Admissions & Relations with Schools

Move up freshman decision release for targeted populations by 2 weeks

Providing Department:
Admissions & Relations with Schools

Responsible Roles:

Unit Goal Description:
Move up freshman decision release for targeted populations by 2 weeks over 2017 to compete more directly with UC peers and other top national universities.

Metric 1:
Release targeted decisions by March 2, 2018.

Result 1:
UC San Diego received over 116,000 applications for admission for Fall 2018. As well, the Office of Admissions implemented a new CRM, Slate. Targeted decisions were released with the entire freshman applicant pool on March 16, 2018.

Metric 2:

Result 2:

Metric 3:

Result 3:

Metric 4:

Result 4:

Data Collection/Retrieval:

Using Results::

While the goal was not met, the Office of Admissions made great strides in the selection process and hope to achieve an earlier release in future cycles. We can report that the campus saw
increases in several key areas including local students, first generation, and underrepresented populations.

**Supplemental Info:**

**Start:**

07/01/2017

**End:**

06/30/2018

**Progress:**

**Strategically increase the 2018 prospect pool**

**Providing Department:**

Admissions & Relations with Schools

**Responsible Roles:**

**Unit Goal Description:**

Strategically increase the 2018 prospect pool to attract more students from targeted groups such as students of color, domestic non-residents, and students from arts/humanities.

**Metric 1:**

Increase prospective student names by 40%, from 130,000 names in the 2017 prospect pool to 182,000 names in 2018.

**Result 1:**

The Fall 2018 prospect pool increased to include a total of 202,274 names, an increase of 72,274 or approximately 56%. The prospect pool includes, but is not limited to, California and domestic non-residents, students from underrepresented populations as well as those with an interest in a variety of discipline areas including the arts and humanities.

**Metric 2:**

**Result 2:**

**Metric 3:**
Result 3:

Metric 4:

Result 4:

Data Collection/Retrieval:

The number of prospective students in the 2018 pool was determined via query in our CRM, Slate, where all prospect names and records are maintained.

Using Results:

We will continue to grow the prospective pool in future cycles through 1:1 contact with students, vendors, and strategic name buys. We will continue to focus on campus priorities including but not limited to increasing underrepresented populations, those interested in the Arts and Humanities, California and domestic non-residents.

Supplemental Info:

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End:

06/30/2018

Progress: