Telling the UC Story – Mapping, Small Multiples and So Much More

Pamela Brown
Vice President of institutional Research and Academic Planning (iRAP)
A little about my story...

where the magic happens

your comfort zone
Darth Vader... Really?
Using data to tell UC’s story...

• Looking at Berkeley in the context of the UC system

• Discuss the value of UC
  • Share UCOP’s Communications findings from a Simpson : Scarborough
    • Alumni Study
    • California Voters Study

  • Illustrate ways we leverage survey findings to present UC data
    • Accountability Report
    • Map Gallery
    • Performance Outcomes Report to the Legislature

• Share rough drafts on ways to tell the UC story better

• Review survey findings to consider ways to tell Berkeley’s story better
Looking at Berkeley in the context of the UC system
UC enrollment has quadrupled over the past 50 years.
UC undergraduate populations vary
Freshmen graduation rates improve
Transfer graduation rates improve
Small multiples, big mascots
The value of the UC
Opinion of UC system

Question Wording: Would you describe your opinion of the University of California system as: Very Positive, Positive, Negative, Very Negative, No Opinion?
## Value statements

**CA Voters, Benchmarking Questions**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC is critical to California’s future</td>
<td>38%</td>
<td>47%</td>
<td>11%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>I am proud to have UC in my state</td>
<td>37%</td>
<td>53%</td>
<td>6%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Investing in UC is a worthwhile use of taxpayer dollars</td>
<td>32%</td>
<td>47%</td>
<td>14%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>A UC education is a good value</td>
<td>31%</td>
<td>51%</td>
<td>10%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>UC is essential to the California economy</td>
<td>30%</td>
<td>49%</td>
<td>13%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>I admire people with UC degrees</td>
<td>28%</td>
<td>56%</td>
<td>10%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>UC positively impacts my community</td>
<td>27%</td>
<td>48%</td>
<td>17%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>UC directly impacts my life</td>
<td>14%</td>
<td>33%</td>
<td>39%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>UC makes a college degree attainable for low-income families</td>
<td>10%</td>
<td>39%</td>
<td>28%</td>
<td>10%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Question Wording: I’m going to read you a few statements and I’d like you to tell me your level of agreement with each of the following: Strongly Agree, Agree, Disagree, Strongly Disagree, Don’t Know.
Value statements

Alumni, Benchmarking Questions

% Strongly Agree

I am proud to have UC in my state**
UC is critical to California’s future
Investing in UC is a worthwhile use of taxpayer dollars
UC is essential to the California economy
A UC education is a good value
UC positively impacts my community
I admire people who have UC degrees
UC directly impacts my life
UC makes a college degree attainable for low-income families
UCB
UCD
UCI
UCLA
UCM
UCR
UCSD
UCSF
UCSB
UCSC
Average*

Question Wording: I’m going to read you a few statements and I’d like you to tell me your level of agreement with each of the following: Strongly Agree, Agree, Disagree, Strongly Disagree, Don’t Know.
UC makes a college degree attainable for low-income families

UC enrolls a higher proportion of Pell grant recipients than comparable research universities.

UC makes a college degree attainable for low-income families

Four-year freshman graduation rates have improved over time, with 63 percent of the fall 2009 cohort graduating in 4 years. Though a gap between Pell recipients and non-Pell students exists at the four-year mark, it is nearly eliminated at the six-year mark.

Source: UC Corporate Student System

UC directly impacts my life

Immediate UC community
- 244,000 students,
- 138,000 faculty and staff,
- over 61,000 retirees, and
- over 1.6 million living alumni

Broader UC community includes many more, such as patients at UC’s hospitals
- 3.8 million outpatient clinic visits,
- over 147,000 inpatient days and
- 290,000 emergency room visits a year

Other impacts, including but not limited to...
- farmers and agriculturalists with UC Cooperative Extension agents,
- researchers using NRS,
- participants in community programs
- attendees to concerts, movies and lectures at UC and visit its museums, libraries, and botanical garden.
UC directly impacts my life

http://accountability.universityofcalifornia.edu/

http://www.ucop.edu/institutional-research-academic-planning/data-reports/index.html
Awareness of UC system

CA Voters, Benchmarking Questions

# Schools in UC System Named

Average # Campuses named = 3.5

<table>
<thead>
<tr>
<th># Campuses named</th>
<th>First Mention</th>
<th>Subsequent Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

Schools Named

- Los Angeles: 18% First Mention, 43% Subsequent Mentions
- Berkeley: 24% First Mention, 28% Subsequent Mentions
- San Diego: 12% First Mention, 40% Subsequent Mentions
- Santa Barbara: 7% First Mention, 30% Subsequent Mentions
- Davis: 11% First Mention, 25% Subsequent Mentions
- Irvine: 5% First Mention, 24% Subsequent Mentions
- San Francisco: 3% First Mention, 22% Subsequent Mentions
- Santa Cruz: 3% First Mention, 22% Subsequent Mentions
- Riverside: 3% First Mention, 20% Subsequent Mentions
- Merced: 10% First Mention, 11% Subsequent Mentions
- Can't Name Any/None: 13%

Question Wording: What I would like you to do now is name as many UC campuses as you can.
Increasing awareness of campuses

**UC Irvine News**

President Obama to speak at UC Irvine commencement celebration

Irvine, Calif., March 20, 2014 – President Barack Obama will speak at UC Irvine’s class of 2014 commencement ceremony set for Saturday, June 14, in Angel Stadium of Anaheim, the White House confirmed today.

**UCR Today**

White Coat Ceremony Launches UC Riverside School of Medicine

A stellar first class begins a pioneering journey

**ANR News Releases**

Farmers encouraged to put water conservation efforts on the map

Author: Jeannette E. Womer

Published: April 11, 2014

**Featured Story**

$1 million gift from alumna Julie Packard funds student programs at UCSC

UCSC has received a $1 million gift from alumna Julie Packard, executive director of the Monterey Bay Aquarium. more »

**Washington Monthly**

Washington Monthly Ranks UC San Diego Nation’s Best University for Fourth Consecutive Year

Campus garners top honors for social mobility, research and civic engagement

**UCSF**

UCSF Benioff Children’s Hospital, Children’s Hospital Oakland Receive $100M Gift From Lynne and Marc Benioff

Donation to Strengthen Children’s Health Care Across the San Francisco Bay Area
Increasing awareness of campuses

As he Mecedir Verde area and Crawford Forest, the community can learn alongside researchers and students, gaining experience with the springtime pools, their fragile flora, endangered species and unique soils.

UC Irvine student Wilbert Chen (left) basketball player Jabari Brown (in the background) President Obama to speak at environment. The President answered.

Jagpreet Singh, a staff member of the UC Irvine Museum of Natural History at UC Davis, talks with visiting school children about California’s sea.
Share rough drafts on ways to tell the UC story better
Advocating Power of Public
Integrating data into messaging

What is the actual cost to undergraduates for attending UC?
A general measure of the University’s affordability is its average net cost of attendance. Scholarships and grants reduce the net cost of attending UC for students of all income levels.
Facilitating transparency

Texas A&M University

University Metrics

- Student Demographics
- Staff Demographics
- Student Retention and Graduation
- Applied Admitted & Enrolled
- Student Information by Texas County
- Degrees Awarded
- Geographic Distribution of Applied, Admitted, & Enrolled
- Time to Degree
- Student Ethnicity by Texas County
- Undergraduate Student Progression
- Graduate Student Progression
- Faculty Demographics

UC Statfinder

UC enrollees from the California Community Colleges

Select a UC campus
- LA
- Berkeley
- Irvine
- San Diego
- San Francisco
- Santa Barbara
- Santa Cruz

Select a fall term
- 2013

Search for a community college

Total new enrollments by community college: fall 2013
- Santa Barbara: 715
- Santa Cruz: 417
- Sacramento: 397
- Santa Monica: 355
- Los Angeles: 340
- San Diego: 331
- Irvine: 304
- Santa Barbara: 249
- UC Davis: 246
- UC Berkeley: 230
- UC Irvine: 229
- UC San Diego: 206
- UC Santa Barbara: 194
- UC Santa Cruz: 170
- UC Merced: 128
- UC Riverside: 120
- UC Santa Cruz: 106
- UC San Diego: 85

Total new enrollments by UC campus: fall 2013
- UC Berkeley: 2,124
- UC Davis: 1,959
- UC Irvine: 1,964
- UC Los Angeles: 2,015
- UC Merced: 1,216
- UC Riverside: 1,211
- UC San Diego: 1,382
- UC Santa Barbara: 953
Creating on-line story boards

UC's social mobility story

- UC enrolls a higher % of Pell recipients than other universities.
- Majors focus in social science and STEM fields.
- Within 5 years, they earn as much as their families (<$50k).
- Pell BAs work in public admin, health care & education
Review survey findings to consider ways to tell Berkeley’s story better
Question Wording: What are THREE attributes that come to mind when you think of the strengths of [campus]?
Campus strengths

Question Wording: What are THREE attributes that come to mind when you think of the strengths of [campus]?
Campus weaknesses

**Question Wording:** What are **THREE attributes** that come to mind when you think of the **weaknesses** of [campus]?

<table>
<thead>
<tr>
<th>University</th>
<th>Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berkeley</td>
<td>Cost, Funding, Big/Crowded</td>
</tr>
<tr>
<td>UC Davis</td>
<td>Cost, Class Size, Location</td>
</tr>
<tr>
<td>UC Irvine</td>
<td>Cost, Athletics, Lack of Diversity</td>
</tr>
<tr>
<td>UCLA</td>
<td>Cost, Crowded/Too Big, Class Size, Personal Attention</td>
</tr>
<tr>
<td>UCSD</td>
<td>Cost, Athletics, Campus Life, Lack of Diversity</td>
</tr>
</tbody>
</table>

*Alumni*
### Campus weaknesses

**UC Merced**
- Location
- Small
- Variety of Programs

**UCSF**
- Cost
- Funding
- Faculty
- Location
- Facilities

**UCSB**
- Cost
- Party School
- Lack of Diversity
- Athletics
- Class Size

**UC Riverside**
- Location
- Cost
- Athletics
- Pollution
- Unknown

**UC Santa Cruz**
- Cost
- Crowded/Too Big
- Funding
- Lack of Diversity
- Class Size

**Question Wording:** What are **THREE attributes** that come to mind when you think of the **weaknesses** of [campus]?
## Campus strengths

**Question Wording:** Which of the following represent UC [campus]'s greatest strengths?

<table>
<thead>
<tr>
<th>By Campus Affiliation</th>
<th>Berkeley</th>
<th>Davis</th>
<th>Irvine</th>
<th>Los Angeles</th>
<th>Merced</th>
<th>Riverside</th>
<th>San Diego</th>
<th>San Francisco</th>
<th>Santa Barbara</th>
<th>Santa Cruz</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diverse student body</td>
<td>71%</td>
<td>57%</td>
<td>49%</td>
<td>66%</td>
<td>78%</td>
<td>71%</td>
<td>40%</td>
<td>53%</td>
<td>43%</td>
<td>58%</td>
</tr>
<tr>
<td>Academic excellence</td>
<td>95%</td>
<td>83%</td>
<td>77%</td>
<td>86%</td>
<td>54%</td>
<td>69%</td>
<td>86%</td>
<td>89%</td>
<td>75%</td>
<td>65%</td>
</tr>
<tr>
<td>Strong public service mission</td>
<td>40%</td>
<td>33%</td>
<td>15%</td>
<td>32%</td>
<td>35%</td>
<td>27%</td>
<td>18%</td>
<td>54%</td>
<td>14%</td>
<td>33%</td>
</tr>
<tr>
<td>Interdisciplinary programs</td>
<td>39%</td>
<td>37%</td>
<td>29%</td>
<td>36%</td>
<td>43%</td>
<td>28%</td>
<td>30%</td>
<td>37%</td>
<td>36%</td>
<td>57%</td>
</tr>
<tr>
<td>Undergraduate research opportunities</td>
<td>36%</td>
<td>42%</td>
<td>44%</td>
<td>35%</td>
<td>79%</td>
<td>40%</td>
<td>48%</td>
<td>14%</td>
<td>39%</td>
<td>50%</td>
</tr>
<tr>
<td>Great location</td>
<td>68%</td>
<td>60%</td>
<td>74%</td>
<td>72%</td>
<td>29%</td>
<td>30%</td>
<td>83%</td>
<td>60%</td>
<td>94%</td>
<td>90%</td>
</tr>
<tr>
<td>Outdoor laboratories</td>
<td>12%</td>
<td>31%</td>
<td>6%</td>
<td>8%</td>
<td>23%</td>
<td>18%</td>
<td>10%</td>
<td>2%</td>
<td>26%</td>
<td>37%</td>
</tr>
<tr>
<td>Personalized learning environment</td>
<td>17%</td>
<td>22%</td>
<td>19%</td>
<td>15%</td>
<td>72%</td>
<td>40%</td>
<td>16%</td>
<td>21%</td>
<td>25%</td>
<td>57%</td>
</tr>
<tr>
<td>Successful alumni</td>
<td>62%</td>
<td>48%</td>
<td>44%</td>
<td>62%</td>
<td>31%</td>
<td>37%</td>
<td>47%</td>
<td>68%</td>
<td>48%</td>
<td>39%</td>
</tr>
<tr>
<td>Strong undergraduate programs</td>
<td>67%</td>
<td>63%</td>
<td>57%</td>
<td>65%</td>
<td>46%</td>
<td>62%</td>
<td>67%</td>
<td>13%</td>
<td>69%</td>
<td>70%</td>
</tr>
<tr>
<td>Strong graduate/professional programs</td>
<td>79%</td>
<td>67%</td>
<td>51%</td>
<td>73%</td>
<td>28%</td>
<td>50%</td>
<td>61%</td>
<td>89%</td>
<td>46%</td>
<td>34%</td>
</tr>
<tr>
<td>Distinguished faculty</td>
<td>86%</td>
<td>58%</td>
<td>59%</td>
<td>76%</td>
<td>61%</td>
<td>53%</td>
<td>67%</td>
<td>83%</td>
<td>69%</td>
<td>61%</td>
</tr>
<tr>
<td>Ground-breaking research</td>
<td>75%</td>
<td>65%</td>
<td>49%</td>
<td>67%</td>
<td>57%</td>
<td>42%</td>
<td>74%</td>
<td>84%</td>
<td>56%</td>
<td>50%</td>
</tr>
<tr>
<td>Strong medical education programs</td>
<td>30%</td>
<td>50%</td>
<td>42%</td>
<td>59%</td>
<td>14%</td>
<td>23%</td>
<td>59%</td>
<td>85%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Strong hospitals and medical centers</td>
<td>32%</td>
<td>57%</td>
<td>52%</td>
<td>75%</td>
<td>13%</td>
<td>12%</td>
<td>66%</td>
<td>92%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Vibrant campus life</td>
<td>65%</td>
<td>54%</td>
<td>30%</td>
<td>62%</td>
<td>38%</td>
<td>28%</td>
<td>29%</td>
<td>13%</td>
<td>73%</td>
<td>60%</td>
</tr>
<tr>
<td>Cultural events/performances</td>
<td>48%</td>
<td>44%</td>
<td>36%</td>
<td>58%</td>
<td>57%</td>
<td>36%</td>
<td>32%</td>
<td>12%</td>
<td>52%</td>
<td>54%</td>
</tr>
<tr>
<td>Successful athletic programs</td>
<td>28%</td>
<td>20%</td>
<td>14%</td>
<td>55%</td>
<td>7%</td>
<td>9%</td>
<td>6%</td>
<td>3%</td>
<td>22%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Thoughts, Questions, Thanks