



UC San Diego

**Final Report of the Advisory
Committee on Increasing the Yield of
Underrepresented Students – A
Response**

November 2007

Final Report of the Advisory Committee on Increasing the Yield of Underrepresented Students – A Response

The final report was issued in March, 2007. Former Vice Chancellor of Student Affairs, Joseph Watson distributed the report to a number of campus constituents, including the Academic Senate, Associated Students, the Council of Provosts, the Student Affirmative Action Committee (SAAC), and members of the VCSA Council. Additional feedback was solicited from current Vice Chancellors and the Associate Vice Chancellor for Undergraduate Education.

In an effort to solicit as much feedback as possible from students, several meetings were held in October with the leaders from the Associated Students, SAAC and Student Promoted Access Center for Education & Service (SPACES). In addition, a meeting was held with the senior staff of Student Life. The report was also thoroughly discussed with the Admissions & Enrollment Services staff and the Vice Chancellor of Student Affairs Council. With the retirement of Vice Chancellor Watson, the response to this report was assigned to the Assistant Vice Chancellor for Admissions and Enrollment Services.

Outlined below are the implementation plans designed to increase the yield of underrepresented students. As noted in the final report, a number of these programs were implemented for the fall, 2007 yield cycle.

PROGRAMS AND EVENTS

- The report supported the continuation of current yield efforts with recommended enhancements. Suggested enhancements included increasing the participation rate of faculty, students, administrators and staff of color; for the receptions, expand the number of high schools with significant populations of HURMS; for the Phone-a-thons, include the Black and Chicano/Latino Alumni Associations, SAAC, SPACES, and the ethnic student organizations. The committee also recommended establishing “meet and greet” teams for both freshmen and transfer Admit Day programs, identify a high profile speaker, and encouraged closer collaboration with the Student Life, Student Educational Advancement (SEA), Cross Cultural Center, LGBT Resource Center, and the Women’s Center. Many of these recommendations will be implemented by Admissions and Enrollment Services staff. A list of proposed programs and events for 2008 is attached.

ACTION: The committee recommended the inclusion of a “high profile” speaker for the Admit Day programs. For a variety of reasons, this recommendation is problematic. Historically, freshman Admit Day attracts between 12,000 to 15,000 participants, and from four to five individual welcome sessions are conducted. Space constraints, both campus wide and within the college neighborhoods make it extremely difficult to centralize these welcome sessions. However, it may be possible to arrange for “affinity” groups to gather in lecture halls to listen to noted faculty and/or alumni. For example, one room could be reserved for “The African-American Experience at UCSD,” another for

“The Chican/oLatino Experience. The external and internal planning committees for the Admit Day programs should begin discussions regarding the feasibility of incorporating such affinity group sessions. The Triton Center manager will be advised to begin appropriate exploration.

In addition, the committee recommended that the Chancellor financially support student groups involved in yield. Further discussion is needed.

- **FACULTY AND COLLEGE INVOLVEMENT**

Faculty and college involvement is critical to the successful implementation of yield strategies. The undergraduate colleges and academic departments continue to play a pivotal role in these efforts. Such efforts include:

College-based Phone-a-thons;

Newly Admitted Student Information Sessions;

Participation in various communication strategies directed to newly admitted students;

Active involvement in the Annual Admit Day programs.

A number of these programs are currently supported by the academic departments and undergraduate colleges. Further, the letters from the Chief Diversity Officer encouraging involvement should be continued.

Each year, a joint letter signed by the Senior Vice Chancellor for Academic Affairs, the Vice Chancellor for Student Affairs, and the Chair of the Academic Senate is sent to all department chairs requesting that they communicate with their high achieving and historically underrepresented students. The committee is recommending that the 2008 letter come from the Chancellor. Recognition of faculty and department participation should be noted under APM 210, 240 and 245, and additional department incentives should come from the SVCAA.

ACTION: The Chancellor and SVCAA must be consulted to determine whether there is support for this change and approval for departmental incentives.

NEW RECOMMENDATIONS – SHORT TERM - Completed

- Several new recommendations were proposed: overnight programs organized by ethnic student organizations; create a mechanism to simplify the dissemination of new admit information for ethnic student and alumni organizations; encourage ethnic organizations and the two new minors to send congratulatory letters to HURMs; and link college, SOLO, and the community centers websites.

ACTION: The Assistant Vice Chancellor for Admissions & Enrollment Services will continue to provide the service of mailing congratulatory letters on behalf of these groups, whether students, alumni, staff organizations, or the two minor programs. In addition, follow up will be conducted to determine whether the websites are appropriately linked.

