Generation Social Media

How Technology Is Changing the Way We Do Business

The majority of today’s college students belong to the Millennial Generation, also known as the Net Generation because of their generally high use of communications media and technology. According to an international study by Cisco on the next generation’s workforce, “one in three college students and young professionals considers the Internet to be as important as fundamental human resources like air, water, food and shelter.” In addition, “more than two of five college students (40%) and young employees (45%) said they would accept a lower-paying job that had more flexibility with regard to device choice, social media access, and mobility, than a higher-paying job with less flexibility.”

These studies are indicative of the relationship between Millennials and technology, which universities can no longer ignore. Indeed, social media presents both daunting challenges and compelling opportunities for higher education institutions as they work to provide services and prepare students for the workforce. Popularized through sites like Facebook, Twitter, LinkedIn, YouTube, and blogs, social media can be broadly defined as a category of online tools used to share ideas and other content in an interactive space. Combined with mobile devices and cloud computing, all known as consumer technologies, social media has enabled students to have access to information anytime, anywhere.

Not surprisingly, social media has become a significant component in the daily lives of students, both inside and outside the classroom. Students use sites such as Facebook for social purposes, connecting with their friends and families and sharing information and experiences in the form of status updates, photos, videos, and links. They use social media to communicate with their classmates and instructors for their coursework. They solicit and share opinions with other students and members of their social networks about which courses to take, which products to buy, and the quality of services they receive via sites like Yelp. Some students are also using LinkedIn, a professional networking site, to create their personal “brand” as part of their career development.

Benefits notwithstanding, there are issues and challenges involved with social media as well — not least of which is privacy. Students may not realize the dangers of disclosing too much information, such as their class schedules or their location, via mobile location-sharing applications like Foursquare. Additionally, as some employers have begun using social networks in their hiring process, students must be aware of how they present their digital identities.

“Our strength is our ability to communicate with our students where they are and in their language ... Organizations that are aligned with their own interests, instead of the interests of the broader community they serve, will fail.”

— MICHAEL YOUNG, UCSB VICE CHANCELLOR FOR STUDENT AFFAIRS
Negative actions and information, including discriminatory comments, may be causes for rejection. While this generation is very familiar with social media, they are not always aware of how to be good digital citizens and use it appropriately.

The challenge for universities is to proactively adapt, rather than react, to the rapid changes in technology that define how students communicate and learn today. Social media is not just about technology; however; it’s about the students themselves. Understanding students requires, more than ever, engaging in ongoing conversations with them — and doing so where they gather, in the social media space. “The older higher education model focused on one-directional broadcasting of information from staff to students is no longer adequate,” says Joe Sabado, social media expert and associate director of information systems and software development for UCSB’s Student Affairs, adding that “In this new playing field, students are no longer just information consumers; they are information producers themselves.” To truly understand their needs, therefore, staff must be present on social media channels to listen and engage in productive conversations. For some, this is a radical paradigm shift.

In general, universities have adopted social media as part of their business. A 2011 University of Massachusetts study found that 100% of higher education institutions in the United States have adopted social media in some form, a striking increase from 61% in 2008. At the same time, most universities are facing the challenge of how to best utilize and adopt new social media channels to keep up with the rate of innovation in the field.

According to UCSB’s Vice Chancellor for Student Affairs Dr. Michael Young, “We have to try to keep up with our students. We have to continue to evolve so that we can thoughtfully and adequately serve them.” Dr. Young has been passionate about leading the charge in the division’s effort to embrace social media. “Our strength is our ability to communicate with our students where they are and in their language,” he says, explaining that, “organizations that are aligned with their own interests, instead of the interests of the broader community they serve, will fail.” At the same time, social media is helping Student Affairs departments better do their jobs, allowing them to keep up with trends, engage with area experts and colleagues from other universities, and respond to student needs and questions almost in real time.

With Dr. Young’s support and under the leadership of Joe Sabado, several initiatives are currently under way to make social media an integral part of how the division conducts its business. A new full-time position was created with the goal of coordinating social media and mobile development efforts. In this role, Marketing, Design, and Social Media Coordinator Keri Bradford provides social media research, consulting, and training for the division, addressing topics such as best practices, policies, community guidelines, and strategic planning. “It’s an exciting time for Student Affairs,” says Bradford, “and many departments are starting to see the real power of social media. Because departments have different needs, we’re also seeing social networking being used in really creative ways.”

Efforts currently under way include the development and dissemination of best practices, including a divisional website on communication resources, with topics ranging from social, mobile, and print media to web development,
A Security and Productivity Policy Group has been created to oversee the use of social media as it relates to campus electronic, security, and legal policies. Additionally, training efforts will increasingly involve staff, who can become certified social media community managers for their departments, and students, who will have an opportunity to become social media peer ambassadors.

The divisional roadmap also includes research and assessment around the impact of social media on academic performance, student engagement, and campus climate, as well as recruitment and retention. In the area of recruitment, for example, data shows that prospective students are increasingly using social media to decide which university to attend. In addition to visiting the university websites themselves, these students are now relying on recommendations from third-party sources like Collegeconfidential.com and other students already attending the university.

Over the past year, UCSB also launched its own official Facebook app and invited all newly admitted freshman and transfer students to join it in June 2011 (70% of them have). Since UCSB invited the rest of the currently enrolled undergraduates to join in October 2011, the total number of active app users is 33% — that is a direct, new connection to a third of all undergraduates.

UCSB’s app was developed by Inigral, a Facebook-endorsed Preferred Developer Program that is also supported by the Bill & Melinda Gates Foundation. Other schools in the University of California system also work with Inigral, which is Family Educational Rights and Privacy Act (FERPA) compliant, so student data is secure. Students choose to opt in and they can remove themselves from the app at any time.

When students log in and begin using the app, they enter a closed Facebook community similar to Facebook Groups. From within the app, students see a news feed that looks very similar to the one in Facebook. Within the app, however, students interact and network only with other UCSB students and staff. They are able to create and join communities based on their interests, identities, and majors, as well as to create “meetups,” or arranged meetings in person centered on common activities.

To date, there are 6,457 communities that students have created or joined, with the top five most popular being “Class of 2015,” “Listening to Music,” “Laughing,” “Meeting New People,” and “Making Friends,” in that order. On the list of top 10 trending topics right now are “Finding Housing,” “Metal” (music), “Native American,” “Red Hot Chili Peppers” (music), and “Film & Media Studies” (major). Students are regularly looking for study buddies, buying or selling their textbooks with each other, looking for or offering rides back to their hometowns, and planning group dates to movies or concerts. The app provides students a safe space on Facebook in which to connect about their interests.

As UCSB nears the one-year anniversary of the app, part of our focus turns to measuring the impact it has on students. For example, does having access to the app improve their matriculation rates and their social and academic preparedness? Does having the ability to connect with other students before the start of the school year make a difference? And if so, do certain populations benefit more than others? The answers to these questions will help determine how Student Affairs uses social media in the future.

Whether Facebook, Twitter, and other major social networking platforms of today will be around a few years from now is unknown, but social media is here to stay. Its use will be increasingly integrated into university business processes as the growing body of formal research continues to shed light on how social media can be used to boost students’ academic success, engagement, and retention. As Eric Qualmann, author of Socialnomics, says, “We don’t have a choice on whether we do social media; the question is how well we do it.”

Sources:
http://www.educause.edu/2011StudentStudy
**Campus Connection**

**What are the benefits of social media for students?**

**Like • Comment • 22 hours ago**

Diomari Aldridge  It’s an awesome way to network with people. My newsfeed has served as a source of news for me. I have become educated about politics through Facebook and it makes me want to look further into certain issues.

3rd-year, Mental Health Intern  •  Like • 2

Franz Rivera  Through social media, students are exposed to a lot more information, events, and opportunities — and conversely, those doing marketing with social media can reach a lot more people. Social media helps me know what’s happening on campus, how to get involved in student politics, and where to find free food … all with the click of a few buttons.

3rd-year, Campus Organizations Intern  •  Like • 2

Trevor Zehnder  Social media is embedded in who we are now, in our generation. It’s like another limb, a part of what we do on a daily basis. Because it’s so easy to access, communication between people who are far apart can be much easier.

3rd-year, Assistant to the Student Life Directors  •  Like • 2

Roy Rodriguez  I personally use social media not only as an escape, but also as a way to connect with my peers and with my colleagues in my professional field of interest (student affairs in higher education). I also share a lot of what I do with my internship and studies with others who may be interested.

4th-year, Goodspeed Intern  •  Like • 2

**Campus Connection**

**What are the downsides of social media use?**

**Like • Comment • 22 hours ago**

Jordan Laband  Some downsides are when people use social media to broadcast messages of hate or violence or when they use it as a source of control by monitoring what others post. Also, sometimes people don’t think carefully about what they post, which can definitely create problems later on.

3rd-year, Leadership Education & Action Intern  •  Like • 2

Wendy Cordova  Everything has gotten so impersonal. If you don’t have any type of device to use, you can be left out of the loop. People might not make the effort to invite you to have lunch or go to an event together. So although social media makes staying in touch so much easier, it can also hinder developing true friendships!

4th-year, Greek Affairs Intern  •  Like • 2

Franz Rivera  A lot of information is pushed at us so it goes over our heads. There’s less personalization, or in-person contact, which is a growing problem in my generation. I’ve seen people grow awkward with face-to-face interaction.

3rd-year, Campus Organizations Intern  •  Like • 2

Jane Choi  The downside is that students can spend hours online, which can lead to procrastination and interfere with their productivity.

4th-year graduate student, Graduate Initiatives Intern  •  Like • 2

Trevor Zehnder  Some students think social media is a place to vent. They forget that prospective employers or grad schools might be seeing all that. I don’t think every student understands this.

3rd-year, Assistant to the Student Life Directors  •  Like • 2

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**[BY THE NUMBERS]**

**FACEBOOK USE AND ACADEMIC PERFORMANCE**

Originally published in Dr. Rey Junco’s *Too Much Face and Not Enough Books: The Relationship Between Multiple Indices of Facebook Use and Academic Performance* (2011), the following statistics were borne out of the largest study yet of college students (1,839) enrolled at a four-year university who participated in an online survey about their use of Facebook and how it correlates to their academic performance.

92%

Nearly all students report using Facebook.

106

Amount of minutes the average student spends per day on Facebook.

6

Number of times per day the average student visits Facebook.

.12

Number of points students’ GPAs dropped for every 93 minutes above the average 106 per day spent on Facebook

— Dr. Rey Junco is a professor at Lock Haven University in Pennsylvania and a lab mentor at the Berkman Center for Internet & Society at Harvard University. He is the author of numerous publications that focus on the use of technology in higher education.
**Campus Connection**

What are some ways that using social media helps you do your job?

Like · Comment · 22 hours ago

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**Like** Campus Connection likes this.

**Joshua Moon Johnson** The Resource Center for Sexual & Gender Diversity is able to connect with students who may not feel fully comfortable coming into our physical space but may still want to receive information and updates about the LGBTQ community. As the director, I also keep an eye out for updates that may be significant to our community, such as incidents of hate or bias, and I am able to respond more quickly than if I waited for them to come through the traditional reporting system. In addition, finding community is a significant part of the college experience and social media has been a positive tool for many students to feel supported.

Director of LGBT Services · Like · 2

**Viviana Marsano** Social media has become an incredible tool for advertising and marketing the approximately 80 educational programs that the MultiCultural Center (MCC) presents every year. It greatly contributes to our mission of educating the campus on issues pertaining to those who are marginalized. It has therefore become a useful tool in the pursuit of social change and social justice.

Associate Director, MultiCultural Center · Like · 2

**Mary Jacob** Students are teaching me about social media — it is always changing so I’m constantly learning. I want to use social media more in my work with students and enjoy the collaboration that we have going.

Senior Associate Dean, Student Affairs · Like · 2

**Mary Ann Johnstone** At Career Services, we are constantly connecting with students and sharing new resources, upcoming event information, and employment opportunities.

Social Media Coordinator, Career Services · Like · 2

**Heather Silva** Social media — whether through Facebook, Twitter, Foursquare, Tumblr, or others — is a great way to create a virtual community that is truly interested and invested in what our organization provides to our actual local community. It’s also a great place to generate dialogue and get feedback about what people like and don’t like.

Programming Manager, Arts & Lectures · Like · 2

**Don Lubach** Just a minute ago, I put a request out to the nearly 20,000 members of the UCSB Gaucho Alumni group in LinkedIn asking for those who lived in the Santa Cruz residence hall to give advice to the current residents there. I have more than 10 responses already. Amazing.

Assistant Dean, Student Life · Like · 2

**Joe Sabado** Social media helps us keep up with trends and engage with industry experts and colleagues from other universities. It also indirectly supports our customer service efforts. Based on student conversations on public pages, we can tell which of our systems are not functioning properly. Finally, it assists departments with their social media efforts based on research and best practices shared through social media sources.

Associate Director, Student Information Systems & Technology · Like · 2

**Keri Bradford** I am an admin of our official UCSB Facebook app, and I love how — in real-time — we can watch our students interact with each other. We have never had an opportunity like this before to learn directly from them how we can better serve them.

Marketing, Design & Social Media Coordinator · Like · 2

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**Follow Student Affairs’ Social Media Stars**

**CAREER SERVICES**: The mission of Career Services is to help students and recent graduates of UCSB identify and fulfill their career goals.

Facebook · @UCSBcareer · in/ucsb-career-services · plus.ly/ucsbcareerservices · /ucsbcareer · ucsbcareerblog.wordpress.com

**ARTS & LECTURES**: UCSB Arts & Lectures serves local communities by providing diverse cultural programming that includes artistic performances, film, and lectures.

Facebook · @ArtsandLectures · artsandlectures.sa.ucsb.edu/blog

**RECREATION SPORTS**: The goal of Recreational Sports is to inspire growth of the mind, body, and spirit through fitness, community, and fair play.

Facebook · @UCSBRecSports · @UCSB_RecSports · /UCSBRecSports

**MULTICULTURAL CENTER**: The MultiCultural Center strives to promote a sense of belonging among UCSB’s diverse student population and to combat racism, ethnocentrism, sexism, and heterosexism through educational programming.

Facebook · @ucsbmcc · @ucsbmcc

**HEALTH & WELLNESS**: UCSB’s Health & Wellness Program promotes mental, physical, and social health by enhancing individual skills and positive relationships.

Facebook · @UCSBHealthWellness · @UCSBHealthWell

**GRADPOST**: The UCSB Graduate Post (AKA GradPost) is on a mission to bring quality content to the current and future graduate community at UCSB.

Facebook · @UCSBGradPost · @UCSB_GradPost · ucsbgadpost · ucsbgadpost
Social Media A-Z

Avatar — a graphical representation of a user in the online world.

Blog — from the older form “web log,” a website that allows users to make journal-type entries, usually in reverse chronological order. Often used to share articles and opinion pieces, photos, and videos. Popular blog services include WordPress, Blogspot, Tumblr.

Flash mob — a group of people who gather and then quickly disperse in the real world; generally arranged beforehand in the social media world.

Friends — people who are part of one’s network in Facebook and can generally see one’s profile and posts.

Hangout — a multi-user video chat service on Google+.

Like — as in “to like,” refers to a Facebook feature that allows users to show their approval of posted content by clicking a “thumbs up” button.

Location-based — refers to applications available on the mobile network that track and share a user’s location via GPS. See Foursquare, SCVNGR, Yelp.

Lurk — as in “to lurk” or listen in on social media conversations from behind the scenes, as it were, without participating.

Massively multiplayer online role-playing game (MMORPG) — a type of video game in which large numbers of users are able to interact in a virtual, often fantasy, world. See World of Warcraft, EverQuest.

Meme — an image that generally pairs a caption and a picture or icon, often meant to be poignant or funny and created for online sharing.

Music sharing — refers to sites through which users access, upload, organize, and share music. See Pandora Radio, Spotify, Turntable.fm.

Photo sharing — refers to sites that allow users to store, annotate, and share photos with each other. See Flickr, Instagram, Photobucket, Picasa, Shutterfly, Snapfish.

Professional networking — in the social media sphere, refers to sites that allow users to connect online for professional reasons, including career development and job search. See LinkedIn.

Review sites — social media versions of these contain user-generated reviews of people, products, businesses, services, etc. See Yelp, Collegeconfidential.com, Rateemyprofessor.com.

RSS — a category of web feed formats that allow information producers to easily distribute news content on the web and information consumers to keep up with selected news sources using aggregating software called RSS readers. See Google Reader, MyYahoo!, Feedly.

Social networking — in the online sphere, refers to sites that allow users to create and join networks; post videos, photos, and comments; advertise events; and often access third-party software applications. See Facebook (the largest of its kind), Twitter, Google+, Myspace.

Social news sites — refers to applications that feature news content posted by a community of users. See Reddit and Digg.

Timeline — a new Facebook feature that presents a user’s history in a reverse timeline format resembling a scrapbook.

Tweet — a 140-character, user-generated message posted on Twitter, often including a link to other content.

Video sharing — refers to apps that allow users to upload and share videos with other users. See YouTube, Vimeo.

[Social Media in Administrative Services]

Housing & Residential Services

In Housing & Residential Services, we use various forms of communication to reach our residents, from “old-school” emails to digital signs throughout our communities. The latter are particularly useful during emergencies as they automatically sync with the UCSB Alert emergency notification system. By far, the most interactive form of communication we’re using is social media. We use Facebook to connect with students, build community, educate our residents, and solicit feedback.

In an effort to stay fresh and current, we research best practices around staying connected. One example of this is a concept called the “ping-pong effect,” outlined in Gary Vaynerchuk’s The Thank You Economy, a text about social media and the importance of valuing your customers. Briefly, the ping-pong effect refers to having ongoing communication with your audience. People often misuse social media by blasting announcements (the way of traditional advertising) but never taking feedback or soliciting ideas. We recently used the ping-pong effect on our Dining Facebook page where, in honor of the Oscars, we set up an online polling venue for people to vote on their favorite food in different categories: breakfast, salad, fish, entree, dessert, and soup. At the end of the polling, we announced the winners and now those dishes will be known as our Oscar winners on each menu.

Our Facebook pages are also a great source of information — from postings about Housing & Residential Services jobs (we employ 700+ students) to information on tasting tables (as we type this, we see that Carrillo Dining Commons is sampling orange crepes with a honey mascarpone filling at lunch today!). Although Facebook seems to be the social media of choice for our students, we also use Twitter as another way to communicate with them. During Opening Weekend, we have up to ten people tweeting real-time information in English and Spanish for students and their families coming to campus. Feel free to visit any of our pages and participate in our ongoing social media ping-pong!

Lisa Slavid
Coordinator of Organizational & Performance Management

Julie Levangie
Coordinator of Communications, Marketing, & Social Media

Enhancing the Student Experience

www.facebook.com/UCSB.Res.Dining
www.twitter.com/ucsbhousing
www.housing.ucsb.edu
DID YOU KNOW?

Over half of all graduating seniors collaborate with faculty members on original research or creative projects. The campus nurtures such activities with a program of student grants totaling $200,000 annually.

Student Affairs Welcomes ...

BRENDA CURIEL, M.S., was recently hired as a counselor for the Educational Opportunity Program (EOP). Brenda was trained in educational counseling and guidance and received a Pupil Personnel Services credential. Prior to this, Brenda worked for five years as a financial aid advisor in the Office of Financial Aid and Scholarships, where she also supervised the Financial Aid peer advisors. Brenda brings to this role her leadership experience as a former student program advisor for the Running Start Advisor Program at Santa Barbara City College, as well as three years of experience as co-chair for community service for the Professional Women’s Association at UCSB. Her areas of specialization as an EOP counselor focus on career and financial aid advising for a multicultural and ethnically diverse student population. Brenda’s personal interests include aerobics, traveling, and spending quality time with family and friends.

JILL DUNLAP joined UCSB in January as the director of the Rape Prevention Education Program (RPEP) through UCSB’s Women, Gender, and Sexual Equity Programs. Previously, Jill served as the director of the Women’s Resource Center at Northern Illinois University (NIU) for four years. She brings with her more than 200 hours of advocacy and crisis intervention training and has worked closely with college student survivors of interpersonal violence for nearly ten years. Jill took the lead in revising the stalking, dating and domestic violence, and sexual assault policy at NIU and was responsible for the awarding of Department of Justice grants to NIU and the University of Missouri-Kansas City. She is excited to have the opportunity to work on RPEP’s Department of Justice grant, which was awarded to UCSB in October. In addition, Jill is proud of her substantial volunteer work with community survivors through rape crisis agencies and domestic violence shelters.

JACQUELINE KURTA, M.A., M.F.T., was recently appointed director of Student Health’s Alcohol and Drug Program (ADP), which served over 2,000 students last year in individual and group therapy sessions. Jackie has been a clinician with ADP since 2003, most recently serving as acting director leading a staff of licensed therapists, education and outreach staff, registered interns, and student peers. In addition, Jackie shares her expertise with the Dean of Students Office as assistant mental health coordinator. Jackie received a bachelor’s degree in English from Tufts University and a master’s degree in clinical psychology from Antioch University, Santa Barbara, and is currently a doctor of psychology candidate in marriage and family therapy. Jackie also serves as clinical supervisor for the women’s residential recovery program at Casa Serena, adjunct faculty for Antioch University, and guest lecturer for Pacifica Graduate Institute. In addition to working with numerous local non-profit organizations, Jackie has served on the board of the Santa Barbara Chapter of the California Association of Marriage and Family Therapists since 2005, with roles ranging from co-president to coordinator of disaster mental health services. Her additional interests include travel, skiing, cycling, and enjoying all that Santa Barbara has to offer with her family and friends.

SHARON WOODLIEF, PH.D., joined the Educational Opportunity Program as a program coordinator for the American Indian Cultural Resource Center, the Asian Resource Center, and the Middle Eastern Resource Center. She has worked as student services associate in UCSB’s Dean of Students Office and as student government advisor for Associated Students. Dr. Woodlief was also adjunct professor for the Santa Barbara City College (SBCC) Ethnic Studies Department and special programs advisor for the SBCC Transfer Center. Dr. Woodlief earned her Ph.D. in educational leadership and organizations from UCSB. Outside of work, she enjoys reading and walking.

Student Health Reminders

- Students with the University of California Student Health Insurance Plan (called UC SHIP and administered by Anthem) who are enrolled in spring quarter 2012 have coverage extending through summer (ending 9/18/2012). Please note that routine care and referrals must still be obtained from Student Health, which is open all summer.

- UC SHIP includes emergency and international coverage, with substantial discounts when utilizing Anthem/Blue Cross network providers. Network information can be found at www.ucop.edu/ucship and information about coverage while traveling can be obtained from the phone number on the back of the I.D. card: (800) 810-2583.

- Graduating students are eligible to purchase one additional quarter of UC SHIP to ease their transition to independent living and subsequently a conversion plan from Anthem. Details can be found at http://studenthealth.sa.ucsb.edu/Insurance/studentsaftergraduation.aspx.

- Graduating students under age 26 may be eligible to re-join their parents’ health insurance plan and parents should contact that plan in advance to determine what is required to make that change. Often, a letter from the current insurance carrier showing proof of prior coverage is needed. This can be obtained from UC SHIP by calling the member services number on the back of the I.D. card: (800) 940-8306.

- The Student Health website contains a health alert section on the home page that shares recall notices from drug manufacturers, warnings on local health outbreaks, and recommendations for preventive care.

- To avoid spending extra money, students can go to Student Health instead of the emergency room for routine illnesses during regular business hours.

If you have any questions, email studenthealth@sa.ucsb.edu or visit http://studenthealth.sa.ucsb.edu for the latest health news. Information for parents is also available at http://studenthealth.sa.ucsb.edu/Parents/index.aspx. The Student Health insurance office can be reached at shsinsurance@sa.ucsb.edu or (805) 893-2592.
Dear UCSB Parents,

The application period for 2012-2013 financial aid is well under way and there is a major change in the application process that we would like to bring to your attention. Starting in 2012-2013, financial aid offices will no longer be allowed to accept paper tax returns from parents and students. Financial aid applicants will either be required to use the IRS Data Retrieval Tool or provide a tax transcript from the IRS as part of the verification process. The Office of Financial Aid and Scholarships highly recommends that students and parents use the IRS Data Retrieval Tool even if students have already completed their 2012-2013 FAFSA. Below is a link to our IRS Data Retrieval tutorial as well as a breakdown of this new policy: http://bit.ly/IRSdata

Using this tool will make it easier for applicants to complete their FAFSA and increase accuracy in the awarding of financial aid funds. In addition, applicants selected for verification can use the tool to update their income information once they have filed their 2011 federal income tax return. Finally, applicants selected for the verification process will be required to use the IRS Data Retrieval Tool. Alternatively, they may choose to request a tax transcript from the IRS that can later be submitted to the Office of Financial Aid and Scholarships.

Data will be available from the IRS for electronic tax filers within two weeks of filing and for paper tax filers within six to eight weeks of filing. If students plan to submit their FAFSA before they and/or their parents submit their 2011 federal tax return, they should be sure to use the IRS Data Retrieval Tool to update their FAFSA records once the returns have been submitted and the income data is available for retrieval.

If your student’s 2012-2013 FAFSA record is selected for a process called “verification” and you and your student were eligible to file a 2011 federal tax return, your student will be required to use the IRS Data Retrieval Tool to update his or her personal, parent, or spouse income information. Alternatively, students and/or their parents or spouse may request a tax transcript from the IRS to submit to the Office of Financial Aid and Scholarships to verify their income information.

Please do not hesitate to contact the Office of Financial Aid and Scholarships for more information on this new federal policy.

Sincerely,

Michael M. Miller
Director
Office of Financial Aid and Scholarships

Financial Aid FAQ

IF A STUDENT HAS ALREADY APPLIED FOR FINANCIAL AID FOR 2012-2013 ACADEMIC YEAR, IS IT TOO LATE?
No, although the Free Application for Federal Student Aid (FAFSA) priority filing deadline for 2012-2013 financial aid was March 2, 2012, students can still apply for financial aid for the 2012-2013 academic year to be considered for the Pell Grant, Direct Loans (subsidized and unsubsidized), and the Parent Loan for Undergraduate Students (PLUS). The FAFSA application is available on the Internet at www.fafsa.ed.gov. UCSB’s school code is 001320.

WHAT IS THE IRS DATA RETRIEVAL OPTION?
The IRS Data Retrieval Tool allows financial aid applicants to transmit income information directly from the IRS to the FAFSA. Applicants selected for verification who retrieve and transfer their income tax return information using the IRS Data Retrieval Tool will be considered to have verified the FAFSA IRS information. This option will streamline and expedite the processing of financial aid applications through the UCSB Office of Financial Aid and Scholarships. A brief tutorial about the IRS data retrieval process is available at http://bit.ly/IRSdata.

