



UC San Diego

Chancellor's Community Advisory Board ANNUAL REPORT 2015–16

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MESSAGE FROM THE CHAIR

I am proud to present to you the *UC San Diego Chancellor's Community Advisory Board (CCAB) Annual Report* for 2015–16. During this year, CCAB focused efforts to support the university's mission and vision as a student-centered, research-focused, service-oriented public institution that provides opportunities for all.

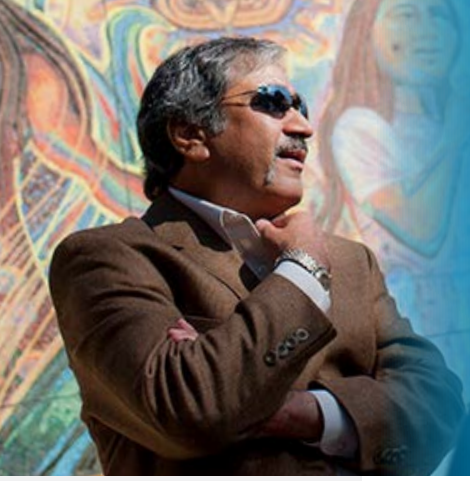
As I step down as chair, I would like to thank Chancellor Pradeep K. Khosla for his steadfast commitment to lead this great university that is recognized as one of the top institutions worldwide. I offer my sincere gratitude to CCAB members who give their time to support our many campus diversity initiatives. Together, we are making a difference to strengthen the ties between the campus and surrounding San Diego community.

I wish Yen Tu much success as she steps into this leadership role.

Sincerely,

A handwritten signature in black ink, appearing to be 'Bob Brown', written in a cursive style.

Bob Brown
Chair, Chancellor's Community Advisory Board



QUOTE FROM **THE CHANCELLOR**

*“We are grateful for the
advocacy and leadership
of our community members
in supporting UC San Diego
and cultivating a
diverse and inclusive
campus community that is
welcoming to all.”*

—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. CCAB’s activities included in this report ranged from July 2015 to June 2016.



ENHANCING OUTREACH AND YIELD INITIATIVES

CCAB members participated in UC San Diego's Early Calling Campaign and contacted newly admitted students to share the good news of their admission to UC San Diego. This is a critical yield program, specifically to attract outstanding students from historically underrepresented groups to UC San Diego.

In addition to the calling campaign, several CCAB members assisted the university with other outreach and yield activities. Bob Brown, Ray King, Sac Carreathers and Stanley Faer traveled with the Office of Admissions team to recruit newly admitted students from Oakland, Los Angeles, and the Inland Empire. As a result, the number of underrepresented students applying to UC San Diego in fall 2016 increased across the board, which led to greater acceptance numbers. In the previous academic year, 183 African American students accepted our offers of admission; this academic year, the number increased to 277. The total of Mexican-American and Latino students also significantly increased, with 1,272 accepted in fall 2015, and 1,813 accepted in fall 2016. Progress is still needed within the Native American community. Last year, forty students accepted our admission offers. This year, forty-one accepted, despite an increase in applications and admissions. Overall, progress was made, but there is more to be accomplished as the university moves forward.

SEARCH COMMITTEE ASSISTANCE

Ray King, president and CEO of the Urban League of San Diego County, and Cristina Chiriboga-Hahn, former interim president of Cuyamaca College, served on the search committee for recruitment of the new assistant vice chancellor for Enrollment Management. Adele C. Brumfield was appointed to the position. She holds a bachelor of arts in speech from Marquette University and a master of arts in telecommunication from Michigan State University, and has more than twenty-five years of experience in undergraduate admissions. She began her new role on September 1, 2016.



IMPROVING YIELD OF AFRICAN AMERICAN STUDENTS

CCAB members participated in a presentation of scientific research on the college choice of African American freshmen. In particular, the research focused on why the University of California loses admitted African American freshmen to other institutions. The research was presented by Frances Contreras, associate professor in the Department of Education Studies and codirector of the Joint Doctoral Program at UC San Diego; Eddie Comeaux, Graduate School of Education associate professor at UC Riverside; Thandeka Chapman, associate professor at UC San Diego; and Eligio Martinez, postdoctoral scholar at UC San Diego.

The overall findings regarding why students do not choose to attend a UC school were:

1. Students are not admitted to their priority campuses (i.e., Berkeley, Los Angeles, San Diego).
2. Students are concerned about the campus climate, academic program offerings, and whether supportive infrastructures at UC campuses exist.
3. Students are concerned about the cost of college and UC financial aid packages that are often not competitive.
4. Students are not effectively recruited by UC campuses.
5. Students' high school teachers and counselors are not knowledgeable about UC's programs and offerings, and often encourage students to apply and enroll elsewhere.

Recommendations and next steps for the increased yield of African American students include enhancing the admissions process, expanding outreach to low-income urban students, providing more scholarship, strengthening ties with K–12 teachers and counselors, and building an infrastructure for African American leadership within the UC system.

CONTRIBUTIONS TO UC SAN DIEGO'S BRANDING CAMPAIGN

CCAB members provided diverse perspectives on the value of UC San Diego in our community. VITRO, a local San Diego creative agency, used that information, along with other feedback, to develop a branding campaign for our campus. By creating a unifying message and visual identity for UC San Diego, the campus is able to showcase its strengths and uniqueness.

SUPPORT FOR UC SAN DIEGO-SPONSORED EVENTS

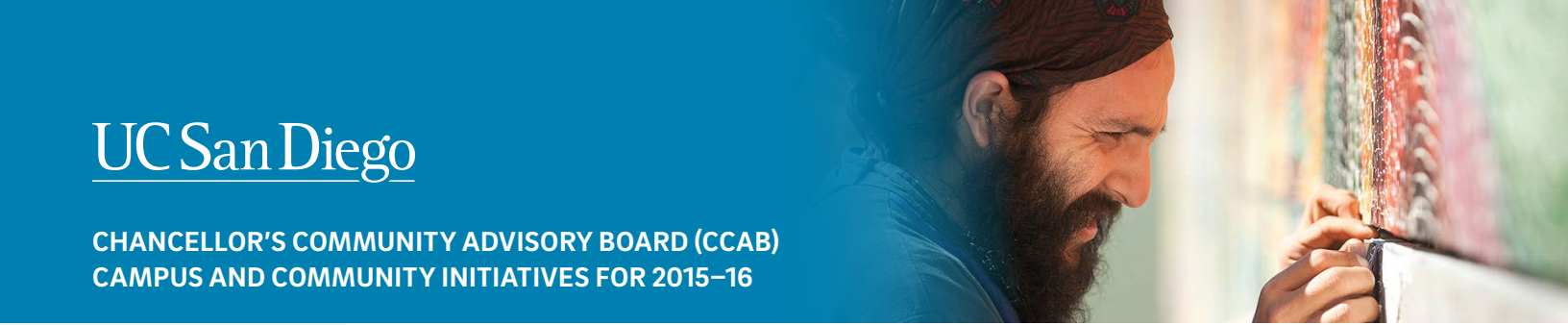
CCAB members supported a number of UC San Diego-sponsored events this year on campus and in the community. They attended the Chancellor's Associates Scholars Program receptions for freshmen and transfer students, Alumni Celebration, Founders Celebration, Black Family Get-Together, Chicano Federation Unity Luncheon, Voice and Viewpoint Annual Gala, Jackie Robinson YMCA Scholarship Gala, Union of Pan Asian Communities, Annual Peacemaker Awards, and the Women's Hall of Fame.

APPOINTMENT OF NEW MEMBERS

After submitting nominations for new members to CCAB, the Executive Committee recommended to the Chancellor several new appointments. Chancellor Khosla appointed Ruben Barrales, president of Grow Elect; Grace Chui-Miller '93, chief financial officer for Correlation Ventures; William Lynch, owner and president of the William D. Lynch Company; Lidia Martinez, manager of corporate community affairs at Southwest Airlines; Peter Silva, president of Silva-Silva International; and Teresa Stivers, chief executive officer of Walden Family Services. [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. Her term began July 1, 2016.



This is her second term on CCAB, and she remains a member of the CCAB Executive Committee. Tu's focus in the coming year will be expanding UC San Diego's relationship with the San Diego community. Bob Brown, principal of Bob Brown Consulting, will continue to serve as past chair for one more year. Chancellor Khosla also appointed Cristina Chiriboga-Hahn '72, '03, retired interim president of Cuyamaca College, and Karin Winner, retired editor of the *San Diego Union-Tribune*, to the Executive Committee.

ACKNOWLEDGEMENT 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 PatRose Dewar, youth development program coordinator for the City of San Diego; Eric Frost, director of San Diego State University's Visualization Center; Bertha Lopez, teacher in the National City School District; Carmen Sandoval, public information officer for Caltrans; Abby Weiss, Esq., mediator/arbitrator with Agreement.com; and Robert Witty, retired associate editor of the *San Diego Union-Tribune*.

COLLABORATION WITH A WIDE RANGE OF SENIOR LEADERS

Throughout the year, CCAB members met and collaborated with many UC San Diego and UC leaders, as well as received briefings on important topics in higher education. Becky Pettit, vice chancellor for Equity, Diversity, and Inclusion, provided a brief overview of the [EDI Unit Plan 2014–17](#). Juan C. González, vice chancellor for Student Affairs, shared background about admissions and yield activities sponsored by the Office of Admissions and solicited feedback and involvement. Jerrilyn Malana '86, chair of the UC San Diego Alumni Association, gave a brief update on UC San Diego's Alumni Association. CCAB members also participated in a conference call conducted by UC President Janet Napolitano regarding current issues in higher education.