

WARM RECEPTION



STEPHANIE DIANI / NEWS-PRESS

Magaly Vazquez, left, talks with UCSB Chancellor Henry Yang and his wife Dilling at a Los Angeles reception aimed at getting minorities who have been accepted at UCSB to enroll there.

UCSB eager to draw minorities

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UCSB professors, students and even Chancellor Henry Yang called minority high school students recently during a "phoneathon," part of a growing outreach program to increase diversity.

"Half of Hollywood is in Santa Barbara now," Constance Penley, chair of the Film Studies Department, told one student who was waffling between UCSB and a Los Angeles film school. "Our students have significant internship opportunities right here."

Penley isn't worried about attracting enough students to her department. Film Studies became one of the top 10 most popular majors on campus this year.

More time, money buttresses effort to sustain diversity

"We're very concerned in film studies to have a diverse department because there's a terrible problem in film and television with minority representation," she said. "Who is behind the camera? And who is the head of the studio?"

The phoneathon, which took place on April 10 and 11, is part of a growing trend at UCSB and other UC campuses: They are expending more effort and a lot more money on recruiting and outreach to compete with each other and with private universities.

That's because California voters banned affirmative action beginning in 1998. Public colleges can no longer consider race when they admit students. But they can still try to convince students to apply and to accept offers to attend.

Before affirmative action was eliminated, the UC system spent about \$60 million per year on all its outreach programs. That number has jumped to about \$328 million today, according to the Office of the President.

After all, the UC system still mandates "on each campus, a student body that both meets the university's high academic standards and encompasses the cultural, racial, geographic, economic and social diversity of

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California itself," according to a brochure.

Right now, UCSB is focusing on minority students already accepted by the school. Students must either accept or decline the school's offer by May 1.

The UC administration reveals to campuses the race of applicants only after they have been accepted in March. The schools then have only about six weeks to convince these students to enroll.

UCSB also works with students, school counselors and teachers as early as the sixth grade in surrounding areas.

Some of these programs benefit all students, but others focus on students who will be the first to attend college in their families or who come from schools that send few students to UC schools. Often, those students are more likely to be minorities, say UCSB officials.

The UC system uses a December ruling by the California Supreme Court as a guide for its recruiting. The court ruled that the city of San Jose could not require a contractor to recruit specifically for minority and women workers. The contractor could only recruit for those groups if it recruited for all types of applicants.

Overall, all races are addressed in the recruiting and the universities comply with the case law, said Brad Hayward, a UC spokesman.

At the UCSB phoneathon — which also recruits some top scholarship recipients — questions about housing or financial aid were some of the most common.

"They usually want to know, are students of color here? Are they on the campus?" said LaDonte King, a UCSB senior and phoneathon volunteer. From the campus admissions office, faculty and students call as many accepted students as possible. "I tell them about the minority organizations so that they don't feel underrepresented. When you get here, everyone embraces you. Everyone brings you into the fold."

King says these phone calls and meetings with other minorities are

important because, on a quick tour of the campus, a visitor might not see any other minority students.

Santa Barbara does relatively well compared with other campuses at accepting underrepresented minorities — blacks, Latinos and American Indians, who combined represent 20.5 percent of students accepted in March. That's about 1 percent below the percentage accepted the year before affirmative action ended.

In addition to the phoneathon, the school held a reception on April 7 to recruit minority students who were already accepted.

The event was organized in Los Angeles, at the Airport Marriott, because many of the school's minority

students come from that area.

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world-class universities," Yang told students at the Los Angeles reception.

Six other recruitment receptions were held around the state, but this was the only one offered after the school knew the races of applicants. Invitations were sent almost exclusively to minorities.

Prospective students and their

families sat through a question-and-answer panel and watched a campus gospel choir and Ballet Folklorico. Faculty, administrators and minority student clubs participated with enthusiasm and with tales of dorm life in the African-American Interests Hall.

Minority clubs also pay to recruit students and even fly a few to the school.

"San Gabriel's a very small city, but we have every race.

I would like to have something like that in a university," said Magaly Vazquez, who has a 4.0 grade point average and is senior class president at Gabrielino High School.

Vazquez said at the reception that she has decided to go to UCSB because of its engineering program. She will be the first in her family to attend college.