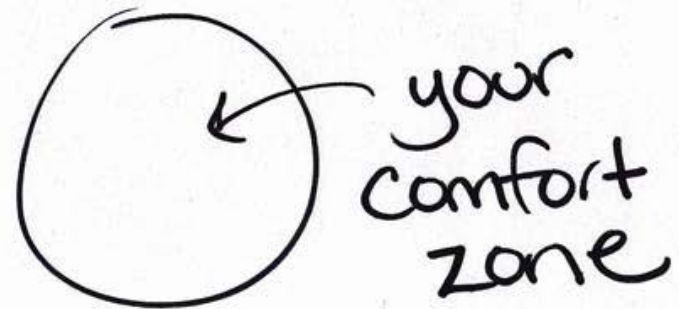


Telling the UC Story – Mapping, Small Multiples and So Much More

Pamela Brown

Vice President of institutional Research and Academic Planning
(iRAP)

A little about my story...



Darth Vader... Really?



Volkswagen Commercial: The Force

volkswagen 132 videos Subscribe

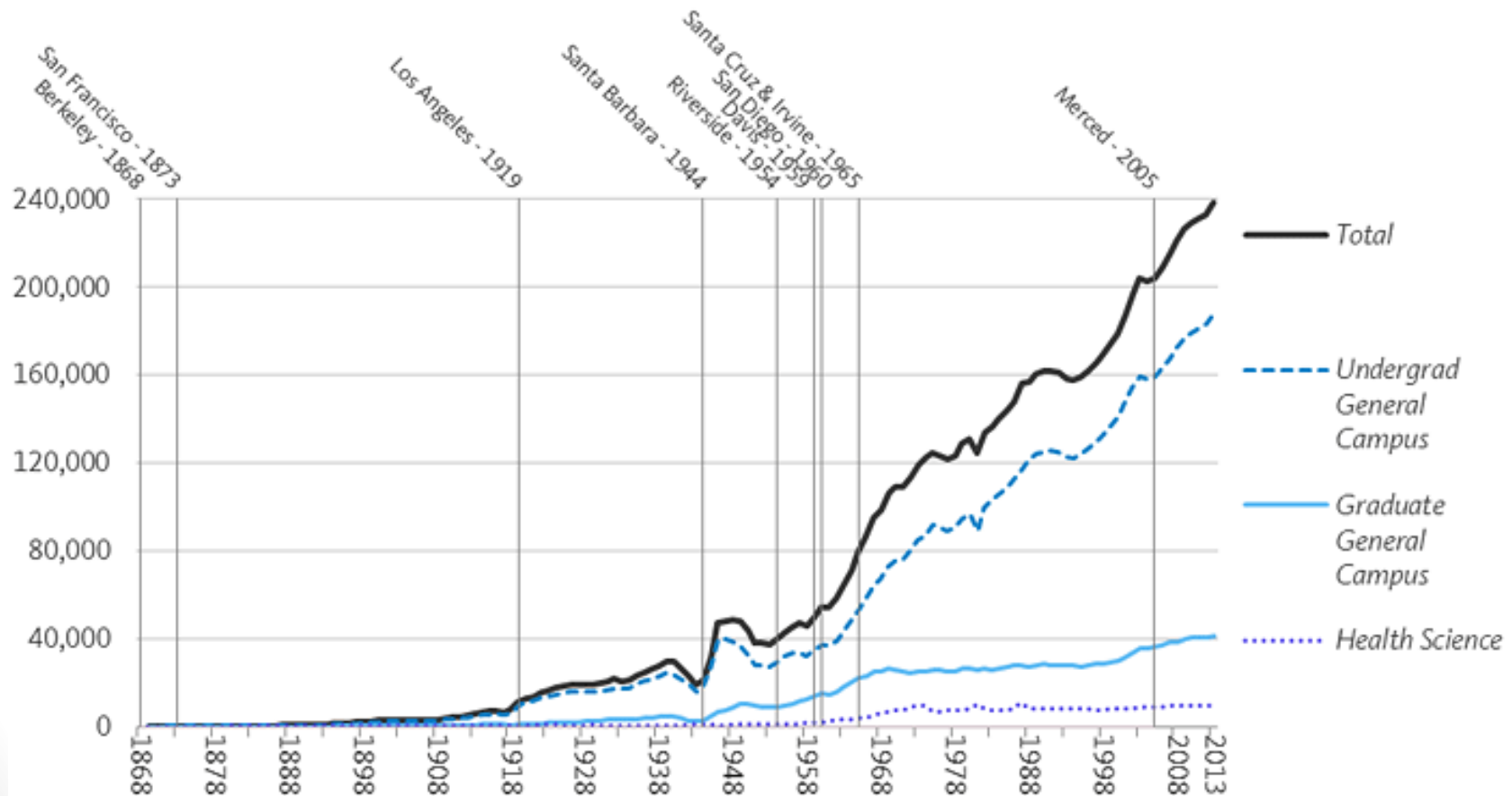


Using data to tell UC's story...

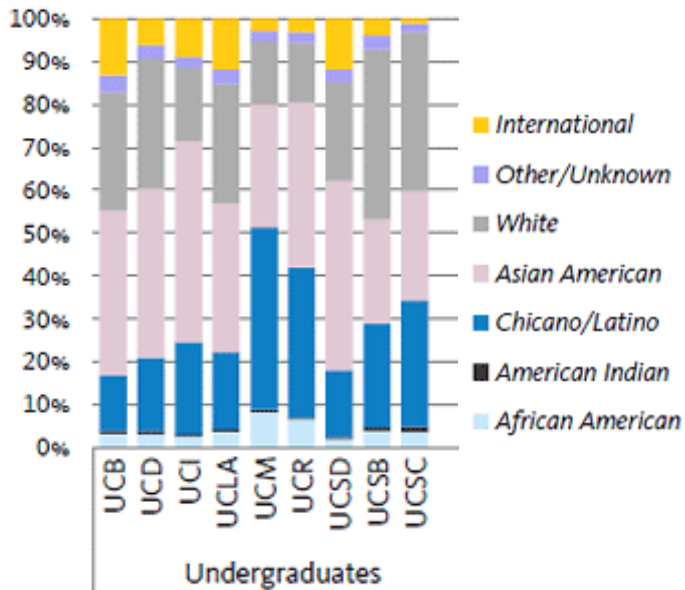
- Looking at Berkeley in the context of the UC system
- Discuss the value of UC
 - Share UCOP's Communications findings from a Simpson : Scarborough
 - Alumni Study
 - California Voters Study
 - Illustrate ways we leverage survey findings to present UC data
 - Accountability Report
 - Map Gallery
 - 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

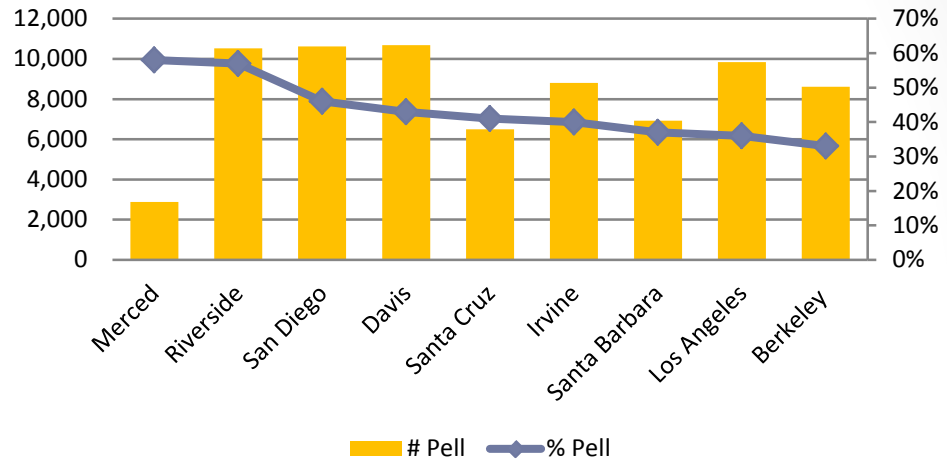
UC enrollment has quadrupled over the past 50 years.



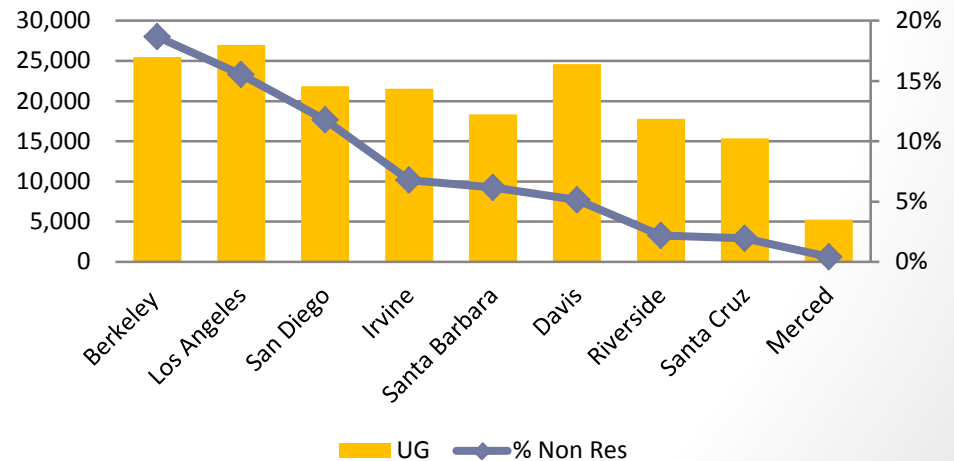
UC undergraduate populations vary



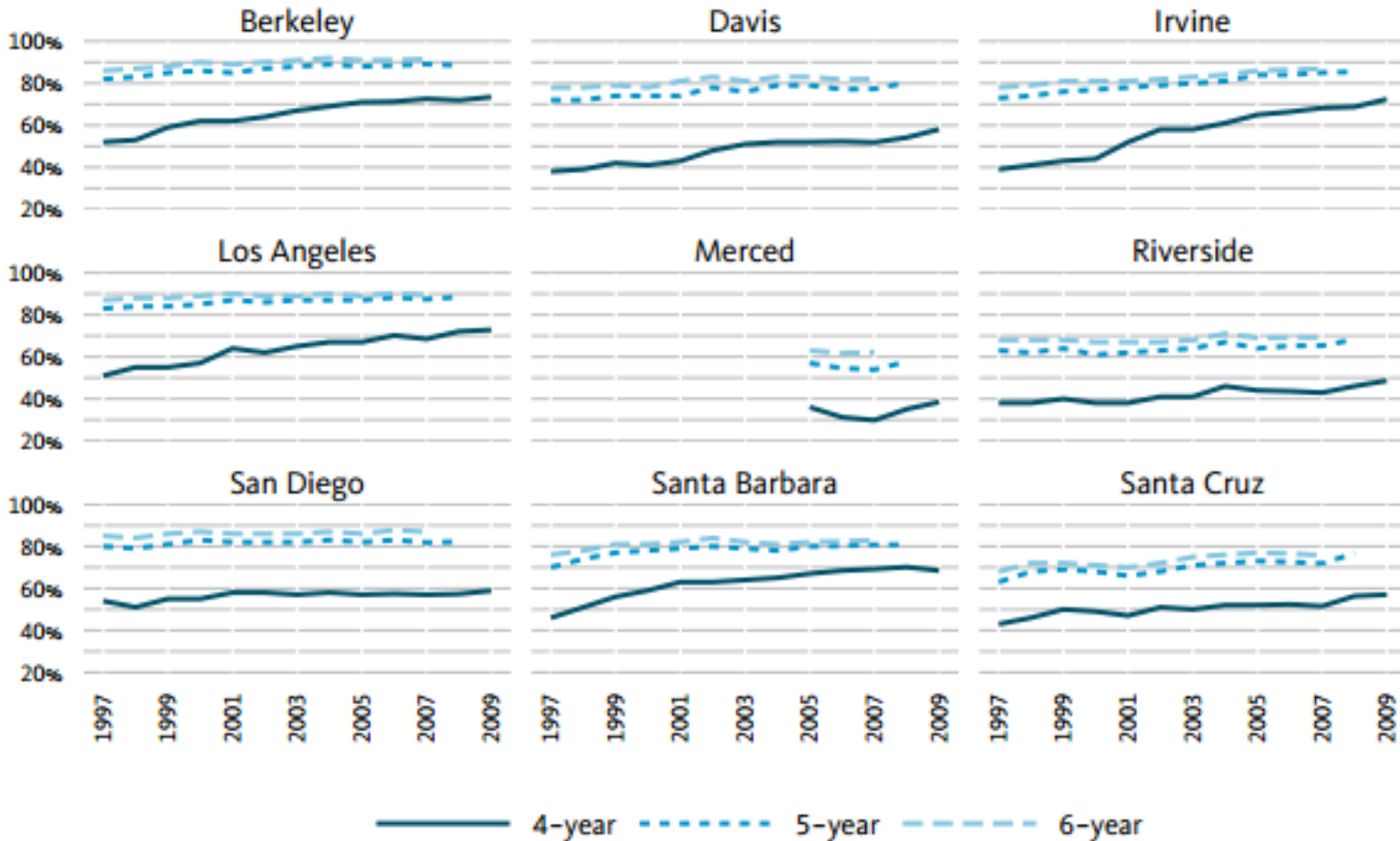
Number and Percent of Pell Recipients



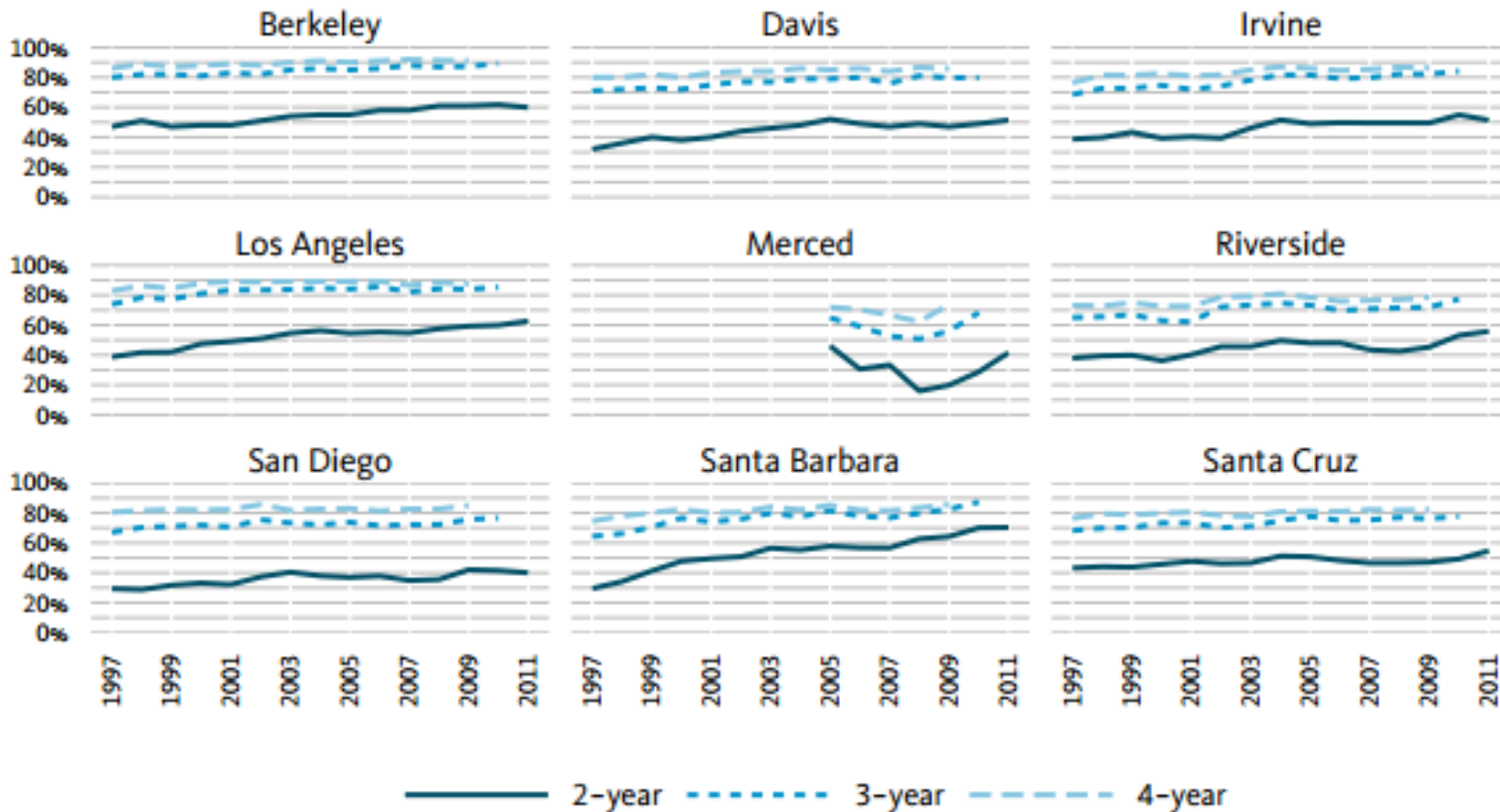
Number UG and Percent Non-Resident



Freshmen graduation rates improve



Transfer graduation rates improve



Small multiples, big mascots

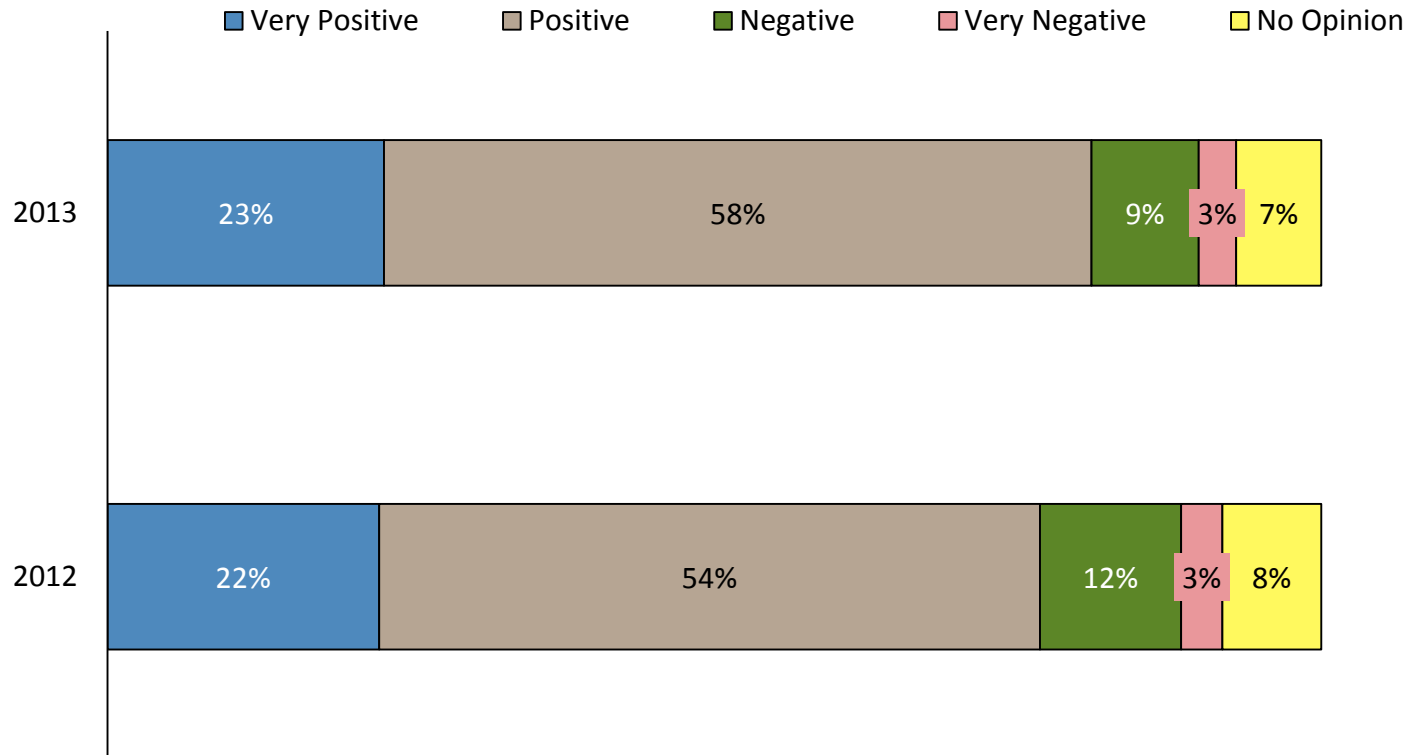


The value of the UC

Opinion of UC system

CA Voters, Benchmarking Questions

Opinion of UC System

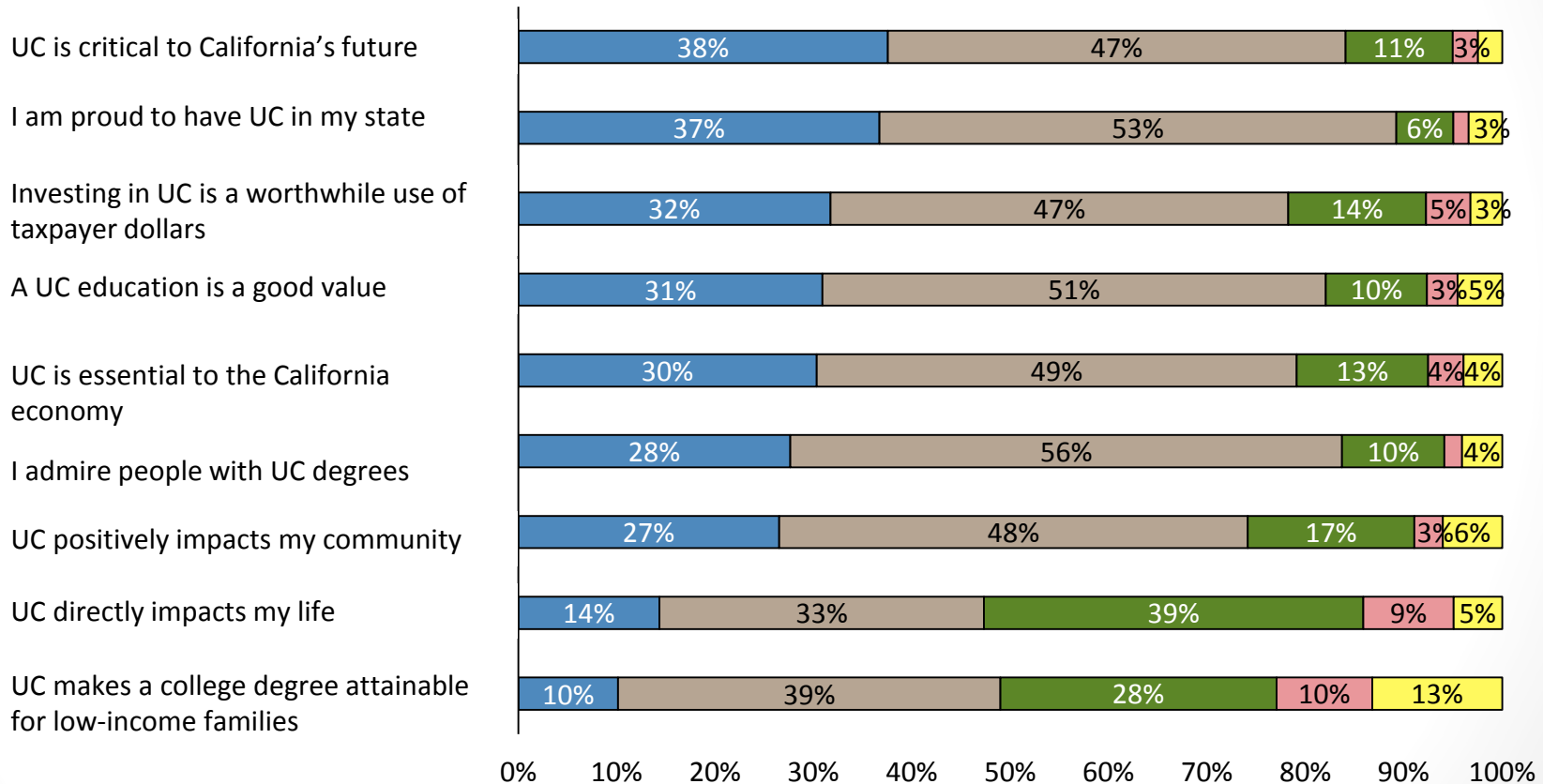


Question Wording: Would you describe your opinion of the University of California system as: Very Positive, Positive, Negative, Very Negative, No Opinion?

Value statements

CA Voters, Benchmarking Questions

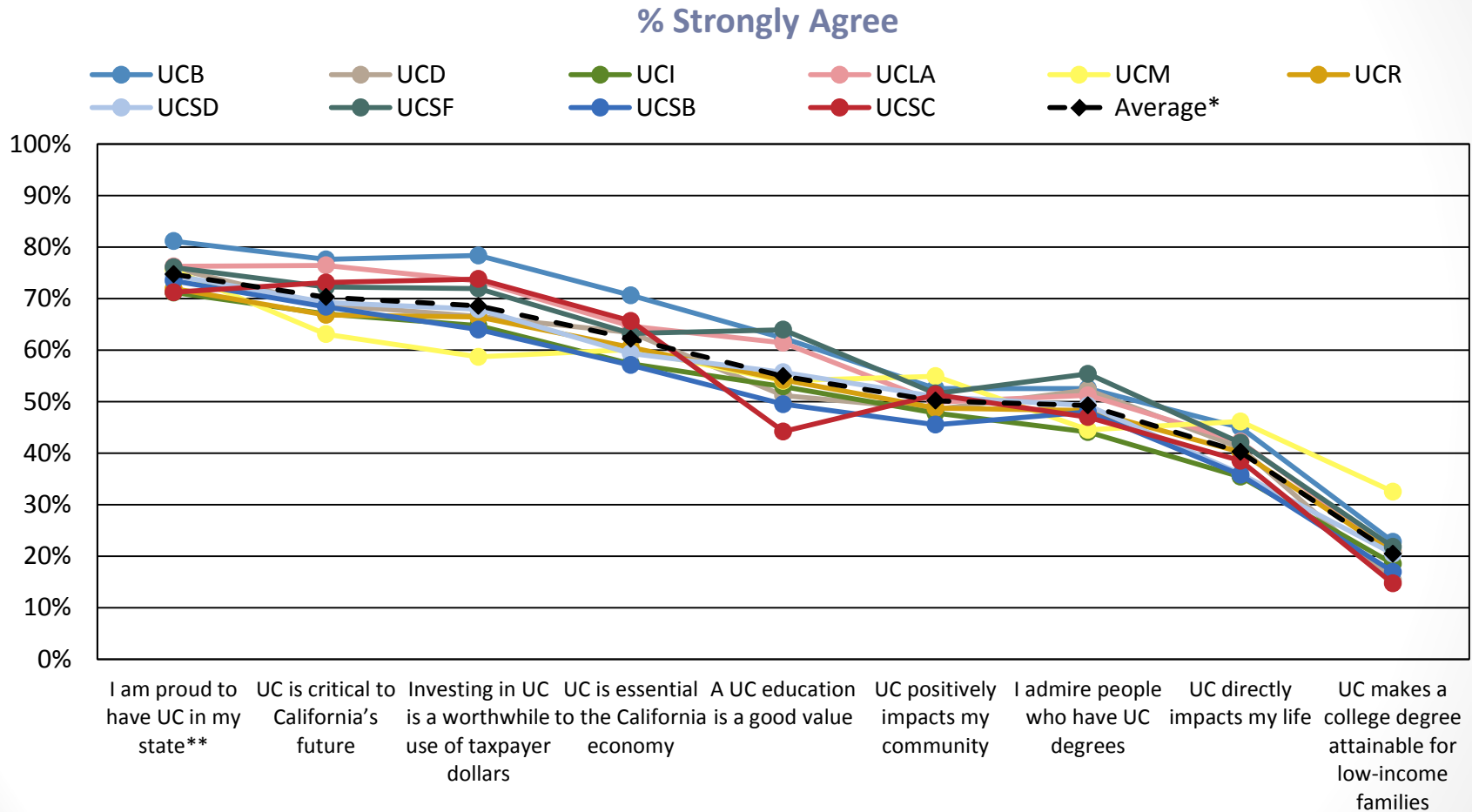
Strongly Agree Agree Disagree Strongly Disagree Don't Know



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



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.

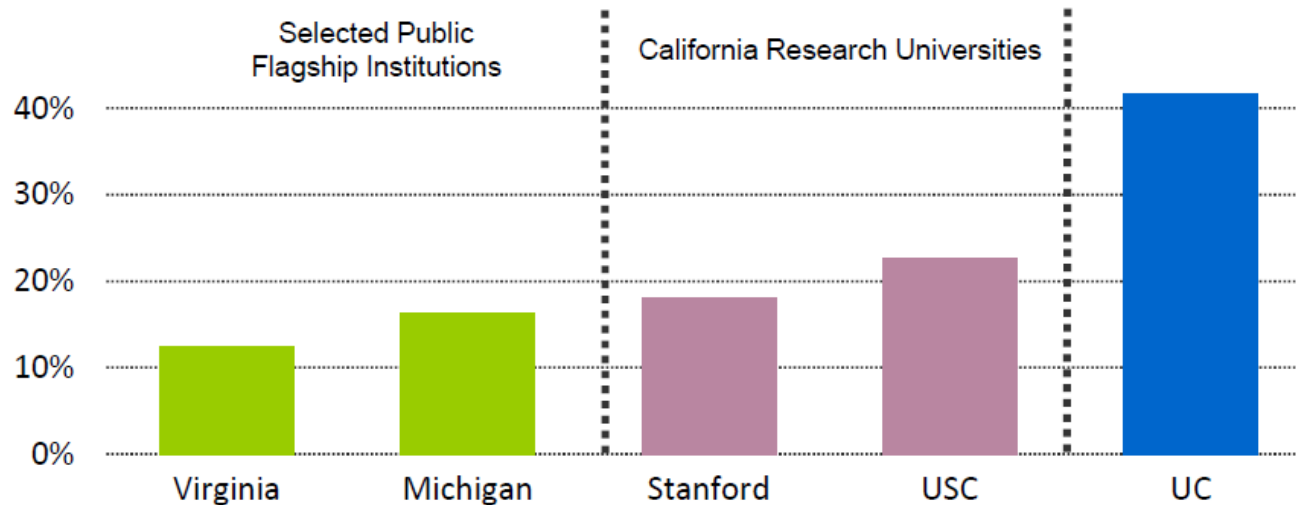
UC makes a college degree attainable for low-income families

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

Figure 2.1 Pell grant recipients

UC and selected peers

Fall 2011 (most recent year available for peer data)

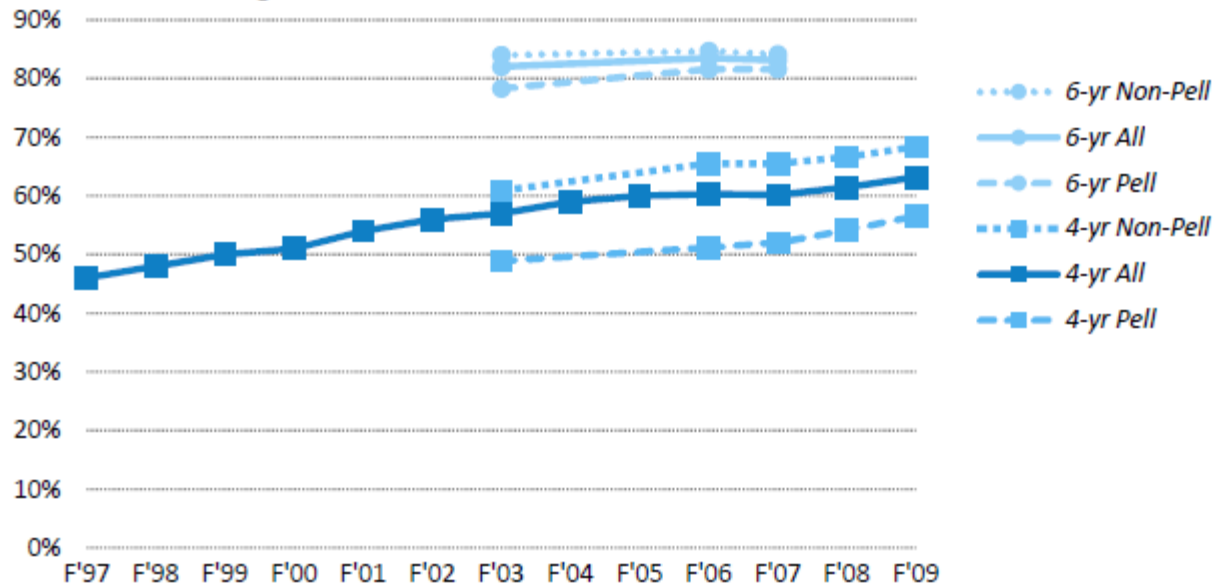


Source: IPEDS

UC makes a college degree attainable for low-income families

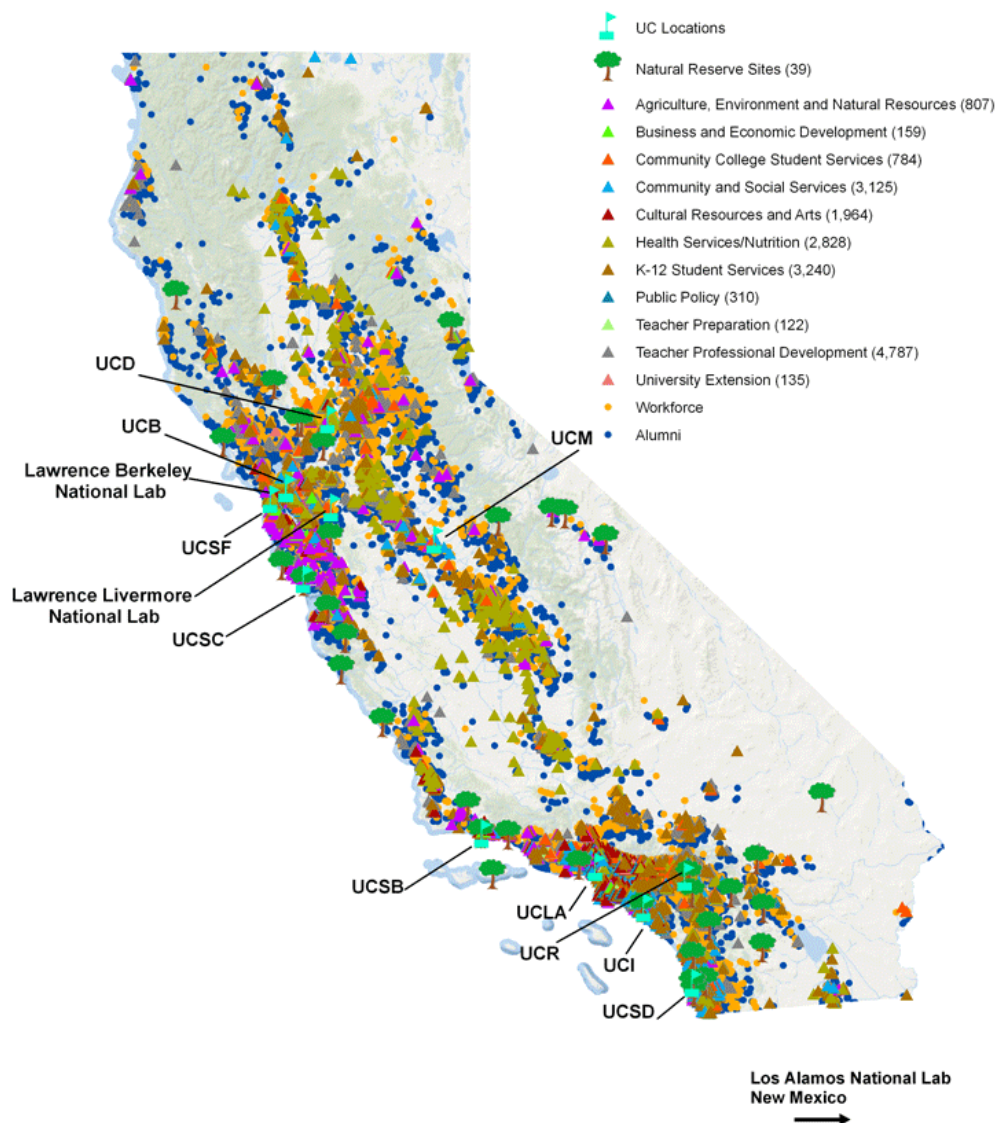
Four-year freshman graduation rates have improved over time, with 63 percent of the fall 2009 cohort graduating in 4 years. Though a gap between Pell recipients and non-Pell students exists at the four-year mark, it is nearly eliminated at the six-year mark.

Figure 3.1 Freshman 4- and 6-year graduation rates
Universitywide
Fall 1995-2009 entering freshmen



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

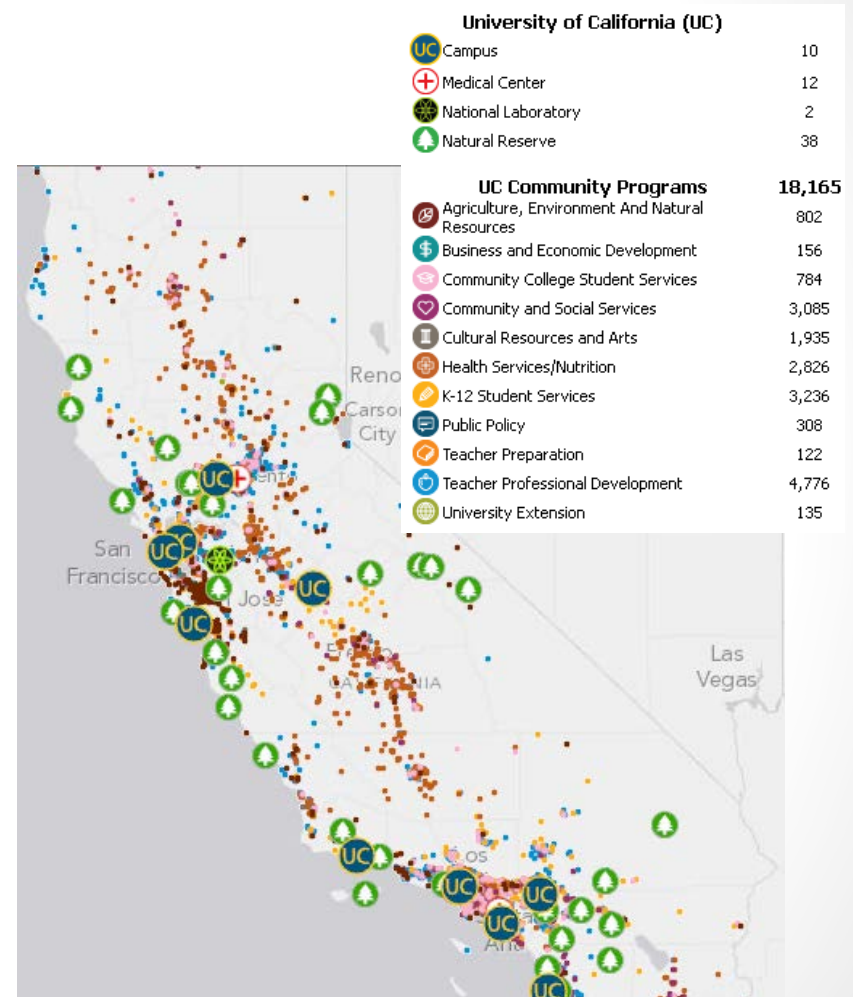
Broader UC community includes many more, such as patients at UC's hospitals

- 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/>

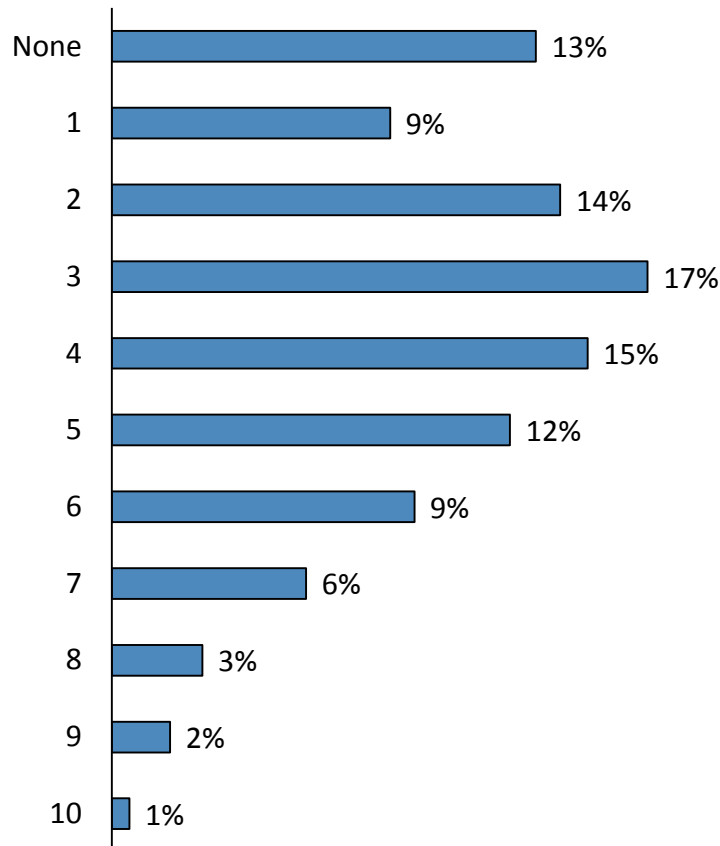
<http://www.ucop.edu/institutional-research-academic-planning/data-reports/index.html>

Awareness of UC system

CA Voters, Benchmarking Questions

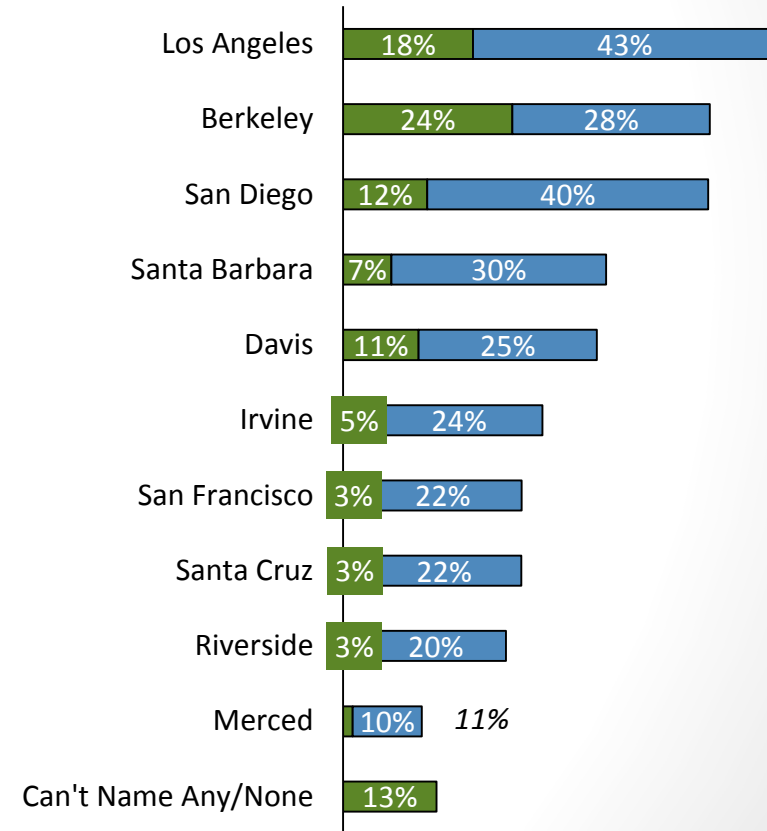
Schools in UC System Named

Average # Campuses named = 3.5



Schools Named

■ First Mention ■ Subsequent Mentions



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

Increasing awareness of campuses



2013 Nobel Prize in Physiology or Medicine shared by UC Berkeley's Randy Schekman

UC IRVINE NEWS

- Arts & Humanities
- Athletics
- Campus Life
- Health
- Science

President Obama to speak at UC Irvine commencement celebration

Event marks 50th anniversary of President Johnson's dedication of campus land

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

ANR NEWS RELEASES

News releases from the UC Division of Agriculture and Natural Resources

Farmers encouraged to put water conservation efforts on the map

Author: Jeannette E. Warnert

Published on: April 11, 2014

Micro-sprinklers, such as those shown above irrigating young almond trees, are an efficient irrigation technology.



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 »](#)



UCR Today

- Home
- Arts/Culture
- Politics/Society
- Science/Technology
- Bus

White Coat Ceremony Launches UC Riverside School of Medicine

A stellar first class begins a pioneering journey

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

Merced Vernal Pools and Grassland Reserve



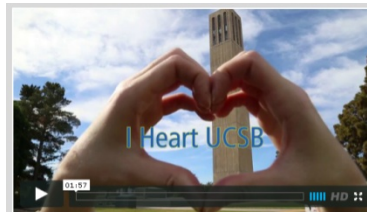
Adjacent to UC Merced, the reserve is a convenient place to conduct field trips and research. Image credit: University of California



American Academy of Arts and Sciences elects 8 new fellows from UCLA

April 23, 2014

With two deans and six additional faculty members elected, UCLA is home to more 2014 fellows than any other public university in the country.



I Heart UCSB
It's the ultimate brag book. Except it's a website, and it isn't so much bragging as it is highlighting points of pride.



- About
- Patient Care
- Research
- Education
- News Center

SUPPORT 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

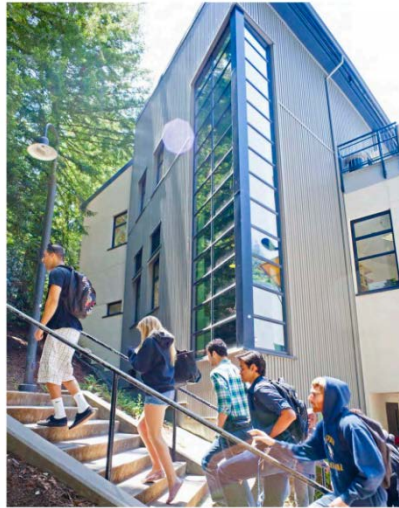
Increasing awareness of campuses



Graduates in front of UC Santa Cruz's Sather Hall.



Researcher at UC San Diego.



The Bay Tree building at UC Santa Cruz.



At the Merced Vernal Pools and Grassland Reserve, the community can learn alongside researchers and students, gaining experience with the springtime pools, their fragile flora, endangered fauna and unique soils.



UC Irvine student Wilbert Cheng films basketball player Mamadou Ndiaye inviting President Obama to speak at commencement. The President accepted.



An aerial view of UC Santa Barbara.



Research at UC San Francisco Medical Center.



Research conducted at UC Riverside.



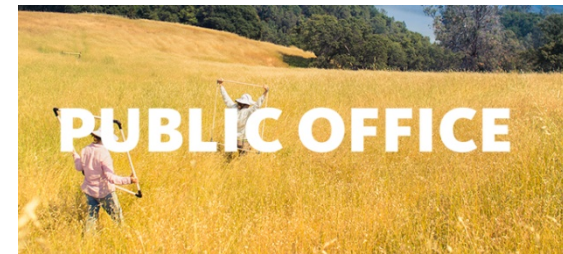
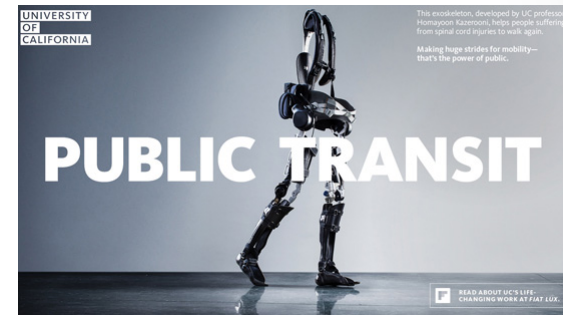
Jagveer Singh, a staff member of the R.M. Bohart Museum of Entomology at UC Davis, talks with visiting school children about California insects.



Students at the Sather Gate entrance to UC Berkeley.

Share rough drafts on ways to
tell the UC story better

Advocating Power of Public



Integrating data into messaging

INFORMATION CENTER

All >

Undergraduate Experience >

Graduate Experience >

Faculty & Staff >

Institutional Performance >

UC in Your Community >

SEARCH


MORE INFORMATION

About >




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.

 Undergraduate Experience




What is UC doing in your legislative and congressional district?

 UC in Your Community



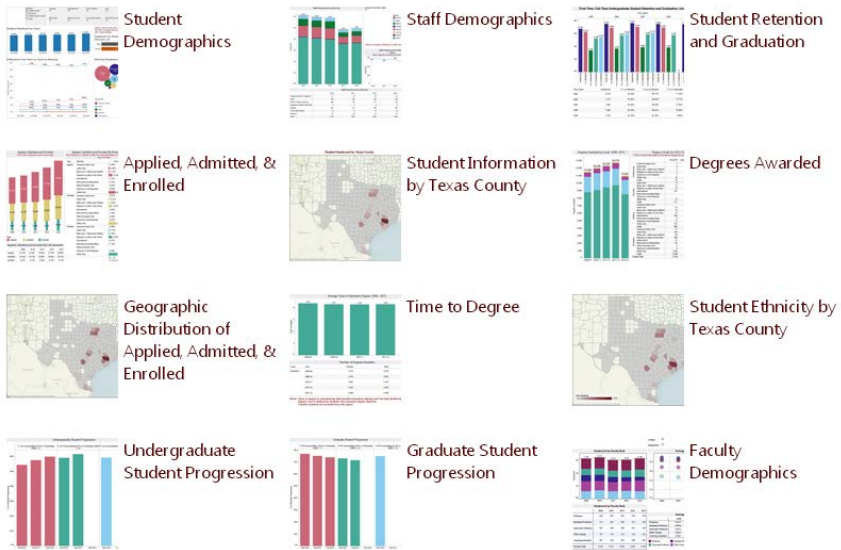
Where is the MESA program making a difference?

 UC in Your Community

Facilitating transparency

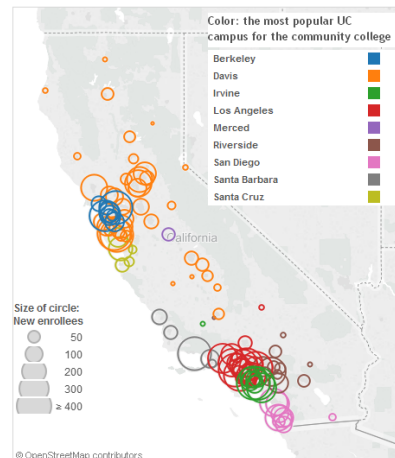
Texas A&M University

University Metrics



UC Statfinder

UC enrollees from the California Community Colleges



Select a fall term

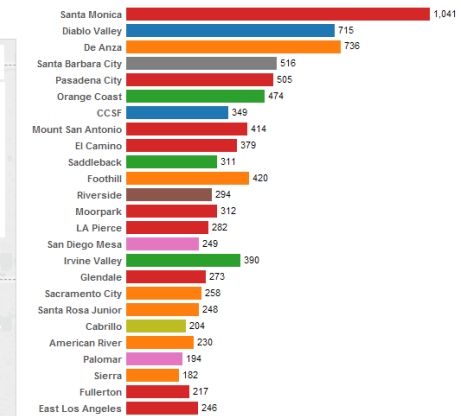
2013

Search for a community college

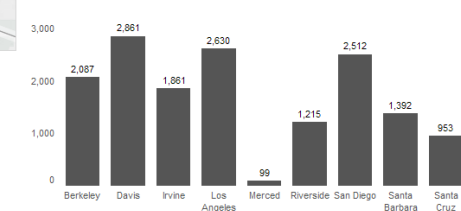
(All)

- Select a UC campus
- (All)
 - Berkeley
 - Davis
 - Irvine
 - Los Angeles
 - Merced
 - Riverside
 - San Diego
 - Santa Barbara
 - Santa Cruz

New enrollees by community college: fall 2013

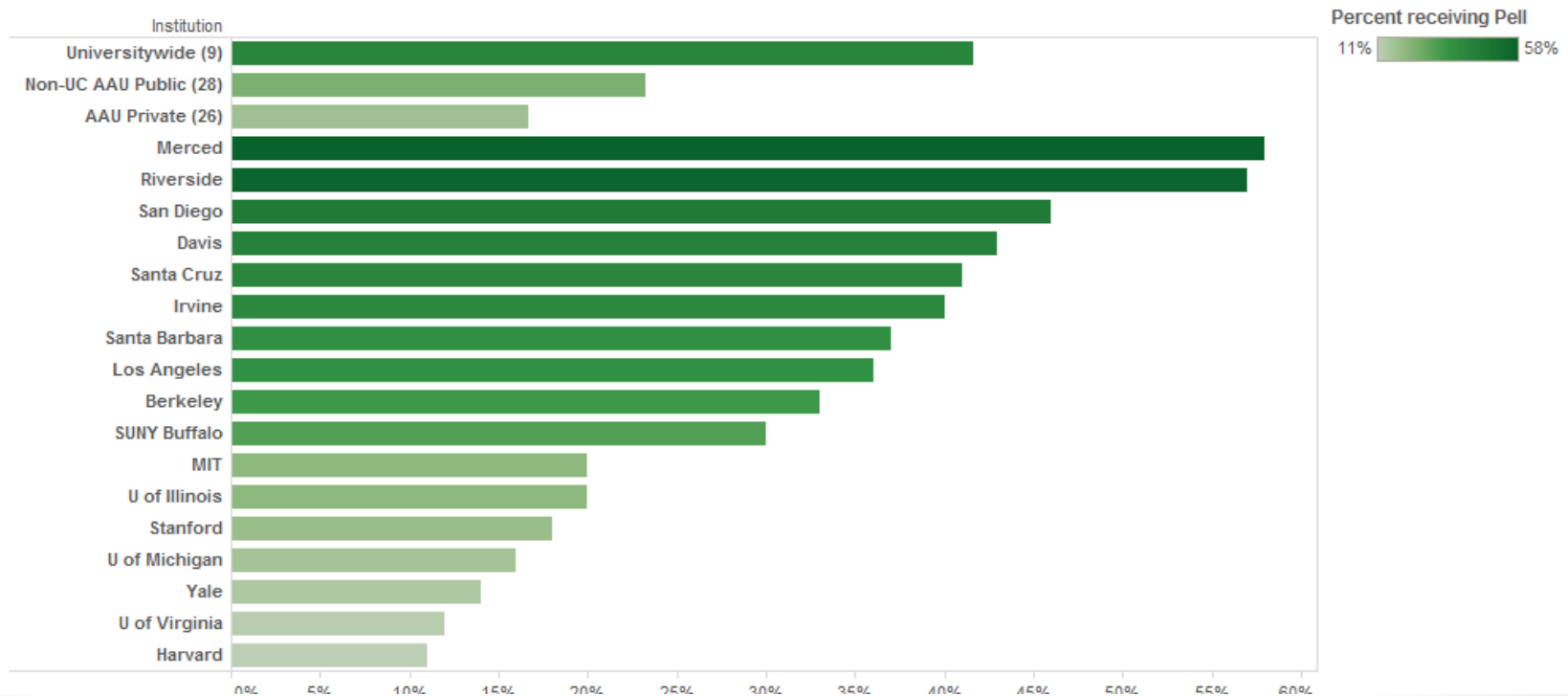
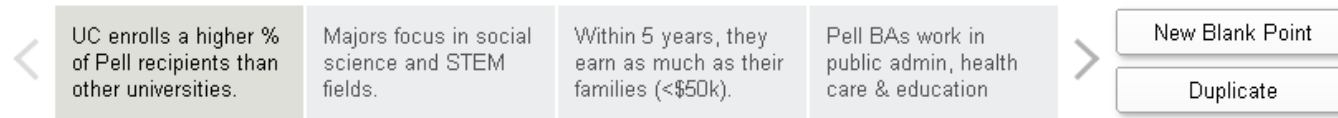


New enrollees by UC campus: fall 2013



Creating on-line story boards

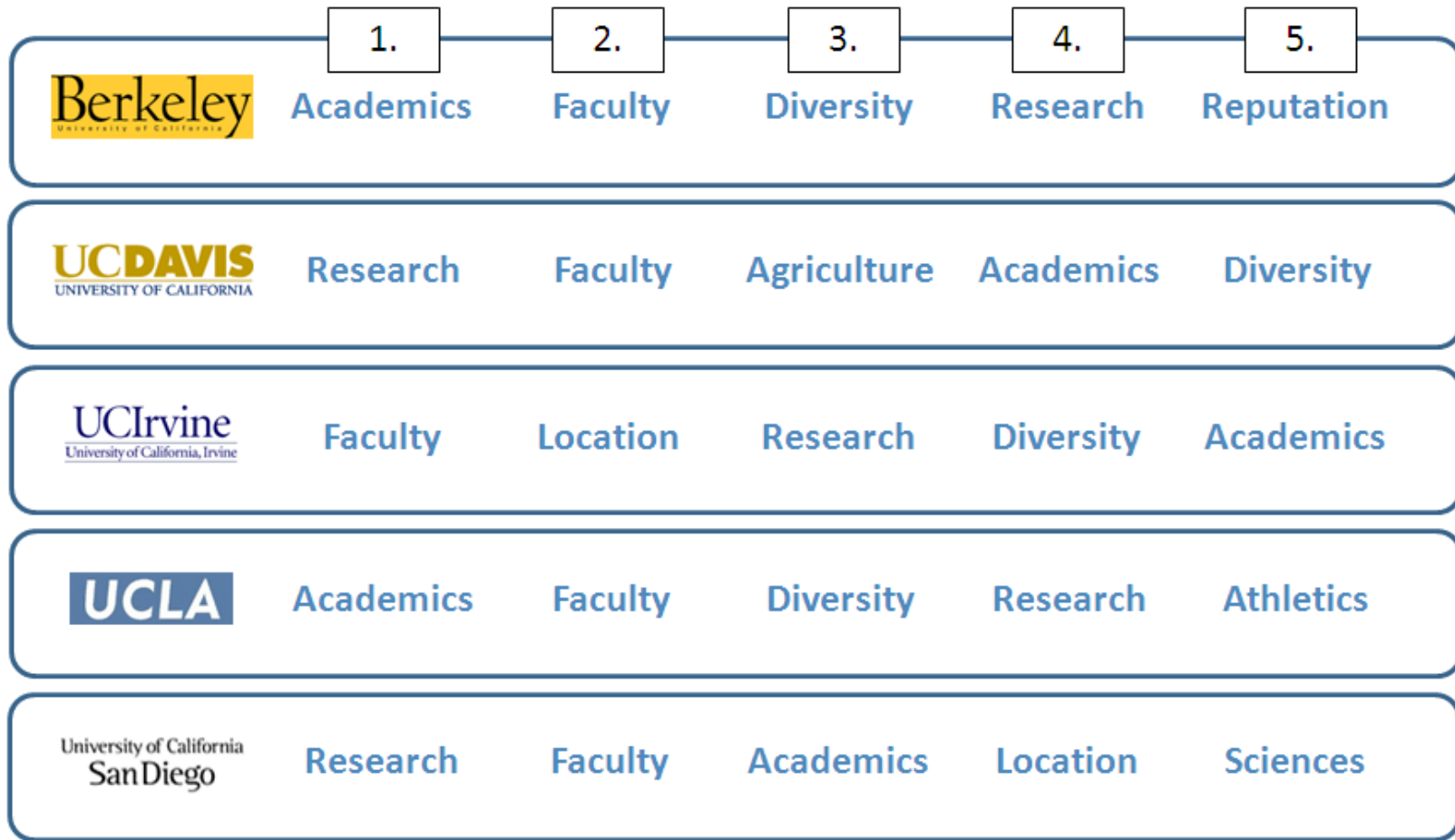
UC's social mobility story



Review survey findings to
consider ways to tell Berkeley's
story better

Campus strengths

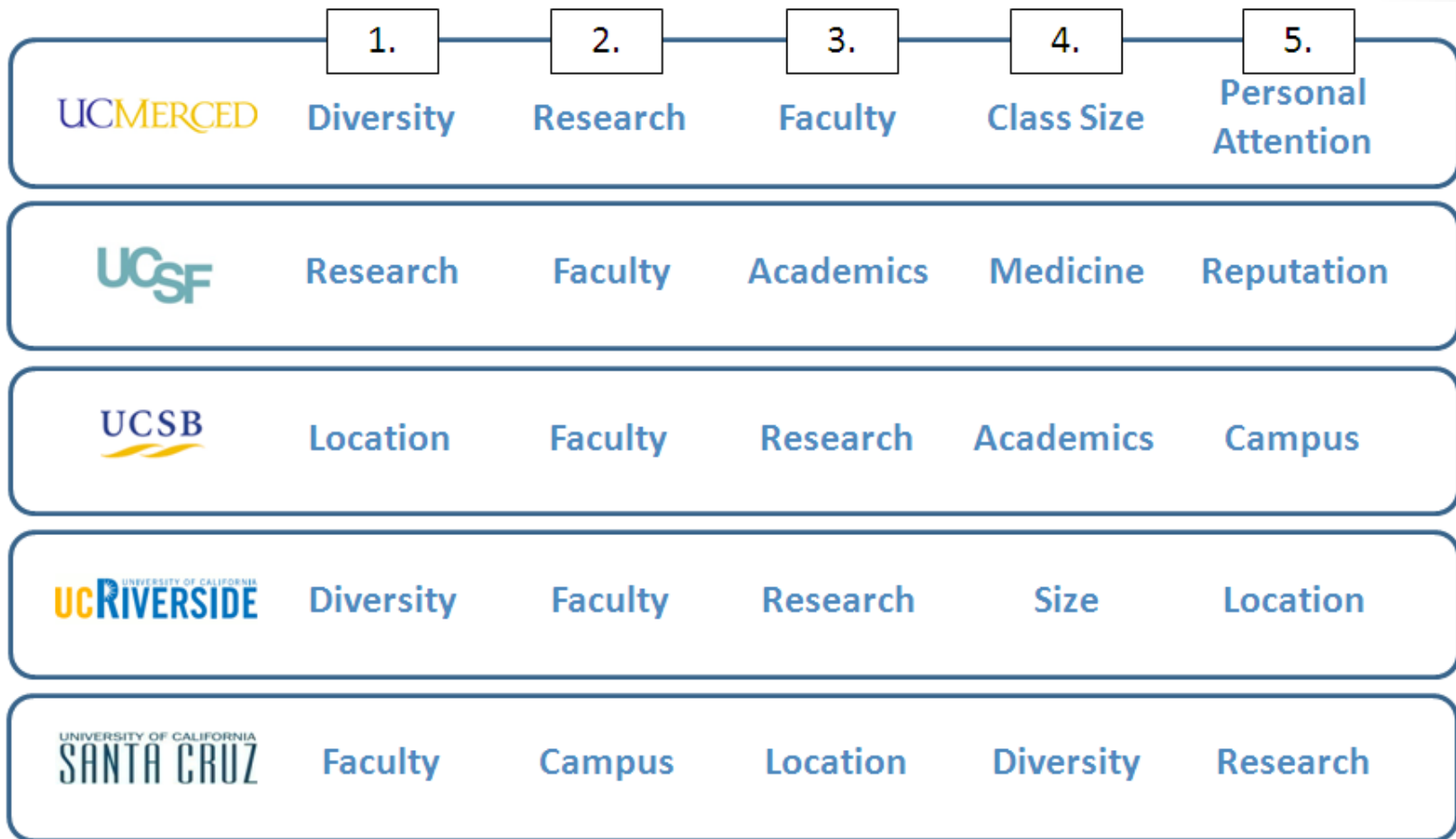
Alumni



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

Campus strengths






Alumni



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

Campus weaknesses

Alumni

	1.	2.	3.	4.	5.
	Cost	Funding	Big/ Crowded	Class Size	Personal Attention
	Cost	Class Size	Location	Athletics	Lack of Diversity
	Cost	Athletics	Lack of Diversity	Campus Life	Commuter School
	Cost	Crowded/ Too Big	Class Size	Personal Attention	Funding
	Cost	Athletics	Campus Life	Lack of Diversity	Class Size

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

Campus weaknesses

Alumni

	1.	2.	3.	4.	5.
UCMERCED	Location	Small	Variety of Programs	Faculty	Isolated
UCSF	Cost	Funding	Faculty	Location	Facilities
UCSB	Cost	Party School	Lack of Diversity	Athletics	Class Size
UCRIVERSIDE	Location	Cost	Athletics	Pollution	Unknown
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

Alumni

<=15%	>=60%
-------	-------

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

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

Thoughts, Questions, Thanks