

ENROLLMENT SERVICES



A DIVISION OF STUDENT AFFAIRS PUBLICATION | SPRING 2014

WHERE GAUCHO RELATIONSHIPS BEGIN ...

Welcome to the inaugural issue of the **Enrollment Services** newsletter that focuses on how every Gauchito is touched by one or more of the Enrollment Services offices from the time they begin their college search until they first enter the classroom at UC Santa Barbara.

The **Admissions Office** received 66,766 freshmen applications for Fall 2014 which is a new record (51,359 from Californians — see map, page 3, and another 15,407 from non-residents). Admissions built this applicant pool through a variety of activities including participating in 225 college fairs, visiting 504 high schools, and hosting 33 webinars that reached thousands of students. UCSB's **Early Academic Outreach Program** also helped build the applicant pool through its services that reached more than 5,000 students (primarily first generation and low income) in

31 schools across Santa Barbara, Ventura and Kern counties. The **Financial Aid Office** has sent unofficial financial aid award letters to all admitted aid applicants and final award letters will be sent throughout the summer. In 2012-13 the Financial Aid Office generated over 21,000 unofficial aid award letters for students admitted for Fall 2013. As soon as a student accepts UCSB's offer of admission, the **Office of the Registrar** will create their record in the Student Information System so that they can register for classes. For Fall 2013, the Registrar added 4,624 freshmen and 1,495 transfer student records.

ENROLLMENT SERVICES IS:

