



# UC San Diego

## **Chancellor's Community Advisory Board 2018 REPORT**

[chancellor.ucsd.edu/community](https://chancellor.ucsd.edu/community)

# MESSAGE FROM THE CHAIR



Enclosed you will find the *UC San Diego Chancellor's Community Advisory Board (CCAB) 2018 Report*. During this time, we are proud to have supported Chancellor Pradeep K. Khosla and the goals of the university's first-ever Strategic Plan to create a campus that is focusing on student experience, sparking research and innovation, and creating a living and learning infrastructure. Growth is occurring in all corners of the campus, and it is transforming UC San Diego and our entire region. Our board has seen the groundbreaking for the UC San Diego Blue Line trolley extension that connects south San Diego to our campus, the opening of the Mesa Nueva graduate housing complex residence, and the groundbreaking for the North Torrey Pines Living and Learning Community (NTPLL)—each a major development toward meeting the needs of our students by offering greater access and affordability within higher education. It is an exciting time to be a part of UC San Diego as it continues to create positive change and expand opportunities through education and innovation in our community and around the world.

I would like to thank Chancellor Khosla for his unwavering dedication and leadership, and my fellow CCAB members for championing the vision of UC San Diego in our community.

In partnership,

A handwritten signature in black ink, appearing to read 'Yen Tu'.

Yen Tu '90  
Chair, Chancellor's Community Advisory Board

# QUOTE FROM THE CHANCELLOR



*“UC San Diego continues to transform itself physically, intellectually, and culturally.*

*We are making UC San Diego a destination for education, research, medicine, arts, culture, and recreation.”*

—Chancellor Pradeep K. Khosla

The UC San Diego Chancellor’s Community Advisory Board responded to Chancellor Pradeep K. Khosla’s call to assist in advancing key initiatives in support of the campus Strategic Plan.



## ENHANCING OUTREACH AND YIELD INITIATIVES

Improving diversity remains a priority for UC San Diego and a key initiative of CCAB. During the last two years, UC San Diego welcomed its most diverse class in its history, and received a record number of applicants—the second highest nationally and among University of California campuses. CCAB members helped UC San Diego attract and retain an ever-expanding and diverse student body. CCAB members participated in UC San Diego's Calling Campaign, contacting newly admitted students to share the good news of their admission to UC San Diego. This is a critical yield program designed specifically to attract outstanding students from historically underrepresented populations to UC San Diego. CCAB members assisted the university with other outreach and yield activities, including the Chancellor's Associates Scholars Program (CASP) receptions for freshmen and transfer students. CASP is dedicated to providing a pathway for qualified students from low-income families and underrepresented communities to achieve a higher education at UC San Diego through partnerships with local high schools, community colleges, community-based programs, and statewide tribal scholars. The goal is to ensure that higher education remains affordable and that these scholars have the support and resources needed to succeed throughout their education at UC San Diego. CCAB members have been instrumental in building partnerships within the community and supporting the program's growth and vision.

UC San Diego offered admission to nearly five percent more first-generation freshmen and transfer students than last year. Nearly one-third of the admitted class will be the first in their family to attend a four-year college. The university also saw a fifty-five percent jump in admitted local students. Overall, 29,601 freshmen and 9,353 transfer students were offered admittance from a record 116,452 applicants.

## COLLABORATION WITH UC SAN DIEGO'S SENIOR LEADERSHIP

Throughout the year, CCAB members met and collaborated with many UC San Diego and University of California leaders and received briefings on important topics in higher education. Adele Brumfield, associate vice chancellor for Enrollment Management, shared



background about admissions and yield activities sponsored by the Office of Admissions and solicited feedback and involvement. Daniel Alfaro, coordinator of the Undocumented Student Services program, gave an update on the current state of Deferred Action for Childhood Arrivals (DACA), stating that UC San Diego is committed to providing support and resources to ensure DACA students' continued success. Cristina Della Coletta, the dean of Arts and Humanities, shared that the Andrew W. Mellon Foundation awarded UC San Diego's Division of Arts and Humanities a \$2.59 million grant to support a joint program with the San Diego Community College District (SDCCD) that helps humanities transfer students transition to UC San Diego and graduate with the skills needed for a successful career in the twenty-first-century workforce.

### ENDORSING UC SAN DIEGO'S TRANSFORMATION AND CAMPAIGN FOR UC SAN DIEGO

CCAB members are promoting the recently launched public phase of the Campaign for UC San Diego—an ambitious and bold \$2 billion endeavor—aimed at transforming the university physically and intellectually. The Campaign is helping the university meet critical funding needs for scholarships, recruiting and retaining faculty, and providing seed money for groundbreaking research and innovative programs. With their commitment to this Campaign, CCAB members are ensuring UC San Diego remains at the forefront of academic achievement and breakthrough research by sharing this mission with alumni, campus members, and community. To date, the Campaign has 117,000 unique donors, has raised \$1.58 billion—79 percent of its \$2 billion goal—and has impacted 413 divisions, departments, and programs at UC San Diego.

### LA JOLLA CAMPUS LONG RANGE DEVELOPMENT PLAN

UC San Diego is in the process of updating our Long Range Development Plan (LRDP) and we are working to enhance the student experience as our student population continues to grow. The 2018 LRDP will be the sixth comprehensive long-range plan for the physical development of the campus. The LRDP will enable the campus to continue planning in a thoughtful and sustainable manner. Chair Yen Tu offered letters of support for the North Torrey Pines



Living and Learning Neighborhood (NTPLLN) on behalf of CCAB. Members continue to work with the community to mitigate concerns about construction and impact. CCAB has been a liaison to help foster communication between community partners and campus administration.

Joel King, assistant vice chancellor and campus architect, gave CCAB members an overview of the Expanded Core Vision for the campus, identifying the need for more student housing, classrooms, labs, clinical facilities, and faculty offices.

### HILLCREST CAMPUS LONG RANGE DEVELOPMENT PLAN

As the university updates the Long Range Development Plan for the general campus, we are also creating an LRDP for our Hillcrest campus. Patty Maysent, chief executive officer of UC San Diego Health, and Robert Clossin, director of campus planning, shared the Hillcrest Campus Long Range Development Plan—the goal is to add housing and expand access to an array of medical, wellness, and educational services in Hillcrest and Uptown areas. The process will take approximately two years and can be divided into three general stages: development, outreach, and approval.

Prior to beginning the Draft Environmental Impact Report (EIR), UC San Diego issued a [Notice of Preparation \(NOP\)](#) and conducted a [public- and agency-scoping process](#) to consider input on the range of impacts and approach to the environmental analysis process. CCAB members attended the meeting in support of this initiative.

### ADVOCACY ON BEHALF OF UC SAN DIEGO WITH LOCAL AND STATE GOVERNMENT

Chancellor Khosla has increased engagement with—and strengthened the role of—UC San Diego's advisory boards. This has led to expanded visibility and advocacy opportunities. CCAB members Ray King, Sac Carreathers, and Yen Tu along with LaWana Richmond, staff advisor to the regents, represented UC San Diego at UC Day in Sacramento. Taking place every other year, UC Day offers the opportunity for campus advocates to meet with state representatives to underscore the

importance of higher education. CCAB members provided their unique perspectives as alumni and community advocates on the positive impact of UC graduates on the California workforce and the need for additional enrollment funding. CCAB, the UC San Diego Alumni Board, and Councilmember Barbara Bry hosted UC San Diego Day at San Diego City Hall. Chancellor Khosla and CCAB members met with various San Diego City Council members and their staff to discuss the exciting developments happening at UC San Diego, such as our upcoming downtown presence with the [Innovative Culture and Education Hub](#). The new center will connect a wide range of campus programs to the downtown innovation community and more closely link diverse neighborhoods within San Diego's urban core.

### SEARCH COMMITTEE PARTICIPATION

CCAB members were invited to serve on national searches to fill the vacancies for the associate vice chancellor for Enrollment Management and the vice chancellor for Student Affairs. The search for an associate vice chancellor of Enrollment Management resulted in the appointment of Adele Brumfield. Associate Vice Chancellor Brumfield brings more than twenty-five years of experience in undergraduate admissions and served as the director of Undergraduate Admissions and Recruitment at the University of Wisconsin-Madison. Brumfield is responsible for oversight of the Office of Undergraduate Admissions, Financial Aid and Scholarships Office, Registrar's Office, Student Affairs Technology Services, the Cal-SOAP Program, and Parent and Family Programs, as well as the administrative, marketing, operational, and technical units that support these departments.

CCAB collaborated with the UC San Diego Alumni Board and hosted a welcome reception for Associate Vice Chancellor Brumfield.

