

## ADMISSIONS

	1996-97		1997-98		1998-99	
	FTE	Budget	FTE	Budget	FTE	Budget
<b><i>Category of Expense:</i></b>						
Staff Salaries	32.79	1,072,894	32.71	1,127,790	32.71	1,200,054
General Assistance		63,673		58,215		60,300
Nonsalary/Other		292,091		462,803		429,901
<b><i>TOTAL by Category</i></b>	<b>32.79</b>	<b>\$1,428,658</b>	<b>32.71</b>	<b>\$1,648,808</b>	<b>32.71</b>	<b>\$1,690,255</b>
<b><i>Source of Funds:</i></b>						
General Funds	32.79	1,428,658	32.71	1,648,808	32.71	1,690,255
<b><i>TOTAL by Fund</i></b>	<b>32.79</b>	<b>\$1,428,658</b>	<b>32.71</b>	<b>\$1,648,808</b>	<b>32.71</b>	<b>\$1,690,255</b>

### MISSION

The mission, consistent with that of public higher education in California, is three-fold:

- To promote our campus and its programs to prospective students and their representatives, as well as the public at large;
- To admit and enroll students that reflect the values and commitment of the campus faculty and administration, and ensuring those students a smooth transition to the start of their academic career at UCSC; and
- To assist continuing students in the timely completion of their degrees.

### DESCRIPTION

The Office of Admissions provides service to prospective, new, and continuing students pursuing an undergraduate education. Admission's staff work in two general areas: Immediate Outreach/Relations with Schools and Evaluation/Processing. The Admissions Office sends counselors, alumni, and current student volunteers to visit high schools and community colleges throughout California; counsels prospective students about making application to the University of California; provides tours, workshops, and overnight stays for campus visitors; coordinates the campuswide Spring and Fall open houses for prospective students and their families as well as other activities and events; and evaluates and processes applications.

### GOALS

The goal of Admissions is to attract, select, and enroll highly qualified students of diverse interests, ethnicities, and socio-economic backgrounds.

### ACTIVITY DATA

- Staff made 341 high school visits, 67 college visits, and attended 95 college advisement programs and 44 California college and university days. Volunteers conducted 12 high school visits, a community college visit and participated in 78 college advisement programs and 18 California college and university days.
- There was a 10.4% increase in the number of visitors who took a regular campus tour in 1997-98 (6,828) over 1996-97 (6,183).
- Increase in new Fall 1997 frosh and transfer numbers. New frosh were up 5.6% over the previous year and transfers were up 2% over 1996 numbers, accounting for an overall increase of 4.4%, up 131 new undergraduates students.
- Admit totals were up 5.7% (13,443 vs. 12,721) --11.1% up in frosh admits and down 13.7% in transfers. Given these numbers, enrolled was the largest frosh class ever, 2,368, a 260 student increase from the previous year (12.3%).
- Overall, new undergraduates totaled 92 students for a 3% gain. At the frosh level, gains of 27.9% were seen with African-Americans and Latinos, while Chicanos showed a 23% increase. American Indians showed a 15% increase with Filipinos approximately half of that at 7.1%.