

Dear Colleagues:

Thanks to Provost Bond for his suggestions about transportation which I hope the workgroup will make part of its recommendations. Tom's comment about Congressman Filner saying UCSD doesn't do much in his district is accurate. Remember that a few years ago, the Latino community in Chula Vista wrote to President Atkinson asking for a UC campus in their city because they felt that they and their children had no connection to the La Jolla campus.

Re: Bud Mehan's e-mail--I disagree with Bud that "little can be done in the current context." In fact, much can be done to increase yield but only if the administration is willing to take seriously the many recommendations that some of us have made over the last few years. Bud's suggestion that students from prospective students's home area be recruited to help with yield is a good idea. The problem, however, is that these UCSD students from underrepresented groups are often deeply ambivalent about what to tell prospectives. Do they tell them the truth, that is, that there is no critical mass, that they may experience isolation, that there are few faculty from their communities, etc.? This brings us to the issue of campus climate.

Please allow me to make several concrete suggestions which I hope will serve as a catalyst for our discussions. Many are taken from the report submitted to the Chancellor from the Student subcommittee of the Diversity Council last year. The Chancellor implemented some of the recommendations but not all. While the issue of financial aid is certainly crucial, I believe a protracted discussion in the workgroup on that issue alone serves no real purpose. We can probably already agree that more financial aid is needed. Having said that, it is not our charge to identify more sources for aid but to strongly urge the administration and the development office to do so.

Here are the recommendations. Most of them have to do with campus climate. Anecdotal evidence suggests that prospective students visiting campus are looking for signs that reflect an interest (academic and social) in their community's history and culture:

1. Handbooks specifically targetting Chicano and AfAm students to be included with acceptance letter. Handbook content

will be decided upon by a committee of UCSD staff, faculty, and students from those communities in consultation with the Office of Admissions.

2. Admit Day programs to be organized by UCSD staff, students, and faculty from underrepresented groups rather than by Office of Admissions. The Cross-Cultural Center is a key resource for these events.
3. Increase yield activities directed at students we have a chance of convincing to come. As Tom Bond suggested yesterday, redirecting yield efforts away from the very top of Group A to other parts of Group A and especially Group B (Remember these are ALL superior students). My understanding is that Scholar's Day is a yield activity to the most elite in Group A. These are precisely the students that we have little chance of getting given their numerous other options.
4. Full funding for events sponsored by student organizations representing underrepresented communities. Chancellor Dynes provides a small amount (10K) which is divided among three groups. Full funding for each group is needed (approx. 60-75K).
5. Chancellor speaks to graduating seniors at the Raza and AfAm recognition ceremonies. These are attended by families in which younger siblings may be thinking about attending UCSD.
6. Increased funding and expansion of the Cross-Cultural Center. There is no doubt that the CCC is a haven for underrepresented students. It has the potential to be a powerful recruitment, yield, and retention tool. Unlike the colleges, it is centralized and prioritizes diversity issues.
7. Creation of academic programs on Chicano/Latino Studies and AfAm Studies. Obviously, these programs must be initiated by faculty but the workgroup should recommend that the SVCAA and Chancellor be advocates for such programs.
8. Consideration of Ethnic Themes Houses. Housing for Chicano and AfAm students structured as theme houses exist at UCB, UC Davis, and other UC campuses. They have proven track records as recruitment and retention tools. Given the housing crisis at UCSD, this may not be immediately feasible. In fact, unless resolved relatively quickly the housing crisis will be a major obstacle to any efforts to increase yield.