IF A STUDENT HAS ALREADY APPLIED FOR FINANCIAL AID FOR 2012-2013, WHEN WILL HE OR SHE RECEIVE AN OFFER OF FINANCIAL AID?
If additional documentation is required to verify the accuracy of the FAFSA information, the student will be sent an email in April or May requesting that they check their “Aid Status” on the Office of Financial Aid and Scholarships website (www.finaid.ucsb.edu). When all requested documents are received, they will be reviewed and an offer of financial aid will be created. At that point, students are sent another email directing them to view their financial aid award letter on the website.

WHAT SCHOLARSHIPS ARE AVAILABLE?
UCSB awards its limited allocation of scholarship aid primarily to continuing UCSB students who filed the FAFSA by the March 2, 2012, priority deadline and who meet the dual criteria of financial need and academic merit.

HOW DOES A STUDENT RECEIVE HIS OR HER FINANCIAL AID?
Most types of aid that a student has accepted will be credited to the student’s account with the UCSB Billing Office (BARC). If the aid placed on the student’s BARC account does not cover all of the institutional charges, he or she will be expected to pay the difference by the fall quarter fee payment deadline of September 15, 2012.

WHAT IS THE PLUS LOAN?
Parents may borrow a PLUS Loan on behalf of their dependent undergraduate students to help fund educational expenses. PLUS Loans, which are offered on the student’s financial aid award letter, have a fixed interest rate of 7.9% and repayment begins 60 days after the last disbursement of the loan. Parent PLUS loan borrowers may choose to have repayment deferred while the student is enrolled and for an additional six months after the student is no longer enrolled. Interest that accrues during these periods will be capitalized if not paid by the borrower. All PLUS Loan applicants must pass a credit check to have their loan approved.

IS FINANCIAL AID AVAILABLE FOR SUMMER SESSION 2012?
Summer session financial aid (grants and loans) will be available only to eligible incoming freshman, transfer, and continuing UCSB undergraduate students who are in good academic standing and have a complete 2011-2012 FAFSA on file with the UCSB Office of Financial Aid and Scholarships. Information on how to apply is now available on the Office of Financial Aid and Scholarships website. The priority filing deadline for the summer session 2012 financial aid application is May 31, 2012.
Students must make a commencement reservation for an open and available ceremony in order to participate in commencement. Parents are asked to remind their students that declaring candidacy for an official degree and making a commencement reservation are two separate actions in the GOLD system.

Schedule of Ceremonies:
- Sunday, June 10 – 11:00 a.m. – College of Creative Studies (Campbell Hall)
- Saturday, June 16 – 9:00 a.m. – Sciences (Faculty Club Green)
- Saturday, June 16 – 1:00 p.m. – Engineering and Sciences (Faculty Club Green)
- Saturday, June 16 – 4:00 p.m. – Social Sciences I (Faculty Club Green)
- Sunday, June 17 – 9:00 a.m. – Social Sciences II (Faculty Club Green)
- Sunday, June 17 – 1:00 p.m. – Humanities and Arts (Faculty Club Green)
- Sunday, June 17 – 4:00 p.m. – Graduate Division (Faculty Club Green)

Also, please keep in mind that thousands of graduating seniors will be inviting family and friends to the commencement ceremonies. Students should limit their number of guests to a maximum of six to help maintain a high level of comfort and decorum. For more information, call the commencement hotline at (805) 893-8289, send an email to commencement@ia.ucsb.edu, or visit www.ia.ucsb.edu/commencement. For accommodation information, visit www.santabarbara.com. Families are encouraged to book hotel rooms soon as space is limited.

Celebrate Your Graduate

Your son or daughter’s graduation from UCSB is a once-in-a-lifetime event. You can show your graduate how proud you are by buying a unique personalized advertisement featuring your favorite baby photo of him or her in the Daily Nexus special graduation issue published on Thursday, June 7, 2012. For more information, email dailynexus@sa.ucsb.edu.

2011-12 SENIOR BOOK
The Senior Book will feature a list of all graduating seniors and senior portraits taken on campus. Graduating students who have not had their photos taken can visit http://seniorbook.sa.ucsb.edu for more information. Senior Books will be available for pick up and purchase during commencement weekend, June 16 and 17, and can be pre-ordered at http://seniorbook.sa.ucsb.edu. The cost is $20.

