

UCSC IRAPS Report

2016 Freshman College Choice Survey

This report presents the findings of the UCSC College Choice Survey. This survey, which has been conducted since 1991, is designed to provide comprehensive information about students' decisions making regarding their choice to attend UCSC and other schools. The survey allows us to compare perceptions of UCSC and its closest competitors on important criteria used in college choice decisions, identify the most impactful sources of information about UCSC. All freshmen admitted to UCSC were invited to participate in the survey and received multiple reminders. This report focuses on students admitted as freshmen ("freshman admits"), comparing the response of students who submitted their statement of intent to register (SIRs) and those who did not (non-SIRs) for CA residents, out-of-state, and international students. Additionally, this report will look at responses from SIRs and non-SIRs by residency and ethnicity.

This survey was designed and revised in collaboration between Enrollment Management and IRAPS. IRAPS administered the survey, analyzed the results, and prepared this report.

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Survey Response Rate

- Of the total 28,880 admitted students, 16% were SIRs and 84% did not intend to enroll at UCSC (non-SIRs). Survey respondents were representative of their respective SIR and non-SIR populations in terms of ethnicity, gender, and first generation (see Appendix, Table 1.1-1.3).
- SIRs response rate was 37% (n=1769): 39% were CA residents (n=1596), 29% were out-of-state (n=76), and 27% were international residents (n=97).
- Non-SIRs response rate was 15% (n=3559): 16% were CA residents (n=2843), 15% were out-of-state (n=386), and 10% were international residents (n=330).

Table 1.1 below shows the composition of each group of respondents. For example, CA resident SIRs included 4% of African American, 33% Asian American, 29% Hispanic/Latino, and 32% of White, non-Hispanic students.

	CA Resident			Out-of-State			International		
	SIRs	Non-SIRs	Total	SIRs	Non-SIRs	Total	SIRs	Non-SIRs	Total
African American/ Black	4%	4%	4%	5%	9%	8%	2%	2%	2%
Asian American or Asian	33%	39%	37%	17%	25%	24%	82%	90%	88%
Hispanic/Latino	29%	25%	27%	17%	14%	15%	11%	4%	6%
Native American/Alaska Native	1%	1%	1%	4%	1%	2%	0%	0%	0%
White, non-Hispanic	32%	30%	31%	57%	50%	51%	4%	4%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Section 1. Timing of Admissions Offer, Housing, and Residential College Learning

Students were asked whether the 1) timing of their UCSC admissions offer, 2) on-campus housing guarantee, and the 3) idea of living and learning in a residential college setting positively, negatively, or did not influence their decision to attend UCSC. Some notable results:

Timing of the UCSC admissions offer (see Figure 1.2)

- The timing of the UCSC admissions offer had more positive impact on CA resident SIRs and International SIRs: about 40% said it had a positive influence. Over 60% of other groups said that it did not influence their decision at all.
- Among CA resident SIRs, we found no significant differences by ethnicity in impact of the admissions offer timing.
- Among CA resident non-SIRs more African American students said timing was important than students of other ethnicities (28% said it positively influenced compared to 19% overall). Furthermore, among out-of-state non-SIRs more African American students said timing was important than students of other ethnicities (35% said it positively influenced compared to 23% overall).

On-campus housing guarantee (see Figure 1.3)

- As expected, SIRs across all residency groups indicated that the on-campus housing guarantee positively influenced their decision to attend (range from 42-46%) compared to non-SIRs (26-37%).
- Among CA resident SIRs, African American students found it more influential than other groups (69% of them said it positively influenced compared to 59% overall).
- Among CA resident non-SIRs, African American students found it more influential than other groups (38% of them said it positively influenced compared to 26% overall). Also, 33% of Native American/Alaska Native students reported that it was a positive influence.

Residential college setting (see Figure 1.4)

- Compared to non-SIRs, more SIRs reported (54%-61%) that the idea of living and learning in a residential college setting positively influenced their decision to attend UCSC.
- Among CA resident SIRs, African American students found it somewhat more influential than other groups (66% of them said it positively influenced compared to 61% overall).
- Among CA resident non-SIRs, African American students found it more influential than other groups (36% of them said it positively influenced compared to 27% overall). Also, 31% of Hispanic/Latino students reported that it was a positive influence.
- Among out-of-state non-SIRs, African American students found it more influential than other groups (52% of them said it positively influenced compared to 37% overall). Also, 42% of Hispanic/Latino students reported that it was a positive influence.

FIGURE 1.2: HOW DID THE TIMING OF UCSC'S ADMISSIONS OFFER INFLUENCE YOUR DECISION TO ATTEND?

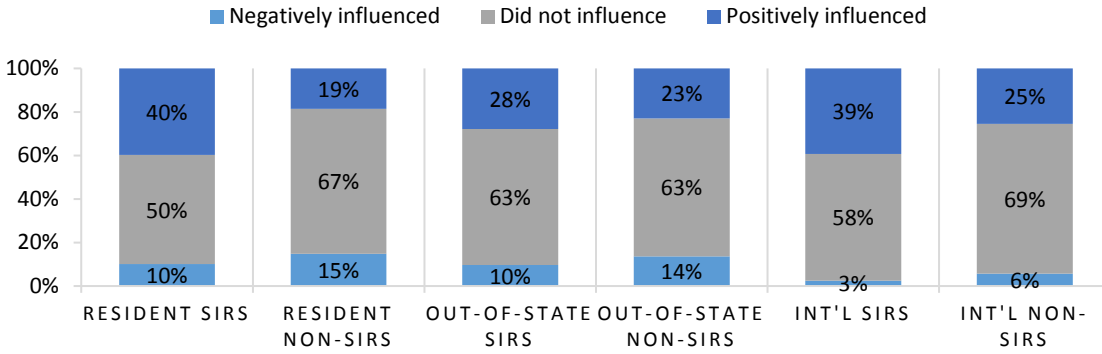


FIGURE 1.3: HOW DID ANY ON-CAMPUS HOUSING GUARANTEE INFLUENCE YOUR DECISION TO ATTEND?

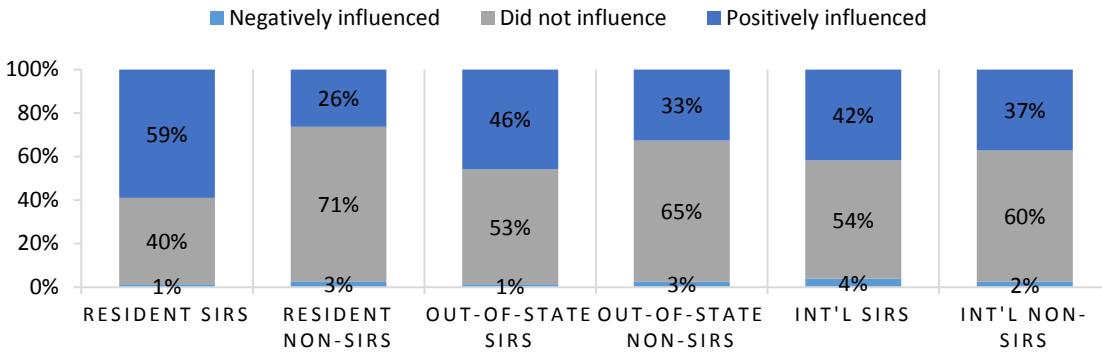
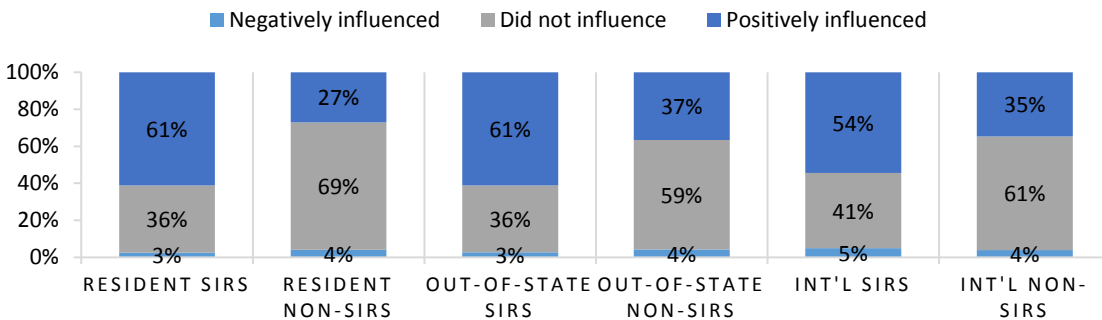


FIGURE 1.4: HOW DID THE IDEA OF LIVING & LEARNING IN A RESIDENTIAL COLLEGE SETTING INFLUENCE YOUR DECISION TO ATTEND?



Section 2: UCSC and Competitor Schools' Feature Ratings

Respondents were asked to provide ratings for both UCSC and a competitor school on 32 different features/characteristics. SIRs evaluated UCSC and a second choice school. Non-SIRs evaluated the university they will attend and UCSC. The university characteristics were rated on a 5-point scale from “poor” to “excellent” with a “can’t rate” option. For our analysis we compare the percentage of students who rated each characteristic as “very good/excellent” and use it to identify most important, highly rated features for each group. We also report the percentages of students who gave lower ratings (poor/fair/good) and who could not rate can’t. The full range of responses in percentages is shown in Table 2.1 in the Appendix.

Highest Rated Features

- Out-of-state SIRs had the highest rating for UCSC where 75% of them gave the campus a “very good/excellent” rating for the academic reputation of the college/university, and campus commitment to social justice.
- The rating for academic reputation of the college/university was also the highest for out-of-state non-SIRs, but only for about half (54%).
- CA resident SIRs rated variety of majors to choose from as the highest rated (65%) of all characteristics. Of note, SIRs from all residency groups rated their second choice schools highly on the availability of a specific major (37%-43%), academic reputation of the faculty (37%-45%), and academic reputation of the college/university (46%-54%).
- For both international SIRs and non-SIRs, campus safety was among the top five highest for UCSC (58% and 42% respectively). It should be noted that half of CA resident SIRs (51%) and out-of-state SIRs (59%) also rated safety highly.

Can't Rate Features

The survey also showed that respondents could not rate certain characteristics of UCSC or a competitor school. For example, about a third (31%-43%) of CA resident SIRs could not rate either UCSC or their second choice school on “university graduates get into top graduate/professional schools,” “graduating with minimum student debt,” “availability of career and professional advising,” or “availability of academic advising.”

SIRs and non-SIRs: Differences in evaluation of UCSC and 2nd Choice School features

In this section we identify institutional features of UCSC that students rated higher compared to their second choice school. For SIRs each table below shows “the best features of UCSC”: where they ranked UCSC higher than their 2nd choice school with differences greater than 20%. For non-SIRs each table shows “the largest gaps between UCSC and their school of choice” with differences greater than 20%. Please see Tables 2.7-2.11 below for African American students’ evaluation for UCSC and 2nd Choice School.

Table 2.1: The Best Features of UCSC Compared to 2nd Choice Schools by CA Resident SIRs

Percentage who rated the following features “very good/excellent”	CA Resident SIR		
	UCSC	2 nd Choice	Difference
Campus commitment to social justice	63%	20%	43%
Type of on-campus housing options	62%	23%	39%
Reputation of on-campus resource centers that support student success (i.e., Ethnic Resource Center, Women’s Center, LGBTQI Center, Disability Resource Center, etc.)	56%	19%	37%
Reputation of research being conducted by faculty	63%	27%	36%
Opportunities to work directly with faculty on research, projects, or performances	59%	28%	31%
Reputation of on-campus recreational facilities (pool, gym, sports fields and courts, hiking trails, etc.)	57%	30%	27%
Campus safety	51%	27%	24%
Variety of majors to choose from	65%	41%	24%
Opportunities to make social connections that could help you in your career	53%	31%	23%

Table 2.2: The Largest Gaps between UCSC and School of Choice by CA Resident non-SIRs

Percentage who rated the following features “very good/excellent”	CA Resident non-SIRs		
	UCSC	School of Choice	Difference
University graduates get good jobs	17%	66%	-49%
University or College Rankings (i.e., US News & World Report)	21%	68%	-47%
Academic reputation of the students	23%	68%	-45%
Academic reputation of the faculty	28%	73%	-44%
Opportunities to make social connections that could help you in your career	25%	69%	-44%
University graduates get into top graduate/professional schools	15%	59%	-44%
Academic reputation of the college/university	35%	78%	-43%
Availability of academic advising	17%	56%	-39%
Availability of career and professional advising	16%	55%	-39%
Quality of undergraduate teaching	26%	63%	-36%
Reputation for its student clubs/organizations	25%	61%	-36%
Percentage of students returning after their second year (retention)	23%	59%	-36%
Reputation of programs and services for International Students and/or Study Abroad	19%	53%	-35%
Opportunities to work directly with faculty on research, projects, or performances	33%	66%	-33%
Personal attention to students	20%	53%	-33%
Availability of professional schools (e.g., Law, Business, Medical, Vet) at the college/university	14%	47%	-33%
Availability of a specific major	38%	66%	-28%
Reputation of research being conducted by faculty	35%	63%	-28%
Reputation of on-campus recreational facilities (pool, gym, sports fields and courts, hiking trails, etc.)	37%	64%	-28%
Ability to graduate in 4 years or less	29%	56%	-27%
Availability of small classes	15%	41%	-26%
Reputation of honors programs	16%	43%	-26%
Graduating with minimum student debt	14%	39%	-25%
Campus safety	31%	56%	-25%
Type of on-campus housing options	29%	54%	-25%
Variety of majors to choose from	46%	69%	-23%
Reputation of on-campus resource centers that support student success (i.e., Ethnic Resource Center, Women’s Center, LGBTQI Center, Disability Resource Center, etc.)	30%	53%	-23%
Cost/investment for you or your family (after subtracting grants or scholarships)	28%	51%	-23%

Percentage who rated the following features “very good/excellent”	Out-of-state SIRs		
	UCSC	2 nd Choice	Differences
Campus commitment to social justice	75%	25%	49%
Reputation of on-campus resource centers that support student success (i.e., Ethnic Resource Center, Women's Center, LGBTQI Center, Disability Resource Center, etc.)	70%	21%	48%
Reputation of on-campus recreational facilities (pool, gym, sports fields and courts, hiking trails, etc.)	73%	32%	41%
Type of on-campus housing options	65%	30%	35%
Opportunities to make social connections that could help you in your career	63%	33%	30%
Opportunities to work directly with faculty on research, projects, or performances	66%	36%	30%
Campus safety	59%	30%	29%
Reputation of research being conducted by faculty	70%	43%	27%
University or College Rankings (i.e., US News & World Report)	64%	40%	24%
Availability of a specific major	66%	43%	23%
Availability of career and professional advising	43%	20%	23%
Quality of undergraduate teaching	48%	26%	22%
Academic reputation of the college/university	75%	54%	21%
Reputation for its student clubs/organizations	49%	29%	21%

Percentage who rated the following features “very good/excellent”	Out-of-state		
	UCSC	School of Choice	Difference
Availability of academic advising	19%	63%	-44%
University graduates get good jobs	22%	63%	-41%
Availability of career and professional advising	19%	60%	-41%
Cost/investment for you or your family (after subtracting grants or scholarships)	14%	54%	-40%
Graduating with minimum student debt	10%	48%	-38%
University graduates get into top graduate/professional schools	23%	61%	-38%
Personal attention to students	25%	63%	-38%
Percentage of students returning after their second year (retention)	22%	59%	-37%
Quality of undergraduate teaching	32%	68%	-36%
Academic reputation of the students	30%	66%	-36%
Opportunities to make social connections that could help you in your career	32%	68%	-35%
Availability of small classes	20%	54%	-34%
Academic reputation of the faculty	41%	74%	-33%
University or College Rankings (i.e., US News & World Report)	29%	61%	-32%
Graduating with minimum student debt	16%	47%	-31%
Reputation of honors programs	21%	51%	-31%
Availability of professional schools (e.g., Law, Business, Medical, Vet) at the college/university	18%	48%	-31%
Academic reputation of the college/university	46%	76%	-30%
Ability to graduate in 4 years or less	35%	64%	-30%
Reputation for its student clubs/organizations	34%	63%	-29%
Opportunities to work directly with faculty on research, projects, or performances	44%	69%	-25%
Reputation of programs and services for International Students and/or Study Abroad	32%	56%	-24%
Campus safety	34%	58%	-24%
Reputation of on-campus recreational facilities (pool, gym, sports fields and courts, hiking trails, etc.)	44%	65%	-21%
Availability of a specific major	52%	72%	-20%

Table 2.5: The Best Features of UCSC Compared to 2nd Choice Schools by International SIRs			
	International SIRs		
Percentage who rated the following features “very good/excellent”	UCSC	2nd Choice	Differences
Campus safety	58%	27%	31%
Type of on-campus housing options	49%	22%	27%
Campus commitment to social justice	50%	24%	26%
Opportunities to make social connections that could help you in your career	53%	27%	25%
Reputation of on-campus recreational facilities (pool, gym, sports fields and courts, hiking trails, etc.)	51%	27%	24%

Table 2.6: The Largest Gaps between UCSC and School of Choice by International non-SIRs			
	International non-SIRs		
Percentage who rated the following features “very good/excellent”	UCSC	School of Choice	Difference
Academic reputation of the college/university	30%	70%	-40%
University or College Rankings (i.e., US News & World Report)	22%	62%	-40%
University graduates get into top graduate/professional schools	17%	53%	-35%
Academic reputation of the faculty	33%	66%	-33%
Academic reputation of the students	25%	57%	-33%
Quality of undergraduate teaching	29%	60%	-31%
Availability of academic advising	24%	54%	-30%
Availability of career and professional advising	24%	54%	-30%
Reputation for its student clubs/organizations	30%	59%	-29%
Opportunities to make social connections that could help you in your career	31%	60%	-29%
University graduates get good jobs	25%	53%	-29%
Reputation of research being conducted by faculty	32%	59%	-28%
Availability of professional schools (e.g., Law, Business, Medical, Vet) at the college/university	29%	56%	-27%
Reputation of programs and services for International Students and/or Study Abroad	30%	57%	-27%
Opportunities to work directly with faculty on research, projects, or performances	34%	59%	-25%
Availability of a specific major	38%	63%	-25%
Variety of majors to choose from	43%	65%	-22%
Campus commitment to social justice	32%	54%	-22%
Personal attention to students	27%	48%	-21%
Percentage of students returning after their second year (retention)	24%	45%	-21%

African American Students' Ratings of UCSC and Competitor Schools

Percentage who rated the following features "very good/excellent"	All SIRs		
	UCSC	2 nd Choice	Difference
Campus commitment to social justice	65%	15%	50%
Reputation of research being conducted by faculty	62%	30%	32%
Reputation of on-campus resource centers that support student success (i.e., Ethnic Resource Center, Women's Center, LGBTQI Center, Disability Resource Center, etc.)	56%	24%	31%
Type of on-campus housing options	61%	31%	30%
Opportunities to work directly with faculty on research, projects, or performances	58%	33%	26%
Reputation of on-campus recreational facilities (pool, gym, sports fields and courts, hiking trails, etc.)	63%	38%	25%
Reputation of programs and services for International Students and/or Study Abroad	45%	24%	21%
Reputation for its student clubs/organizations	47%	26%	21%

Percentage who rated the following features "very good/excellent"	All non-SIRs		
	UCSC	School of Choice	Difference
Academic reputation of the students	31%	75%	-44%
Opportunities to make social connections that could help you in your career	26%	70%	-44%
University graduates get into top graduate/professional schools	18%	62%	-44%
University graduates get good jobs	17%	61%	-43%
Availability of career and professional advising	19%	61%	-42%
Availability of academic advising	20%	61%	-42%
Academic reputation of the faculty	37%	77%	-40%
Cost/investment for you or your family (after subtracting grants or scholarships)	22%	59%	-37%
University or College Rankings (i.e., US News & World Report)	32%	69%	-37%
Percentage of students returning after their second year (retention)	26%	64%	-37%
Availability of professional schools (e.g., Law, Business, Medical, Vet) at the college/university	15%	50%	-36%
Quality of undergraduate teaching	37%	72%	-35%
Personal attention to students	25%	59%	-34%
Ability to graduate in 4 years or less	30%	63%	-34%
Reputation of on-campus recreational facilities (pool, gym, sports fields and courts, hiking trails, etc.)	37%	70%	-33%
Reputation for its student clubs/organizations	29%	62%	-33%
Reputation of programs and services for International Students and/or Study Abroad	24%	56%	-32%
Academic reputation of the college/university	49%	81%	-31%
Availability of a specific major	40%	71%	-31%
Opportunities to work directly with faculty on research, projects, or performances	38%	69%	-30%
Reputation of on-campus resource centers that support student success (i.e., Ethnic Resource Center, Women's Center, LGBTQI Center, Disability Resource Center, etc.)	31%	60%	-29%
Type of on-campus housing options	36%	64%	-28%
Graduating with minimum student debt	16%	43%	-27%
Availability of small classes	20%	46%	-27%
Campus safety	31%	56%	-25%
Reputation of research being conducted by faculty	43%	67%	-24%
Availability to enroll in 1st choice classes	17%	40%	-23%
Reputation of honors programs	20%	42%	-22%
Variety of majors to choose from	52%	73%	-20%

Percentage who rated the following features “very good/excellent”	CA Resident SIR		
	UCSC	2 nd Choice	Difference
Campus commitment to social justice	66%	15%	51%
Reputation of on-campus resource centers that support student success (i.e., Ethnic Resource Center, Women's Center, LGBTQI Center, Disability Resource Center, etc.)	60%	25%	35%
Reputation of research being conducted by faculty	63%	31%	32%
Type of on-campus housing options	64%	33%	31%
Opportunities to work directly with faculty on research, projects, or performances	60%	32%	29%
Reputation of on-campus recreational facilities (pool, gym, sports fields and courts, hiking trails, etc.)	65%	40%	25%
Reputation of programs and services for International Students and/or Study Abroad	46%	24%	21%

Percentage who rated the following features “very good/excellent”	CA Residents		
	UCSC	School of Choice	Difference
Opportunities to make social connections that could help you in your career	22%	72%	-50%
University graduates get good jobs	14%	61%	-47%
University graduates get into top graduate/professional schools	15%	59%	-44%
Availability of career and professional advising	17%	59%	-42%
Academic reputation of the students	29%	71%	-42%
Academic reputation of the faculty	31%	73%	-41%
University or College Rankings (i.e., US News & World Report)	29%	68%	-39%
Availability of professional schools (e.g., Law, Business, Medical, Vet) at the college/university	12%	50%	-38%
Percentage of students returning after their second year (retention)	24%	62%	-38%
Availability of academic advising	19%	57%	-38%
Ability to graduate in 4 years or less	24%	61%	-37%
Quality of undergraduate teaching	33%	69%	-37%
Reputation for its student clubs/organizations	24%	60%	-36%
Reputation of on-campus recreational facilities (pool, gym, sports fields and courts, hiking trails, etc.)	34%	69%	-35%
Reputation of programs and services for International Students and/or Study Abroad	17%	52%	-35%
Type of on-campus housing options	29%	62%	-34%
Personal attention to students	22%	56%	-33%
Cost/investment for you or your family (after subtracting grants or scholarships)	23%	57%	-33%
Reputation of on-campus resource centers that support student success (i.e., Ethnic Resource Center, Women's Center, LGBTQI Center, Disability Resource Center, etc.)	27%	60%	-33%
Availability of a specific major	34%	66%	-32%
Academic reputation of the college/university	45%	76%	-31%
Opportunities to work directly with faculty on research, projects, or performances	35%	66%	-31%
Availability of small classes	16%	47%	-30%
Campus safety	26%	56%	-30%
Reputation of honors programs	16%	42%	-26%
Reputation of research being conducted by faculty	39%	65%	-26%
Variety of majors to choose from	47%	71%	-25%
Graduating with minimum student debt	15%	39%	-24%
Availability to enroll in 1st choice classes	15%	37%	-22%
Campus commitment to social justice	34%	55%	-21%

Table 2.11: The Largest Gaps between UCSC and School of Choice for African American Students by out-of-state non-SIRs

Percentage who rated the following features “very good/excellent”	Out-of-state		
	UCSC	School of Choice	Difference
Availability of academic advising	17%	71%	-54%
Academic reputation of the students	34%	86%	-51%
Availability of career and professional advising	17%	67%	-49%
Cost/investment for you or your family (after subtracting grants or scholarships)	17%	64%	-47%
University graduates get into top graduate/professional schools	25%	71%	-46%
Percentage of students returning after their second year (retention)	32%	74%	-42%
Graduating with minimum student debt	14%	52%	-38%
Academic reputation of the faculty	54%	89%	-36%
Personal attention to students	29%	63%	-34%
University or College Rankings (i.e., US News & World Report)	39%	71%	-32%
Availability of a specific major	54%	86%	-32%
Availability of professional schools (e.g., Law, Business, Medical, Vet) at the college/university	18%	50%	-32%
University graduates get good jobs	28%	59%	-32%
Academic reputation of the college/university	62%	93%	-31%
Quality of undergraduate teaching	45%	75%	-30%
Reputation for its student clubs/organizations	41%	71%	-30%
Reputation of programs and services for International Students and/or Study Abroad	41%	71%	-30%
Opportunities to make social connections that could help you in your career	34%	64%	-30%
Opportunities to work directly with faculty on research, projects, or performances	52%	79%	-27%
Ability to graduate in 4 years or less	45%	71%	-27%
Reputation of on-campus recreational facilities (pool, gym, sports fields and courts, hiking trails, etc.)	45%	71%	-27%
Availability to enroll in 1st choice classes	18%	43%	-25%
Reputation of research being conducted by faculty	52%	75%	-23%

SIRs and non-SIRs: Where SIRs would have gone, if had not chosen UCSC

Students were asked to indicate where they would have gone instead of UCSC (for SIRs) or where they are going (non-SIRs). Table 2.12 shows the results by race/ethnicity for SIRs.

- Overall, 60% of SIRs indicated that their second choice school was a UC or CSU, with out of state colleges being the next most popular (17%).
- Of those that were accepted to other UCs or CSUs, overall SIRs second choice was UC Riverside. In Table 2.13 second choice schools (of which SIRs were accepted) are highlighted among different race/ethnicity groups. For example, 19% of African American SIRs said that their second choice school was UC Santa Barbara.
- Twenty-two percent of Asian American and eleven percent of Hispanic/Latino SIRs UC Riverside was the second school of choice.
- Of SIRs whose second choice was a CSU, 7% chose San Jose State and 7% chose San Francisco State.

Table 2.12: Where UCSC SIRs would have gone by race/ethnicity

	African American	Asian American	Hispanic/Latino	Native American/Alaska Native	White, non-Hispanic	Total SIR
Another public university in California (UC, CSU)	52%	62%	70%	67%	50%	60%
A private university or college in California	7%	7%	6%	0%	9%	7%
A community college in California	6%	9%	8%	0%	7%	8%
A university or college outside California	26%	13%	9%	25%	27%	17%
None of the above	9%	9%	7%	8%	7%	8%
Total	100%	100%	100%	100%	100%	100%

Table 2.13: 2nd school of choice (of which they were accepted) for SIRs by race/ethnicity

	African American	Asian American	Hispanic/Latino	White, non-Hispanic	Total SIRs
UC-Berkeley	0%	2%	0%	1%	1%
UC-Davis	4%	5%	9%	12%	8%
UC-Irvine	7%	7%	7%	10%	8%
UC-Los Angeles	0%	1%	1%	0%	1%
UC-Merced	7%	5%	9%	4%	6%
UC-Riverside	0%	22%	11%	7%	13%
UC-San Diego	7%	3%	3%	4%	4%
UC-Santa Barbara	19%	5%	10%	12%	9%
UC Total	44%	51%	49%	50%	50%
California Maritime Academy	0%	0%	0%	0%	0%
Cal Poly-San Luis Obispo	0%	2%	0%	10%	4%
Cal Poly-Pomona	4%	7%	6%	5%	6%
CSU-Bakersfield	0%	0%	0%	0%	0%
CSU-Channel Islands	0%	0%	0%	0%	0%
CSU-Chico	0%	1%	3%	3%	2%
CSU-Dominguez Hills	0%	0%	0%	0%	0%
CSU-East Bay	4%	0%	1%	0%	0%
CSU-Fresno	0%	1%	1%	1%	1%
CSU-Fullerton	0%	2%	4%	0%	2%
CSU-Long Beach	11%	5%	4%	4%	4%
CSU-Los Angeles	4%	0%	1%	0%	1%
CSU-Monterey Bay	4%	2%	2%	0%	2%
CSU-Northridge	0%	1%	1%	0%	1%
CSU-Sacramento	0%	2%	2%	1%	2%
CSU-San Bernardino	0%	0%	1%	0%	0%
CSU-San Marcos	0%	0%	0%	0%	0%
CSU-Stanislaus	0%	0%	0%	0%	0%
Humboldt State University	0%	1%	3%	7%	3%
San Diego State University	15%	6%	6%	6%	6%
San Francisco State University	11%	5%	9%	6%	7%
San Jose State University	4%	13%	5%	3%	7%
Sonoma State University	0%	1%	0%	3%	1%
CSU Total	56%	49%	51%	50%	50%

Similar to SIRs, 60% of non-SIRs indicated that their school of choice was a UC or CSU. See Table 2.15 for findings by race/ethnicity. Table 3.16 shows that overall, 15% of non-SIRs were enrolling at UC Berkeley, and 14% at UC Davis. Of CSUs, Cal Poly San Luis Obispo was the most popular choice at 8%.

Table 2.15: Where non-SIRs are going by race/ethnicity

	African American	Asian American	Hispanic/Latino	Native American/Alaska Native	White, non-Hispanic	Total non-SIR
Another public university in California (UC, CSU)	55%	62%	68%	55%	50%	60%
A private university or college in California	7%	8%	9%	12%	8%	8%
A community college in California	1%	3%	4%	0%	3%	3%
A university or college outside California	36%	23%	15%	30%	35%	26%
None of the above	1%	3%	3%	3%	3%	3%
Total	100%	100%	100%	100%	100%	100%

Table 2.16: School of choice for non-SIRs by race/ethnicity

	African American	Asian American	Hispanic/Latino	White, non-Hispanic	Total non-SIRs
UC-Berkeley	7%	17%	10%	18%	15%
UC-Davis	7%	19%	11%	13%	14%
UC-Irvine	10%	15%	10%	6%	11%
UC-Los Angeles	11%	6%	8%	10%	8%
UC-Merced	1%	1%	5%	0%	2%
UC-Riverside	10%	5%	7%	0%	4%
UC-San Diego	7%	13%	9%	6%	10%
UC-Santa Barbara	17%	10%	17%	16%	13%
UC Total	69%	84%	76%	69%	77%
California Maritime Academy	0%	0%	0%	0%	0%
Cal Poly-San Luis Obispo	6%	6%	4%	15%	8%
Cal Poly-Pomona	0%	1%	3%	1%	2%
CSU-Bakersfield	0%	0%	0%	0%	0%
CSU-Channel Islands	0%	0%	0%	0%	0%
CSU-Chico	0%	0%	0%	2%	1%
CSU-Dominguez Hills	0%	0%	0%	0%	0%
CSU-East Bay	1%	0%	0%	0%	0%
CSU-Fresno	0%	0%	1%	1%	0%
CSU-Fullerton	0%	1%	2%	0%	1%
CSU-Long Beach	4%	1%	3%	1%	2%
CSU-Los Angeles	0%	0%	1%	0%	0%
CSU-Monterey Bay	0%	0%	0%	0%	0%
CSU-Northridge	0%	0%	1%	0%	0%
CSU-Sacramento	3%	0%	0%	0%	0%
CSU-San Bernardino	1%	0%	0%	0%	0%
CSU-San Marcos	0%	0%	0%	0%	0%
CSU-Stanislaus	0%	0%	0%	0%	0%
Humboldt State University	0%	0%	1%	0%	0%

San Diego State University	11%	2%	4%	6%	4%
San Francisco State University	1%	0%	1%	0%	1%
San Jose State University	1%	3%	2%	1%	2%
Sonoma State University	1%	0%	0%	1%	0%
CSU Total	31%	16%	24%	31%	23%

Table 2.17 shows the largest gaps between UCSC and UC Berkeley for non-SIRs who chose to attend UC Berkeley instead of UCSC. The largest gap was with University or College Rankings. Of non-SIRs who plan to enroll at UC Berkeley 96% of them rated UC Berkeley “very good/excellent” in the University or College Rankings compared to 11% for UCSC. Similar gaps can be seen when looking at how non-SIRs rated the academic reputation of students, the college/university, and faculty (gaps from 69%-77%).

Similarly, non-SIRs who chose to attend UC Davis instead of UCSC also ranked UC Davis higher than UCSC in regards to the academic reputation of students and reputation of the college/university (see Table 3.18). For example, only 18% of non-SIRs rated the academic reputation of UCSC as “very good/excellent” compared to 70% for UC Davis. Of note, more non-SIRs rated UC Davis as “very good/excellent” in cost/investment for them and their family (after subtracting grants or scholarships) compared to UCSC.

Table 2.17: The Largest Gaps between UCSC and UC Berkeley for non-SIRs			
Percentage who rated the following features “very good/excellent”	UCSC	UCB	Difference
University or College Rankings (i.e., US News & World Report)	11%	96%	-85%
Academic reputation of the students	16%	93%	-77%
Academic reputation of the college/university	24%	97%	-74%
Academic reputation of the faculty	23%	93%	-69%
University graduates get good jobs	16%	85%	-69%
University graduates get into top graduate/professional schools	15%	80%	-65%
Reputation of research being conducted by faculty	30%	92%	-62%
Opportunities to make social connections that could help you in your career	22%	81%	-59%
Availability of professional schools (e.g., Law, Business, Medical, Vet) at the college/university	11%	67%	-56%
Reputation for its student clubs/organizations	22%	74%	-52%
Campus commitment to social justice	35%	80%	-45%
Percentage of students returning after their second year (retention)	24%	68%	-43%
Quality of undergraduate teaching	27%	69%	-42%
Reputation of programs and services for International Students and/or Study Abroad	17%	58%	-42%
Reputation of on-campus resource centers that support student success (i.e., Ethnic Resource Center, Women’s Center, LGBTQI Center, Disability Resource Center, etc.)	27%	65%	-38%
Reputation of honors programs	16%	51%	-36%
Variety of majors to choose from	48%	82%	-33%
Availability of a specific major	40%	73%	-33%
Availability of career and professional advising	17%	46%	-29%
Opportunities to work directly with faculty on research, projects, or performances	39%	66%	-27%
Availability of academic advising	19%	44%	-26%
Ability to graduate in 4 years or less	33%	53%	-20%

Percentage who rated the following features “very good/excellent”	UCSC	UCD	Difference
Academic reputation of the students	18%	70%	-52%
Academic reputation of the college/university	28%	79%	-51%
University or College Rankings (i.e., US News & World Report)	21%	71%	-50%
Availability of professional schools (e.g., Law, Business, Medical, Vet) at the college/university	13%	60%	-47%
University graduates get good jobs	18%	59%	-41%
University graduates get into top graduate/professional schools	14%	54%	-39%
Academic reputation of the faculty	24%	63%	-39%
Reputation of research being conducted by faculty	28%	65%	-36%
Type of on-campus housing options	24%	60%	-35%
Variety of majors to choose from	41%	75%	-34%
Reputation for its student clubs/organizations	23%	57%	-33%
Availability of a specific major	35%	68%	-33%
Campus safety	26%	59%	-33%
Opportunities to work directly with faculty on research, projects, or performances	29%	62%	-33%
Reputation of programs and services for International Students and/or Study Abroad	18%	51%	-33%
Reputation of on-campus recreational facilities (pool, gym, sports fields and courts, hiking trails, etc.)	32%	64%	-31%
Availability of academic advising	17%	48%	-31%
Availability of career and professional advising	16%	47%	-31%
Percentage of students returning after their second year (retention)	20%	50%	-30%
Opportunities to make social connections that could help you in your career	30%	59%	-29%
Reputation of honors programs	13%	41%	-28%
Quality of undergraduate teaching	25%	53%	-28%
Reputation of on-campus resource centers that support student success (i.e., Ethnic Resource Center, Women’s Center, LGBTQI Center, Disability Resource Center, etc.)	27%	52%	-25%
Personal attention to students	22%	43%	-21%
Ability to graduate in 4 years or less	26%	47%	-21%
Cost/investment for you or your family (after subtracting grants or scholarships)	23%	43%	-20%

Section 3: UCSC and school of choice campus climate ratings

UCSC campus climate ratings of SIRs and non-SIRs by race/ethnicities

Students were asked to rate UCSC and their 2nd choice school on the campus reputation in regards to respect of race/ethnicity, socio-economic status, gender, sexual orientation, and immigration status. Additionally questions about the campus reputation in regards to religious/spiritual beliefs, political beliefs, residency status, and disabilities (physical, psychological, and learning).

- In general, at least 60% of CA residents and out-of-state students reported “positive/somewhat positive” UCSC campus reputation for these climate ratings.
- Among international residents there was a lower percentage of students who reported “positive/somewhat positive” reputation, but that is expected as they may be less familiar with how to answer these types of campus climate questions.
- When looking at race/ethnic differences by SIR and non-SIR status, White, non-Hispanic students were more likely to report “positive/somewhat positive” ratings for campus reputation in most categories, except issues related to immigration and disabilities compare to other race/ethnicities (see Figure 3.1 – 3.8).

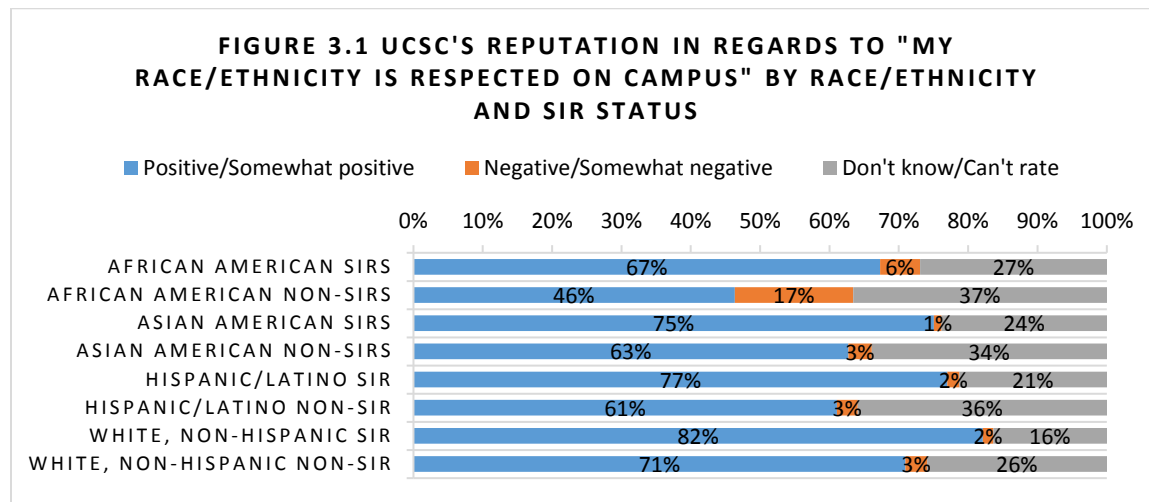


FIGURE 3.2 UCSC'S REPUTATION IN REGARDS TO "MY SES IS RESPECTED ON CAMPUS" BY RACE/ETHNICITY AND SIR STATUS

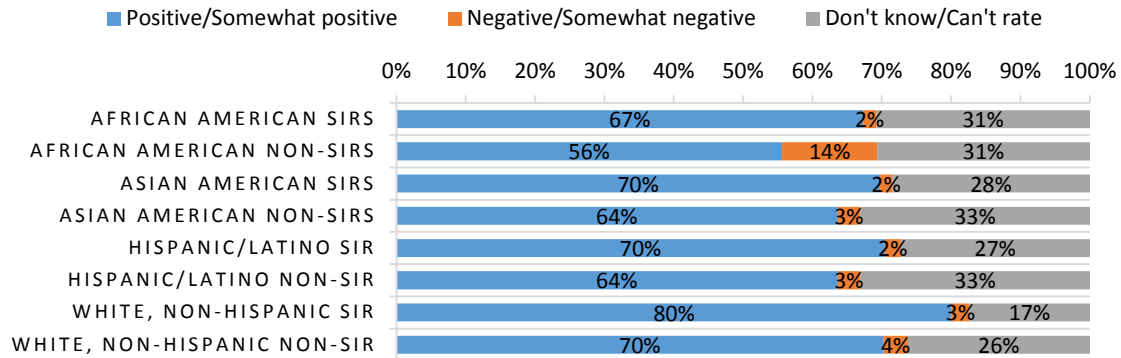


FIGURE 3.3 UCSC'S REPUTATION IN REGARDS TO "MY GENDER IS RESPECTED ON CAMPUS" BY RACE/ETHNICITY AND SIR STATUS

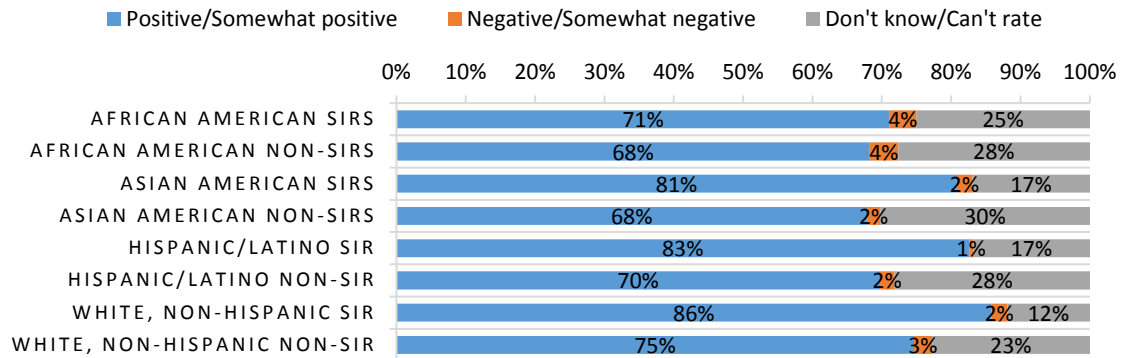


FIGURE 3.4 UCSC'S REPUTATION IN REGARDS TO "MY SEXUAL ORIENTATION IS RESPECTED ON CAMPUS" BY RACE/ETHNICITY AND SIR STATUS

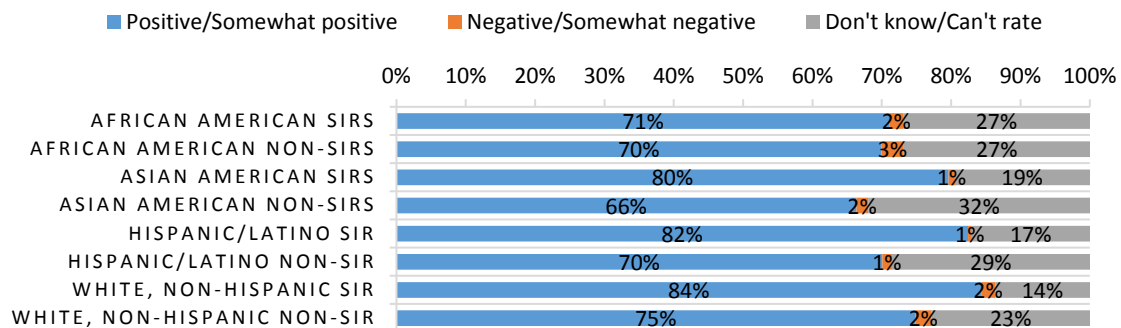


FIGURE 3.5: UCSC'S REPUTATION IN REGARDS TO "MY IMMIGRATION BACKGROUND IS RESPECTED ON CAMPUS" BY RACE/ETHNICITY AND SIR STATUS