ACTION: Currently, SPACES and the SEA cluster are engaged in hosting overnight programs. One recommendation is to invite the newly admitted students from designated high schools to participate in these overnight programs. The Triton Center Manager in Admissions and Enrollment Services will serve on the workgroup established to implement the Overnight Program. - Completed

ACTION: A deadline should be established immediately in order to ensure that the infrastructure will be in place for the overnight program. Recommend that the Vice Chancellor for Student Affairs and the Chair of the Council of Provosts appoint a workgroup to begin discussions, establish timelines and develop the program. The workgroup should also include student members from SHAPE. - Completed

LONG-TERM RECOMMENDATIONS

Several long-term recommendations were outlined on pages 9-11 including the following:

- development of a DVD for underrepresented students;
- the creation of an interactive website;
- the exploration of strategies to ensure that the public artwork is reflective of the various cultures and underrepresented communities;
- the need to conduct a campus climate study;
- the inclusion of a curriculum which is more relevant to HURMs;
- the creation of a Vice Chancellor for Educational Equity position;

- the need to create a critical mass of tenure-track faculty from HURM groups;
- the need to permanently fund the African-American Studies and the Chicano/Latino Arts and Humanities minors;
- the need to consider theme housing.

ACTION: These long-term recommendations require immediate and extensive discussion and an allocation of resources. Since these recommendations involve at least three Vice Chancellor areas – Academic Affairs, Student Affairs, Business Affairs, the Academic Senate and the Chancellor’s Office, a joint taskforce should be established to review and determine the feasibility of these recommendations.

OTHER STEPS TAKEN BY STUDENT AFFAIRS

- The Assistant Vice Chancellor for Admissions and Enrollment Services (AVC) designated the Triton Center Manager, who also oversees Special Events and Programs, including Campus Tours as primary liaison for student organizations, the community centers, and alumni. Aggressive recruitment and engagement of these groups will be undertaken. - Completed
- An on-line offer/decline survey questionnaire was designed and administered in August, 2007. Upon review of findings and further analysis, appropriate program changes will be adopted. Due to the fact that this initial survey did not yield a statistically significant response, efforts will be made to offer incentives for completing the survey.

- Active engagement of the new staff in the African American Studies and the Chicano/Latino Arts and Humanities minors has already begun. The staff members will be included in key components of the planned yield programs and activities. - Completed
- An on-line tracking and evaluation system is currently under development. It will be implemented for the fall 2008 yield cycle. Completed

SUMMARY

Planning for fall 2008 yield programs and activities is currently underway. The attached list outlines the programs, dates, and locations. As new programs are added, this list will be revised. However, it is imperative that new programs (if any) be finalized as quickly as possible given the need to begin immediate planning.

Attachment #1

2007-2008 Special Events and Programs UC San Diego Office of Admissions & Relations with Schools

Application Workshops / Freshmen & Transfer

Saturday October 13, 2007, 9:00 a.m. – 11:00 a.m.
Saturday November 10, 2007, 9:00 a.m. – 11:00 a.m.

ELC Phonathons

Monday October 22, 2007, 4:30 p.m. - 8:30 p.m.
Tuesday October 23, 2007, 4:30 p.m. - 8:30 p.m.
Wednesday October 24, 2007, 4:30 p.m. – 8:30 p.m.
Thursday October 25, 2007, 4:30 p.m. – 8:30 p.m.

Scholars' Day Phone-a-thons

Monday Feb. 25, 2008, 4:30 p.m. – 8:30 p.m.
Tuesday Feb. 26, 2008, 4:30 p.m. – 8:30 p.m.
Wednesday Feb. 27, 2008, 4:30 p.m. – 8:30 p.m.

Scholars' Day

Friday March 7, 2008, 7:00 a.m. – 3:00 p.m.

Los Angeles Reception

Saturday March 29, 2008, 2:00 p.m. – 4:00 p.m.

Admit Day Phone-a-thons

Wednesday April 2, 2008, 4:30 p.m. - 8:30 p.m.
Thursday April 3, 2008, 4:30 p.m. – 8:30 p.m.
Monday April 7, 2008, 4:30 p.m. - 8:30 p.m.

Bay Area Reception

Saturday April 5, 2008, 2:00 p.m. – 4:00 p.m.

San Diego Reception

Wednesday April 9, 2008, 6:00 p.m. – 8:00 p.m.

Admit Day

Saturday April 12, 2008, 7:00 a.m. – 4:00 p.m.

Freshmen Phone-a-thons

Monday April 14, 2008, 4:30 p.m. – 8:30 p.m.

Wednesday April 16, 2008, 4:30 p.m. - 8:30 pm.

Thursday April 17, 2008, 4:30 p.m. – 8:30 p.m.

Admitted Freshman Information Sessions

Friday April 4, 2008, 1:15 p.m. – 2:15 p.m.

Friday April 18, 2008, 1:15 p.m. – 2:15 p.m.

Monday April 21, 2008, 1:15 p.m. - 2:15 p.m.

Transfer Admit Day Phone-a-thons

Monday May 5, 2008, 4:30 p.m. – 8:30 p.m.

Wednesday May 7, 2008, 4:30 p.m. - 8:30 p.m.

Thursday May 8, 2008, 4:30 p.m. - 8:30 p.m.

Transfer Admit Day

Saturday May 10, 2008, 7:00 a.m. – 3:00 p.m.