

UC Admissions Evaluation: Thinking Outside the Box

Collaborative Admissions Evaluation in
a Multi-campus System

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A little history . . .

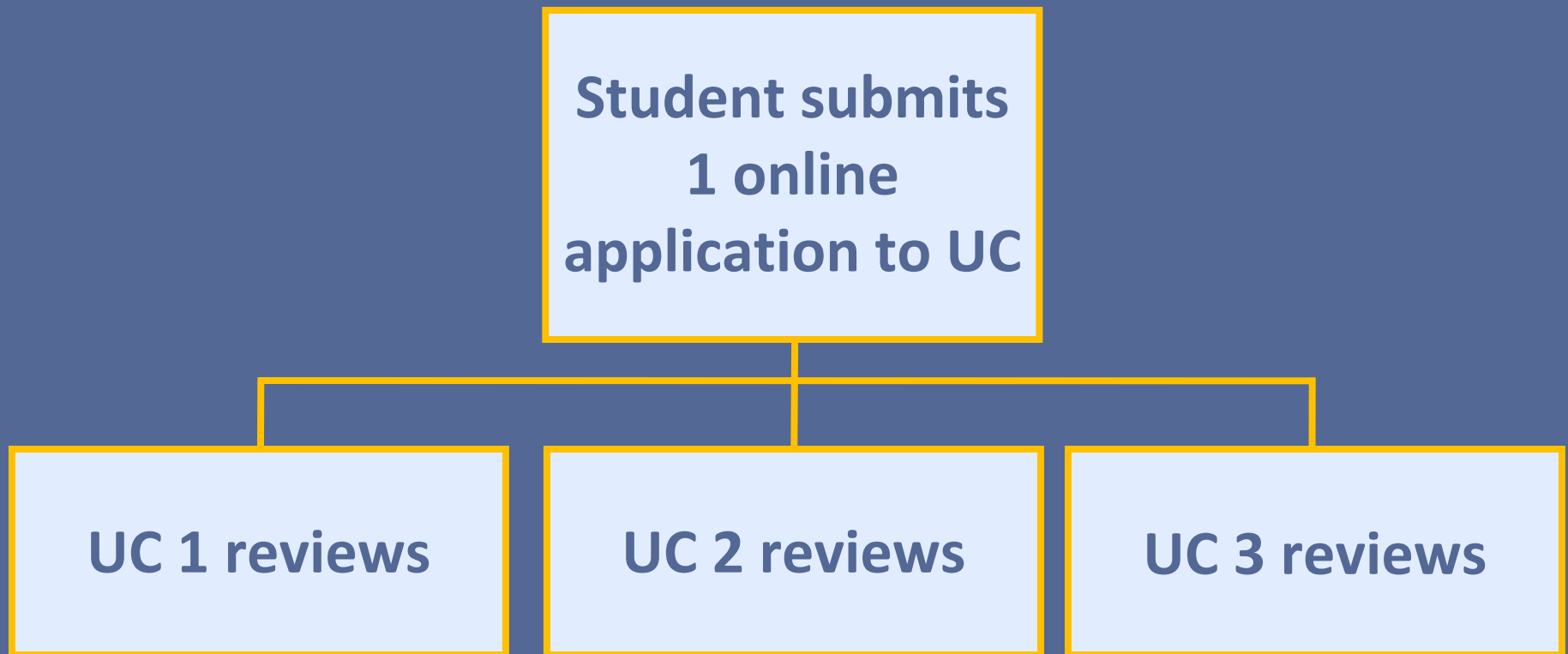
- Between 2000 and 2003, the number of unduplicated **UC transfer applications** increased steadily from **19,552** to **23,060**.
- At **UCLA**, those numbers increased from **10,339** to **12,786**; more than 50% of UC transfer applicants applied to UCLA.
- Our sister campuses also experienced an increase in their transfer applicant population.

History continued . . .

- Growing number of applications.
- Constant UC-wide transfer notification date of April 30 = no additional time to complete review.
- Attrition means more time needed for training and quality control.
- Budgets do not allow for addition of evaluation staff.
- Redundancy in the “old process.”