The search for the vice chancellor of Student Affairs (VCSA) resulted in the appointment of Alysson Satterlund. Dr. Satterlund has more than twenty years of progressive student affairs leadership experience in both public and private higher education environments. As VCSA, Dr. Satterlund will serve as the campus' chief student affairs officer, providing executive-level leadership and vision for a comprehensive range of initiatives, services, and policies to ensure an extraordinary



student experience at UC San Diego. The position reports to the executive vice chancellor with a dotted line reporting relationship to the chancellor. Key areas of oversight and partnership for the VCSA include admissions and enrollment management, student retention and success, student leadership and engagement, residential life and housing, student health services, counseling services, career services, and athletics and recreation. The VCSA serves as a member of the chancellor's cabinet, working in close collaboration with academic and administrative vice chancellors and with the Academic Senate to support the vision and advance the mission of UC San Diego.

### SUPPORT FOR UC SAN DIEGO-SPONSORED EVENT

CCAB members supported a number of UC San Diego-sponsored events this year on campus and in the community. They attended the launching of the UC San Diego Blue Line at the Gaslamp Trolley Station, the R/V Sally Ride Commissioning Day, True Triton Day, César Chávez Scholarship Luncheon, Asian Business Association Dinner, the Founders Symposium, Founders Day Festival, Chancellor's Associates Scholars Program receptions for freshmen and transfer students, and the Black Family Get-Together.

### APPOINTMENT OF NEW MEMBERS

After submitting nominations for new members for CCAB, the Executive Committee recommended to the Chancellor several new appointments. Chancellor Khosla appointed Suzanne Afflalo, medical director of the Alliance Health Clinic; Grace Chui-Miller '93, chief financial officer at Correlation Ventures; Michael Connolly, adjunct faculty at San Diego State University; Clarissa Reyes Falcon '94, principal consultant for Falcon Strategies LLC; George Gastil, educator; Amon Gordon, founder of the Amon Gordon Life Skills Football Camp/NFL Youth Camp; J.C. Hurtado-Prater, founder and principal of the HP Executive Group; Sue Kalish, community volunteer; Al Korobkin, retired senior assistant attorney general at the California Department of Justice; Kent Lee '07, executive director of the Pacific Arts Movement; Linda LeGerrette, cofounder and executive director of the Cesar Chavez Service Clubs; Rear Admiral Yancy B. Lindsey, Navy Region Southwest commander; Arnulfo Manriquez '93, president and CEO of the MAAC Project; Daniel G. Muñoz, psychologist; Jane Potter,



community volunteer; Jon Sundt, founder of Natural High; and Judith A. Wenker, community volunteer. [Read](#) brief biographies of the CCAB members. Each board member is eligible to serve two three-year terms.

### APPOINTMENT OF INCOMING CHAIR AND NEW EXECUTIVE COMMITTEE MEMBERS

Chancellor Khosla appointed Yen Tu '90, president of Yen C. Tu Consulting, as the incoming chair and also appointed Cristina Chiriboga-Hahn '72, '03, retired interim president of Cuyamaca College; Karin Winner, retired editor of the *San Diego Union-Tribune*; Ray King, president and CEO of the Urban League of San Diego County; Jim Warne, director at the Circle for American Indian Rehabilitation and Education (CAIRE) and community engagement director at the University of South Dakota Center for Disabilities; and Stanley M. Faer, retired television director, to the Executive Committee. Bob Brown remained on the board for one more year as past chair.

### ACKNOWLEDGMENT OF OUTGOING MEMBERS

Chancellor Khosla recognized outgoing members for their board service, advocacy, and dedication to the campus at the spring meeting. Each member volunteered many hours, representing UC San Diego in our community and spreading the word about the importance of access to higher education. Departing members include Linden Blue, vice chairman at General Atomics; Robert Lee Brown, principal of Bob Brown Consulting; Sac Carreathers '74, Research Business Solutions consultant for the Nimbus Group, Inc.; Dr. Robert Gillespie, cardiologist at Sharp HealthCare; Hoan Nguyen, senior lead consultant for Forest Through the Trees Consulting; Judith T. Muñoz, retired vice president of The Scripps Research Institute; Phyllis Pfeiffer, president of the U-T Community Press; Marne Foster, instructor at San Diego Continuing Education; Christine Kehoe, executive director of the California Plug-In Vehicle (PEV) Collaborative; Joe Conner '80, professor at Pasadena City College; Sean Sheppard, founder of Embrace; and Peter S. Silva, president of Silva-Silva International.