EARLY ACADEMIC OUTREACH

OFFICE OF ADMISSIONS

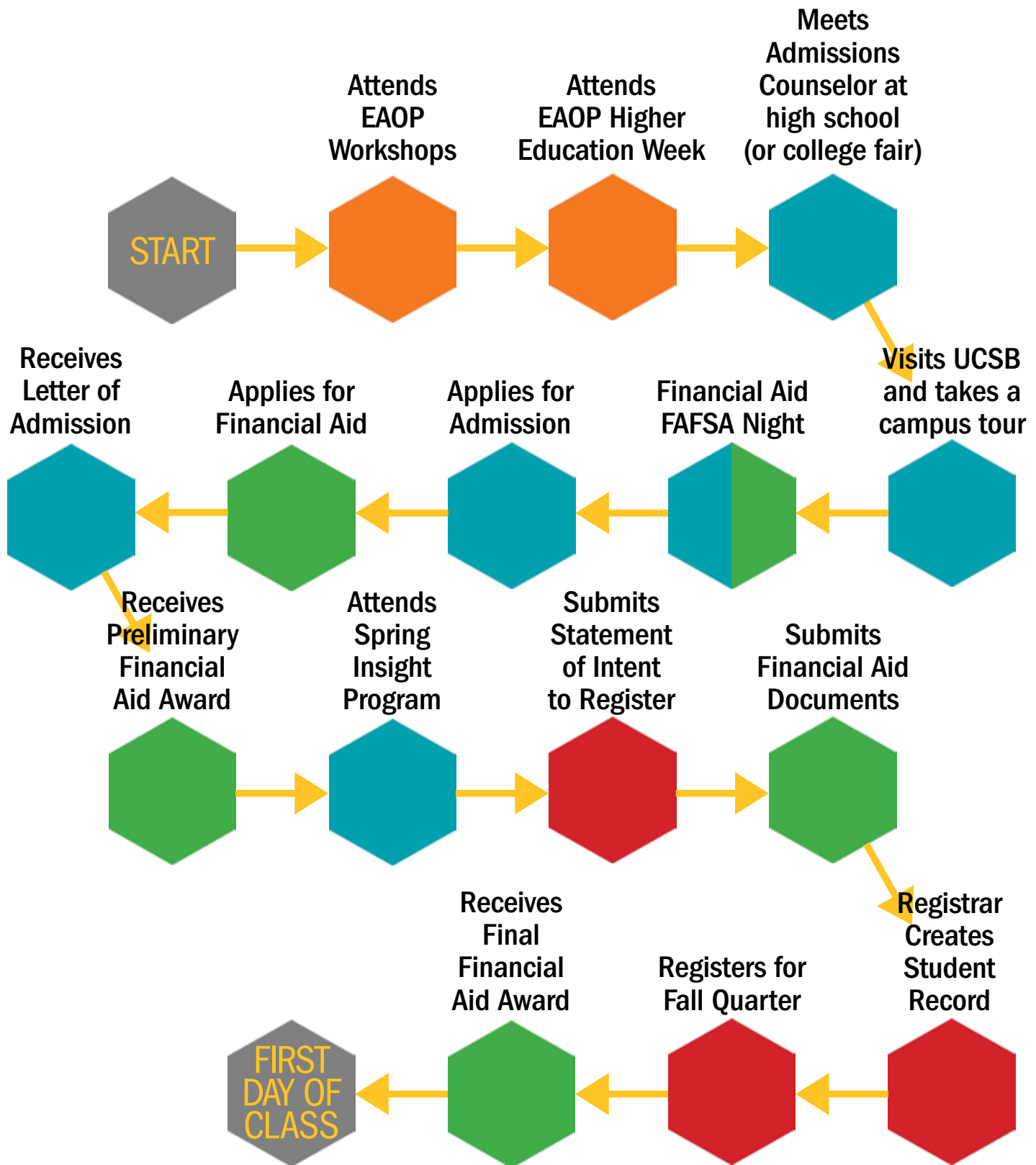
OFFICE OF THE REGISTRAR

OFFICE OF FINANCIAL AID & SCHOLARSHIPS



GAUCHO JOURNEY

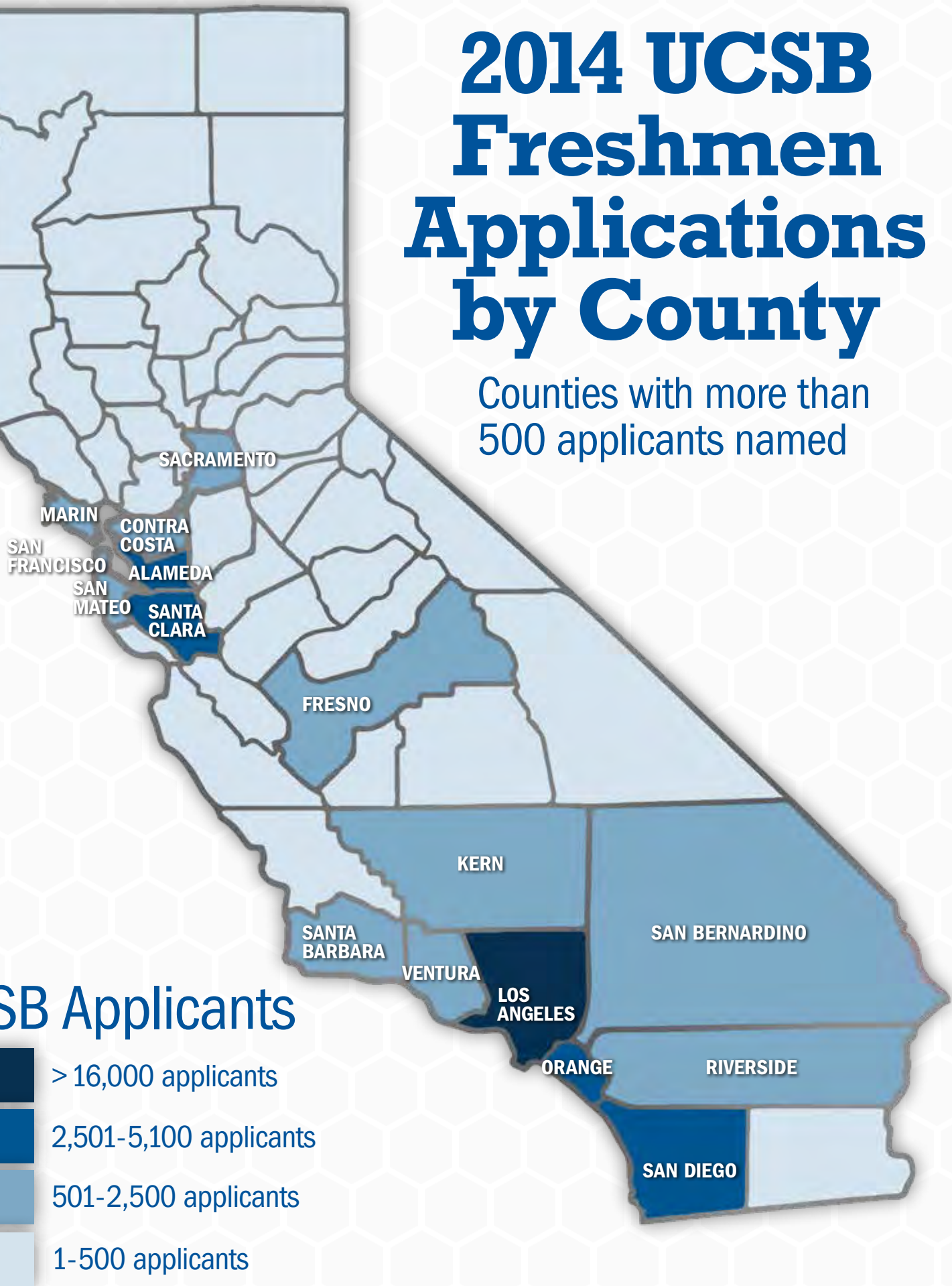
From recruitment to the first year



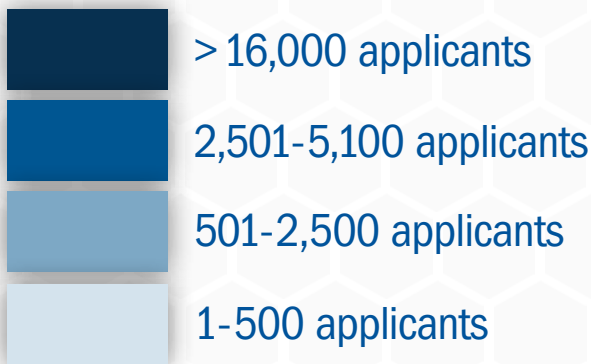
COLOR LEGEND: EAOP ADMISSIONS REGISTRAR FINANCIAL AID

2014 UCSB Freshmen Applications by County

Counties with more than 500 applicants named



UCSB Applicants



BY THE NUMBERS

EARLY ACADEMIC OUTREACH PROGRAM

49,581

student contacts
(1 student/parent can have multiple contacts)

2,724

parent contacts

1,817

services provided in 31 schools

1,317

students enrolled in 5 partnership schools

FINANCIAL AID & SCHOLARSHIPS

\$280M

millions disbursed in federal, state, institutional and external agency grants, loans and scholarships

153,640

Free Application for Federal Student Aid (FAFSA) records received

57,645

hits on office's YouTube tutorial about IRS Data Retrieval Tool

29,765

phone calls fielded

OFFICE OF ADMISSIONS

FRESHMEN

TRANSFERS

Applicants **62,427** **13,650**

Admits **24,813** **6,525**

Enrolled **4,624** **1,495**

34,834

transcripts and documents scanned

42,948

visitors toured

15,496

phone calls answered

OFFICE OF THE REGISTRAR

21,927

students registered

12,695

courses scheduled

26,043

transcripts printed

6,212

degrees conferred

Meet the Enrollment Services Directors



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