



UC San Diego

**The Office of Admissions Update on
Actions Taken to Increase the Yield of
Underrepresented Students**

October 2008

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The original committee was charged by former Vice Chancellor of Student Affairs, Joseph Watson, in the fall of 2005. The final report was issued in March, 2007. That report outlined both short and long-term goals. In November, 2007, a response was issued which outlined implementation plans designed to increase the yield of underrepresented students. A number of the programs outlined in the November, 2007 response was implemented during the 2007-2008 academic year. These programs were designed to influence the make-up of the entering class of 2008. Outlined below are the program enhancements and outcomes.

PROGRAM AND EVENT ENHANCEMENTS

While the original report supported the continuation of current campuswide yield efforts, several enhancements were recommended. For example, the committee recommended the establishment of "Meet and Greet" teams during the Freshmen and Transfer Admit Day programs, include more students, faculty and administrators of color in these programs, expand the number of high schools with significant populations of historically underrepresented students (HURMS), encourage more Black and Chicano/Latino alumni to participate in new student

receptions, work closely with Student-Initiated Outreach (SPACES), the Community Centers, Student Life and Student Educational Advancement (SEA), set up “affinity” groups with high-profile speakers which would be held during the Admit Day programs, and create opportunities to visit newly admitted students during the decision-making period. In addition, greater college and faculty involvement was identified as critical to the success of many of these programs and activities.

OUTCOMES

The Office of Admissions and Relations with Schools has had “Meet and Greet” teams in place for both large and small programs such as Freshmen and Transfer Admit Days, the Scholars’ Day program and regional receptions for several years. Both students and staff wear “yellow” or “blue” UC San Diego polo shirts during on-campus programs. However, with almost 12,000 visitors during Freshmen Admit Day, and more than 3,000 participants for Transfer Admit Day, focusing on traditionally underrepresented students and families can be quite a difficult task. These teams were located at each of the welcome stations, assigned to the large ballrooms, the multipurpose room, and situated along Library Walk. One of the most successful additions was creating a Popsicle station. From all of the de-

briefing feedback, this station created a warm and welcoming environment. This informal station provided an opportunity to “meet and greet” a wide range of visitors, especially students and families of color.

ACTION: Continue to incorporate the “Meet and Greet” teams in all programs and establish the tradition of handing out some type of “free treats”. This approach provided an opportunity for staff and volunteers to easily approach new students and their families. Including a range of student organizations along Library Walk has continued as a tradition. This year’s events included prominently featuring the UC San Diego Pep Band. This performance drew greater participation. Also, the presence of the ethnic student organizations, especially MeCHA and the Black Student Union was very prominent. These tables were fairly active. - Completed

ADMIT DAY PROGRAMS & AFFINITY GROUP MEETINGS - Completed

The Admit Day programs for freshmen attracted almost 12,000 students and guests, and for transfer students, more than 3,600 attended. As noted previously, “Meet and Greet” teams were stationed at key points along Library Walk and the Price Center. However, an internal assessment and evaluation of the Freshmen Admit Day program noted the absence of a “festive” environment as participants

entered the Ballroom and Library Walk. The recommendation is to create a lively and festive environment prior to entering the Price Center and/or Library Walk. One of the recommendations included positioning balloons along the points of entry. The 2009 planning committee will consider all of these recommendations.

Admit Day surveys were sent out electronically. On a scale where (1=poor and 4=excellent), the program received an average of three or higher. The highest ranked component was the Student Hosts (3.64). All colleges received a ranking above a 3.0. Among academic departments, the Division of Biological Sciences was the highest ranked with an average score of 3.59. The overall program was rated a 3.43. See attachment #2.

The 2007 report called for the inclusion of a high profile speaker during the large Admit Day programs. Instead of the high profile speaker, the concept of “Affinity” group programming emerged as the primary focus for the 2008 Admit Day program. The Office of Admissions & Relations with Schools sent out a congratulatory letter and invitation on behalf of UJIMA, the Mexican American Alumni, the Concilio, and the Native American Planning group to students regarding the “Affinity” group activities. A workgroup which also included the

respective group members, representatives from the African American Studies and CLAH minors, the Cross Cultural Center, the VCSA Office, and the Triton Center manager were actively involved in planning the program and activities for these events.

The Freshmen Admit Day Affinity groups were well attended by students and family members. For Mexican Americans & Latinos, the attendance ranged from 120 to 150 participants, and for African Americans, the participation rate ranged from 60-75. The numbers were small for Native Americans. Unfortunately, there were no sign-in sheets. Therefore, it is not possible to determine how many of the participants actually returned a positive Statement of Intent to Register (SIR). However, from all of the anecdotal feedback, these programs were quite well received, and were successful in creating a positive and welcoming environment for those in attendance.

