About UA Recruitment & Outreach

Our charges are:

• To promote the breadth of opportunities available to students at UC Davis

• To engage students from low-income, first generation and underrepresented communities who may not have considered UC Davis
We use various methods depending on the region and/or community:

- College Fairs (235 fall events)
- Partnerships
- Workshops
  (Students and Parents)

- Presentations
- Campus Visits
- Yield activities
Outreach Service Regions
Outreach Pipeline

- Student participates in an Academic Preparation Program (APP)
- Connects with Regional Advising through website, college fair, or classroom/event presentation
- Receives personalized information and invitations
- Applies and is admitted to UC Davis as a freshman or transfer
- Participates in a yield event, such as Decision Davis, field trip, or local event in home area
- Says “yes!” to UC Davis
- Orientation, summer contact
- Starts or stays connected to campus via social media
- Start UC Davis in the fall
Riverside and San Bernardino

- Large populations of underrepresented students
- Families moved out from LA to Inland Empire for affordable housing and safer environment
- UC Davis is not well-known in region and is considered “too far away” by some families
- Transforming realizations:
  - We are an hour away by plane
  - Small college town with the best UC has to offer
"Life is like a camera. Focus on what is important. Capture the good times. And if things don't work out, just take another shot."

Angelica Aceves per. 1
K-14 Pipeline

- Academic advising
- Academic Enrichment
- College Knowledge

- Entrance Exams
- Personal Motivation

Copyright 2010
Pathways

High School

Community College
- American River
- Cosumnes River
- Sacramento City

Work

4-Year College
- St. Mary's College
- Mills College
- UOP

4-Year University
- Sacramento State
- U.C. Davis
- Stanford

TOP, TAP, TAG
Tips for Parents...

▪ Encourage the challenge of advanced courses
▪ Speak regularly about academics
▪ Designate student space /quiet space at home
▪ Gauge and support life balance
▪ Encourage older siblings to help the younger siblings
▪ Interact with teachers proactively
▪ Ask questions?!
Getting to Transfer

- Student participates in an Academic Preparation Program (APP)
- Great handoffs to the community colleges
- Connection through website, transfer fair, or classroom/event presentation
- Received personalized information and invitations
- Uses on-line tools and Transfer center
- Applies and is admitted to UC Davis as a transfer
- Participates in a yield event or visit
- Says “yes!” to UC Davis
- Orientation, summer contact
- Starts or stays connected to campus via social media
- Start UC Davis in the fall
Jacquelyn Ross
Northern and Eastern California Tribal and Rural Outreach

- UC Davis is the closest UC
- Oregon, Washington, and Nevada recruit heavily
- Cities and communities are generally small, close-knit, and geographically remote
- Interdependence and independence
- College Options program
- Collaborative work is essential
American Indian Summer Institute 2015
Environmental Science collaborative
Native high school students learning new skills
Suited up and in the lab!
Transformative activity at AISI: A talk with UCDavis professors about faculty expectations

• What faculty expect of students
• What students should expect from faculty
• Making connection and communication
• Getting the most from your teachers as guides
Key Challenges:
  UC Davis Visibility
  Accessibility (academic)

Key Assets:
  The City of Davis
  Semi-Rural Setting
  Majors
  Community
  Diversity
Key Challenges:
- UC Davis Visibility
- Accessibility* (geographic location)

Key Assets:
- The City of Davis
- Semi-Rural Setting
- Majors
- Chicano/Latino Community*
- Weather
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Key Needs:

College Contacts
Advising (academic)
Mentoring (personal)
Research Opportunities
Internship Information/Opportunities
Financial Aid/Scholarships/Work-Study
Any Questions?
Opportunities to Collaborate

• Help with hosting
• Informal chats with parents
• Student presentations and research walk-throughs
• Tailored activities (highlight programs)
• Tours (specific depts, facilities)
• Departmental exhibits and displays
• Public lectures suitable for lay people
• SWAG and promos...always welcome
What are additional ideas for showcasing UC Davis?
Campus Visits: Tour + talk, or full day program

Yield Activities: Full-out programs on campus or taking delegations out to regions in the state

Sharing Information: Working with departments to convey current messages and using technology (CRM) to be responsive to student interest and alert them to pertinent opportunities

UCTAP: Many advisors can jump into to help potential transfer students
Any Questions?