

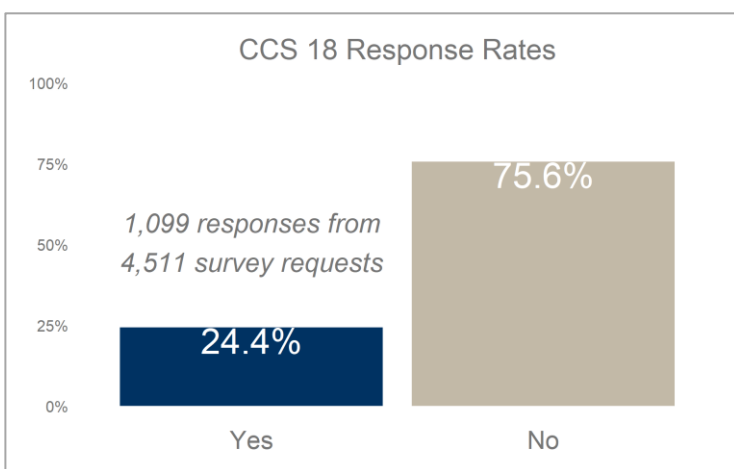
Results of the 2018 Survey of Admitted Transfer Students

Executive Summary

- Of 4,500+ admits who were sent the survey, 24% responded.
- For students who did enroll at UC Berkeley, academics, in the form of availability and quality of majors and professors, and prestige in the form of rankings and history, were overwhelmingly the main factors.
- Location was important for northern California students who did enroll and for southern California students who did not enroll and chose to stay in the southern California area and attend a UC there.
- Financial aid was also an important factor, though with transfer students who were mostly choosing between UCs the offers were usually close. The exceptions were UCLA-bound students receiving R&C awards from that campus but not for us.
- Spring admits were also an issue for some students. We most certainly have to be more purposeful about who we offer spring admission – we should exclude older re-entry students with dependents, and should focus on northern California students. There will be cases where we have to offer spring entry, usually to make up a depth/breadth deficiency.
- Going forward we will also have to offer waitlist slots to many more students to ensure that we do not fall short of the overall enrollment targets.

Main findings

Transfer admits were asked a series of questions about the various college outreach efforts and institutional characteristics that affected their choice of college.



Survey sent out via Slate to 4,511 transfer admits on June 14, with a follow-up reminder sent on June 21.

Overall response rate was 24%.

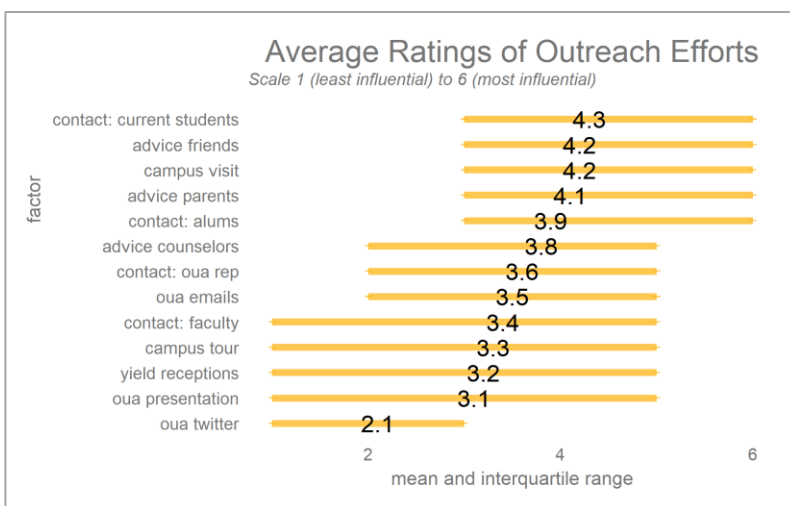
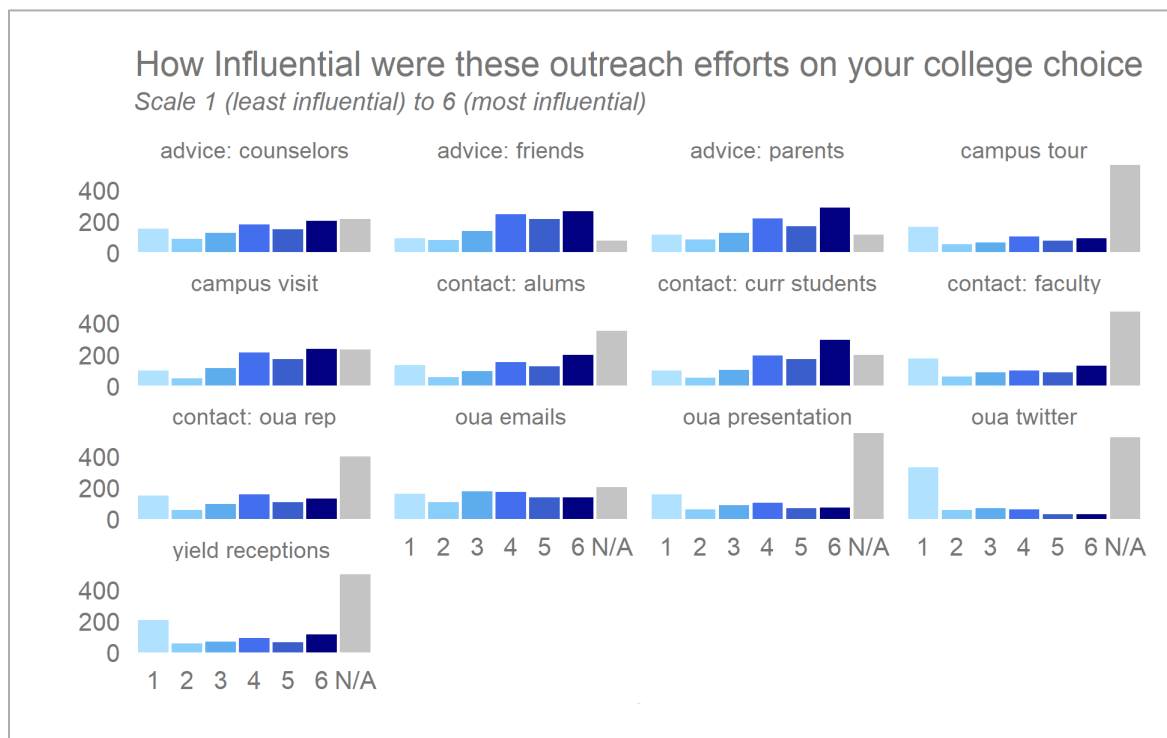
SIRs responded at 29%, non-SIRs at 17%. SIRs over-represented in response pool.

By resident groups rates ranged between 22% to 28%.

By college rates ranged between 24% (L&S) to 32% (Engineering)

The first question asked respondents to rate on a scale from 1 to 6, how influential on their choice of college were a set of outreach activities undertaken by the Office of Undergraduate Admissions and/or campus partners and the advice of trusted confidantes. If the student did not take part in the activity or

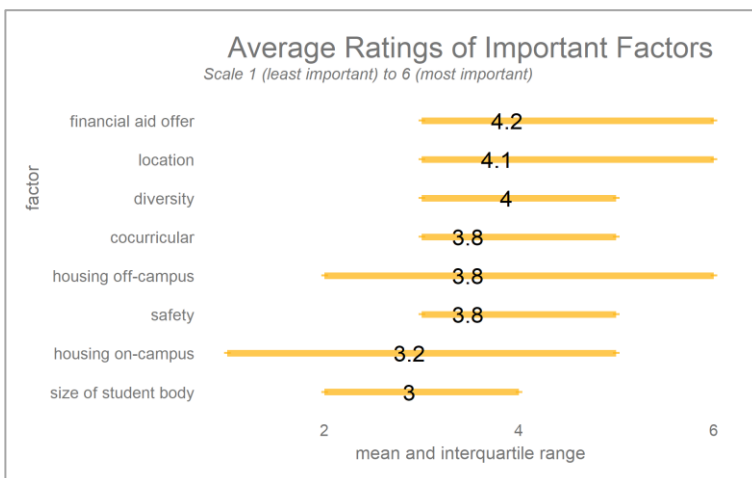
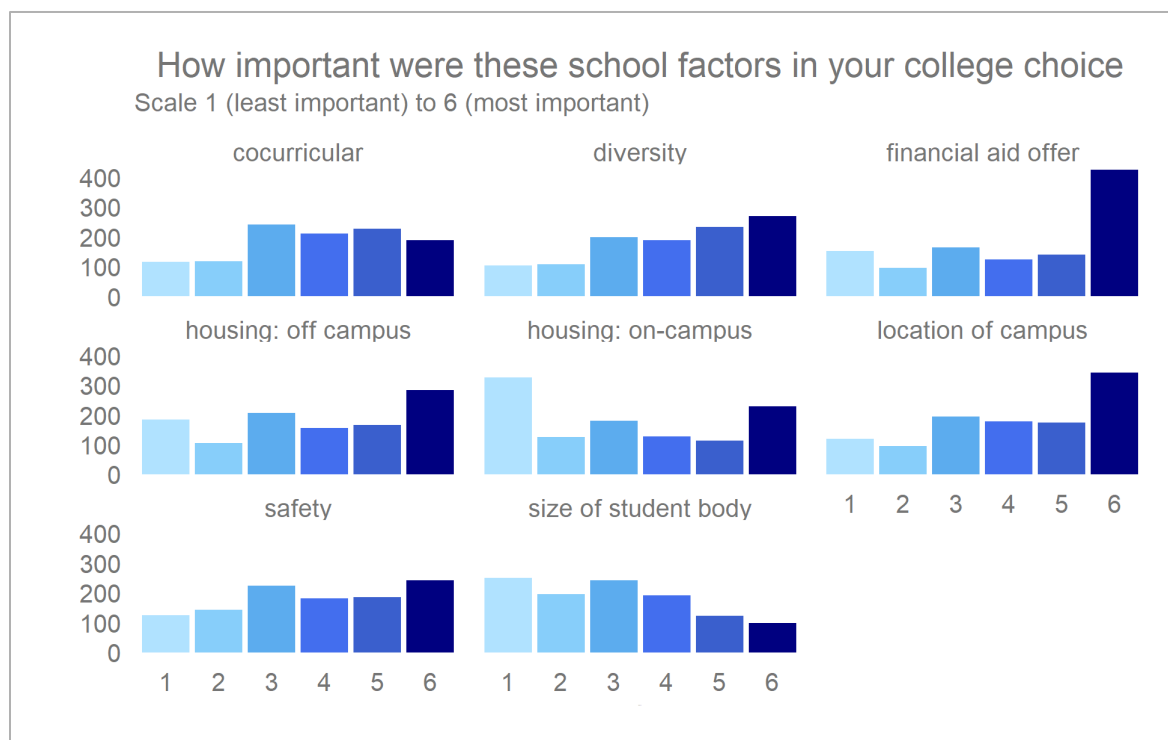
use the resource, they selected Not Applicable. The chart below displays the responses as bar plots, and the chart on the following page displays the average ratings.



The main takeaways from these charts are points that reinforce what we know from years of surveying admitted students about why they did or did not enroll at UC Berkeley:

Contact with current students, visiting campus, and getting advice from trusted sources are important in the college choice process.

Next students were asked to rate the college they ultimately chose (UC Berkeley or elsewhere) on a series of institutional factors and how important they were to the college decision. Again the scale was 1 to 6, with 1 being Not Important and 6 being Extremely Important. There was no N/A option for these questions. The following charts display the responses.



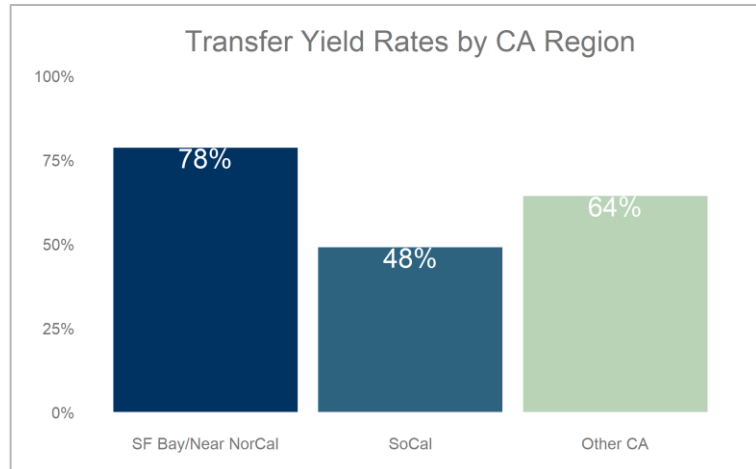
The two most important factors are financial aid and the location of the college relative to where the student lives.

Availability of off-campus housing was more important than on-campus housing.

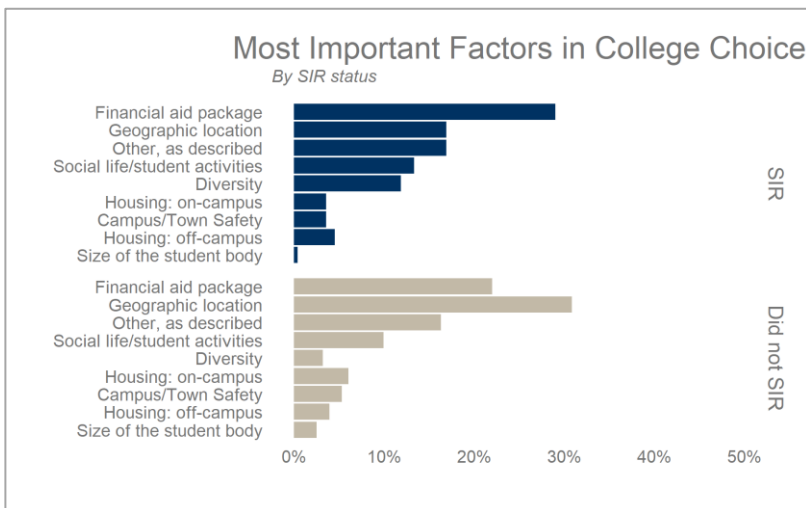
Diversity was also rated highly as an important factor in college choice.

For the transfer admit pool, yield rates for admits from the Bay Area and near northern California do tend to be stronger than yield rates for admits from southern California.

However this year the difference was greater, resulting in transfer enrollments coming in under target, even with a more aggressive use of a transfer waitlist than ever before.



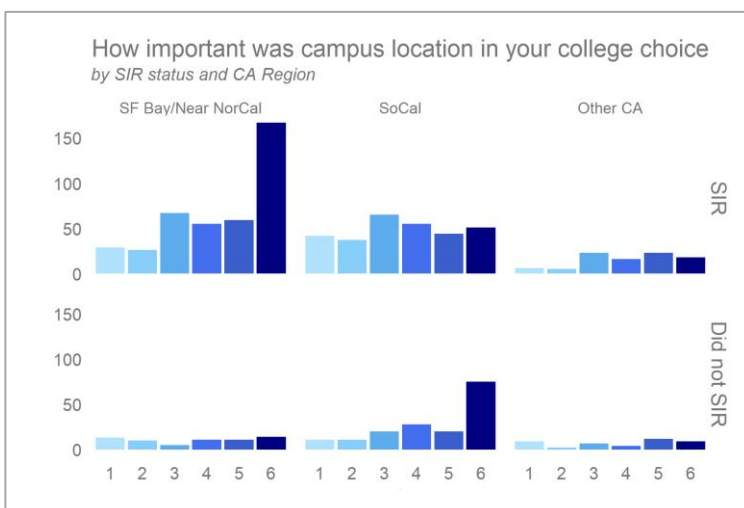
This lower-than-expected yield from SoCal admits was the main impetus for this survey. The next few charts explore the relationship between campus location and where the student was living while preparing to transfer to a four-year college.



First, as the chart on the right shows, of all the school factors respondents were asked to identify as most important, campus location (relative to home location) was the top factor for admits who did not SIR to UC Berkeley.

Financial aid also rated highly, as it did for SIRs, but for those who did not come to Cal, location was very important.

Digging deeper on the location question, we see the distribution of ratings for location specifically.

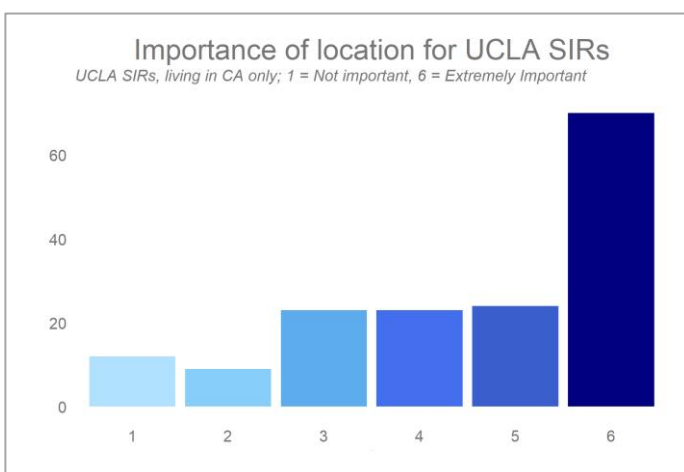
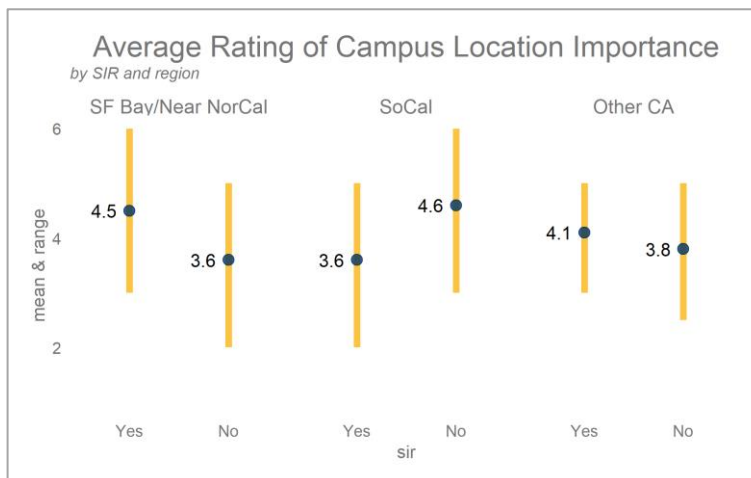


Students were asked to rate the importance of campus location relative to where they were living at the time. The scale was 1 (not at all) to 6 (extremely) for importance.

SoCal admits who did not SIR to UC Berkeley rated location much higher than those who did SIR. Similarly, SF Bay/Near NorCal admits who decided to come to UC Berkeley also tended to rate location as extremely important

Shown in terms of the average rating and spread of ratings, we see that SoCal admits who chose not to attend UC Berkeley rated location much higher on the 1-6 scale than did SoCal admits who did SIR.

The pattern was similar to SF Bay/NorCal admits who chose Cal versus those who went elsewhere.



Finally, this snapshot of how important location was to admits who went elsewhere. Since such an overwhelming proportion of non-SIRs end up at UCLA, only UCLA SIRs are presented.

These ratings confirm what we know from the usual differences in transfer yield rates based on California geography; staying closer to their current home is an important factor in the college choice process for transfers.

Because so large a proportion of the student pool (for both freshman and transfers) comes from southern California, any dips in yield from that region are going to have an outsized effect on the enrollment models.

Respondents had an opportunity to tell us in their own words why they did or did not decide to come to UC Berkeley. Some examples of location-related quotes are:

"I decided on UCLA, with Berkeley being my second choice. I'm the only family my mom has in the United States, so I decided to stay close by."

"...my family lives in Los Angeles, where I have a very elderly grandmother that requires care. By being closer in proximity, I am able to drive over in about an hour versus needing to drive for hours or take a flight, if something happens."

"My deciding factor for rejecting UC Berkely was the off-campus housing. I live in Los Angeles and attending UC Berkely would have been economically strenuous for me as the cost of living in the city of Berkely is beyond my economic reach."

"I ended up choosing UC Irvine to attend for the rest of my undergrad. While the Berkeley acceptance was amazing news and it was an incredibly difficult decision, UCI was a bit closer to home, had more affordable housing..."

"LAX is close to my home and I am alone in the USA. I can not live on campus only 9 months."

There were also quotes related to spring admissions and student culture.

Wrapping up on a positive note, here are some quotes from students very excited to come to Cal:

The three schools I chose and to which I was admitted were Cal, UCLA, and UCI <...>I believed Cal, as far as academics are concerned, would provide with the greatest challenge and opportunity for growth. Also, I've always thought that if you're feeling too comfortable for too long, then you're probably doing life wrong. Cal's distant location from my family and friends, coupled with its supposed rigorous academics, will surely make me uncomfortable at times, so I know it is the right choice for me.

from my time with the Berkeley Summer experience to the transfer reception I was always made to feel welcome and I belong here.

<...> Also, and not an insignificant factor, I live and work within a mile of the campus. At age 52, relocating is not something I planned to do at this juncture and I consider myself lucky that UCB offers the research climate and opportunities that interest me.

Finally, the admitted student reception in May when faculty and current students came down to San Diego to answer any questions we had. This event showed me how much UC Berkeley cares about the success of their students and also having my questions answered put any uncertainty I had at ease.

UCB called me and took the time to talk to me about my concerns and possibilities for connecting with other students and the possible solutions to common single parent students and UCD didn't. UCD accepted me first but UCB made me feel wanted.

transfer weekend and talking to students at Cal

During the Transfer Day Luncheon I had the opportunity to talk to an ambassador student and she answered ALL the questions that I had. From that conversation, I felt Berkeley was a good fit for me. In general Transfer Day was definitely a day full of information that helped me decide to come to Berkeley.

My favorite school was SDSU but the Transfer Weekend at UCB really changed my mind. I saw how much UCB cares about its students and want us to succeed. There is gentlemen with glasses in the Equity department who gave us the best motivational speech at our last day at the Transfer Weekend and it was then when I decided that I want to attend UCB. His story and speech was so inspirational.

Bridges reached out to me at a point during this process and helped me make my way to the UCB campus for the weekend. It was primarily their outreach as well as the activities they planned/provided that helped change my overall opinion about Berkeley as a whole and as such provided me encouragement towards accepting this offer.