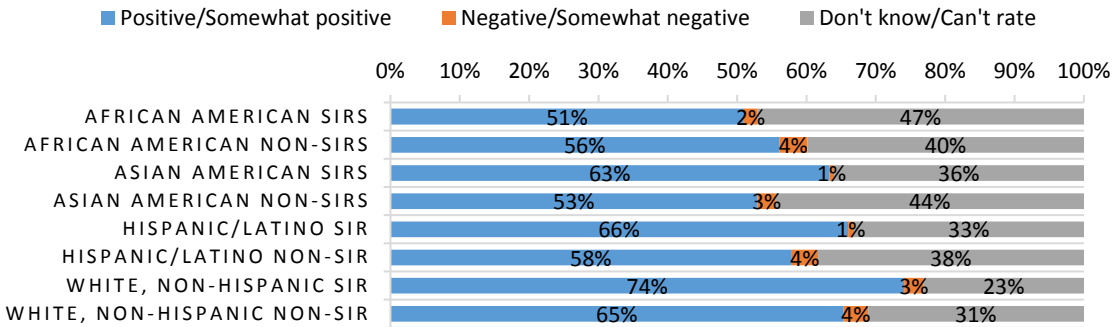


FIGURE 3.6 UCSC'S REPUTATION IN REGARDS TO "MY RELIGIOUS/SPIRITUAL BELIEFS ARE RESPECTED ON CAMPUS" BY RACE/ETHNICITY AND SIR STATUS

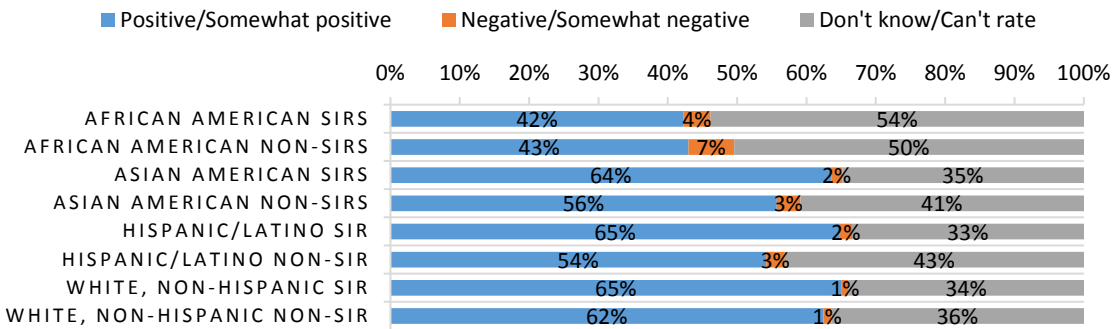


FIGURE 3.7 UCSC'S REPUTATION IN REGARDS TO "MY POLITICAL BELIEFS ARE RESPECTED ON CAMPUS" BY RACE/ETHNICITY AND SIR STATUS

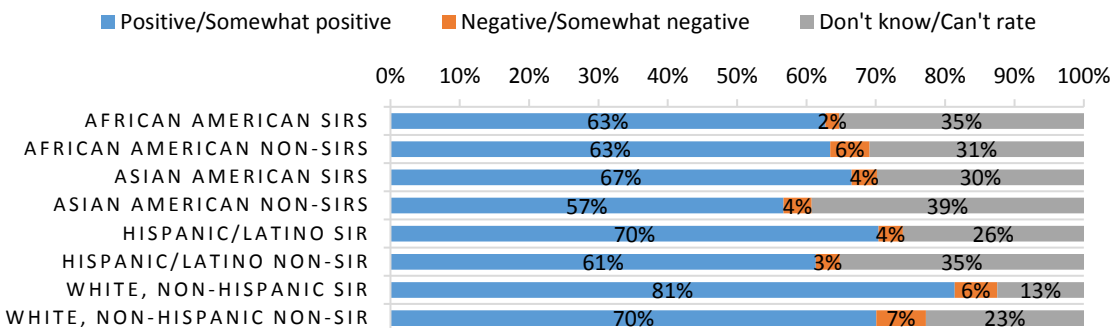
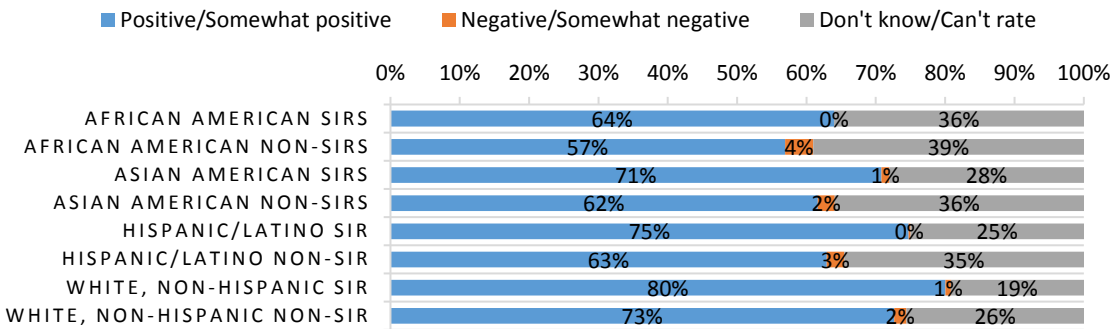


FIGURE 3.8 UCSC'S REPUTATION IN REGARDS TO "MY RESIDENCY STATUS IS RESPECTED ON CAMPUS" BY RACE/ETHNICITY AND SIR STATUS

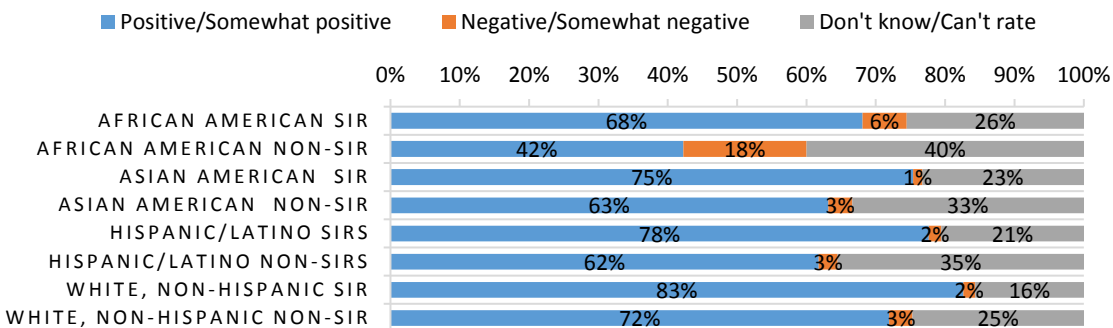


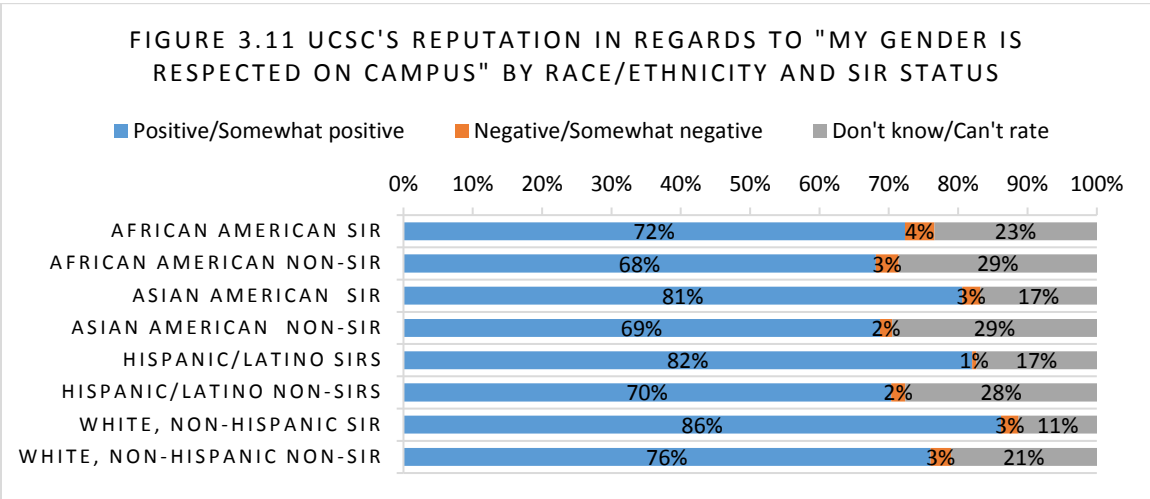
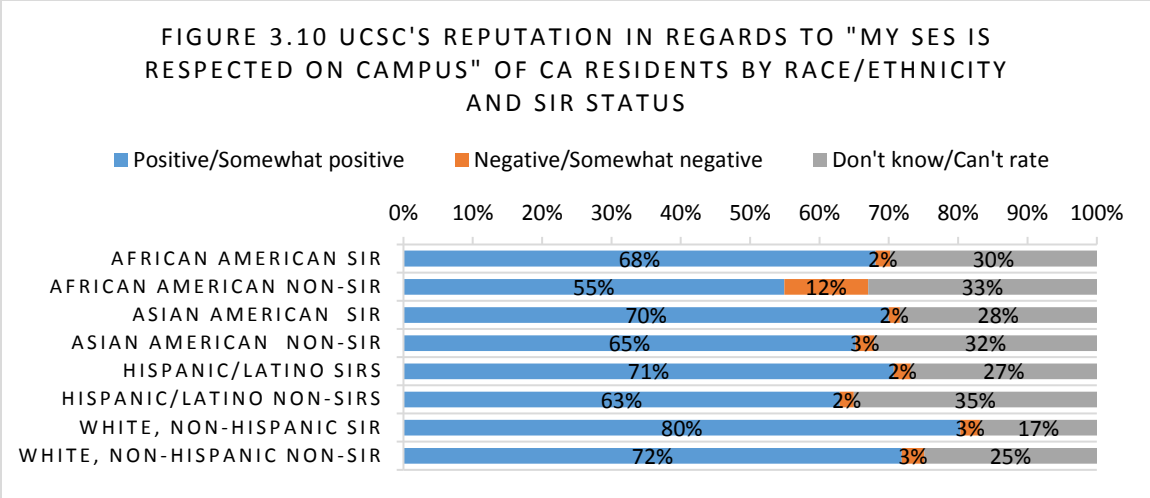
UCSC Campus climate comparisons of CA Residents by race/ethnicity

When looking at CA residents, there is a difference in how various races/ethnicities are rating the campus reputation on specific campus climate topics. Results include:

- African American, Asian American, Hispanic/Latino, and White, non-Hispanic CA resident SIRs were more likely to report “positive/somewhat positive” campus reputation compared to African American non-SIRs.
- In comparison to other race/ethnic groups, CA resident African Americans non-SIRs were more likely to rate the UCSC reputation in regards to race/ethnicity (18%) and socio-economic status (12%) as “negative or somewhat negative” (see Figure 3.9 and 3.10 below).
- CA resident Asian American SIRs are more likely to rate UCSC “positive/somewhat positive” when asked about gender equity and sexual orientation compared to Asian American non-SIRs (see Figure 3.11).

FIGURE 3.9 UCSC'S REPUTATION IN REGARDS TO "MY RACE/ETHNICITY IS RESPECTED ON CAMPUS" OF CA RESIDENTS BY RACE/ETHNICITY AND SIR STATUS





UCSC Campus climate comparisons of Asian international SIRs

International students may rely on different resources and information sources for trying to understand a campus reputation regarding specific issues. Most of the international students from UCSC are Asian and therefore we have analyzed the perceived campus climate reputation from these students independently. Our analysis shows:

- International Asian SIRs were more likely to rate UCSC with a “positive/somewhat positive” campus climate in regards to race/ethnicity, gender, socio-economic status, sexual orientation, immigration status, religious/spiritual beliefs, political beliefs, residency status, and disabilities.
- Six to eight percent of International Asian non-SIRs were more likely to rate UCSC with a “negative/somewhat negative” campus reputation in “respecting students of their immigration (8%), “respecting students of their residency status” (7%), and “respecting their socio-economic status” (6%).

UCSC Campus climate comparisons of Out-of-state non-SIRs

Differences can be seen when analyzing out-of-state non-SIR ratings of campus climate reputation. Figures 3.12-3.16 show these ratings. Of interest is,

- 18% of out-of-state African American non-SIRs rated UCSC’s reputation in “respecting their race/ethnicity” and “respecting their socio-economic status” on campus as “negatively/somewhat negatively” (specifically Figure 3.12 and 3.13). However, more than half (57% to 61%) said that the campus had a “positive/somewhat positive” reputation.
- Similarly, respect of gender, immigration status and residency status were also rated “negatively/somewhat negatively” by more out-of-state African American non-SIR (see figures 3.14-3.16).
- Interestingly, students from all race/ethnicities had similar results when rating regarding students being respected based on their residency status. African American and Asian American students reporting similar ratings while Hispanic/Latino students rated more similarly with White, non-Hispanic students.

