Cynthia Dillon, Director of Communications
Alma Palazzolo, Assistant Dean
OVERALL GOALS

- Increased enrollments
- Additional faculty
- Greater support on and off campus
NEW DIVISIONAL MESSAGE

• The Arts and Humanities are:
  • Foundational
  • Transferable
  • Enduring
NEW TALKING POINTS

• To be a leader in the field by:
  • Understanding the human condition and improving the common good
  • Producing and promoting targeted excellence
  • Articulating the distinctiveness of the Arts and Humanities at UC San Diego, affirming their significance in the American university of tomorrow

• Intellectual priorities:
  • Practical Ethics
  • Humanities and Global Cultures
  • Technology and the Arts

• We shape the “not-yet”
• We are “distinctive, daring and diverse”
NEW PROMOTIONAL VIDEO

· https://drive.google.com/file/d/oBzYHQgZ12dJKNHBtYod1djld3c/view?usp=sharing
CAMPUS BANNERS
WHY ARTS & HUMANITIES

We offer a holistic, “foundational” education that transfers to many career options

Employers are looking for people who can think critically, express creatively and communicate clearly – people with intellectual and interpersonal skills who contribute creatively to the workplace; PLUS:

- Humanities majors score higher on the MCAT
- Humanities majors score better on the GMAT
- Humanities majors are among the strongest performers on the LSAT
- Humanities majors show the highest level of verbal skill on the GRE
- Time-to-degree in the Division of Arts & Humanities at UC San Diego averages 4.3 years – one of the quickest on campus!
feedback from College advisors: more qualitative measures of what coursework we offer that prepares students
Alma Palazzolo, 11/23/2015
ACTION STEPS
ART PORTFOLIO FOR FRESHMAN APPLICANTS

- Goal: increase enrollments in Arts majors (Music, Theatre & Dance and Visual Arts) and increase quality and diversity of undergraduate student body

- Year 1 of pilot: success! Received over 765 art portfolio submissions via SlideRoom portal that yielded 37 new arts majors

- Year 2 of pilot currently underway

- Optional submission that could enhance applicants’ admission

- Students must meet UC eligibility requirements to be admitted with optional art portfolio
STUDENT ADVISING INNOVATION AWARDS

1) Basic Writing Program embedded mentors program

2) A&H Student Affairs Workgroup
   - Undeclared major fair
   - