Admissions & Relations with Schools

Continue to grow the transfer applicant pool

Providing Department:
Admissions & Relations with Schools

Responsible Roles:

Unit Goal Description:
Continue to grow the transfer applicant pool.

Metric 1:
Increase the transfer applicant pool by 6% from 18,000 in 2015-2016 to 19,080 in 2016-2017.

Result 1:
Was not achieved, likely related to a system-wide decline in transfer applications. 17,801 transfer applications were received.

Metric 2:

Result 2:

Metric 3:

Result 3:

Metric 4:

Result 4:

Data Collection/Retrieval:
Data supplied by queries against the database.

Using Results::
These results will be used for future benchmarking around continued efforts in these areas.

**Supplemental Info:**

**Start:**

07/01/2016

**End:**

06/30/2017

**Progress:**

**Grow the freshmen applicant pool**

**Providing Department:**

Admissions & Relations with Schools

**Responsible Roles:**

**Unit Goal Description:**

Grow the freshmen applicant pool.

**Metric 1:**

UC San Diego will receive at least 55% of all freshmen applications to the UC System.

**Result 1:**

Based on the most current data posted on UCOP website, 88,456 freshmen applied to UC San Diego which is 51.5% of the 171,646 total freshman applications received system wide for Fall 2017.

**Metric 2:**

Thirty percent of the freshmen applicant pool will be comprised of URMS.

**Result 2:**

Based on the new ethnic definition, 25.0% of Fall 2016 freshman applicants were underrepresented students (4.4% African Americans, 20.2% Chicano/Latino and 0.4% Native Americans). Although we didn’t reach our goal of 30%, freshman URM applications increased to 26.1% in Fall 2017 (4.5% African Americans, 21.2% Chicano/Latino and 0.4% Native Americans).
Metric 3:

Result 3:

Metric 4:

Result 4:

Data Collection/Retrieval:

Data supplied by queries against the database.

Using Results:

These results will be used for future benchmarking around continued efforts in these areas.

Supplemental Info:

Start:

07/01/2016

End:

06/30/2017

Progress:

Increase African-American yield rate by 2% points

Providing Department:

Admissions & Relations with Schools

Responsible Roles:

Unit Goal Description:

Increase African-American yield rate by 2% points.

Metric 1:

Increase the African-American yield rate 2% points from 19% in 2015-2016 to 21% in 2016-2017.

Result 1:
Based on the new ethnicity definition, yield rates among new African American students, combining freshman and transfer students, were 19.9% for Fall 2015 and 23.1% for Fall 2016 – we achieved an increase of 3.2%.

Metric 2:
Result 2:

Metric 3:
Result 3:

Metric 4:
Result 4:

Data Collection/Retrieval:
Data supplied by queries against the database.

Using Results:
These results will be used for future benchmarking around continued efforts in these areas.

Supplemental Info:

Start:
07/01/2016

End:
06/30/2017

Progress:

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:

Start:
07/01/2017

End:
06/30/2018

Progress: