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Campus Update
& Highlights
(a small sampling)
In July, we announced the appointment of Dr. David Marshall as Executive Vice Chancellor. Prior to his appointment, he served for 16 years as Dean of Humanities and Fine Arts.
Vice Chancellor for Student Affairs

Vice Chancellor Michael Young retired in January after 25 years of exceptional leadership
Thank You, Dr. Mary Jacob

Dr. Mary Jacob, Senior Associate Dean of Enrollment Services, graciously agreed to serve as our Acting Vice Chancellor for Student Affairs.
In January, we announced the selection of John McCutcheon as our next Director of Intercollegiate Athletics.

Mr. McCutcheon previously served as the Athletics Director at the University of Massachusetts, Amherst. Before joining UMass, he served as the Athletics Director at Cal Poly, San Luis Obispo for 12 years.
Women’s Basketball Head Coach

In April, we announced the selection of Bonnie Henrickson as our new women’s basketball head coach.

She comes to us with nearly three decades of coaching experience, most recently at the University of Kansas and previously at Virginia Tech.
Coastal Commission Approves LRDP

UC Santa Barbara received unanimous approval from the California Coastal Commission for its Long Range Development Plan (LRDP), which will guide campus planning and development through the year 2025.
Hispanic-Serving Institution

In January, UCSB was officially recognized as a Hispanic-Serving Institution by the Hispanic Association of Colleges & Universities.

- 26 percent of our student population is Chicana/o and Latina/o, up from 11 percent in 1994
- First AAU member to receive HSI status
- Now eligible to compete for federal and private grants for initiatives including student support services, faculty development, and the acquisition of scientific or lab equipment for teaching
UCSB in the Top 10

UC Santa Barbara was ranked by U.S. News and World Report as one of the Top 10 public universities in the United States
The Princeton Review

UC Santa Barbara ranked as third “greenest” college in the country – No. 1 among public universities!
Bren was ranked by the nonprofit Net Impact as No. 1 in the country among the top 50 schools for graduate programs in environmental sustainability.
Our Department of Sociology has been ranked No. 1 in the country, according to the online resource College Factual.
2014 Nobel Prize

Professor Shuji Nakamura was awarded the 2014 Nobel Prize in Physics, making him our SIXTH faculty member to become a Nobel Laureate. He was recognized for “the invention of efficient blue light-emitting diodes, which has enabled bright and energy-saving white light sources.”
Nobel Laureates
University of California, Santa Barbara

Walter Kohn
Nobel 1998, Chemistry

Alan Heeger
Nobel 2000, Chemistry

Herbert Kroemer
Nobel 2000, Physics

Finn Kydland
Nobel 2004, Economics

David Gross
Nobel 2004, Physics

Shuji Nakamura
Nobel 2014, Physics
The Netherlands’ Spinoza Prize

Professor of Physics Dirk Bouwmeester has been recognized for his radical breakthrough research with the 2.5-million euro Spinoza Prize, the highest Dutch award in science (US $3.1 million)
Denise Montell, Duggan Professor of Molecular Cellular and Developmental Biology, has been named a recipient of the $2.5-million Pioneer Award.
Prince of Asturias Award

Professor of Chemistry Galen Stucky received the 2014 Prince of Asturias Award for Technical and Scientific Research.
National Academy of Sciences

Professor of Physics Joseph Incandela, the scientist who announced the discovery of the elusive Higgs boson particle, has been elected to the National Academy of Sciences.

He is the 12th faculty member in our Department of Physics selected for membership in the prestigious academy.
Mellichamp Professor of Systems Biology Samir Mitragotri has been elected to the National Academy of Engineering, for development, clinical translation, and commercialization of transdermal drug delivery systems.
Professor of Physics and Mathematics David Morrison has been elected to the American Academy of Arts and Sciences.

Fellows are recognized for meritorious efforts to advance science or its applications.
Fellows of the American Physical Society

Kaustav Banerjee
Professor of Electrical and Computer Engineering

Lars Bildsten
Director of KITP

David Morrison
Chair of Department of Mathematics

Anthony Zee
Particle Theorist and Member of KITP

Ram Seshadri
Professor of Materials and of Chemistry and Biochemistry
Congratulations to Professors Jose Cabezon and Swati Chattopadhyay
2015 Guggenheim Fellows in Humanities
In December, Professor of Physics Joseph Polchinski, a permanent member of our Kavli Institute for Theoretical Physics, delivered the 59th annual Faculty Research Lecture on “Space-Time versus the Quantum”
On May 13, Assistant Professor of Geography Krzysztof Janowicz delivered the 57th annual Plous Lecture on “Exploring the Data Universe with Semantic Signatures”
Dilling and I helped hand out to our students free copies of “Orange is the New Black: My Year in a Women’s Prison.”

The author gave a free lecture at Campbell Hall on April 15.
We welcomed more than 9,000 alumni and friends back to campus.
Alumni Jack and Kim Johnson have teamed up with our students on the Edible Campus project to grow food on campus for our AS Food Bank.
We deeply appreciate the invaluable contributions of our staff colleagues to our campus community!
2015 Regional Receptions

San Jose    March 8
Los Angeles/Irvine  March 14
Los Angeles/Irvine  March 15
Washington, D.C.  March 21
New York City  March 22

#futuregaucho
We welcomed more than 11,000 prospective students and their families to campus on April 11.
Admissions Update
Fall 2015 Admissions Update (based on SIRs)

- 70,450 freshman applicants
- 32% admission rate (compared to 36% last year, 52.8% in 2005)
- Expected enrollment: ~4,380
- Average GPA: 4.03 (we’ve crossed the 4.0 threshold!)
- Average SAT: 1881 (12 points higher than last year!)
- 32% are underrepresented minorities
- 44% are first-generation college students
- Non-residents: 14% of freshman class
  - 7% domestic non-resident
  - 7% international
Budget Update
UC President Janet Napolitano announced on May 14 that she and Gov. Jerry Brown reached a historic agreement that provides UC with significant new revenue while capping resident tuition at its current level ($12,192) for the next two years.
Governor Brown’s May Revise

- 4 percent base budget increase for each of the next four years ($119.5 million in 2015-16; total of $507.3 million over the next four years)

- One-time infusion of $436 million over three years for UC’s pension obligation from Proposition 2 funds (in exchange, UC adopts new pension tier by July 1, 2016)

- Allocations in 2015-16 of $25 million for deferred maintenance and $25 million to support energy efficiency

- Regents to authorize the university to increase nonresident supplemental tuition up to 8 percent annually
Governor Brown’s May Revise

UC will either continue or expand efforts to:

- Ensure at least a third of new students enter as transfers
- Make clear pathways to three-year undergraduate degree
- Eliminate course bottlenecks
- Improve academic advising
- Explore other efficiencies

The agreement is contained in the governor’s revised state budget proposal, which now moves to the legislature for deliberations. A final state budget must be approved by next month.
Campaign Update
$990 million raised toward our $1 billion goal

Congratulations, and thank you!
Charlie Munger gives $65 million

Charlie Munger, Vice Chairman of Berkshire Hathaway Corporation:

“There is no place like KITP anywhere else — and no better programs — so it’s a great thing to be able to give them a nice home of their own. Also physicists gain enormously from knowing one another and talking to one another and trusting one another… Now we can get people together from all over the world and these people can cross-fertilize each other.”
KITP Visiting Scholars Residence

Charlie’s unbelievably generous $65-million gift will fund this remarkable guesthouse, providing 32 suites (61 beds) for visiting physicists participating in KITP programs

Construction start: Fall 2014
Construction complete: Spring 2016
Campus Projects
Davidson Library

60,000-square-foot addition and renovation of 92,000 square feet of existing library space. Project cost: $79 million.

Construction started: Summer 2013
Construction complete: Spring 2016
Sierra Madre Apartments

115 undergraduate student apartments and 36 rental apartments for faculty and staff. Project cost: $87.5 million.

Construction started: Fall 2013
Construction complete: Fall 2015
Bioengineering Building

90,000-square-foot laboratory and research building supporting the Bioengineering program. Project cost: $86 million.

Construction start: Fall 2014
Construction complete: Fall 2016
Renovation of the Faculty Club and addition of 30 guesthouse rooms for campus visitors. Project cost: $20.8 million. $1 million gift from Betty Elings Wells.

Construction start: Summer 2014
Construction complete: Spring 2016
San Joaquin Apartments

178 undergraduate student apartments (1,000 student beds) and 8 apartments for live-in faculty and residential staff. Project cost: $182.5 million.

Construction start: Fall 2014
Construction complete: Fall 2016
North Campus Faculty Housing Phase III

31 for-sale single family homes for faculty – Phase 3 of 5 for the North Campus Faculty Housing project.
Project cost: $16 million.

Construction start: Fall 2014
Construction complete: Spring 2016
Isla Vista
Incident on May 11

The shooting in Isla Vista on the evening of May 11 was a serious but isolated incident. The two people injured were identified as a student and an alumnus. Both are expected to make a full recovery, and our thoughts remain with them and their families.

Despite the significant steps we have taken over the past several years and the great progress we have made as a community — particularly since last May — we continue to face challenges in addressing the complex issues that affect Isla Vista. Like all campuses that neighbor urban communities, ours is not fully immune to occurrences of violence. However, this event only strengthens our resolve to continue our efforts.
Since September, Academic Senate Chair Kum-Kum Bhavnani and EVC David Marshall have co-chaired the Chancellor’s Coordinating Committee on Isla Vista, developing strategies and offering recommendations to make a cultural change in Isla Vista.

In addition, George Thurlow, Assistant Vice Chancellor for Alumni Affairs, was appointed as Special Assistant to the Chancellor for Isla Vista Affairs.
KEEP ISLA VISTA SAFE

IV HALLOWEEN
#NotWorthIt

ISLA VISTA HALLOWEEN
NOT WORTH IT!
Quiet Halloween in Isla Vista
Halloween 2014: Notable Press Coverage

Quiet Halloween in Isla Vista thanks to patrols, social media, rain

Isla Vista Halloween Street Party Kept Quiet and Tame

Halloween in Isla Vista From Nightmare to Nice
In February, we announced that the University would donate $70,000 to construct a permanent 4.5-foot fence along a 1,400-foot section of the Isla Vista bluffs. The county handled construction and will oversee future maintenance.
Permanent Fencing in Place
Planning for ‘Deltopia’

#DontRiskIt
#keepIVsafe
#NotWorthIt

NO live or pre-recorded amplified music after 6pm.

DELTORIA2015  #NotWorthIt
‘Deltopia’ 2015: Notable Press Coverage

**Santa Barbara News Press**
- Deltopia diminished

**The Bottom Line**
- Deltopia street party in Santa Barbara much calmer this year

**89.3 KPCC**
- IV Community and Law Enforcement Keep Deltopia 2015 Safe

**12 KCOY, 3 KEYT, 11 KKFX**
- Deltopia 2015 is being called a big success for the Isla Vista community and a disappointment for hard-core partiers and out-of-town visitors.
‘Deltopia’ 2015

“Crowds dwindled to as low as 300 by Saturday evening.” — Sheriff’s spokeswoman Kelly Hoover

A big thank you to our campus community for your tremendous efforts in helping us make a cultural change in Isla Vista!
After more than doubling our UCPD staffing from last year, we saw the overall number of reported crimes in Isla Vista decrease by 12.5% in fall (Aug.-Dec.) and 19% in winter (Jan.-April).
Isla Vista Remembrance Events

In honor of our students who were injured and the precious lives we lost last year, our campus and the surrounding community have planned several remembrance events throughout the month of May.
Temporary solar-powered lights resembling flowers were “planted” May 13 in the grass pathways on campus leading to Pardall Tunnel, a creative commemoration.

I would like to thank Academic Senate Chair Kum-Kum Bhavnani for her leadership on this project.
Isla Vista Remembrance Events

- Planting and dedication at Isla Vista Love & Remembrance Garden in People’s Park
- Exhibit: “We Remember Them: Acts of Love and Compassion in Isla Vista”
- Student-led Candlelight Vigil in Storke Plaza
- Student-led Memorial Paddle Out
- “MMXIV: Music in Memory: Isla Vista 2014”

A complete listing can be found at www.news.ucsb.edu/remembrance-events
During this time of remembrance, we will also be announcing the establishment of six scholarships set up in memory of and named after the students whom we lost on May 23, 2014.
Thank you!
End of Year Report Schedule

10:00-10:05 Welcome and Introduction       David Marshall
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Academic Affairs Update

David Marshall
Executive Vice Chancellor
Leadership Transitions

• Thank you to Associate Vice Chancellor John Talbott, who is retiring after five years as Associate Vice Chancellor for Academic Personnel, and forty-four years as a professor in the Department of History.

• Search Committee chaired by Professor Andy Teel, Professor of Electrical & Computer Engineering
Leadership Transitions

• **Associate Vice Chancellor and Dean of Undergraduate Education**
  Search Committee chaired by Omer Blaes, Professor of Physics

• **Associate Vice Chancellor for Information Technology and Chief Information Officer**
  Search Committee chaired by Pierre Wiltzius, Susan and Bruce Worster Dean of Science

• **Dean of Humanities and Fine Arts**
  Search Committee chaired by Susan Derwin, Director, IHC
Updates

• UCSB Campus Climate Survey Report Implementation Committee established following 2013 UCSB Campus Climate Survey (chaired by Chancellor Yang and AVC María Herrera-Sobek).

• Three Sub-Committees: Sexual Violence; LGBTQ-URM; Staff Morale.

• Insight into Diversity Higher Education Excellence in Diversity Award (2014).

• Minority Access, Inc. presented a Citation Award in recognition of UCSB’s Commitment to Diversity.
Updates

- **Enterprise Technology Services (ETS)**
- Financial Systems: Implement Phase 1 on July 1, 2015.
- Electronic timekeeping: deploy Kronos in remaining departments.
- UCPath: roadmap for technical implementation.

- Develop federated IT model to deliver services and support through strategic partnerships with campus IT units that are centers of excellence.
- Implement an e-mail and calendar solution.
Updates

• Chancellor’s Coordinating Committee on Isla Vista (co-chaired with Kum-Kum Bhavnani)

• **Call for Proposals**: pilot program to support projects that will integrate academic and cultural programs into the Isla Vista community, as well as projects that will integrate Isla Vista into our academic programs.

• Projects that will strengthen the academic and cultural environment in Isla Vista, and advance our understanding of the Isla Vista community, through civic engagement, public programming, research, creative activity, and teaching about Isla Vista.

• **Due May 30, 2015.**
May Revise and UC Budget Agreement: Looking Forward
May Revise and UC Budget Agreement:  
*What does it mean for us?*

- $436 million in one-time funding over three years to help pay down UC’s unfunded pension liability.
- Helps overall UC budget; may bring down employee contribution.
- **New UC pension tier** by July 1, 2016: pension cap of $117,000 rather than current $265,000.
- Only for **new** employees hired after the new tier is implemented.
- Choice of a **defined benefit plan** with a pensionable salary up to the current PEPRA cap ($117,000) **plus** a supplemental **defined contribution plan** for certain employees; or a **defined contribution plan**.
May Revise and UC Budget Agreement:  
*What does it mean for us?*

- New pension salary cap will *not* affect any current faculty or other employees.
- Plan to incorporate a defined contribution plan into new pension tier.
- **Hybrid approach** that combines a defined benefit and a defined contribution plan would offer new employees “an attractive combination of security and portability.”
- **UC must maintain competitiveness of its benefit programs in comparison to peer institutions in order to attract and retain best faculty.**
- Most of UC’s competitors provide retirement benefits through a defined contribution—rather than a defined benefit—plan.
May Revise and UC Budget Agreement: What does it mean for us?

• Increase graduation rate, reduce time to degree, and use resources as efficiently as possible.

• UC will increase proportion of transfer students: one-third of entering students by 2017-18. Develop systemwide transfer pathways: Common Identification Numbering (C-ID) system to simplify course selection for transfer students.

• 3-year degree pathways: identify pathways for 10 of top 15 majors.

• Data analytics to support student success.
• Eliminate course bottlenecks and improve academic advising.
• Use of summer session to decrease time-to-degree.
• Review of major requirements to determine whether the number of required courses can be reduced without compromising quality.
May Revise and UC Budget Agreement: 

Opportunities and Risks

- **UCSB**: Current and new initiatives to improve graduation rates, decrease time to degree, expand counseling and academic advising, use data analytics to allow early intervention at first signs of academic difficulty (with support of $1.6 million from UCOP).

- **HSI status** will allow us to apply for new grants for research, educational outreach, and educational support programs that will assist all students.

- Review of major requirements was very successful at UCLA (Challenge 45).

- Summers Sessions to work with deans on new curricular plans: need to reassess plans with focus on impacted courses, degree pathways, and new initiatives to serve both majors and non-majors.
May Revise and UC Budget Agreement: 
*Opportunities and Risks*

- Opportunity to use assessment practices to review curricula, degree requirements, unit requirements, in context of pedagogical vision and design of learning outcomes.

- In WASC accreditation process, UCSB committed to make assessment of learning outcomes a more sustained and integral part of academic culture.

- Council on Assessment: plan for ongoing assessment of both undergraduate and graduate learning in three-year departmental reporting cycles.

- New centralized staff support will be available to departments through Assessment Research Group to help design and manage assessment practices and provide expertise and institutional data.

- By integrating the assessment work into our program review process, UCSB will be in a better position to undertake data-driven strategic planning, and to have both informed and principled discussions about degree requirements.
May Revise and UC Budget Agreement:

**Opportunities and Risks**

- On-line courses not emphasized. (ILTI already underway.)

- Regent’s Item: “Continued development of online courses, with an emphasis on hybrid and ‘flipped’ courses and on expansion of access to gateway courses.”

- “Enhanced use of Advanced Placement and other opportunities for earning credit for coursework or experience outside UC. Academic Senate to reexamine current policies regarding Advanced Placement and the College Board’s College-Level Examination Program tests.”
May Revise and UC Budget Agreement:  
*Opportunities and Risks*

- Better integration and *use of data on costs, course offerings, and student performance* have the potential to improve the effectiveness and *efficiency of the University’s operations*.

- *Activity-based costing* allows institutions to better understand the cost components associated with the delivery of specific courses and has been used at a number of universities outside the United States. UC Riverside is seeking to serve as a U.S. pilot for this new approach.

- Expansion of *online certificate and master’s degree programs to address critical workforce needs in California*. This summer, UC will convene industry and academic leaders to discuss areas of significant need where UC can contribute by providing online programs.
May Revise and UC Budget Agreement:  
*Opportunities and Risks*

- Emphasis on three-year degrees, transfer pathways, AP credits, credit for on-line courses offered by other UC campuses, etc. could undermine our model of comprehensive, four-year undergraduate education with robust General Education program.

- May work against double majors, interdisciplinary culture, intellectual experimentation and discovery through electives and liberal arts and sciences education.

- Need to protect integrity, value, and values of University of California undergraduate degree.
May Revise and UC Budget Agreement:  
*Opportunities and Risks*

- Increase in non-resident tuition will *not* apply to graduate students.

- Governor will not oppose legislature if it votes for increased UC funding to support increased enrollment of California students.

- No campus or system-wide caps on non-resident enrollment.
Long Range Development and Enrollment Plans

• LRDP: permission to increase enrollment to 25,000.

• Mix of undergraduate and graduate students?

• Non-Resident Supplemental Tuition (for international doctoral students beyond first year of residency not yet advanced to candidacy) shows signs of success.

• Mix of California and non-resident undergraduates?

• Mix of U.S. and international undergraduates?

• Mix and size of majors, minors, disciplines, interdisciplinary programs?

• New degree programs, majors, professional programs.
Long Range Development and Enrollment Plans

- In period of shifting student demographics, fluctuations in student interests, new majors and areas of study, we need strategic admissions and enrollment planning.

- We currently practice enrollment management—after the students get here (pre-majors, GPA requirements, grading curves, etc.).

- Emphasis on transfer students, time to degree, pathways, and graduation rates will require more careful attention to preparation and qualifications.

- Easier to take impacted majors into account in admissions at transfer level—if we have adequate support and technology.

- Admissions and enrollment planning must be aligned with academic priorities, curricular planning, and resource planning.
Long Range Development Plan

• Question for campus: How should we implement LRDP, assuming we want to take advantage of opportunities for growth?

• As we emerge from a period of “triage,” we must develop a more rigorous and systematic process of academic planning informed by strategic decisions that incorporate realistic budget models.
2010 Long-Range Development Plan

• 5,000 additional students (1% per year).
• 366 additional faculty.
• 1,400 additional staff.
• Increase in Instruction, Research, and Support Space from ~2.7m ASF to ~4.4m ASF.
• Today: More students, fewer faculty and staff, less money, new facilities but space deficit.
Long Range Development Plan:
Points of Departure

• Budget reductions resulted in a 5-7% reduction in faculty and staff since 2008, while undergraduate enrollment grew by almost 10% to about 22,000.

• Aftermath of budget reductions; and increased workload due to enrollment shifts and new responsibilities.

• Still no new funding to control points for staff and support.

• In addition to unfunded mandates and structural deficits, funds for new staff needed for police, UCPath and other technology support needs, sexual assault investigators, compliance officers, etc.).
Staff and Support Needs

• New plan in the works to allow staff turnover savings to be retained by departments.
• Available for Sub 2 (general assistance) or Sub 3 (supplies and expenses).
• Details to follow.
Long Range Development Plan: Points of Departure

• Consensus: Given deficit in faculty, staff, facilities, and infrastructure due to reductions in state support and enrollment growth, we should grow only if it is financially feasible, responsible, and in our interest.

• Key investments need to be made in advance of growth and concurrent with growth, not years afterwards.
Long Range Development Plan: Points of Departure

- Need for more robust and flexible program of faculty renewal that protects departmental strengths.
- 30% of the faculty may retire in the near future.

- Planning must support areas of interdisciplinary strength, and allow for new initiatives, new programs and fields; cluster hires and special high-impact recruitment initiatives.
- Multi-year FTE planning.

- Need to revise EOR policies and practices to respond to recruitment needs and provide flexibility without subverting FTE planning process and federal Equal Opportunity hiring policies.
New Academic Planning

• Many of the LRDP planning assumptions are based on obsolete budget models.

• We need robust financial models to anticipate the impact of enrollment growth in particular areas; the cost of faculty recruitment, including start-up and space renovations; the cost of new research and teaching facilities; the cost of new staff.

• EVC’s office working with Budget and Planning and Administrative Services on planning infrastructure.

• Consultations with Academic Senate, deans, administrative colleagues; review of other campus models.
New Academic Planning

• Next year, multi-faceted planning process to develop academic plan that assesses present and future needs and integrates faculty recruitment plans, enrollment plans, and plans for adequate staff, support, classrooms, laboratories, and other facilities.

• Implementation of LRDP must include discussions and decisions about where and how we would grow, based on both academic vision and realistic planning models.
To be continued…

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Research at UC Santa Barbara
Another Nobel Prize in Physics

Shuji Nakamura

Solar-powered LED lamp

May 18, 2015
New members of the National Academies

Joe Incandela
National Academy of Sciences

Samir Mitragotri
National Academy of Engineering

Tony Zee
American Academy of Arts and Sciences

Catherine Albanese

David Morrison
Guggenheim Fellowships

Jose Cabezon

Swati Chattopadhyay

Yunte Huang
President Early Career Award in Science and Engineering

- David Weld won the PECASE award for his research with ultracold atoms.

- About 200 university-based scientists and engineers have won PECASE awards in the last 3 cycles, 5 of them from UCSB.

- David also won one of only five President’s Research Catalyst Award from UCOP for the California Institute for Quantum Emulation.
More Early-Career Awards

• NSF CAREER Awards
  o James Buckwalter, Ben Hardekopf, Matthew Helgeson, Ania Jayich, Paul Leonardi, Jon Schuller, Stephen Wilson
  o UCSB is 1st in the country in CAREER awards per capita over 10 years.

• DOE Early Career Research awards
  o Nathaniel Craig, Matthew Helgeson
  o UCSB is among the top 5 in the country in DOE ECR awards per capita over the 6 years of this program.
Extramural funding for research

- For 25 years from 1983 – 2008, extramural funding doubled every 10 years.
- Since 2008, it is flat.
- This reflects the change in growth of federal support for research at that time.
New Technologies

- UCSB works to get the technologies invented as part of our research into the marketplace.
  - About 100 invention disclosures per year
  - 2 patents for every $10 million of research (0.7 for UC)
  - 7 new startup companies in 2014
- The industry research funding to Engineering faculty is in the top 10 in the country per capita.
Research at UCSB

• For the UCSB faculty, I would like to thank all of the people in the UCSB community who support our research.
  o Library, Departments, Research Institutes, Office of Research, and all of the offices that provide administrative and facilities support.
  o UCSB thrives as a research university because of this strong support.
<table>
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Institutional Advancement

✓ Alumni Affairs (Alumni Association)
✓ Office of Event Management & Protocol
✓ UC Santa Barbara Foundation
✓ Office of Development
✓ Governmental Relations
✓ Office of Public Affairs and Communication
• Record-breaking attendance
  ❖ More than 9,000 alumni & friends
  ❖ Sell-out crowds
  ❖ Reunion keynote speeches by Kim and Jack Johnson, Harvey Levin
  ❖ Over $100,000 raised for UC Santa Barbara as a result
OFFICE OF EVENT MANAGEMENT & PROTOCOL

Plans and orchestrates many major campus events, including Parents & Family Weekend, the United Way Campaign and all of UC Santa Barbara's commencement exercises.
Planned over 100 campus events, receptions, dinners for individual UC Santa Barbara departments.

Shuji Nakamura, 2014 winner Nobel Prize in Physics
• The Foundation Long-term investment portfolio now exceeds $140 million in fair market value. It will moving its endowment back into the UC Regents General Endowment Pool beginning on July 1, 2015 in order to reduce operational costs.

• The Foundation has handled new stock and wire transfer gifts exceeding $12 million in the first nine months of the current fiscal year.

• The Foundation will complete the upgrade of the Microsoft Dynamics Financial System this spring.

visit us at www.foundation.ucsb.edu

• Remember to respond to our “Opt-in” memo later this month if you have UCSB Foundation endowments or funds functioning as endowments that benefit your department!!
Campaign Total (to date): $990M

Goal: $1B

FY 2015: $125M
includes Munger capital gift of $65.9M

FY 2015 Goal: $63M
Mega Gifts to Campaign

$50M: 2012 gift from Jeff ‘66 and Judy ‘H09 Henley

$65M: 2015 gift from Grandparent Charlie Munger (with grandson Charles ‘13)
Office of Development

Campaign Impacts

- Largest gift ever, $65M Munger gift
- $70M raised for support of students
- $24M raised in Phase II
- 227 new graduate fellowships created
- 62,000 new donors to campus during the Campaign
- 31 Gifts of $3M or more totaling over $338M
- Launched a student philanthropy effort on campus
- Established 78 endowed chairs
- Alumni Affairs and Development partner in fundraising
- Endowment has increased from $75M to an estimated $256M
Governmental Relations

**Goal:** To advocate for the university at the federal, state and regional levels and facilitate collaboration and partnerships with elected officials, local government and the greater community.

**Partner**
- Asm. Higher Education Committee Roundtable on Sexual Assault/Harassment on Campuses
- Town & Gown Meeting with the City of Goleta
- CA Association for Local Economic Development (CALED) award for City of Goleta & GEM

**Educate**
- Campus visit by UC Santa Cruz/Santa Cruz Area Chamber of Commerce
- Campus visits by Sen. Hannah-Beth Jackson, Asm. Das Williams, Rep. Lois Capps, and Secretary of State Alex Padilla

**Advocate**
- Advocacy events in Sacramento and Washington, D.C.
Communications update

May 15, 2015
A disciplined approach

Short-term → Foundation-setting → Long-term → Brand-building
SHORT-TERM
Foundation-setting

- Story-telling
- Media outreach
- Content strategy
- Isla Vista safety outreach
- Test & learn
- Collaboration
An Important Step in Artificial Intelligence
A recent implementing the rudimentary artificial neural network successfully classified three letters by their images.

'We Are All UCSB'
A series of events planned on and off the UCSB campus in May will commemorate the Isla Vista tragedy of May 23, 2014.

'Thinking' in Real Time
William Smith’s Cal-BRAIN project will simultaneously record the neural activity in all cells of Ciona, a simple sea squirt.

Not-So-Cold-Blooded Creatures
Certain warm-blooded flies can move faster and further than their cold-blooded counterparts.

Visual Pick
The Gift of Exploration
SciTeck partners with local schools to present inquiry-based units that emphasize specific grade level standards.

Editor’s Picks
- Staff Celebration Week
- Ford Wins Royal Society of Chemistry Award
- Incadella Elected to the National Academy of Sciences
- Shared Instrumentation
UCSB’s Sixth Nobel Laureate

Shuji Nakamura, professor of materials and of electrical and computer engineering, has been awarded the 2014 Nobel Prize for Physics. Nakamura becomes UC Santa Barbara’s sixth Nobel Prize winner. Nakamura was honored for his semiconductor research, which has led to worldwide industrial production of energy-saving LED lighting systems. Read more
The New York Times

Charles Munger, Warren Buffett’s Longtime Business Partner, Makes $65 Million Gift

Los Angeles Times

UCSB professor who helped create blue LEDs shares Nobel Prize

The New York Times

Study Finds Rising Levels of Plastics in Oceans

THE WALL STREET JOURNAL.

Google Backs Second Quantum Computing Effort
What drew you to UCSB? For Manthan, a grad student from Mumbai, it was UCSB's electrical computer engineering program that convinced him to travel all the way from his home country of India to UCSB.

Motivated to Achieve
Manthan is a graduate student in electrical computer engineering from Mumbai, India. He was inspired to come to UCSB by its international...

UC Santa Barbara
January 12

UC Santa Barbara
February 13 at 7:00pm

Gaucho love—it’s a beautiful thing.
Before getting married, these Gauchos met in the dorms here at UCSB! Do you have a Gaucho love story? Share it with us in the comments section. And have a happy Valentine’s Day weekend!

Photo credit: Lin & Jirsa Photography

Celebrating our community
What does it mean to grow old in America? In Sociology 140: Aging in American Society, students examine aging from an empirical perspective. #GauchoCourses

*UCSB’s Department of Sociology is ranked #1 in the nation*
- USA Today

#UCSB named one of the greenest colleges in the US: ow.ly/JEyvr @MotherNatureNet #sustainability

Celebrating our learning & living environment
Celebrating our research & innovation
<table>
<thead>
<tr>
<th>Campaign</th>
<th>Total Impressions</th>
<th>Clicks into Facebook</th>
<th>Facebook User Engagements*</th>
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<tr>
<td>Halloween campaign</td>
<td>4,142,160</td>
<td>29,071</td>
<td>18,665</td>
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<td>Deltopia campaign</td>
<td>5,735,097</td>
<td>29,971</td>
<td>19,502</td>
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*Facebook user engagement = like, share or comment
COMMUNICATORS group
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<th>Arts &amp; Lectures</th>
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<td>Office of Research</td>
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<td>Police Department</td>
<td>Solid State Lighting &amp; Energy Center</td>
<td>Student Affairs</td>
<td>Theater &amp; Dance</td>
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LONG-TERM
Understanding our reputation among key segments

Prospective students

Current students

Alumni

Donors

Staff

Faculty
Key insights sought

Awareness of academic quality

Attributes most associated with our campus

Reasons why prospects do/don’t consider UCSB

The role of safety in influencing overall perceptions

Likelihood to recommend
COMING SOON
If there's a more beautiful campus than this one at the edge of the Pacific, we haven't seen it." — Newsweek.

CAMPUS NEWS

A GLOBAL LAUREATE

EVENTS

Dorrance Dance
## End of Year Report Schedule

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Todd Lee
Budget and Capital Projects
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Vaccine Clinic
Collaboration with Student Affairs

Hit me with your best shot ...

FIRE AWAY!

UCSB announces the arrival of the
Meningitis B Vaccine
Recommended by the CDC and approved for the UCSB outbreak by the FDA!

Meningitis B Vaccine Clinics are scheduled for:
February 24, 12 noon - 6pm
February 25 - March 7, 10am - 6pm (Monday - Friday)
MAC (Multi-Activity Court), RecCen

17,540 Inoculations
Meningitis B Vaccine arrives at UCSB!

Vaccine Clinic
May Tragedy
May Tragedy
Fire at Sierra Madre
August 2015
Vice Chancellor Administrative Services

VICE CHANCELLOR FOR ADMINISTRATIVE SERVICES

DIRECTOR, RESOURCE & CAPITAL PLANNING
Robert Slabe
EXECUTIVE ASSISTANT TO VICE CHANCELLOR
Lynn McLaughlin-Hill
POLICY COORDINATOR & ADA COMPLIANCE
Tessa Mendez

VICE CHANCELLOR ADMINISTRATIVE SERVICES
Marc Fisher

ASSOCIATE VICE CHANCELLOR
AUDIT & ADVISORY SERVICES*
Robert Tarsia

ASSOCIATE VICE CHANCELLOR
AUXILIARY SERVICES
Vacant

DIRECTOR/CORENTROLLER
BUSINESS & FINANCIAL SERVICES
Jim Corkill

EXECUTIVE DIRECTOR
HOUSING & RESIDENTIAL SERVICES
Wilfred Brown

DIRECTOR
TRANSPORTATION & PARKING SERVICES
Tom Kenna

ASSOCIATE VICE CHANCELLOR
CAMPUS DESIGN & FACILITIES
Vacant

ASSOCIATE DIRECTOR
CAMPUS PLANNING & DESIGN
Alissa Hummer

DIRECTOR
DESIGN & CONSTRUCTION
Jack Wolever

ACTING DIRECTOR
ENVIRONMENTAL, HEALTH & SAFETY
Ali Aghayan

DIRECTOR
FACILITIES MANAGEMENT
David McHale

*Direct reporting relationship to SVP Vacca
**Direct reporting relationship to Chancellor Yang
Pamela Lombardo
Acting Associate Vice Chancellor
Campus Design & Facilities
Housing & Residential Services

7,653 Undergraduate Students
767 Family Members
9,932 Total Residents
897 Graduate Students
59 Non Student Residents (Faculty; KITP; Post-Doc; ABD; ICRML; etc.)
Housing & Residential Services

LEED Certifications

2009 San Clemente Apartments - Gold NC
2012 San Clemente Apartments - Gold O&M
(Dual Certification sets National Record!)

2013 Santa Rosa Hall - Gold Commercial Interiors
2014 Anacapa Hall - Gold Commercial Interiors
2015 Santa Cruz Hall - Under Review (Gold Earned, Platinum under consideration)
Business & Financial Services

Financial System Implementation Project
User Acceptance Testing
Environmental Health & Safety Policy Summary

U.C. Personal Protective Equipment Policy

The Basics:
- Minimum PPE for Entering a Laboratory Area: Long Pants and Closed Toed Shoes
- PPE While Manipulating Hazardous Materials/Processes: Appropriate Lab Coat and Safety Eyewear
- PPE While Adjacent to the Manipulation of Hazardous Materials/Processes: Same PPE as Those Doing the Work

Additional PPE as Determined by LHAT and SOP's:

- **Face Shield**
  - Consider use when handling:
    - Hazardous liquids with a splash hazard
    - Pyrophoric, water reactive or potentially explosive chemicals
    - Cryogenic liquids
    - High pressure or vacuum systems

- **Splash Goggles**
  - Use when handling:
    - Hazardous liquids when >4L or with a splash hazard
    - Corrosives when >4L
    - Cryogenic or scalding liquids when >4L

- **Gloves**
  - Use appropriate gloves when handling:
    - Hazardous, toxic or corrosive chemicals, engineered nanomaterials, unsealed radioactive materials
    - Cryogenic liquids or dry ice
    - Biohazards (double glove for BSL-2 or greater)

- **Chemical Resistant Apron**
  - Use when handling:
    - Minor spill clean-up
    - Corrosives >4L
  - Consider when handling:
    - Hazardous liquids w/splash hazard
    - Acutely toxic chemicals
    - High pressure or vacuum systems

See full PPE policy, LHAT, and your lab SOP's for more details. Additional requirements may apply as determined by the campus biosafety, radiation and animal care committees.
Environmental Health & Safety

Personal Protective Equipment (PPE)

- PPE = Lab coats and safety glasses
- Initial distribution: February 11-13, 2014 at Corwin Pavilion
  - Participation = 1791
- Distribution hub for the steady state: Chemistry Storeroom
- Laundry services provided by Mission Linen
  - 11 locations on campus for drop-off & pick-up
- http://www.ehs.ucsb.edu/ppe
Events Center Concerts
Facilities Management

IMPROVING CAMPUS SAFETY
Facilities Management

IMPROVING CAMPUS SAFETY
UC Police Department
Transportation & Parking Services

- Introduced new ‘smart’ parking meters that take debit/credit card payment

- Select parking permits were consolidated or extended to multi-year style
Collaboration with Academic Senate
Collaboration with Academic Senate
Recent Events
FOR ALL CAMPUS ISSUES!

IF YOU SEE SOMETHING, SAY SOMETHING.
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Student Affairs’
End-of-the-Year Report

Mary Jacob
Acting Vice Chancellor
Student Affairs
May 18, 2015
UCSB Freshman Overview (Preliminary*)

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<tr>
<th></th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
</tr>
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<tbody>
<tr>
<td>Applications</td>
<td>62,427</td>
<td>66,809</td>
<td>70,462</td>
</tr>
<tr>
<td>Admits (40%)</td>
<td>24,813</td>
<td>24,331</td>
<td>22,805</td>
</tr>
<tr>
<td>Enrollment</td>
<td>4,610</td>
<td>4,738</td>
<td>~4,380 (SIRs)</td>
</tr>
<tr>
<td>GPA (SIR)</td>
<td>3.96</td>
<td>3.98</td>
<td>4.03</td>
</tr>
<tr>
<td>SAT (SIR)</td>
<td>1871</td>
<td>1869</td>
<td>1881</td>
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Fall 2015 (*waitlist activity pending)

- Most diverse and best prepared freshman class ever
- Diversity: 34% underrepresented; 44% first generation (no 4-year college)
- Average GPA and SAT scores highest ever; first time crossing 4.0 threshold
- Targets: CA enrollments on target; non-resident over by 60-80
UCSB Promise Scholars Program

- Designed to attract top tier first-generation or low-income students from California.
- Recipients are eligible for a minimum of $120,000 in grants and scholarships over four years at UCSB
- In addition:
  - Promise Scholars are offered admission to the Woods Scholars Program.
Named to honor Dr. Clyde Woods, the Woods Scholars Program invites top-level UCSB students to explore the university research environment, providing academic opportunities for a community of scholars with support from faculty and graduate student mentors.
300 offers were made to students admitted for fall 2015 from California high schools from which UCSB has traditionally not been able to attract freshman enrollees (for a variety of reasons).

Early projections indicated we would yield between 25-50, but the final count was 133 (a 44% yield rate)
UCSB Distressed Students Response Protocol

**REFERRAL IDENTIFIERS:** Student distress may manifest in behavior or in the reaction the behavior elicits in others. If you notice any of the following behaviors, the Distressed Student Protocol will assist you in responding to the student and providing appropriate referrals.

**STUDENT BEHAVIORS**
- Behavioral or emotional change
- Withdrawal
- Change in hygiene or appearance
- Alcohol or drug abuse
- Decline in academic performance
- Excessive or inappropriate anger
- Bizarre thoughts or behavior

**STAFF/FACULTY REACTIONS TO STUDENT'S BEHAVIOR**
- Feeling alarmed or frightened
- Feeling uncomfortable about student’s comments or behavior
- Concern about student's ability to function

---

**Is there danger to self or others?**

**Yes, or student needs immediate attention**
- Call 911
- After speaking with police, call Student Mental Health Coordination Services: 893-3030

**No or not sure, but I am concerned**
- Call Student Mental Health Coordination Services: 893-3030 or Campus Social Work Services, Student Health: 893-3067
- UCSB After-Hours Phone Counseling: weekends, evenings and holidays: 893-4411

**No, but student is having academic or personal issues**
- Refer to appropriate campus support services:
  - Alcohol & Drug Program, 893-5013
  - Campus Learning Assistance Services, 893-3269
  - Campus Social Work Services, 893-3087
  - College of Creative Studies, 893-8974
  - College of Engineering, 893-2039
  - College of Letters & Science, 893-2038
  - Counseling & Psychological Services, 893-4411
  - Disabled Students Program, 893-2688
  - Educational Opportunity Program, 893-4758
  - Graduate Division, 893-3277
  - Office of International Students & Scholars, 893-3209
  - Office of the Ombuds, 893-3285
  - Office of Student Life, 893-4550
  - Resource Center for Sexual & Gender Diversity, 893-5847
  - Student Health Services, 893-3571
  - Women, Gender, & Sexual Equity, 893-3778

---

UCSB is committed to providing a quality learning environment. Faculty, TAs, and staff are often the first to encounter a student who is in distress. Encouraging and helping the student to seek assistance with the appropriate campus and community resources is key. UCSB has multiple professionals poised to respond to distressed students. These staff members include social workers, psychologists, psychiatrists, and coordinators of student mental health services. Student mental health coordination services is a readily accessible single point of contact for staff, faculty, and students who are concerned about a distressed student. The coordinators will consult about a student, provide referrals to campus departments, develop action plans, and follow up with students, staff, and faculty as appropriate.

Support for faculty and staff after working with a distressed student: Academic & Staff Assistance Program, Human Resources, 893-3718

For a complete list of resources visit: www.sa.ucsb.edu/distressedstudentsguidelines
Student Mental Health Coordination Services (SMHCS) has noticed an increase in referrals as the campus approaches the one-year anniversary of the 2014 tragedy in Isla Vista.
When comparing fall quarters, CAPS typically sees at least a 20% increase each year in the number of intakes.

In addition to individual clinical work, CAPS had more than 25,500 outreach contacts with students, faculty, and staff during the 2013-2014 academic year.
“Pathways to Healing” is a partnership between Student Mental Health Coordination Services, the Dean of Students Office, and Counseling & Psychological Services (CAPS) formed to support students after the tragic events in Isla Vista last May.

The Pathways to Healing website serves as a centralized location for information about campus resources, recommendations for managing grief and healing from trauma, self-care tips, and a calendar of activities and events that support the healing process.
Course waitlist system integrates with GOLD, eGrades, and ISIS, making it much easier for departments to manage course enrollment.
Course Waitlist Project
Highlights & Stats

- 1329 waitlists were enabled across fall, winter and spring quarters, of which 1193 became active, representing approximately 20% of all courses offered.

- There were 68,117 distinct waitlist requests. Of these, 25,709 enrollments (38%) were handled automatically by the system.
  - This equates to more than 2100 hours of workload savings for academic departments.

- Though harder to track, we estimate that an additional nearly 8000 waitlisted students were added via approval code, meaning that nearly half of waitlist requests resulted in successful enrollments.

- Departments in the Division of Mathematical, Life, and Physical Sciences had the heaviest usage, accounting for nearly half of all waitlist requests.

- In Fall 2014, 26 additional courses across 15 departments were opened in response to waitlist demand.

Questions? Contact Leesa Beck, Registrar, ext. 4165
Course Waitlist Project
Upcoming Enhancements

- Waitlists for summer courses (Spring 2015)
- Send auto-email to instructor when waitlist is enabled (Summer 2015)
- Display student’s waitlist position in GOLD (Fall 2015)
- Ability to rollover waitlist settings from quarter to quarter (Fall 2015)
- Enhanced waitlist info on student screens in STAR and SREG (Fall 2015)

Questions? Contact Leesa Beck, Registrar, ext. 4165
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<td>Todd Lee</td>
</tr>
<tr>
<td>11:30-11:40</td>
<td>Admin. Services Updates</td>
<td>Marc Fisher</td>
</tr>
<tr>
<td>11:40-11:50</td>
<td>Student Affairs Update</td>
<td>Mary Jacob</td>
</tr>
<tr>
<td>11:50-12:00</td>
<td>Academic Senate</td>
<td>Kum-Kum Bhavnani</td>
</tr>
</tbody>
</table>
Annual Report from Academic Senate 2014-15 Academic Year

• Budget
• Health Care
• NRST Graduate Student Funding
• Faculty Remuneration
• Presidential Initiatives
  Carbon Neutrality
  UC-Mexico
  Food Initiative
Specific to UCSB

- New Website for Academic Senate
- Searches:
  - VC Student Affairs
  - AVC + Dean Undergraduate
  - HFA Dean
  - CIO
- Memorial Events
  - Memorial Garden Dedication May 16th
  - MCC Discussion with Felice Blake May 19th
  - MCC Open Mic Night Crushcakes May 21st
  - Associated Students Vigil May 23rd
Isla Vista and Related Issues

- A Call for Action Trustees Report
- Senate Town Hall on Curriculum and Isla Vista
- Senate ad hocs on Isla Vista + Lighting
- First Friday
- No modular units
- Water Wheel almost rebuilt: then Phase II!
- “End Rape Culture” January 2015
Fiat Lux: Lighting Installations

• Hesperus is Phosphorus (Marcos Novak 2015)
  • Interactive Tunnel (45 second video)
Pardall Tunnel Lit Up with LED Strips

Photo by Kris Miller-Fisher
Fiat Lux: Lighting Installations

- Hesperus is Phosphorus (Marcos Novak 2015)
  - Interactive Tunnel (45 second video)
  - Solar Light Fields
Bulbs in box

Photo by Stephanie Stokes
Planting can be hard!

Photo by Stephanie Stokes
Confused physicists!

Photo by Stephanie Stokes
Planted bulb

Photo by Stephanie Stokes
Marcos Novak with John Palmintieri

Photo by Stephanie Stokes
Fiat Lux: Lighting Installations

- Hesperus is Phosphorus (Marcos Novak 2015)
  - Interactive Tunnel (45 second video)
  - Solar Light Fields
  - Lighting in the Trees

- BLUNITE (Kim Yasuda 2015)
BLUNITE

Blunite seeks to unite I.V. through the sale of blue LEDs, commemorating the one-year memorial of the May 23 Isla Vista Mass Murder. Hari Patel/Daily Nexus
Thanks to all who have helped us this year, especially to Development, and to Campus Design and Facilities for their patience with our lighting installations.