ACTION: Given the success of the “Affinity” groups, the recommendation is to continue these efforts. Several changes are recommended: earlier planning, the need for a larger venue, and the importance of maintaining a check-in list so that additional analysis can be conducted. The collaborative efforts of the ethnic alumni associations, staff and faculty groups of color such as the Concilio, Black

Staff and UJIMA, the Native American group, several key faculty members, Student Affairs and the community centers played a critical and essential role in ensuring the success of the affinity groups. At the time of this report, planning has already begun to change the venue. The new Cross Cultural Center has been identified as the venue for the 2009 event.

A similar “Affinity” group activity was planned for the Transfer Admit Day program. Unfortunately, due to a range of competing events, attendance was small. Before future programs of this nature are planned, it would be beneficial to discuss whether this concept is feasible for transfer students.

OVERNIGHT PROGRAM - Completed

The Office of Admissions and Relations with Schools worked collaboratively with SHAPES, the Cross Cultural Center, Student Life, staff from Student Educational Advancement (SEA), and representatives from the undergraduate Colleges to co-sponsor an Overnight program which was held the Friday before Freshmen Admit Day. The goal was to attract at least 100 attendees. Approximately 456 students were invited from San Diego and Imperial counties. Of those invited, thirty-two (32) attended, twenty-four (24) submitted a positive Statement of Intent to

Register, and currently there are 24 students enrolled for fall, 2008. (See attachment #1).

ACTION

From anecdotal feedback, both the new admits and SHAPE students felt that the experience was positive. The recommendation is to continue the collaborative work with SHAPE and other Student Affairs units, as well as the Cross Cultural Center, and the undergraduate colleges to sponsor the Overnight Program for 2009 admittees. While the fall, 2008, invitees included only San Diego and Imperial Counties, there is a need to increase the pool of invitees. This can be accomplished by either extending an invitation to newly admitted students attending third quintile schools in San Diego and Imperial counties or invite students from other California counties. The planning committee should begin to discuss the Overnight program, the format, invitation criteria, college participation, and the involvement of current students.

FACULTY AND COLLEGE INVOLVEMENT - Completed

The academic departments and undergraduate colleges were asked to participate in a range of yield activities. For example, the chair of each academic department was sent a list of the top 10% and underrepresented students admitted to their

departments. The letter was co-signed by the Chair of the Academic Senate, the Senior Vice Chancellor and Vice Chancellor of Student Affairs. Faculty members were asked to contact these outstanding students.

The majority of the academic departments participated in Admit Day activities. Faculty conducted academic seminars, and the staff participated in the tabling which took place on Library Walk. These seminars continue to draw large attendance each year. The same is true of the academic departments located on Library Walk.

The undergraduate colleges continue to support the phone-a-thons.

Underrepresented students were called during these phone-a-thons. The ethnic organizations were invited to participate. In addition to participation in the phone-a- thons, the undergraduate colleges were active in both Freshmen and Transfer Admit Days. College representatives also serve on both planning committees for the Admit Day programs.

In addition, a letter from the Chief Diversity Officer was sent to each newly admitted student. This is the third year for this effort. Students were referred to the Diversity Matters website.

ACTION

The participation of the undergraduate colleges and faculty is of paramount importance. Additional follow up is needed with the academic departments. A survey should have been sent to department chairs soliciting their feedback. For future years, this survey should be sent. The colleges and ethnic student organizations will continue to be included these activities.

REGIONAL RECEPTIONS - Completed

Three regional receptions were held in Los Angeles, Oakland/Bay Area, and San Diego. Approximately 2300 students were invited from fourth and fifth quintile schools. More than 663 students and families sent RSVPs for the receptions. Yet, only 132 students attended these events. Of that number, 82 actually enrolled. (See attachment #1). The reception which attracted the highest student attendance was held in the Bay area. (See attachment #1).

ACTION

Hosting regional receptions should be discussed and re-evaluated. These receptions are quite expensive. In looking forward to the 2009 yield season, one recommendation is to combine the Los Angeles and San Diego receptions and

host it in conjunction with Freshmen Admit Day. In addition, the format needs to be considered. The number of speakers should be reduced and there is a need for greater school spirit.

TWO NEW YIELD PROGRAMS SPONSORED - Completed

Two new yield programs were developed – the **Alumni Calling Campaign for Out-of-State** admits, coordinated by the Alumni Office. The potential student contact list was approximately 1,154. Of that number, 87 students were contacted, and 12 enrolled. The **High School Research Outreach** program, organized in partnership with the Division of Biological Sciences was launched. Six high schools in Los Angeles and San Diego were identified. These schools were selected because of the high enrollment of underrepresented students. A cadre of UC San Diego faculty, staff and students participated. From the six high schools selected, 168 students were admitted. Of that number, 44 are enrolled for fall, 2008. (See attachment #1).

ACTION

The Division of Biological Sciences is participating in the fall recruitment efforts for these same schools. The visit to the Los Angeles area schools was very positive. The visit to the San Diego schools will be conducted in November. Plans

for the High School Research Outreach program for 2009 yield efforts will be continued.

OFFER/DECLINE SURVEY - Completed

The Offer/Decline survey was administered this year for both freshmen and transfers. In addition, those who accepted the offer of admission were also included. Of the freshmen accepts, there was a 22.1% response rate, for declines, 6.7%. There were a total of 2,022 responses (1,011 accepts and 1,011 declines). For transfer students, the response rate was 9.0% and 5.0% respectively. Only 403 responded to the survey. (See attachment #3).

While multiple factors were examined, for the purpose of this report, four primary factors were considered: 1) overall prestige/reputation, 2) rigorous academic curriculum, 3) the availability of guaranteed housing, and 4) the availability of extracurricular activities on campus. Of those freshman respondents accepting the offer of admission, 89% indicated that they were highly satisfied or somewhat satisfied with the overall prestige/reputation of the institution. For transfer students, 88% indicated that they were highly satisfied or somewhat satisfied. Rigorous academic curriculum was also considered. Eighty-seven percent of the freshmen and 84% of the transfer students indicated that

they were highly satisfied or somewhat satisfied with the curriculum. The availability of guaranteed on-campus housing, 83.5% indicated that they were highly satisfied or somewhat satisfied. And, for the availability of extracurricular activities, 88.4% of freshmen and 86.9% of transfer accepts indicated that they were highly satisfied or satisfied. Additional analysis will be conducted to determine whether the responses from HURMs mirror that of the overall respondents.

REMAINING LONG-TERM ISSUES TO RESOLVE – Partial completion

There are several long-term issues which have yet to be resolved. Those include: the development of a DVD for ethnic students; the creation of an interactive website; the launching of a campus climate study; the creation of ethnic-specific public artwork; the need for relevant and inclusive curriculum; the hiring of more tenure-track faculty from HURM groups; permanent funding for the African-American Studies and Chicano/Latino Arts and Humanities minors; and the consideration of theme housing.

While the Office of Admissions & Enrollment Services developed a DVD for recruitment and yield activities, it does not focus solely on underrepresented students. The Chief Diversity Officer is currently reviewing the concept of the

“Black Book” which was published by the University of California, Santa Barbara.

The issue of cost must be considered whether it is the development of a new DVD or an interactive website. A number of the remaining items listed require broad campus discussions, especially the issue of faculty hiring, permanent funding for the two minor programs, theme housing, and the climate study.

FALL 2008 OUTCOMES - Completed

Attachment #4 reflects a comparison of fall 2007 vs. fall, 2008 enrollment as of the fifteen day of instruction for both freshman and transfer students. The total new freshmen enrollment is 4,292 and for transfer students, 1,858. At the freshmen level, there was a decrease in the number of newly enrolled African American freshmen (72 vs. 52), an increase in Mexican Americans (431 vs. 441), a decrease in Latino (126 vs. 105), and Native Americans an increase (9 vs. 15).

For transfer students there was an increase in African Americans (31 vs. 43), an increase in Mexican Americans (163 vs. 172), no change in Latino (51 vs. 52) and no change for Native Americans (6 vs.7).

SUMMARY

In summary, while there were a number of yield programs and activities sponsored, the campus saw a decline in the number of African American freshmen. However, there was an increase in the number of African American transfer students. A closer review and analysis of the African American transfer student increase is warranted. The recruitment, admission, and enrollment of African American students continue to prove problematic. Critical attention is needed.

While the increases in Mexican American freshmen and transfer students are noteworthy, the campus must continue its efforts to increase the number of Latinos on campus. Much work is still needed to increase the number of Native American applicants, admits, and enrolled students.

During the 2008 admission and yield cycle, a yield advisory committee comprised of members from the Office of Admissions and Relations with Schools, the Vice Chancellor of Student Life, SHAPE, and SEA met frequently to discuss the various yield efforts. The recommendation is that this committee continues its work. In addition, it should be expanded to include membership from the community centers.

A number of Admission yield programs and activities have been scheduled. The committee should review these planned activities. All feedback is welcomed. See Attachment #5.