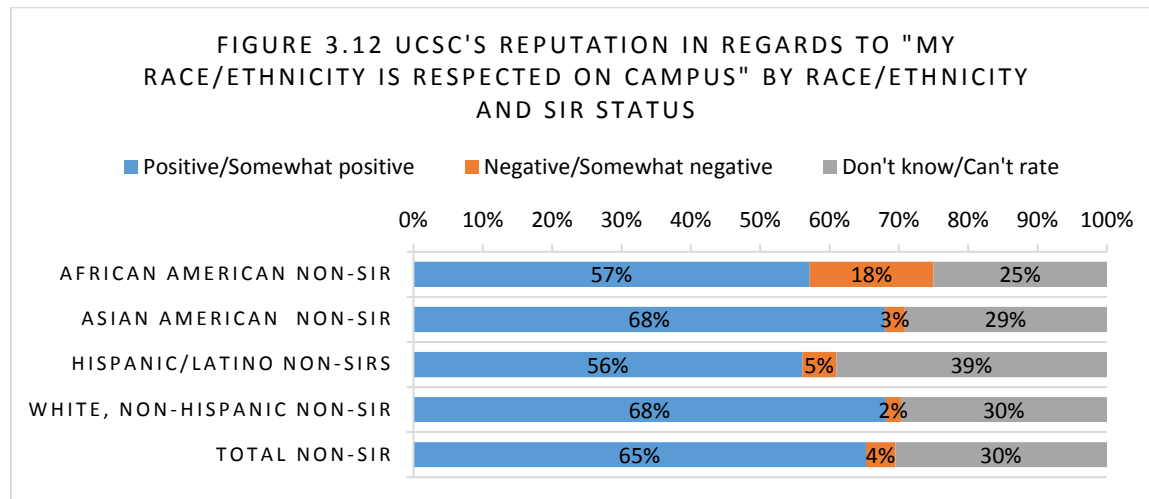


FIGURE 3.13 UCSC'S REPUTATION IN REGARDS TO "SES IS RESPECTED ON CAMPUS" BY RACE/ETHNICITY AND SIR STATUS

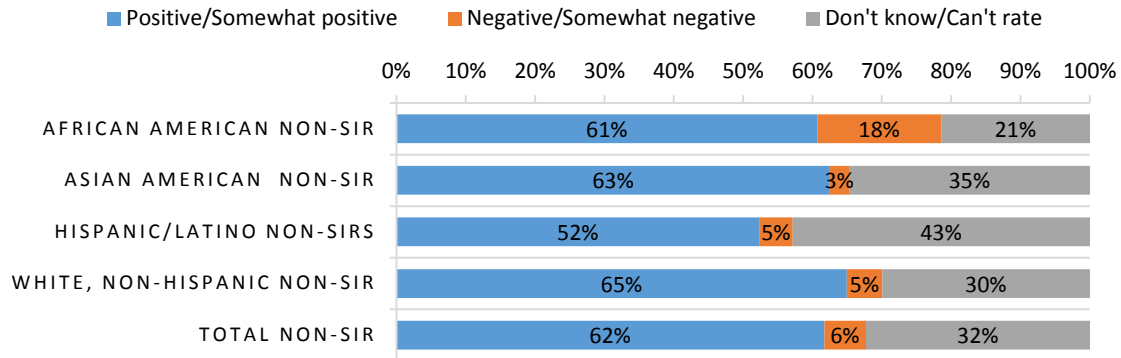


FIGURE 3.14 UCSC'S REPUTATION IN REGARDS TO "MY GENDER IS RESPECTED ON CAMPUS" BY RACE/ETHNICITY AND SIR STATUS

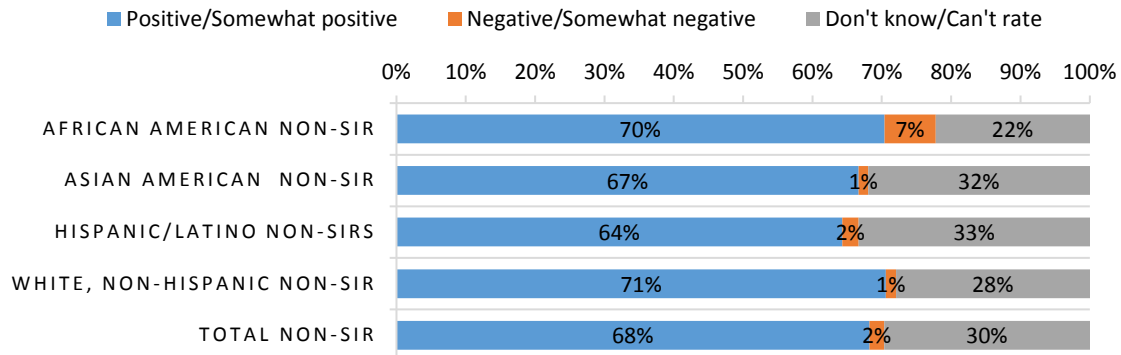
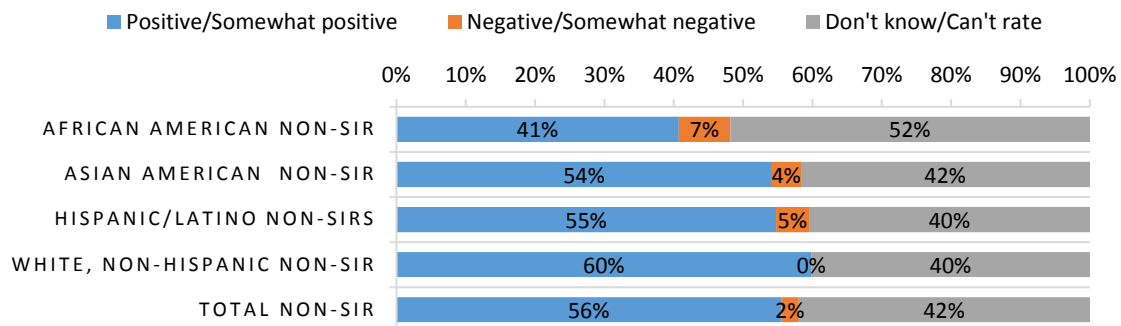
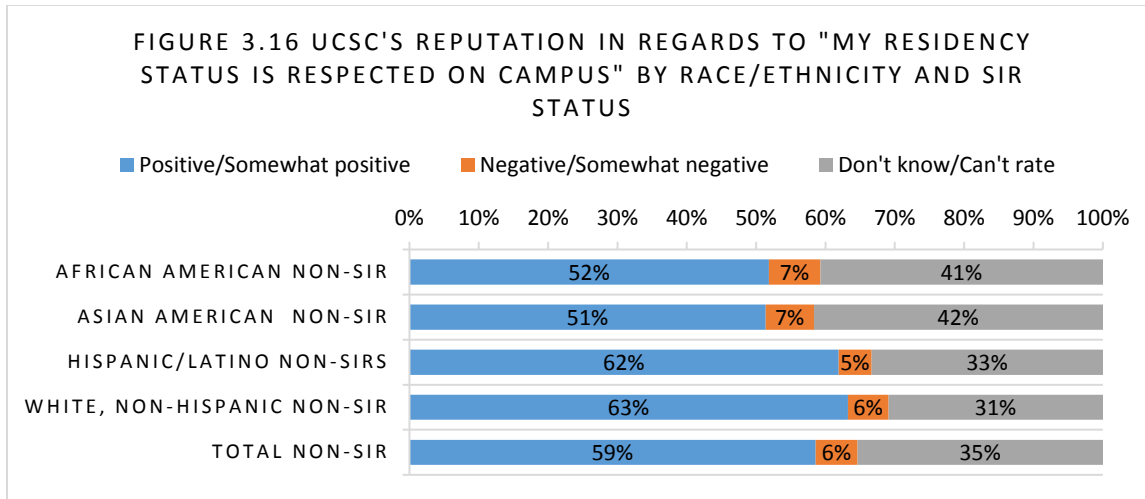


FIGURE 3.15 UCSC'S REPUTATION IN REGARDS TO "MY IMMIGRATION BACKGROUND IS RESPECTED ON CAMPUS" BY RACE/ETHNICITY AND SIR STATUS





UCSC compared to 2nd choice campus climate ratings

We analyzed campus climate ratings of UCSC compared to 2nd choice schools for all SIRs and by race/ethnicity. Table 3.1 shows that UCSC was rated “positive/somewhat positive” 5-14% higher than 2nd choice schools by SIRs. Table 3.2 show the differences by race/ethnicity. Cells highlighted in yellow show differences where more respondents rated UCSC higher than the 2nd choice school by 10% different or more. The orange cells show gap differences where more students rated their 2nd choice as “positive/somewhat positive.”

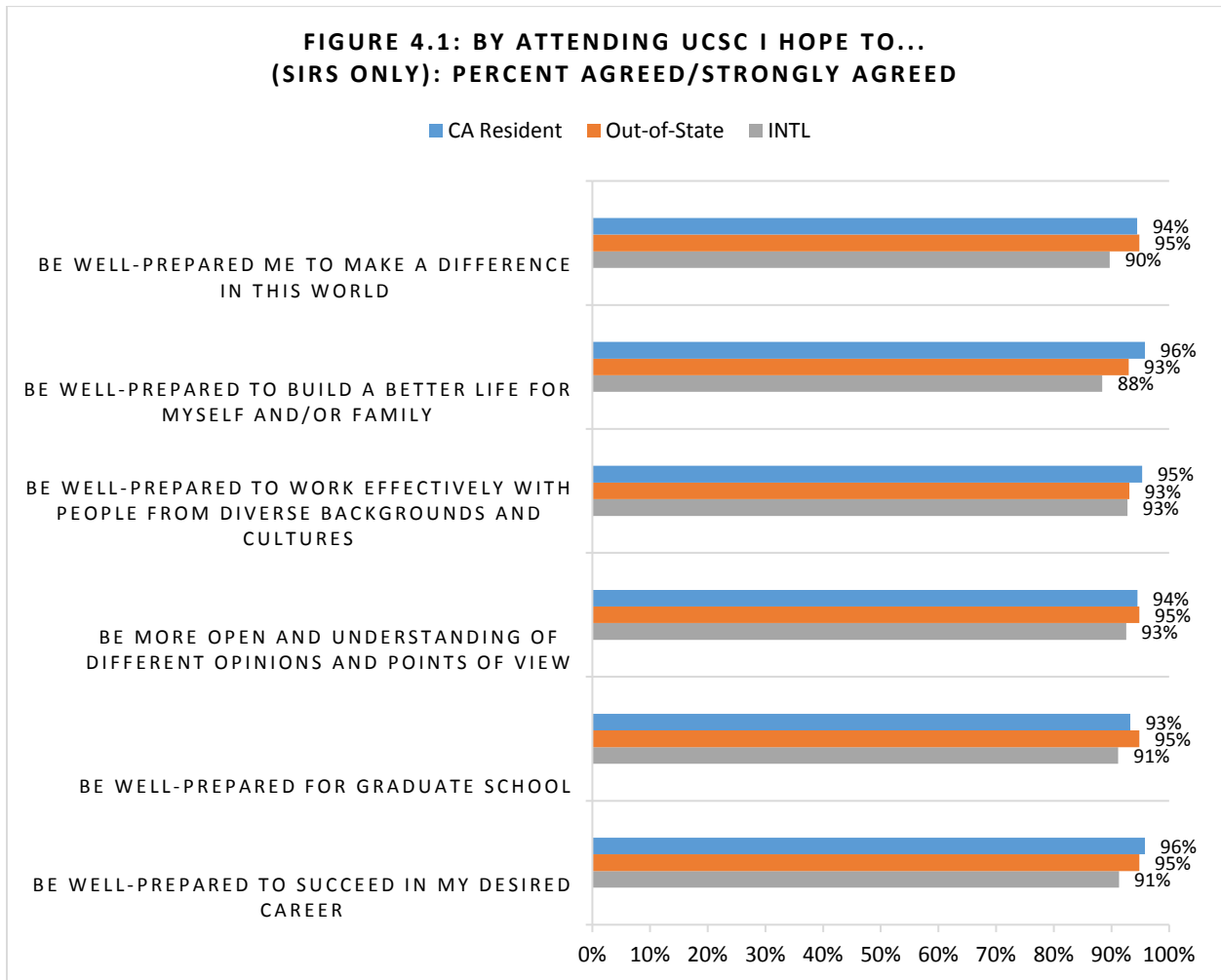
- For example, 21% more White, non-Hispanic students rated UCSC positively when asked whether students of their residency status was respected on campus.
- Hispanic/Latino CA resident SIRs rated 2nd choice schools more positively regarding:
 - Religious/spiritual beliefs (gap of 6%),
 - Residency status (gap of 6%),
 - And physical disabilities (gap of 1%).
- White, non-Hispanic students rated 2nd choice schools more positively regarding socioeconomic status (gap of 3%) and learning disabilities/conditions (gap of 3%).

Table 3.1: Campus climate of UCSC Compared to 2nd Choice Schools of SIRs			
Percentage who rated the reputation of the campus as “positive/somewhat positive”...	UCSC	2nd Choice	Difference
Students with a residency status (my country, or state of residency) like mine are respected on campus	74%	60%	14%
Students of my sexual orientation are respected on campus	81%	69%	12%
Students with my political beliefs are respected on campus	72%	60%	12%
Students of my gender are respected on campus	82%	71%	11%
Students with religious/spiritual beliefs like mine are respected on campus	67%	57%	10%
Students of my race/ethnicity are respected on campus	77%	71%	7%
Students of my immigration background are respected on campus	63%	57%	7%
Students with a psychological condition like mine are respected on campus	35%	28%	6%
Students of my socio-economic status are respected on campus	73%	67%	6%
Students with a physical disability like mine are respected on campus	32%	27%	6%
Students with a learning disability/condition like mine are respected on campus	31%	26%	5%

Table 3.2: Difference in percentage of those rating campus climate issues “positive/somewhat positive” compared to 2nd choice college/university				
	CA Resident SIRs			
Percentage who rated the reputation of the campus as “positive/somewhat positive”...	African American	Asian American	Hispanic/Latino	White, non-Hispanic
Students of my race/ethnicity are respected on campus	16%	9%	6%	3%
Students of my socio-economic status are respected on campus	18%	7%	11%	-3%
Students of my gender are respected on campus	18%	14%	3%	11%
Students of my sexual orientation are respected on campus	18%	14%	4%	10%
Students of my immigration background are respected on campus	9%	7%	2%	6%
Students with religious/spiritual beliefs like mine are respected on campus	4%	9%	-6%	15%
Students with my political beliefs are respected on campus	15%	11%	4%	7%
Students with a residency status (my country, or state of residency) like mine are respected on campus	8%	14%	-6%	21%
Students with a physical disability like mine are respected on campus	5%	6%	-1%	7%
Students with a psychological condition like mine are respected on campus	9%	5%	4%	2%
Students with a learning disability/condition like mine are respected on campus	7%	2%	5%	-3%

Section 4: Expected impact of UCSC on their lives and impact of resources on students' opinions about UCSC's academic reputation (SIRs only)

SIR students were asked to agree or disagree with a series of statements about what the university's impact on their lives. For example, by attending UCSC I hope to be well-prepared to make a difference in this world, and to be more open to different opinions. Overall, the vast majority (around 90%) agreed with every statement, and no differences were seen by residency or race/ethnicity groups (see Figure 4.1).



Impact of resources on learning about academic reputation of UCSC

Students were asked about specific resources and whether these resources had a “positive,” “negative,” or had “no impact” on their learning about the academic reputation of UCSC. Group differences were found in student responses related to residency status as well as by race/ethnicity.

- Figure 4.2 shows that 70% of **CA resident SIRs** reported “friends” being a positive impact when learning about the academic reputation of UCSC.

- 60% of **out-of-state SIRs** reported “information regarding specific academic departments” and 57% reported “university rankings” as being a positive impact when learning about UCSC’s academic reputation.
- 64% of **International SIRs** reported “university ranking” as having a positive impact when learning about UCSC’s academic reputation. Overall over half of international SIRs rated most resources as being a positive impact, with “UCSC alumni” (40% positive impact) and “news & press coverage” (41%) being the lowest reported.
- **75% of African American CA Resident SIRs** reported that “current UCSC students” were a positive impact when learning about the academic reputation of the campus compared to 63% of Asian Americans, 66% of Hispanic/Latinos, and 63% of White, non-Hispanics (see Figure 4.3).
- **69% of Asian American CA Resident SIRs** reported that “friends” were a positive impact when learning about the academic reputation of the campus compared to 58% of African Americans, **72% of Hispanic/Latinos**, and **72% of White, non-Hispanics** (see Figure 4.3).

