Expected Frosh Enrollment for 2014-15:

- +/− 215 – 230 International NRT  Midpoint +129 over Fall 2013, +209 over Fall 2012
- +/− 260 – 275 Out of State NRT  Midpoint +121 over Fall 2013, +181 over Fall 2012
- +/− 3400 – 3550 California  Midpoint +545 over Fall 2013, −188 over Fall 2012
- +/− 3900 – 4100 Total  Midpoint +700 over Fall 2013, +172 over Fall 2012

Exceptional increase in interest in UC Santa Cruz

- Frosh Yields: 22% CA (+1.4%), 16.7% Out of State (+5.2%), 16.2% International (+4.4%)
- 6600 people attended Spring Spotlight, 43% more than last year
- 3 CA and 3 east coast Chancellor receptions
- 2 staff/faculty/alumni receptions in China, and several more in targeted states
- Faculty and staff visits to China, Hong Kong, Singapore, India, Middle East, 16 states
- Campus visits by domestic out of state and international high school advisors
- Videos, materials in Mandarin, promotion of First Year Honors Program
- 100+ First-Year Honors Program students, a 117% increase
- Expect 130–140 Dreamers, 20% increase
- 30+ students expected for pilot International Summer Start, a collaboration of Summer Session, International Education Office, Orientation, Writing, and Languages.
- Strong outcomes based on many demographic measures including increases in African American percentages for out of state, currently at 8.9% and CA, currently at 5.3%

Impacts on Prospective Students

- Strict application of Conditions of Admission
  - Cancellation for not maintaining academic performance
  - Cancellation for not providing official transcripts and test scores when due
- Appeals reviewed by the Cancellation Appeals Review Committee (CARC), a joint committee of the Committee on Admissions and Financial Aid and Enrollment Management
- Refer all inquiries to the Office of Admissions [http://admissions.ucsc.edu/apply/appeals.html](http://admissions.ucsc.edu/apply/appeals.html)

Expected Transfer Enrollment for 2014-15 (due June 1)

- New transfers expected to be about the same as last year, around 1000

Impacts on Campus

- Expect to exceed frosh non-resident tuition target by 44% ($11M rather than $8M)
  - Two years ahead of target: 450 new frosh non-resident tuition payers is the Fall 2016 target
  - Non-resident tuition provides significant support for all students and the campus
  - Non-resident students are net contributors to our return to aid program.
  - Non-resident students do not reduce in-state enrollment slots
- Expect to exceed total frosh target by 8-14%.
- Significant shifts in major preferences, especially toward engineering majors

Budgetary Support

- Over-enrollment supplementary funding, based on 2013-14 enrollment numbers and including a factor for degrees conferred will directly support curricular capacity
- TA allocations, based on usual allocation formula, enriched for 2014–15 for doctoral/MFA, summer growth, and differential ratios by division will directly support curricular capacity
- Student Services Fee-funded services expected to receive additional funds from additional students enrolled
- Investments are being made in IEO, Office of Registrar, and Office of Admissions for supporting continued growth in Undergraduate NRT paying students.
May Statement of Intent to Register (SIR) Outcomes – EM Data

<table>
<thead>
<tr>
<th>Yield</th>
<th>2014 5/7</th>
<th>Target</th>
<th>2013*</th>
<th>2012**</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>16%–12%–5%</td>
<td>408</td>
<td>296</td>
<td>176</td>
</tr>
<tr>
<td>Out of State</td>
<td>17%–12%–9%</td>
<td>371</td>
<td>269</td>
<td>188</td>
</tr>
<tr>
<td>Total</td>
<td>4,941</td>
<td>4,326</td>
<td>3,795</td>
<td>4,498</td>
</tr>
</tbody>
</table>

* First year of split pools by residency and first fully recruited non-resident class beyond electronic recruitment efforts.
**First year of holistic review

International SIRs reflect 8 countries for Fall 2012, 23 countries for Fall 2013, and 45 countries for Fall 2014
Out of State SIRs reflect 8 states for Fall 2012, 6 states for Fall 2013, and 41 states for Fall 2014

Projected Enrollment

<table>
<thead>
<tr>
<th></th>
<th>2014 Projected</th>
<th>Target</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>California*</td>
<td>3,400 – 3,550</td>
<td>3,300</td>
<td>3,060</td>
<td>3,728</td>
</tr>
<tr>
<td>International NRT</td>
<td>215 – 230</td>
<td>137</td>
<td>95</td>
<td>14</td>
</tr>
<tr>
<td>Out of State NRT</td>
<td>260 – 275</td>
<td>213</td>
<td>147</td>
<td>87</td>
</tr>
<tr>
<td>Total</td>
<td>3,875 - 4,055</td>
<td>3,650</td>
<td>3,302</td>
<td>3,829</td>
</tr>
</tbody>
</table>

*Includes students with non-resident tuition exemptions.

Enrollment Distribution by Proposed Major

<table>
<thead>
<tr>
<th></th>
<th>2014 Projected</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts+Cluster</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>BSOE+Cluster</td>
<td>24%</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>Humanities+Clusters</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>PBSci+Clusters</td>
<td>30%</td>
<td>32%</td>
<td>34%</td>
</tr>
<tr>
<td>SocSci+Clusters</td>
<td>33%</td>
<td>34%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Top 10 Proposed Major Departments
CMPS (3*), MCDB (4.5), PSYCH (2), EEB (4.5), ECON (4), CMPE (3), Undecl Life/Health, Undecl Bus/Econ, Undecl Psych/Culture/Society, CHEM (2)

*Number of majors by department, including one major split between two departments.

The Division thanks Principal Analyst Mary Masters, Enrollment Management, for data analysis, and Planning and Budget for Budgetary Support talking points.

Additional detail will be provided by student demographic profile, majors/divisions, state and country in the near future on [http://www.ue.ucsc.edu/docs](http://www.ue.ucsc.edu/docs).