The old way

also known as “Keeping our silo cultures intact”



Individual Campus Review

- Each UC campus receives their own paper copy of the application and uses system-wide transfer evaluation guidelines to determine transferable units, GPA and minimum eligibility requirements for every applicant.
 - Conducts “selection” review [major preparation, personal statement, work experience, etc].
 - Makes admission decision to admit or deny and notifies applicant.

What if?

- The “common workload” was shared among UC campuses
 - One review per applicant for basic UC eligibility to include total transferable units, GPA and minimum subject requirements.
 - If information missing, one email or phone call to student on behalf of UC.

= REDUNDANCY REDUCED

Who Ya Gonna Call?

- Start small – UCLA invited Santa Barbara and San Diego, 2 campuses with significant applicant crossover, to participate
- 1st meeting – agreed to share all common applicant data and norm on test cases; wide-eyed optimism
- 2nd meeting – “Your campus does what?”
- 3rd and subsequent meetings - plan scaled back and trust built

CETAD was born.

- CETAD – The Collaborative Exchange of Transfer Applicant Data
- Year 1
 - Identify shared applicants who have CCC or UC coursework
 - Divide workload proportionately [good] and sorting by high, mid and low GPAs [bad].
 - Hand-copy evaluated applications and mail to other campuses [bad].

Calling all sister schools.

- Year 2 – other UC campuses invited to participate; 3 join; new distribution plan; CCC preference lists added
- Year 3 – 1 more campus joins us in workload, 1 benefits from our collective effort
- Year 4 – addition of applicants with CSU coursework to population
- Year 5 – smooth sailing
- Year 6 – getting *fancy* in 2009

What's new for 2009?

**ONLINE EVALUATION
TOOL**

The First Attempt

- The UC Office of the President and UC campus admission offices collaborated with private contractor to build UC-wide online freshman and transfer evaluation tool.
- Goals: Go paperless, share data, expedite review.
- Process: Many conference calls with evaluators, programmers, and managers to develop a soup to nuts evaluation tool that would incorporate all of our UC-wide and campus specific review policies.
- Result: nothing.

Meanwhile ...

- Two UC campuses, Davis and Riverside, developed their own online evaluation tools and tested/used them for several years with great results.
 - Reduction in time spent sorting and distributing applications.
 - Reduction in time spent calculating units and GPA.

Why reinvent the wheel?

- Summer 2008 – UC Davis agrees to make their online evaluation tool available to the CETAD group for fall 2009 transfer application review and modify it to incorporate individual campus criteria.

Building the foundation for success.

■ Communication

- Email list serve
- Annual meeting
- Evaluation norming
- Expanded UC contacts

■ Shared Resources

- Evaluation of English, math and freshman seminar coursework from CSU
- Online evaluation tool

Progress

- Between 2000 and 2009 the number of UC unduplicated transfer applications grew by 9,147 to 28,699.
 - UCLA's applications grew by 6,337 to 16,676.
- 6th year of CETAD project
 - 2009 total CETAD apps 9,037

Winner v. Big Winner

- “Least benefited” UC campus
 - 1,956 total CETAD
 - 579 assigned for review
 - 1,377 received with review – 28.8% of total transfer applications have evaluated data ready for selection process

- “Most benefited” UC campus
 - 6,555 total CETAD
 - 1,965 assigned for review
 - 4,590 received with review – 27.5% of total transfer applications have evaluated data ready for selection process

And the real winners are . . .

Students, staff, counselors, legislators, & California taxpayers because CETAD:

- Streamlines the evaluation of transfer applications by sharing the workload of common evaluation, freeing up campuses to conduct their own selection and make decisions.
- Promotes efficiency – 2007, 2008, and 2009 all UC campuses met April 30th notification deadline [many campuses sooner than that].
- Improves UC eligibility determination by creating an ongoing conversation about local policy versus system-wide practices.
- Demonstrates stewardship of scarce resources and innovative thinking; improving the process and embracing technological innovations is in the best interest of the individual campuses and our clients, the applicants.

Where we are now?

- Hail, hail – the gang’s all here!
 - UC Merced and UC Santa Cruz join project
- Planning for Fall 2010 cycle
 - Evaluating norming applications to ensure uniformity of evaluation guidelines application
 - Training on online evaluation tool with real test cases
 - Projecting programming, evaluation and processing problems that may occur with modifications to online tool