FIGURE 4.2: PERCENT OF STUDENTS INDICATING A POSITIVE IMPACT OF RESOURCES BY RESIDENCY FOR SIRs

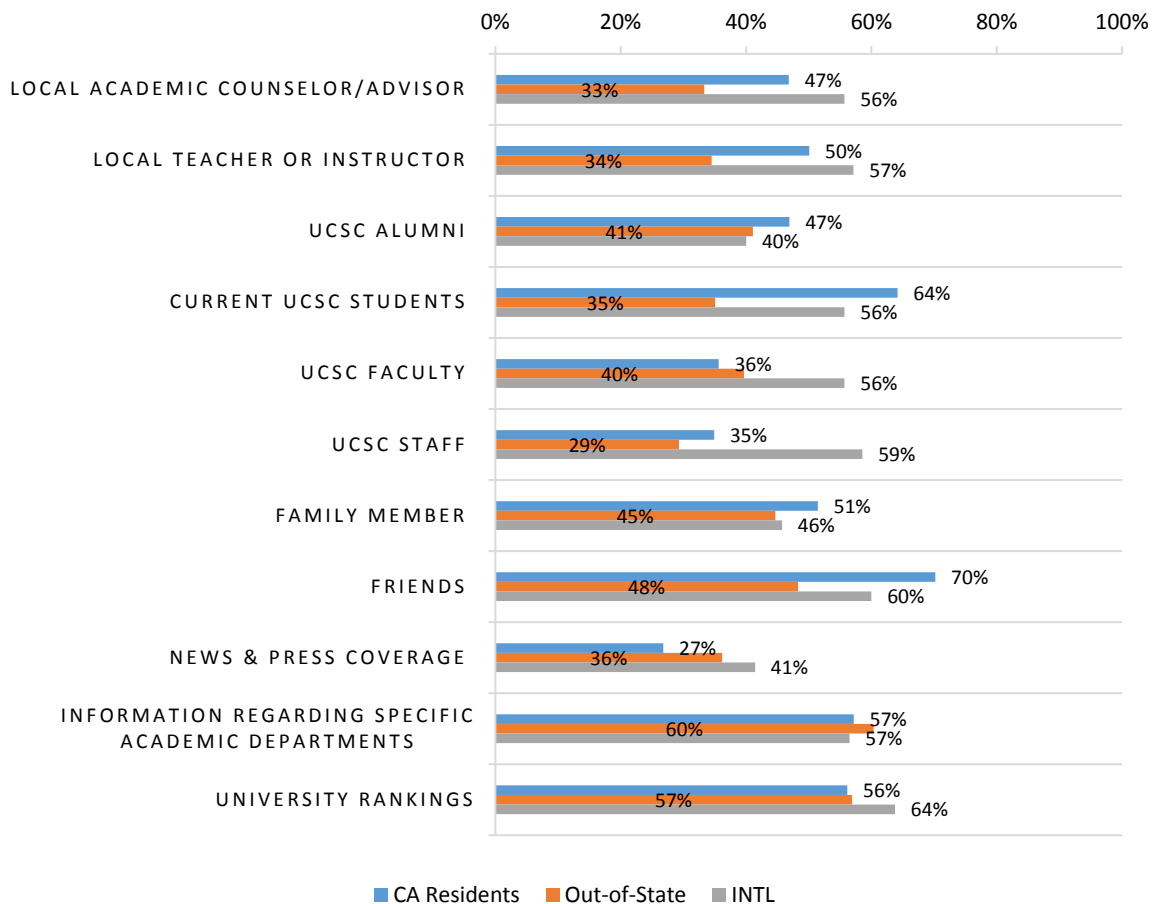
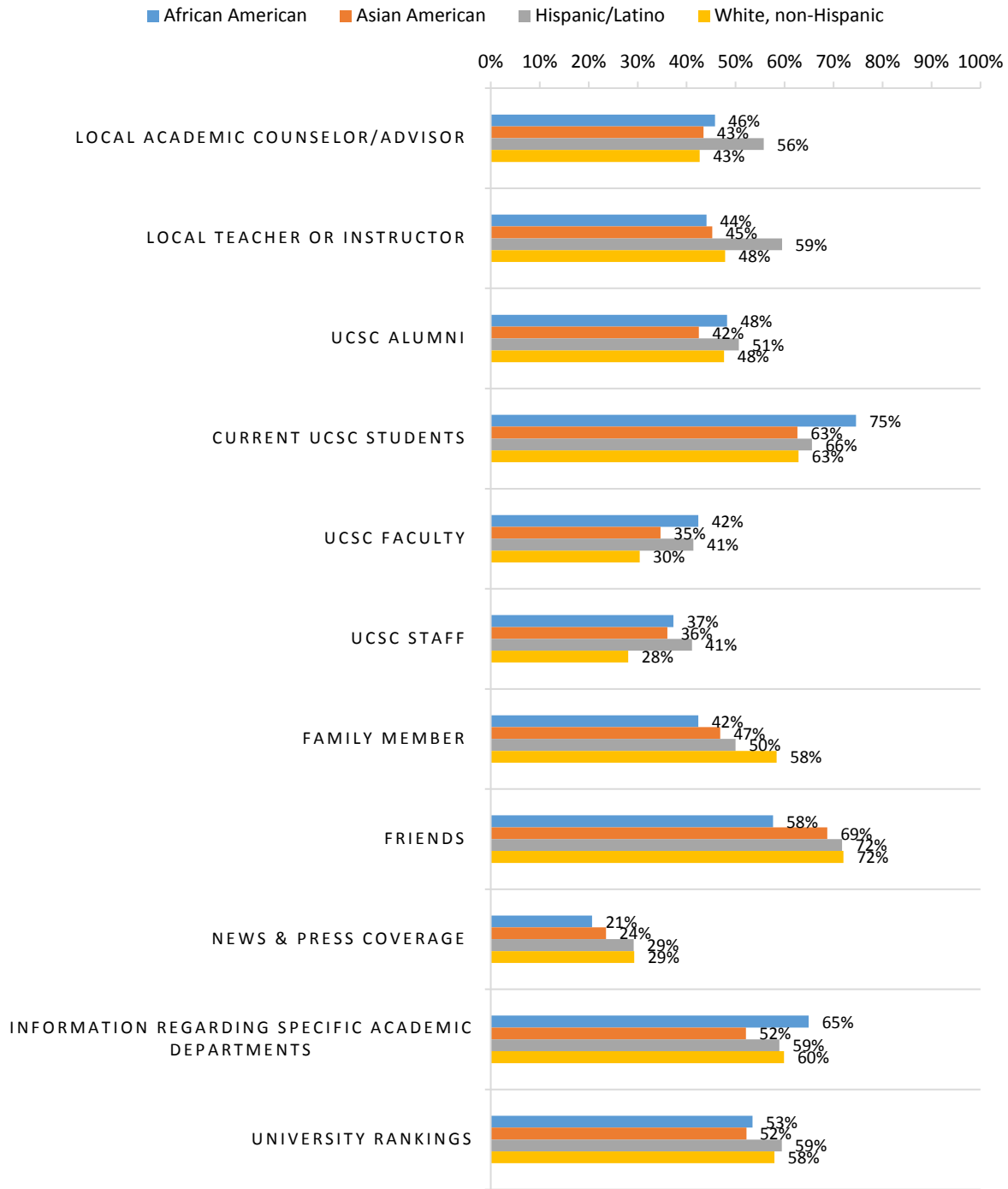


FIGURE 4.3 PERCENT OF STUDENTS INDICATING A POSITIVE IMPACT OF RESOURCES BY ETHNICITY FOR CA RESIDENT SIRS

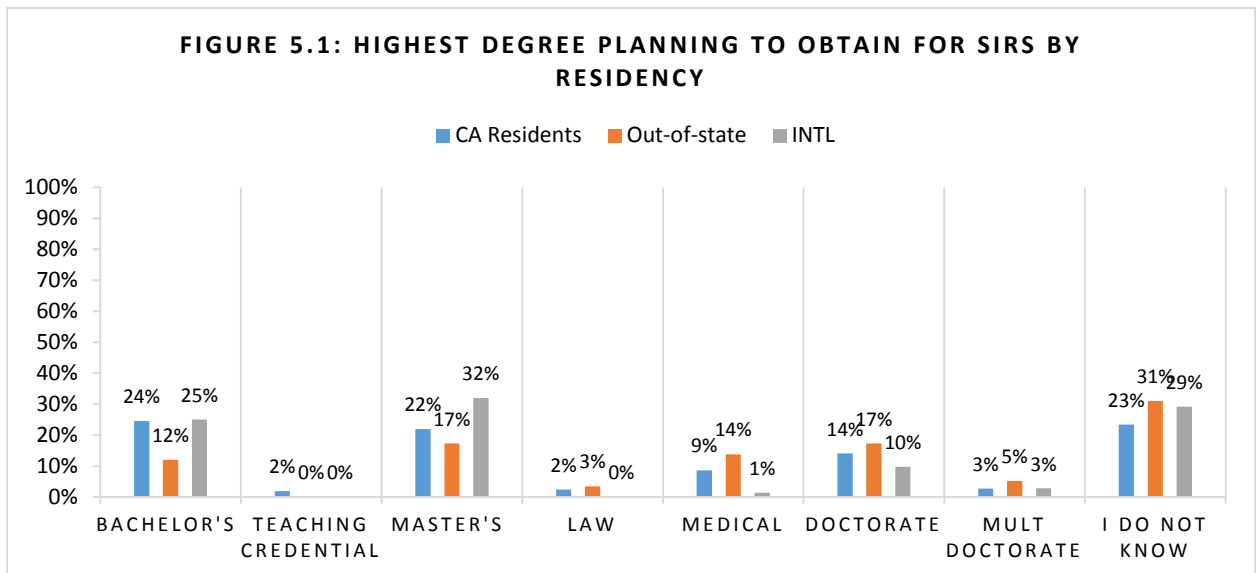


Section 5: Graduation and career plans

SIRs were asked about their plans to graduate from UCSC and what their future career plans are.

The key findings include:

- The majority of SIRs, over 90%, plan to graduate from UCSC and do so within 4 years.
- Of those who said they were not planning on graduating from UCSC, 5%, planned to transfer to another UC (74-80%).
- 40% of CA resident SIRs, 30% of out-of-state SIRs, and 38% of International SIRs reported that they would “likely/most likely” take summer courses to graduate in 4 years.
- One in two (52%) of CA resident African American SIRs reported that they were “likely,” or “most likely” to take a summer course in order to graduate in 4 years, compared to 43% of Asian Americans, 46% of Hispanic/Latinos, and 30% of White, non-Hispanic students.
- Figure 5.1 shows that one out of four CA resident SIRs and International SIRs intend to complete a bachelor’s degree. Over half, 52% of CA residents hope to obtain a post-bachelor’s degree compared to 57% of out-of-state SIRs, and 46% of International SIRs.
- Nearly a third, 31%, of out-of-state SIRs and International SIRs (29%) do not know what their highest academic degree they plan to earn.



When asked about future career plans similarities could be seen by residency status as well as by race/ethnicity. Table 5.1 shows these similarities.

- Science, Technology, Engineering & Mathematics (STEM) was the most popular career selected across all residency groups (47% for CA residents, 45% for out-of-state, and 52% for International).
- Other areas of interest for CA residents included Health Professions (17%), Arts, Audio/Video Technology and Communications (13%).
- Out-of-state SIRs also selected Health professions (17%), Government & Public Administration (14%), and Business Management and Administration (12%).

- 21% of International SIRs chose Business Management & Administration, and 11% chose Arts, Audio/Video Technology and Communications.
- A career in a health profession and Arts, Audio/Video Technology and Communications were in the top 3 career professions across all race/ethnicities.

What career do you hope to eventually have after you have completed your education?	SIRs						
	CA Resident					Out-of-state	INTL
	African American	Asian American	Hispanic/Latino	White, non-Hispanic	Total CA Resident	Total OS	Total INTL
Agriculture, Food & Natural Resources	0%	3%	2%	6%	4%	9%	3%
Architecture & Construction	0%	1%	1%	1%	1%	2%	0%
Arts, Audio/Video Technology & Communications	23%	12%	11%	14%	13%	9%	11%
Business Management & Administration	9%	11%	10%	5%	9%	12%	21%
Education & Training	6%	4%	7%	5%	5%	3%	1%
Finance		3%	4%	1%	2%	5%	8%
Government & Public Administration	6%	5%	6%	3%	5%	14%	3%
Health Professions	21%	20%	18%	13%	17%	17%	6%
Hospitality & Tourism	0%	1%	1%		1%	2%	1%
Human Services (e.g., social work, counseling, human resources)	11%	7%	10%	7%	8%	5%	4%
Information Technology	2%	8%	2%	3%	5%	5%	8%
Law, Public Safety, Corrections & Security	11%	4%	8%	4%	5%	7%	3%
Manufacturing		1%				2%	1%
Marketing, Sales, and Service	2%	2%	4%	3%	3%	2%	6%
Military Service	0%	2%	0%	1%	1%		
STEM	36%	51%	41%	48%	47%	45%	52%
Transportation, Distribution & Logistics	0%	0%	0%	0%	0%	0%	1%
I have no idea whatsoever	6%	10%	10%	13%	11%	9%	15%
Other	6%	4%	6%	5%	5%	3%	4%

Section 6: Financial aid, net cost, and dean's award

Financial Aid and/or Scholarships

The survey asked students to indicate whether they had applied for financial aid and/or scholarships for the fall 2016. Additional questions regarding whether the aid that was offered was sufficient and whether it was received in a timely manner were also asked. Students who received the Deans Award were asked whether the offer was sufficient and whether it influenced their decision to attend UCSC. These questions were asked for the UCSC campus as well as their 2nd choice/comparison school. Questions about the important the net cost/investment of attending was to students and their family. General results show that the majority of both SIRs and non-SIRs CA residents and out-of-state students applied for financial aid and/or scholarships for the fall. Only 49% of International SIRs said that they applied compared to 22% of non-SIRs. Among CA resident SIRs, no differences were seen among different race/ethnicities in terms of those applying for financial aid/scholarships.

When comparing UCSC financial aid/scholarship offers to second choice schools by residency status the following key findings can be seen for SIRs (see Figures 6.1, 6.3, 6.5, and 6.7):

- CA resident SIRs and out-of-state SIRs reported similar levels of financial aid need to attend UCSC and their 2nd choice school. International SIRs were less likely to report needing financial aid to attend their 2nd choice school, 41%, compared to 79% to attend UCSC (see Figure 6.1.).
- In general, students reported being offered financial aid from UCSC at higher rates (72%-83%) compared to 2nd choice schools (17%-59%).
- Even though SIRs reported higher levels of being offered financial aid from UCSC compared to their 2nd choice school, over a third (39%) of CA resident SIRs, 67% of out-of-state SIRs, and 34% of International SIRs reported that the amount offered was not sufficient. Students reported even lower percentages for their second choice schools.
- SIRs reported higher levels of receiving their UCSC financial aid offer in time to make their decision about where to attend, compared to their 2nd choice schools. This was especially true for International students. Sixty-three percent of International SIRs said that they received their offer in time from UCSC to make their decision compared to only 7% of 2nd choice schools.
- Among CA resident SIRs, students of difference race/ethnicities report needing financial aid in order to attend UCSC or their 2nd choice school.
- Among difference race/ethnicities, UCSC offered more financial aid to CA resident SIRs compared to 2nd choice schools, however, students reported that this aid was not sufficient. For example, 45% of **Hispanic/Latino CA resident SIRs** said that the financial aid that UCSC offered was not sufficient.
- **African American and Hispanic/Latino** students reported receiving their financial aid offer in time compared to Asian American and White, non-Hispanic CA residents. This was also true for 2nd choice schools.