A GIFT FOR YOUR GRAD: GAUCHO FOR LIFE
Need a special graduation gift for your son or daughter? Consider giving a gift that will last a lifetime — a life membership in the UC Santa Barbara Alumni Association. Benefits include career connections, job postings, numerous networking opportunities, the Coastlines publication, travel tours, and access to the alumni directory and location service. More information can be found on the Alumni Association website at www.ucsbalum.com.
Smoke-Free Initiative Takes Hold at 10 UC Campuses

On January 9, 2012, University of California President Mark G. Yudof announced that, “as a national leader in healthcare and environmental practices, the University of California is ready to demonstrate leadership in reducing tobacco use and exposure to secondhand smoke by creating a smoke-free environment on all of our campuses. Offering a smoke-free environment will contribute positively to the health and well-being of all UC students, faculty, staff, and our patients and visitors.” All 10 University of California campuses will join the more than 586 smoke-free university campuses nationwide. Each chancellor will form a steering committee that is charged with the task of implementing a smoke-free policy on their campus by 2014. “Smoke-free” means that smoking and the use of smokeless tobacco products and unregulated nicotine products (e.g., “e-cigarettes”) will be strictly prohibited in indoor and outdoor spaces, including parking lots, university housing facilities, and the Medical Center campuses. The sale and advertising of tobacco products will also be prohibited. Students who are interested in tobacco cessation services can attend our “Call It Quits” program, a collaboration between UCSB’s Alcohol and Drug Program and the Santa Barbara County Public Health Department, at no cost. To learn more, visit: http://alcohol.sa.ucsb.edu/Students/StopSmoking.aspx.

I.V. Foot Patrol Gives Tips for Laptop Safety

Lt. Ray Vuillemainroy reported recently that the Isla Vista Foot Patrol has seen an increase in the number of laptops that have been stolen from the Isla Vista community in the last few months. Most of these thefts have been crimes of opportunity, with burglars entering residences through unlocked doors and windows. Students were recently reminded via a campus-wide email to secure rooms and apartments over the spring break by locking doors and windows and encouraged to take valuables, like laptops and iPads, with them. There is security software available for purchase that can assist in the tracking or disabling of a stolen laptop. For example, Lo-Jack for Laptops is available for purchase through the UCSB Bookstore with an educational discount and other local vendors sell software that can assist in the recovery of a stolen laptop. Parents can help reduce the likelihood of laptop theft by reminding students to secure their apartments and residence hall rooms whenever they leave.

GIVE Program Benefits All

Does your student wonder what to do with all the extra “stuff” during June move-out? The answer is GIVE! Through the GIVE initiative, students can donate unwanted and reusable clothing, books, furniture, household furnishings, kitchenware, canned and packaged food, and miscellaneous items at donation sites near six campus residence halls and in Isla Vista at the Embarcadero Hall parking lot. All proceeds from the 22nd annual GIVE sale on June 23 and 24 benefit Isla Vista projects and non-profits. For more information, visit www.giveiv.org.

UCSB Voter Registration Coalition Aims for a Repeat

Motivated by the same enthusiasm and dedication that propelled their win in the 2008 Ultimate College Bowl national competition by registering over 10,800 students, members of the UCSB Voter Registration Volunteer Coalition are poised once again to repeat their
Parents & Family Weekend: A Peek into UCSB Life

Parents & Family Weekend will be held during fall quarter 2012 to welcome hundreds of students’ families to explore our campus and get a firsthand look at life at UCSB. Family members will have the opportunity to attend classes, hear faculty presentations, take part in campus area tours and activities, and meet UCSB faculty and administrators, including Chancellor Henry T. Yang and his wife Dilling Yang. The schedule of events will be posted in September at www.ia.ucsb.edu/pfw. If you have questions, email parent@ia.ucsb.edu or call the Office of Public Events at (805) 893-2117.

One of UCSB’s long-time administrators in the Division of Student Affairs, Allyn Fleming, has co-authored a chapter in a newly published book titled *New Realities in the Management of Student Affairs: Emerging Specialist Roles and Structures for Changing Times*. As described by the publisher, this book “shares alternative ideas about organizational design, and about ways to restructure roles and responsibilities to enable student affairs organizations to respond to ... challenges and demands more effectively at a time of reduced resources. It also addresses the many emerging roles that student affairs organizations are increasingly being expected to address — such as IT, fund raising and development, external communications, human resources management and professional development, as well as research and assessment — and describes approaches developed by a variety of institutions.” As the director of planning and administration in UCSB’s Division of Student Affairs for nearly 20 years and now chief of staff, Allyn was uniquely positioned to co-author (with Dr. Cynthia Bonner from Virginia Tech) the chapter titled “Emerging Roles and Responsibilities of the Student Affairs Chief of Staff/Director of Administration.” This chapter discusses the historical roots of the chief of staff position, makes an argument for why it is becoming increasingly common in student affairs organizations and describes its common roles and responsibilities. The book was highlighted at the recent NASPA conference for student affairs administrators in higher education and chapter nine was featured in a pre-conference workshop. *New Realities in the Management of Student Affairs* is available directly from Stylus Publishing.