

UCSC 1970-1979

San Jose Mercury, Tuesday morning, February 13, 1979

Section B

Santa Cruz County

Young persons with no campus ties add to housing woes

By Don Wilson
Staff Writer

SANTA CRUZ — The economic, social and cultural climate created by the University of California at Santa Cruz (UCSC) may be a bigger factor in this city's housing shortage than is the presence of the student body and faculty, a report from the campus office of public affairs says.

The report indicates that "a large population of young, sin-

gle and married persons with no direct ties to UCSC may have a greater impact on the Santa Cruz housing market than do UCSC students."

A recent study by the city planning department, the report says, shows that there are 1,600 Cabrillo College students and dependents living in the city, and some 1,825 UCSC students.

The campus report shows that of the 5,800 students at

UCSC, 2,480 live on campus in dormitories or married-student housing, 1,825 live in the city of Santa Cruz, 1,135 live elsewhere in the county (with a large number in the Live Oak area between Santa Cruz and Capitola) and 360 commute from Monterey or Santa Clara counties.

But, it is in the area of economics that the report concentrates in discussing the impact of UCSC on the surrounding community.

Actual income of the campus, the report says, was about \$23 million in 1974, but rose to \$48 million last year.

The faculty reportedly spent about \$27 million in the community last year. Students spent \$22 million.

Together, with a series of "multipliers" (a calculation of how many times that money is spent and respend, depending on its original use) brings to total annual economic impact of

UCSC to nearly \$103 million, the report says.

Not detailed in the report are the direct expenditures made by the university itself, the report notes. The campus bought \$600,000 worth of goods and supplies. The campus spent \$1.4 million on gas and electricity and another \$100,000 on sewer and water service.

Also, the report notes, the \$4.2 million per year in such

things as health insurance is spent in the community to meet the cost of medical services.

And, the report notes that the campus and the buildings, roads and other improvements on it are worth more than \$200 million. The campus property itself, the report says, has a "book value" of \$2.5 million but "the current market value is substantially greater."

'Basic values' affirmed

Students rally against grades

By Dale Rodebaugh
Staff Writer

SANTA CRUZ — Hundreds of students at the University of California here held a rally and press conference on the campus Monday to affirm their support of the "basic values" on which the university was founded.

At a noon rally, students and faculty representatives spoke against a decision by the campus academic senate to offer students a letter grade in addition to the written evaluation that most now get.

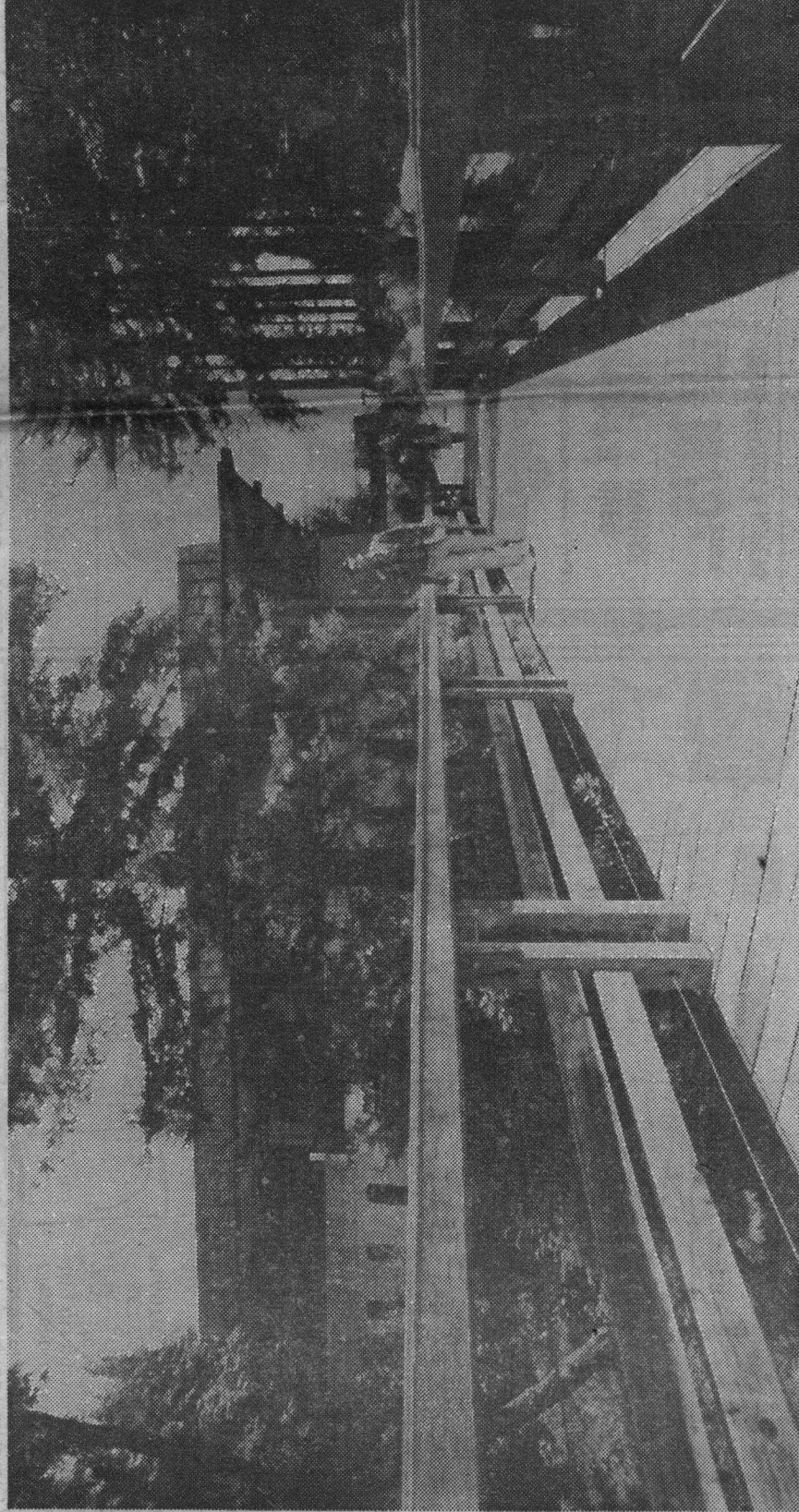
They also labeled as false recent reports in the press that declining enrollment at UCSC

marks the end of the dream that sparked the creation of the hillside campus.

At a later press conference, politicians or their representatives issued statements on the contributions of the university to education and the community. Santa Cruz County Supervisor Gary Patton and aides to Assemblymen John Vasconcelos and Henry Mello spoke while a student read a statement from Congressman Leon Panetta.

The letter grade option, which now only students of natural sciences have, will mark the end of the "narrative evaluation," supporters of the letter said.

They said letter grades would tend to divide students by breeding harmful competi-



File photo

Academic life at tree-studded Santa Cruz campus has come under fire with declining enrollment

UCSC fights declining enrollment

By Philip Hager
Los Angeles Times

SANTA CRUZ — On the University of California campus here, the students have installed a telephone "hotline," the faculty has changed the grading system and the administration has made a deal to borrow freshmen from the University of California at Berkeley.

The aim of all three is the same: to get more applicants. The University of California at Santa Cruz, it turns out, is running out of students.

Can this be true? Here, at a showcase of educational innovation? Here, on a pastoral, 2,000-acre campus set among redwood forests and lush green meadows overlooking Monterey Bay? Here, where students can take courses — and get credit — in anything from "High Energy Astrophysics" to "Politics of Female Sexual Experience"?

But enrollment on this campus is declining, just as college enrollment throughout the country is declining, years before it was anticipated. And there is special concern over decline here, concern that was heightened last month by reports, quickly denied, that impending budget cuts might even force the university to close the Santa Cruz campus.

"Enrollment decline is the major problem on this campus," says chemistry professor David Kliger, a member of a faculty committee working to attract applicants. "And this place is united, as we've never been united before, to do some-

Analysis

thing about it before it's too late."

Students, faculty and administrators agree that the enrollment problem stems primarily from the "image" of UC-Santa Cruz as liberal, innovative but none-too-demanding — not the kind of institution being sought by today's more practical, conservative and job-oriented college applicants.

"Ten years ago, Santa Cruz was turning people down, forcing them to go to Harvard," says Bob Walsh, a senior in politics from Santa Monica.

'We haven't developed a "doomsday" plan yet ... but we all know we can't maintain a quality program with declining enrollments.'

'Now it's definitely a buyer's market.'

"Santa Cruz has the image of a 'hippie school' — a leftover from the '60s, a place where you can feed a deer on the way to class. Students now are more concerned over how they're going to make it in the real world. There are no overwhelming causes. Vietnam's over. Racism has diminished. Students are more worried these days over stories they hear about Ph.D.s ending up driving trucks."

Administrators here, as in the rest of the nation, had expected enrollments to level off in the 1980s, as the number of college age youths declined. But enrollment in U.S. higher education began to drop last fall, with a net decrease of 60,000 students enrolled for the 1978-79 academic year, according to the National Center for Educational Statistics.

The phenomenon has been vividly underscored at UC-Santa Cruz. From a high of 6,134 in 1976, enrollment has dwindled to 5,880. Moreover, the number of freshman applicants went down from 2,388 in 1974 to 1,840 in 1978 — of whom only 1,336 were judged qualified for enrollment.

Fluctuating population and demographic projections have forced the entire nine-campus

University of California system to revise its enrollment plans downward in recent years.

But some UC campuses still have more applicants than they can handle. Undergraduate applicants for admission to Berkeley reached nearly 13,000 last fall, a 7 percent increase over the previous year.

At UC-Santa Cruz, the goal is to reverse the downward trend quickly rather than face crippling cutbacks in faculty and facilities.

"If enrollment slips, you have to reduce costs, and, with 70 percent to 80 percent of our budget going for salaries, this means reducing staffs and programs," says David Tilley, vice chancellor for student affairs.

"We haven't developed a 'doomsday' plan yet, however," says Tilley. "We prefer to look ahead positively. But we all know we can't maintain a quality program with declining enrollments."

To meet the problem, students, faculty and administrators have taken several novel steps, among them:

● Students have organized their own recruitment program, setting up a telephone "hotline" to talk to would-be applicants throughout the state.

Walsh, one of the directors of the project, promises "straight answers" from the students who man the line. "Too long, we've been ignoring our strengths," he says. "We have to make people understand that Santa Cruz has something to offer. It enables people to decide what they want and just how to get it."

The project also plans to pay some transportation costs for UC students to visit high schools and community colleges to recruit applicants. Its organizers hope to bring in at least 200 applicants by next fall.

● Administrators, working with other UC system officials, will try to attract to Santa Cruz about 2,000 qualified freshmen applicants who could not get into UC Berkeley for lack of space. Such applicants will be guaranteed enrollment two years later at Berkeley. Ironically, in the previous decade, Santa Cruz had once done the same favor for Berkeley.

Applicants who do decide to come to Santa Cruz, of course, will be allowed to stay beyond two years. One UC-Santa Cruz

official remarked conspiratorially: "We figure that once we get 'em here, we can keep them from ever wanting to go to Berkeley."

● The faculty here has revised the grading system to allow all students to choose to receive letter grades — instead of the controversial "narrative evaluations," where in one to four paragraphs, an instructor attempts to assess a student's work without handing out A's, B's, and C's.

The letter grade option had been available previously only to a limited number of science students.

There is considerable feeling that the narrative evaluation system has been widely misun-

Some say the narrative evaluation system has been abused by faculty members who too often don't have the time, or don't take the time, for individualized reports ...

derstood and has served as a deterrent to many would-be applicants concerned about establishing a solid, comprehensible academic record before seeking graduate school or entering the job market.

But even with these and other steps, there is quick acknowledgment here that it will take considerable time and effort to erase UC-Santa Cruz' image as an impractical remnant of the '60s.

Studies portray today's student as more conservative and conventional. A survey of new freshmen at UC-Berkeley, performed by the American Council of Education and UCLA, showed the number of self-described "liberals" had declined over the previous year from 39 percent to 35 percent, while "conservatives" had increased from 14 percent to 16 percent. More students also admitted one of their aims in life was to be "well off financially."

Meanwhile, UC-Santa Cruz has made the headlines as the site of the 2½-day symposium on herbs and the gathering place for an extension course called "The Great Goddess Reemerging," in which groups of women participants danced bare-breasted to the accompa-

nying beat of bongo drums.

And there is discontent here, particularly among students, with some of the educational innovations for which Santa Cruz has been known since its inception in 1965.

Some say the narrative evaluation system has been abused by faculty members who too often don't have the time, or take the time, for individualized reports and rely instead on flowery but vague phrases like "progressing well" or "shows imagination."

"Some narratives I've received are almost identical to the ones other students got in the same course," says one student at the campus coffee house, displaying an evaluation she received in an art course. "Sometimes, you have to look for certain key words to see how you're really doing: 'excellent' means an A; 'very good,' means a B; and so forth."

Nonetheless, there is considerable pride here in Santa Cruz' educational innovations and the records of its students — and a new determination to make would-be applicants better aware of both.

As if pleading before an imaginary jury, they point out, for example, that in competition with more than 1,000 other institutions for prestigious Danforth Graduate Fellowships, Santa Cruz is among only 47 institutions who secure fellowships for more than 20 percent of their applicants.

They note also that 70 percent of the Santa Cruz graduates who applied last year for medical school were accepted for admission — compared to a national institutional average of 22 percent.

At the same time, these officials are in the midst of a reorganization study, seeking means of clarifying the role of the faculty and each college's academic mission. They say also they will take a harder look at the campus curriculum, with an eye toward eliminating some non-essential courses.

"We're not going to do away with innovation because that's one of the most important things Santa Cruz can offer," says Kliger. "But we have to overcome the myth that we can't prepare students for professional schools and the real world ... myth and reality are two different things, however, and up until now the myths about Santa Cruz have been prevailing over the realities."

tion, make students strive for a grade instead of knowledge, poison the close faculty-student relationship that now exists, and force students to choose a letter grade for fear of being accused of having something to hide if they did not.

UCSC opened in 1965 as an alternative university, offering unconventional and personalized education. Students could design their own majors and were expected to be self-motivated and do a lot of independent study.

Those hopes and expectations have been justified, students and faculty said Monday, pointing to the high scores of UCSC students on standard collegiate tests and their success as measured by acceptance by graduate and professional schools and recipients of prestigious fellowships.

"We didn't come here because of the ocean or the trees," student Kathy Grayson said at the rally. "We're here because of the values of the university. We're not being trained to be machines but individuals."

Dane Archer, a professor of sociology and a member of the Academic Senate, said after the rally that he believes the main issue in the letter grade option is to give students the freedom of choice.

"Because of background or philosophy a person might feel a letter grade is necessary," Archer said. "It's not that we have lost faith in the narrative evaluation but that we want to extend the freedom of choice."

He said fewer than 10 percent of students in natural sciences choose the letter grade.

Admissions office offers parent tours

The admissions office at the University of California at Santa Cruz is inviting prospective students and their parents to tour the campus and, if they like, to stay overnight in one of the UCSC colleges.

Student-led tours are given Monday through Friday at 10:30 a.m. and 2 p.m. and on Saturdays at 1 p.m.

The overnight option is offered on Sundays and Mondays from February to April.

Further information is available by calling 429-4008.

Inside:

Judge bans Bible

If Wayne Felton doesn't shape up, he'll have to stop seeing his kids. The 35-year-old fireman doesn't beat his daughters or take them to X-rated movies. What he does is read the Bible to them, but a judge has ordered him to stop or lose visiting rights.

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