

September 17, 2009

ALL CAMPUS LIFE

Re: Welcome to the 2009 – 2010 Academic Year

Dear Colleagues:

Welcome to the 2009 – 2010 academic year. As we prepare to welcome our students, I write to acknowledge your efforts in the preparations for fall opening. You have been busy attending training workshops, planning programs and services, and preparing inviting and welcoming spaces for students. I appreciate your efforts and am proud of our Campus Life family.

I acknowledge that we are entering a challenging year, given the budget reductions and furlough program. I have provided your Executive Directors with direction, and have asked them to assess your services and programs to ensure that we are providing high quality services to students within a framework of what we can realistically do given our budgetary limitations. My motto for the year is “do a few priority things really well, and be present with students.”

Enrollment Statistics: Many of you have inquired about the demographic statistics for our incoming class. As of September 10, 2009*, the enrollment statistics reflect that we are welcoming 3,229 new Frosh to UC Santa Cruz. Of these students, 24.7% are from underrepresented groups, including African American, Mexican/Chicano, Other Spanish/Latino, and American Indian/Alaska Native. An additional 22.9% of the students are of Asian American backgrounds. The following chart provides a comparison between the 2008 and 2009 enrollment statistics:

<i>Ethnicity</i>	2008 #	2008 %	2009 #	2009 %
African American	112	2.8%	83	2.6%
Mexican/Chicano	542	13.7%	516	16%
Other Spanish/Latino	192	4.8%	161	5%
American Indian/ Alaska Native	30	0.8%	38	1.2%
Asian (includes Filipino students)	945	23.8%	738	22.9%
Caucasian	1903	48%	1416	43.9%
Other/Not Given	244	6.1%	277	8.6%
Total Frosh	3,969		3,229	

Overall, 36.9% of our incoming Frosh are first generation students; first generation is defined as neither parent graduating from college. This percentage has increased over last year by 3.1%.

We are also seeing an increase in the percentage of underrepresented transfer students. In 2008, 19.4% of our students were from underrepresented communities in comparison to 22.8% in 2009 (based on 837 Fall quarter transfer students). Of the 2009 transfer students, 31.3% are first generation students.

* Please note that enrollment statistics are constantly changing and being updated.

Campus Life Academy: Thank you to those who attended the Campus Life Academy on September 11, 2009. The session helped me to become grounded in the student experience, and I hope it did the same for you. The resources from the session are available on the Campus Life website at http://campuslife.ucsc.edu/staff_resources/cla_sept_2009.php. I encourage all of you, especially those who are not able to attend, to review the materials. I am happy to come and visit with units to explore the information further.

Unit Tours and Visits: In the coming weeks, Vice Chancellor McGinty and I will be coming to tour the Campus Life units and will spend some time visiting. We look forward to seeing you “in action.” Dates and times will be confirmed shortly and you will hear from your Executive Directors and Directors regarding the scheduling of our visit.

Office Standards and Expectations: Yesterday, I issued my direct reports the 2009-2010 office standards and expectations. I invite you to review these so you are informed of the expectations that I have set for your Executive Directors and Directors:
http://campuslife.ucsc.edu/staff_resources/OfficeStandards_Expectations_091509.pdf

New Resources for Parents: This fall, my office has collaborated with Counseling and Psychological Services to offer parents a new resource to support them in working with their students who may be in distress. The Red Folder Project is being launched this weekend. Click here for a sneak preview: http://campuslife.ucsc.edu/parent_resources/Parent_Folder.pdf A similar resource has been developed for faculty, staff and TA's and will be distributed in the next few weeks.

I invite your comments, questions and suggestions. I am looking forward to the coming year and thank you in advance for the efforts I know you will be making on behalf of our students. I continue to be available to you and I encourage you to access me or my office when you have a question, concern or would like more information about an issue. Here is our contact information:

Alma Sifuentes, Associate Vice Chancellor and Dean of Students
831-459-3755 (direct line) or 831-459-3456
alma@ucsc.edu or deanofstudents@ucsc.edu

Debbie Hall, Executive Assistant (for appointments, approval requests, general inquiries, etc.)
831-459-3456 or debhall@ucsc.edu

Lucy Rojas, Special Projects Manager (for operational issues, personnel matters, etc.)
831-459-1676 or larojas@ucsc.edu

And don't forget to access the Resources for Staff section of the Campus Life website at http://campuslife.ucsc.edu/staff_resources/

I look forward to seeing all of you soon. Best wishes for a productive and fruitful year.

Warm regards,
Alma

CC: VC McGinty
Director Vargas