

## INVENTORY OF UNDERGRADUATE ADMISSIONS COMMUNICATIONS VEHICLES

Jan. 5, 2004

| VEHICLE   | DESCRIPTION  | AUDIENCE  | TIMING/QUANTITY                            | PRODUCED BY  |
|---|--|---|--|--|
| PATHWAYS/Admissions web sites                                       | Summary of UC admissions requirements; online application center   | Prospective students, parents; counselors, educators                | Updated regularly                          | Student Academic Services  |
| Dual Admissions web site  | Introduction to DAP, training opportunities for counselors, student tracking system (in development)                                 | DAP students, parents; counselors and UC outreach workers           | Updated regularly                          | Student Academic Services  |
| ELC web site  | Introduction to ELC, requirements for selection, application instructions  | ELC students, parents; counselors and HS administrators             | Updated regularly during application cycle | Student Academic Services  |
| Doorways web sites  | List of a-g approved courses, articulation guide, web-based update tool  | HS administrators, counselors in charge of articulation             | Updated regularly during application cycle | Student Academic Services  |
| Strategic Communications web site on admissions and outreach issues | Web site summarizing UC's current admissions initiatives with info on what they mean for prospective students                        | News media, counselors, educators, prospective students, parents    | Updated regularly                          | Strategic Communications   |
| Spanish-language public service announcements                       | Radio and TV spots encouraging students to consider UC; includes tips on application process, financial aid, admissions requirements | Spanish-language students, parents                                  | 3-4 times/year; also on web                | Strategic Communications/Student Academic Services/ Educational Outreach |
| "Introducing the University"  | Overview brochure of UC, its campuses and programs and admissions policies and eligibility requirements                              | Prospective undergraduates, parents; HS and CC counselors, teachers | Annually; 425,000; also on web             | Student Academic Services  |

| VEHICLE   | DESCRIPTION   | AUDIENCE   | TIMING/QUANTITY                           | PRODUCED BY               |
|---|---|--|---|---------------------------|
| Undergraduate application   | Application for admission with instructions and summary of admit process and requirements | Prospective undergraduates, parents; HS and CC counselors, teachers  | Annually; 447,000; also on web (Pathways) | Student Academic Services |
| "Answers for Transfers"   | Detailed admissions brochure for transfer students  | Prospective transfer students; HS and CC counselors                  | Annually; 137,500; also on web            | Student Academic Services |
| "Quick Reference for Counselors"  | Summary of UC admissions process and requirements   | HS and CC counselors   | Annually; 24,000                          | Student Academic Services |
| "UC Notes" newsletter   | News about UC admissions, campus programs, scholarships, events                           | HS counselors, principals; middle schools, administrators, others    | 8 times/year; circ. 21,000; also on web   | Student Academic Services |
| Individual Academic Planner   | Planning guide for a-g courses  | 9 <sup>th</sup> and 10 <sup>th</sup> grade students; EAOP counselors | Annually; 25,000                          | EAOP                      |
| Counselor Conference materials  | Information and updates on UC admissions process  | HS and CC counselors   | Annually; 9,500                           | Student Academic Services |
| "Information for Prospective Students from Other Countries"             | UC admissions information brochure for international students                             | Prospective students from other countries                            | Annually; 19,000; also on web             | Student Academic Services |
| "Financing Your College Education"                                      | Primer on financial aid opportunities at UC   | UC applicants  | Annually; 136,000                         | Student Academic Services |
| "Applying for Financial Aid"  | Instructional wraparound for FAFSA, state FA forms  | UC applicants  | Annually; 116,000                         | Student Academic Services |
| "UC Financing Guide for Parents and Students"                           | Introductory financial aid booklet  | Middle and high school students, parents                             | Annually; 150,000                         | Student Academic Services |
| "Guía financiera de la Universidad de California para padres y alumnos" | Spanish-language financial aid booklet  | Middle and high school students, parents; parents of UC applicants   | Annually; 50,500                          | Student Academic Services |

| VEHICLE  | DESCRIPTION  | AUDIENCE  | TIMING/QUANTITY                      | PRODUCED BY               |
|--|--|---|--------------------------------------|---------------------------|
| "Un futuro brillante comienza aqui/Great Futures Start Here" | Spanish-English booklet on UC admissions requirements, financial aid, etc.                         | Prospective students, Spanish-speaking parents                      | Annually; 70,000                     | Strategic Communications  |
| "UC Financing Guide for Transfer Students"                   | Introductory financial aid booklet   | CC transfer students, families                                      | Annually; 100,000                    | Student Academic Services |
| "Transfer to UC"   | Q&A pamphlet on transfer admissions requirements, eligibility                                      | CC transfer students and their families who have yet to consider UC | Annually; 100,000                    | Student Academic Services |
| "CCC Transfer Academic Planner"                              | Planning guide to track CCC courses prior to transfer  | CC transfer students and their families                             | Annually; 100,000                    | Student Academic Services |
| EAOP folder for students                                     | Info on EAOP academic guidelines, admission to UC, contact info                                    | EAOP students, UC PREP events, North State students                 | Annually (if budget allows); 80,000  | EAOP                      |
| "It's a Fact"  | Booklet with info on UC, admissions requirements, contacts, EAOP guidelines, preparing for college | EAOP students, UC PREP events, North State students                 | Annually (if budget allows); 80,000  | EAOP                      |
| EAOP posters   | Describe what courses students should be taking to prepare for UC admission                        | Students, teachers, HS and CC counselors                            | Suspended in 2003 due to budget cuts | EAOP                      |
| UC "In Touch"  | Summary of recent news at UC, including in areas of admissions and outreach                        | UC faculty and staff; legislators; other key stakeholders           | Quarterly                            | Strategic Communications  |
| Press releases   | Official university news announcements, sometimes on admissions/outreach                           | News media, members of the UC community, and the general public     | Ongoing; also on web                 | Strategic Communications  |
| Newspaper op-eds   | Opinion pieces signed by UC officials, sometimes on admissions and outreach                        | Decision makers and the general public                              | Ongoing                              | Strategic Communications  |