. The data subcommittee will also adjust adjudication thresholds as needed on an ongoing basis, and review selection modeling.

Issues for the Near Future

- Continued assessment of SSI, tiebreak and selection implementation.
- Review academic and demographic outcomes from fall 2015 selection.
- Review the non-resident awards for efficacy and impact on enrollment across regional and family income.
- Assess campus outreach & recruitment strategies for all students.
- Transfer Major Preparation Implementation and expansion.
- 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.
- 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.

Admissions and Financial Aid for Fall 2014

A. Admissions

This year, systemwide reporting on admission data experienced delayed release in comparison to other years. A brief summary of UCSC data excerpted from the UC systemwide release, the most recent available to CAFA as of the writing of this report, is included below. These data are preliminary and subject to subsequent change. All data below, unless otherwise noted, was compiled from reports publicly available from the UC Office of the President.

UC systemwide data indicates that UCSC admitted a total of 23,284 undergraduate students for fall 2015. The admission rate for all frosh was 51.1%.¹ The average high school GPA of admitted frosh was 3.88 (on a 4.0 scale) representing an increase from fall 2014. UCSC admitted a total of 2,500 out of state and 3,196 International frosh, for an admit rate of 83.9% and 70.2% respectively. UCSC admitted a total of 4,684 transfers for fall 2015.

Statement of Intent to Register (SIR) data for fall 2015 indicates that frosh student acceptance of offers of admission totaled 4,238 students, a 9.2% decrease from fall 2014. Of this group, 290 out of state and 408 International students accepted their offers of admission. SIR data for transfer students indicates a total of 1,328 students accepted their offers of admission, including 13 out of state students and 49 International students.

Official campus enrollment figures are expected to become available in November 2015.

B. Financial Aid and Scholarships

The demand for financial aid continues to increase steadily, with about 81% of UC Santa Cruz students receiving some type of financial aid in 2014-15 (including grants, scholarships, fellowships, loans and/or work-study assistance.) In 2014-15, support has been provided to 13,035 undergraduate students and 1,530 graduate students.

Political and Budgetary Impacts

There continues to be 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. 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.

The 2014-15 year saw the first awards for the state Middle Class Scholarship program, which will not be fully funded until 2017-18. This program 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, UCSC had 1,331 students receive an average of award of \$999, with a total disbursed amount of \$1,330,000.

The increased workload associated with these regulatory changes and the new award programs, as well as the larger number of students applying for aid, has required the Financial Aid and Scholarship Office to continuously seek efficiency improvements. Document imaging, Peer Advising, and task prioritization have contributed to the efforts to meet regulatory requirements while providing customer service to students and their families. And we have decreased the percentage of student files selected for verification process, although the continued increase in aid applicants has kept the verification workload at nearly a constant level.

¹ This preliminary data can be accessed at the UCOP Institutional Research and Academic Planning site:
<http://www.ucop.edu/institutional-research-academic-planning/data-reports/key-reports/student-workforce-data.html>

Verification of FAFSA data is critical and is performed to protect university grant funds, as the need analysis under the current federal methodology is inadequate. The FAFSA methodology, as defined by federal regulations, ignores the ability of non-custodial (divorced) parents to contribute, it ignores home equity, it ignores retirement investments (where savings can be sheltered), it ignores geographic differences in cost of living, and it automatically classifies a student as independent at age 24 resulting in no reporting of the financial data for their parents.

UC has not yet made the choice to require students to submit an alternative/additional application such as the College Scholarship Service (CSS) – the Profile application. Like an admission application, CSS charges a fee for their service which increases depending on the number of schools to which a student is applying. (Note: CSS offers campuses the option to purchase application fee waivers for certain populations of students.) UC has been deterred from adopting the use of the Profile by the fees and the by the complexity/detailed nature of the application, and as a result, the development of a UC specific application has been discussed.

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. This year, a change to the EFM model was approved, allowing the usage of current year (Fall) data as a part of the formula governing the distribution of centrally held funds. This has benefited UCSC, as we are a campus experiencing rapid growth in our need based aid recipients. We have been behind the curve with the previous model, which relied solely on 3 prior years of data for determination of funding.

For the 4th year in a row, the system-wide in-state tuition and fees remain relatively unchanged, this year having a small increase of \$48 to bring the new amount to \$12,240. Other elements of student budgets have continued to increase, for example health insurance. With no increased RTA from tuition revenue, we have been 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.

However, over the past 2-3 years, an increasing number of students are falling into the category of “full-payers”, and this population is contributing to the RTA and not receiving any funds from the pool. As this full-paying population becomes a larger percentage of the overall student population, the aid to the grant eligible population is able to be increased.

The average cost for a student living on campus in 2015-16 will be about \$35,082. Under EFM, 2015-16 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 2014-15 the Financial Aid and Scholarship Office administered \$273 million in financial assistance to about 80% of UCSC’s undergraduate students, as compared to \$273 million / 77% in 2013-14.

2013-14 Source of Aid	Percent of Undergraduates	Amount Received	Average Award
Gift Aid (all sources)	76%	\$190,000,000	\$ 15,305
UC Santa Cruz Scholarships*	9%	\$ 3,358,000	\$ 2,228
Federal Pell Grants*	47%	\$34,461,000	\$ 4,521
Student and Parent Loans	56%	\$81,041,000	\$ 8,896
Federal Work-Study	10%	\$ 2,425,000	\$1,537
* Included in gift aid			

Recent UC Santa Cruz graduates who enrolled as first-time frosh have an average debt of nearly \$22,583, but the debt ranges up to \$31,000 – the federal cumulative maximum amount an undergraduate student may borrow. Nationally, 69% of seniors graduated in 2013 had student loan debt, with an average of \$28,400 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 13.7% for 2010 (per Dept. of Ed.).

The rate for our campus has been exceptionally low in recent years but did spike in 2010-2011, possibly due to the recession.

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%	5.7%
2012	*	*	3.5%	Not Yet Avail.
* 3-Yr default rates were not calculated prior to 2009, 2-Yr Default rates are being phased out				

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	122	\$ 591,333	\$4,847
Campus Merit Scholarships	220	\$ 273,734	\$1,244
Pister Leadership Opportunity Awards	22	\$ 188,580	\$9,148

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>

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Respectfully submitted;

COMMITTEE ON ADMISSIONS AND FINANCIAL AID

Mark Carr

Jean E. Fox Tree

David Helmbold

Megan Moodie (*W, S*)

Deanna Shemek (*F, W*)

David Smith

Ted Warburton

Yi Zhang

Minghui Hu, Chair

Joy Hagen, NSTF

Lila Blackney, Undergraduate Representative

Victor Garcia-Zepeda, Undergrad Representative (*F*)

Sophia Mauricio, Undergraduate Representative (*W, S*)

Justin McClendon, Undergraduate Representative

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