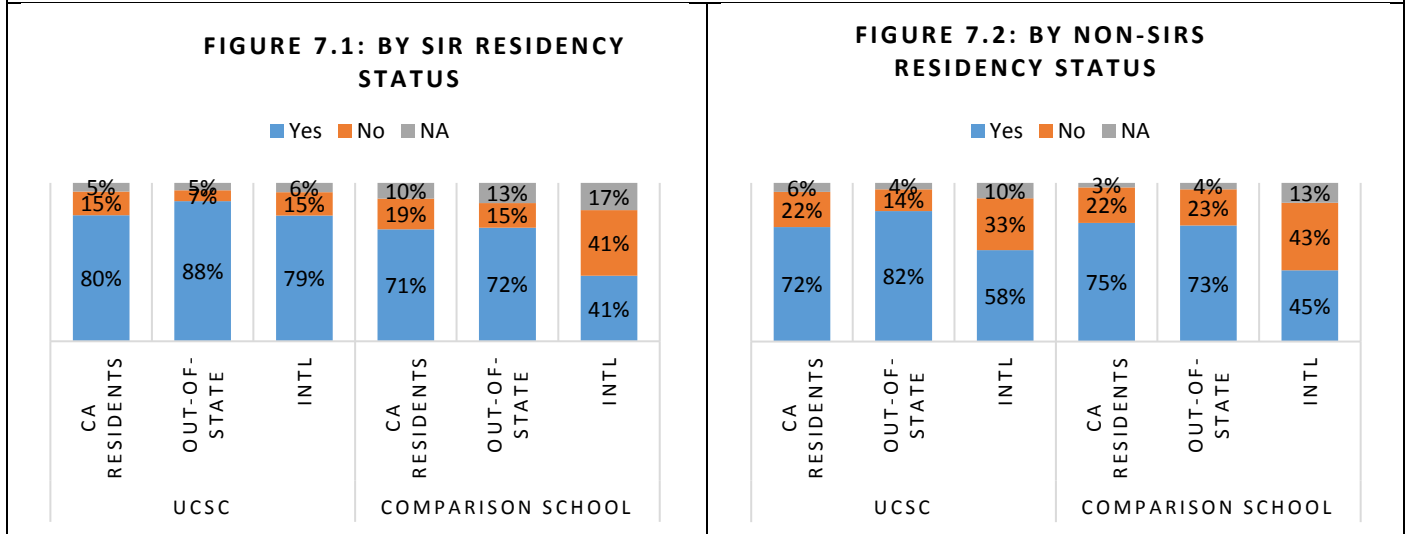
Non-SIRs (see Figures 6.2, 6.4, 6.6, and 6.8):

- International non-SIRs were less likely to report needing financial aid in order to attend UCSC and their school of choice compared to other residency status groups.
- Overall, Non-SIRs reported being offered financial aid from UCSC at higher rates than their school of choice. However, even though financial aid offers from UCSC were reported at higher

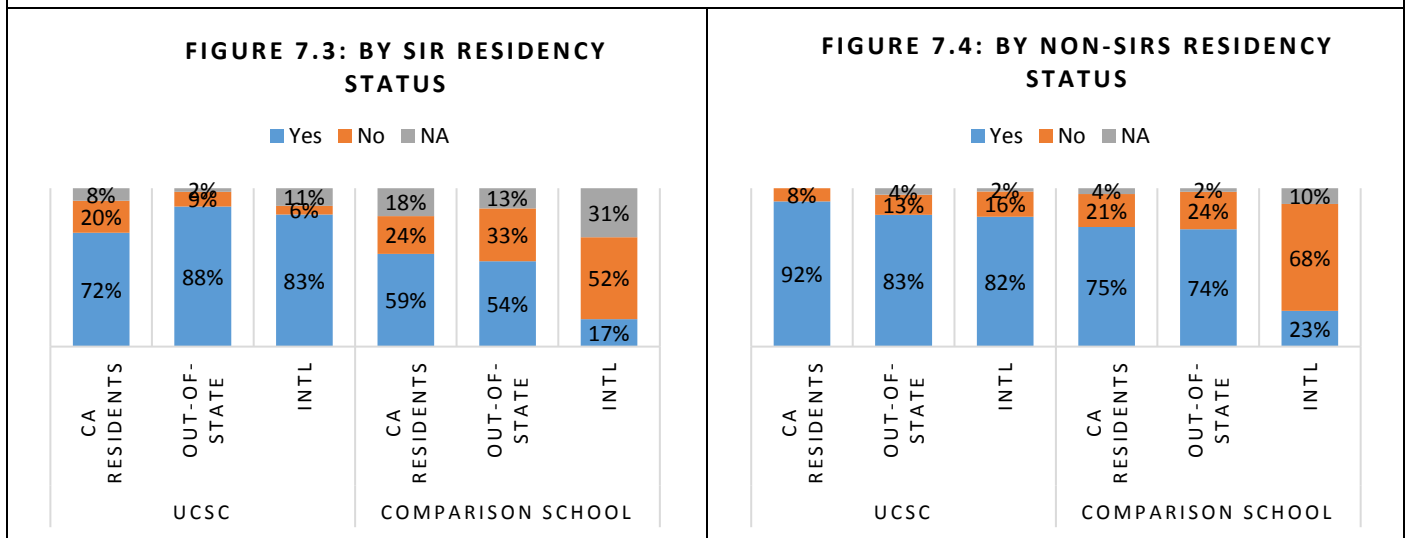
rates more schools of choice provided more sufficient total amounts for CA residents and out-of-state students.

- 22-29% of offers made to non-SIRs did not come in time to inform students' decision about where to attend. CA residents and out-of-state Students were more likely to report that their school of choice contacted them in time with aid offers. However, this was not true for International non-SIRs; UCSC's offer came in a timely manner compared to their school of choice.
- Similar rates of needing financial aid to attend their choice college was found when looking at CA resident non-SIRs by race/ethnicity. However, higher rates of offered aid were reported consistently from all non-SIRs, regardless of race, from schools of choice compared to UCSC.
- 47% of **CA resident African American non-SIR** students reported that the aid they were offered by UCSC was not sufficient compared to only 26% from their school of choice.
- Over half (55%) of **CA resident Hispanic/Latino non-SIR** students reported that the aid they were offered from UCSC was not sufficient compared to 230% from their school of choice.
- 28% of **CA resident African American non-SIRs** report not receiving their financial aid offers in time to make their decision about where to attend. This is higher than what they are reporting for their school of choice where only 9% are not receiving the information in time.
- Similarly, 36% of **CA resident Hispanic/Latino non-SIRs** report not receiving their financial aid offers in time to make their decision about where to attend. This is higher than what they are reporting for their school of choice where only 9% are not receiving the information in time.
- Lastly, 29% of **CA resident White, non-Hispanic non-SIRs** are reporting similarly with only half (51%), reporting they received their offer in time, compared to 77% from their choice school.
- Overall, the majority of out-of-state non-SIRs reported needing financial aid in order to attend UCSC or their school of choice. Additionally the majority received a financial aid offer from UCSC and their school of choice. No differences were seen by race/ethnicity.
- Figure 7.9 shows that 89% of **African American out-of-state non-SIRs** said that the aid offer received from UCSC was not sufficient, compared to only 22% for their school of choice.
- The majority of **Hispanic/Latino out-of-state non-SIRs** (82%) said the aid was not sufficient compared to only 18% for school of choice.
- 70% of **White, non-Hispanic out-of-state non-SIRs** said that the aid offer from UCSC was not sufficient compared to about a quarter (24%) for their school of choice.
- Two out of three (67%) **out-of-state Asian American non-SIRs** said that the aid was not sufficient compared to 31% received from their school of choice.
- One out of three (33%) **out of state African American non-SIRs** reported not receiving their UCSC aid offer in time to make their decision about where to attend. This was higher than their school of choice where only 9% said they did not receive their aid offer in time.
- 84% of **out-of-state Hispanic/Latino non-SIRs** received their offer in time from students' school of choice compared to only 69% from UCSC.

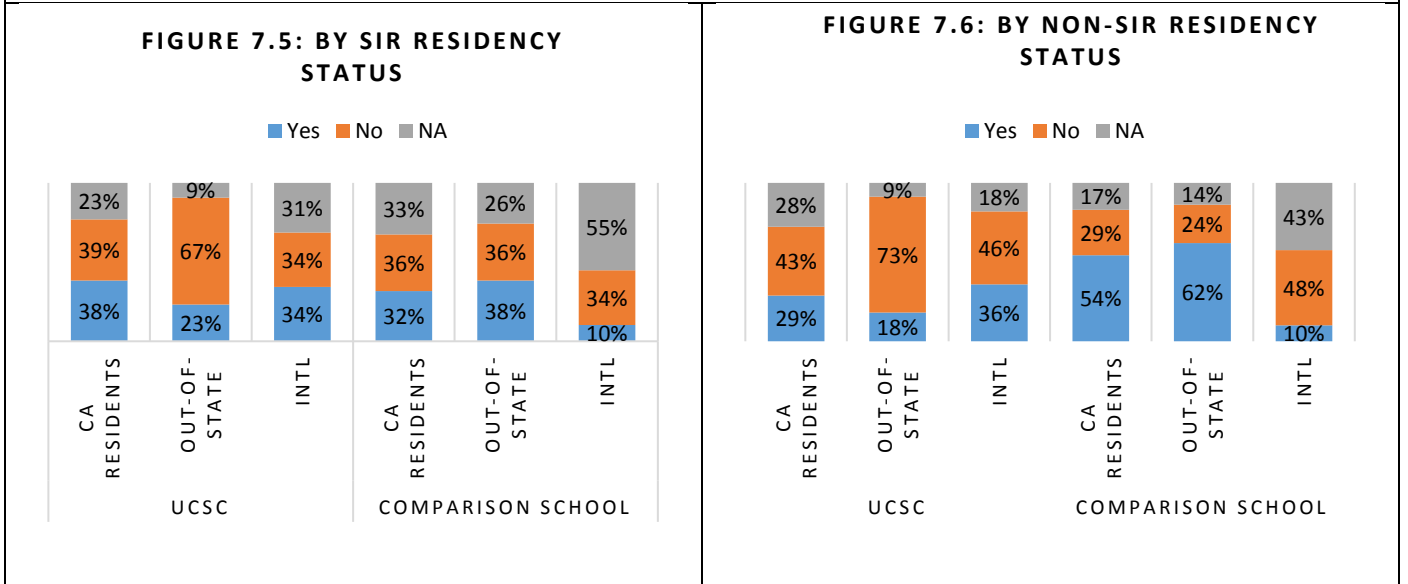
Figures 6.1 and 6.2: Did you need financial aid to attend UCSC/comparison school?



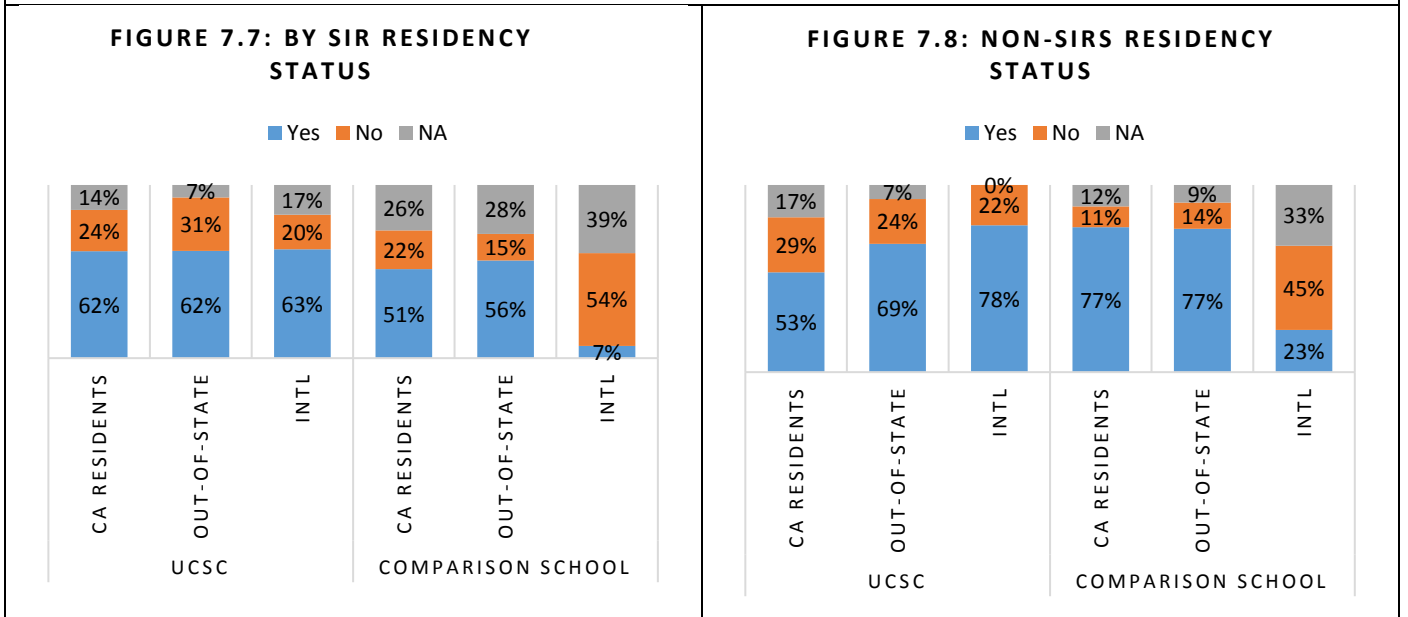
Figures 6.3 and 6.4: Where you offered financial aid by UCSC/comparison school?



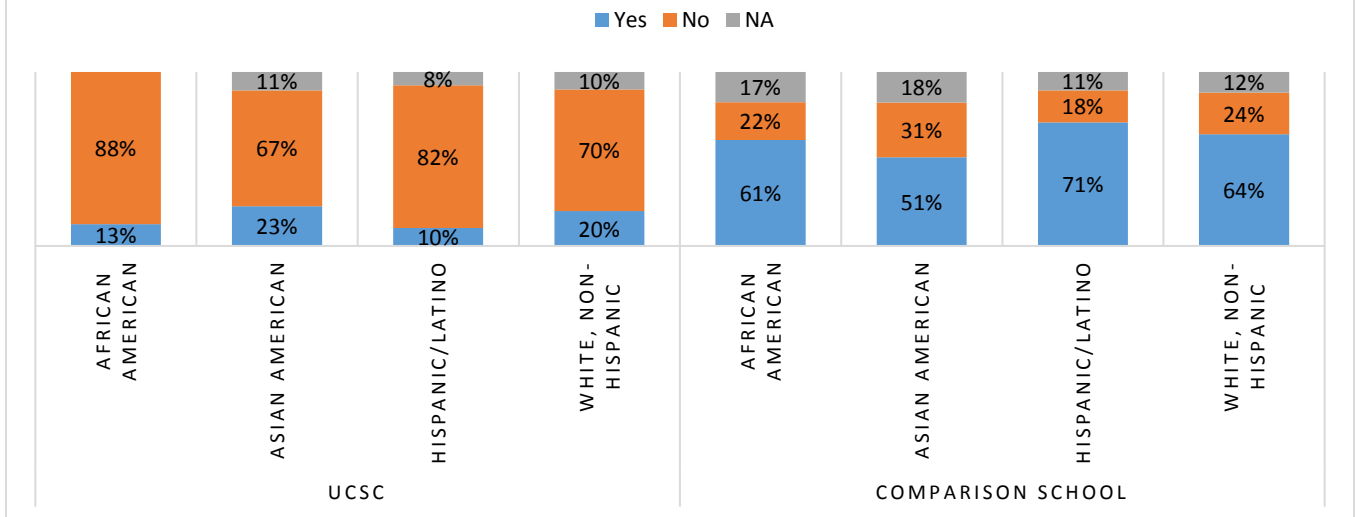
Figures 6.5 and 6.6: Was the total amount of money offered by UCSC/comparison school sufficient?



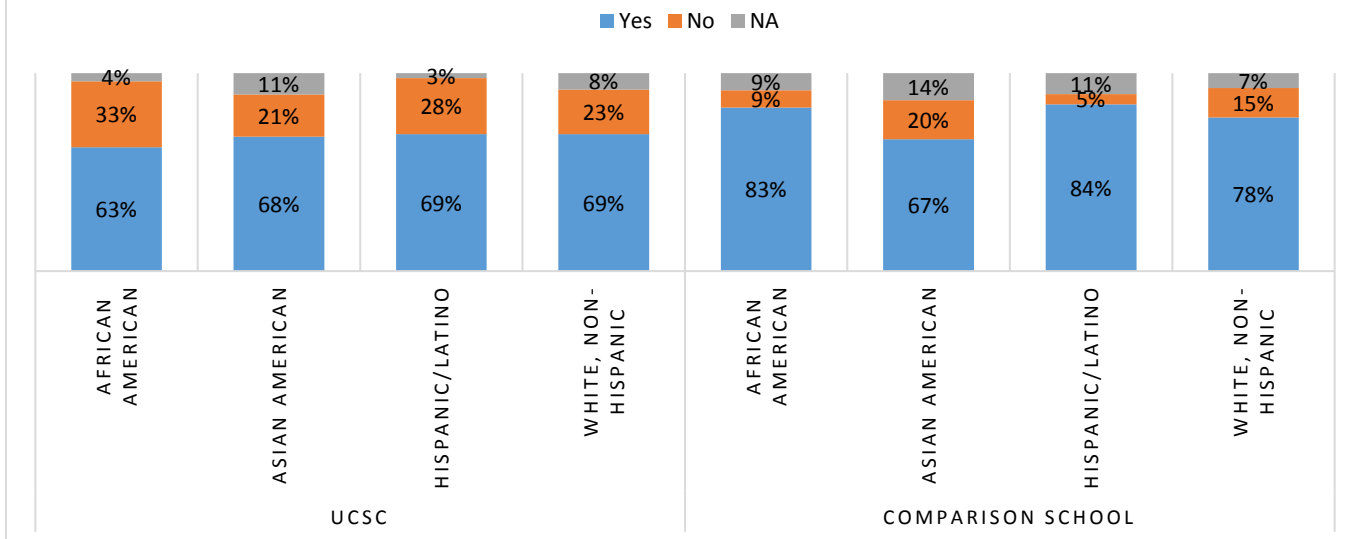
Figures 6.7 and 6.8: Did you receive your financial aid offer from UCSC/comparison school in time to make your decision about where to attend?



**FIGURE 6.9: WAS THE TOTAL MONEY OFFERED BY UCSC OR COMPARISON SCHOOL SUFFICIENT?
OUT-OF-STATE NON-SIRS RACE/ETHNICITY**



**FIGURE 6.10: DID YOU RECEIVE YOUR FINAID OFFER IN TIME FROM UCSC OR COMPARISON SCHOOL TO MAKE YOUR DECISION ABOUT WHERE TO ATTEND?
OUT-OF-STATE NON-SIRS, BY RACE/ETHNICITY**

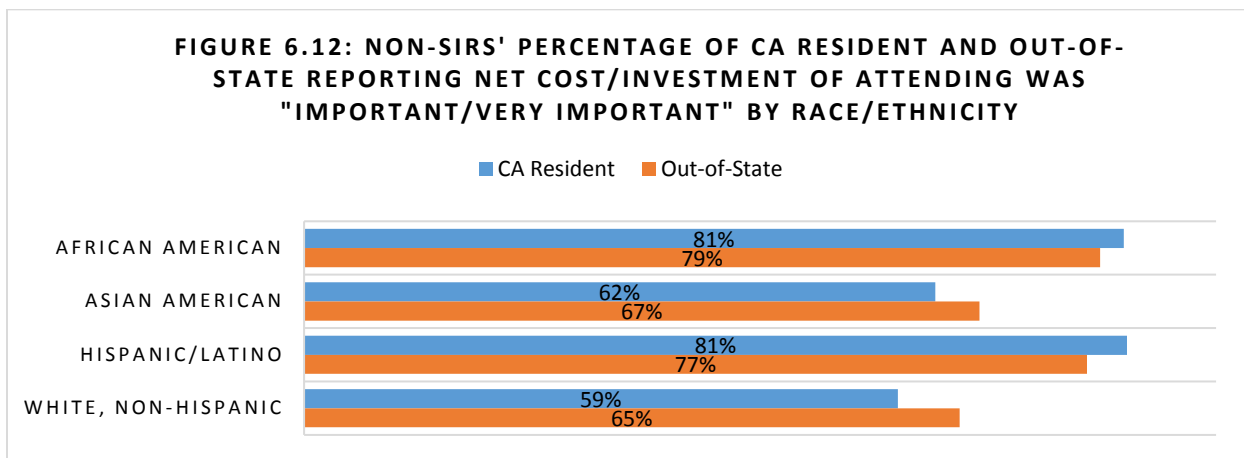
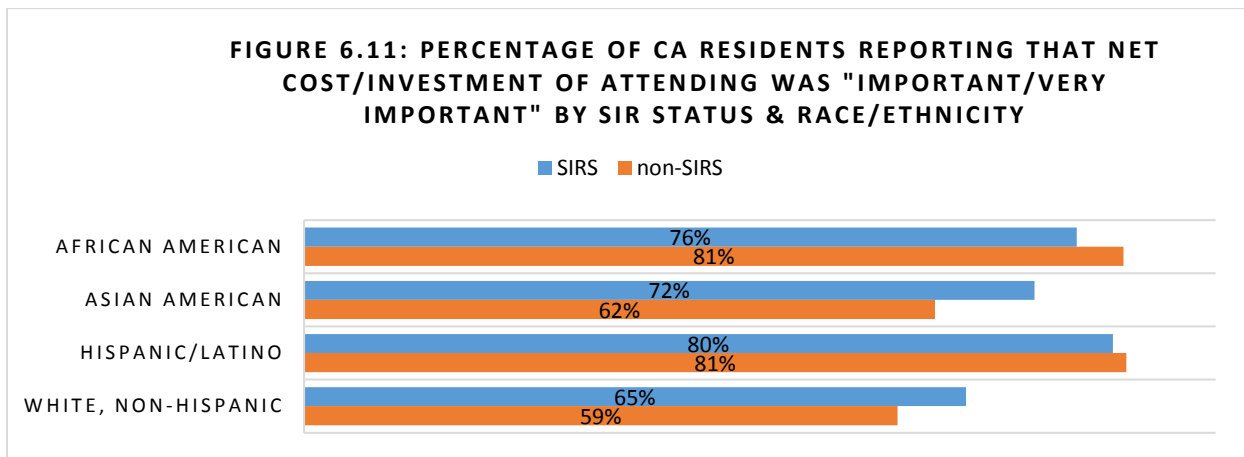


Net Cost

Students evaluated how important the net cost/investment of attending was to making their decision about what college to attend. California residents reported higher rates of the net cost/investment being “important/very important” to them compared to out-of-state and international students regardless of SIR status. It varied by residency and SIR status, for example, 72% of CA residents said it was “important/very important” compared to only 42% of non-SIR International students.

When we compared responses by race/ethnicity, we found the following (Figures 6.11 and 6.12):

- **Around 80% of California resident African American and Hispanic/Latino students** reported net cost being “important/very important” compared to 59-72% of their peers, regardless of SIR status.
- Among **non-SIRs only, about 80% of both CA residents and out-of-state African American and Hispanic/Latino** students reported the net cost being “important/very important.”



Section 7: Expectations for Academic Advising

To explore the expectations and knowledge around academic advising that incoming students may have, the survey asked SIRs to rate how important it would be for UCSC to offer academic advising in various topics. Figures 7.1 and 7.2 show the following key findings:

- In general most students rated the majority of the listed academic advising topics as important/very important. Students across different residency levels reported similarly on all advising topics.
- Students were less likely to give a higher importance ratings to “finding information about opportunities such as community service,” “deciding whether to pursue study abroad,” “deciding when and where to seek campus resources related to disability support and health services,” and “deciding when and where to seek campus resources related to diversity and inclusion.”
- The majority of CA resident SIRs, out-of-state, and International students reported that the following topics were “important/very important” to them for the campus to offer through academic advising:
 - Enrolling in classes (90-97%),
 - Finding classes I should take to qualify for a major I want to pursue (91-97%),
 - Understanding graduation requirements (91-96%), and
 - Finding information on how to apply for research opportunities, internships, or creative projects related to their major (91-94%).
- **African American and Hispanic/Latino CA resident SIRs** were more likely to report “finding tutoring and learning support” as “important/very important” for the campus to offer through academic advising compared to Asian American and White, non-Hispanic peers (specifically Figure 7.2).
- Similarly, **White, non-Hispanic CA resident SIRs** (72%) were less likely to report “developing their academic success skills” compared to their peers (86-90%).
- **Students of color who were CA resident SIRs** were more likely to report that the following topics were “important/very important” for academic advising to offer on campus compared to White, non-Hispanic peers:
 - Deciding when and where to seek campus resources related to diversity and inclusion,
 - Finding information about opportunities such as community service,
 - Deciding when and where to seek campus resources related to disability support and health services.

FIGURE 7.1: CA RESIDENT SIRS REPORTING "IMPORTANT/VERY IMPORTANT" TO TYPES OF ACADEMIC ADVISING TOPICS BY RESIDENCY

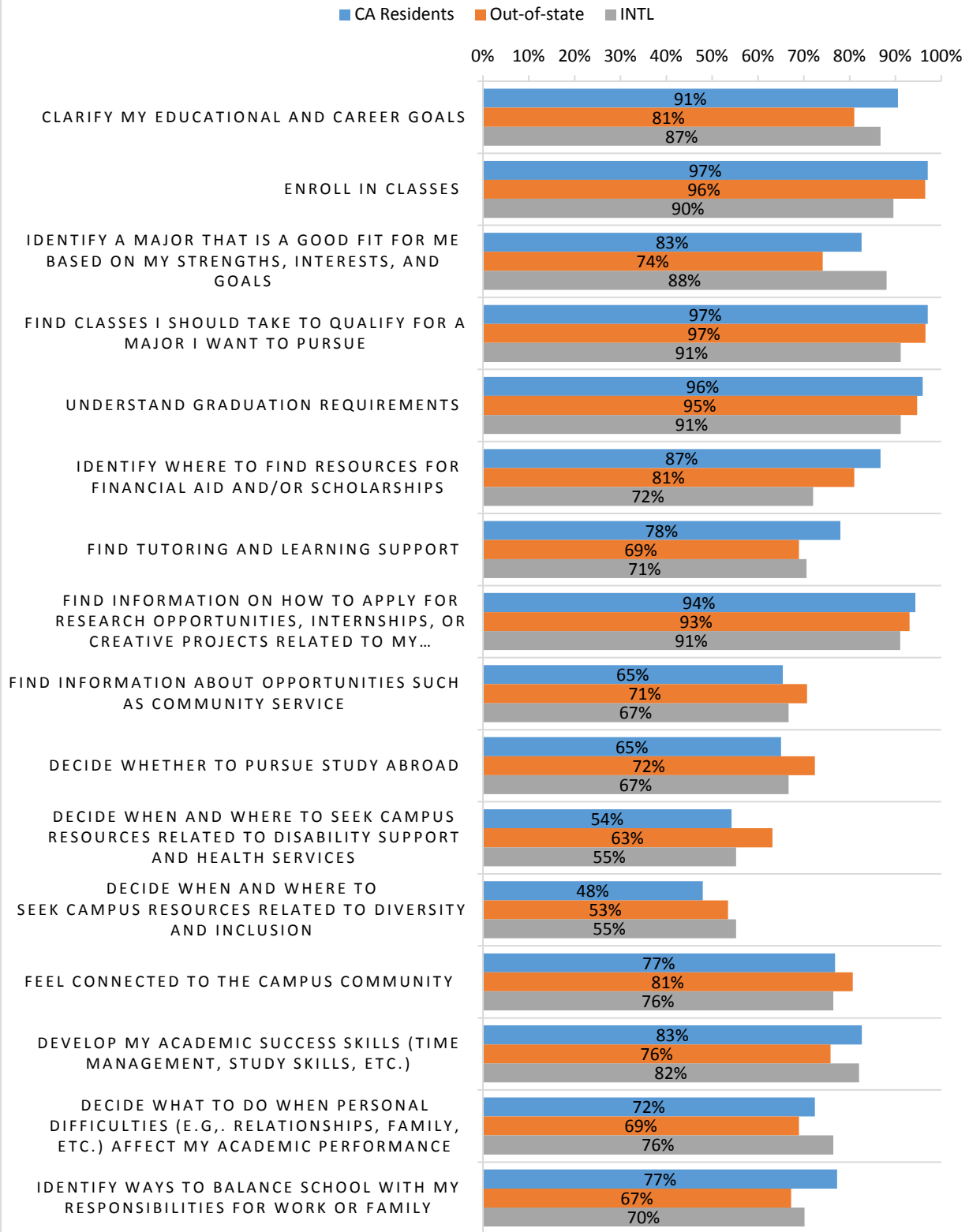


FIGURE 7.2: CA RESIDENT SIRS REPORTING "IMPORANT/VERY IMPORANT" TO TYPES OF ACADEMIC ADVISING TOPICS BY RACE/ETHNCITY

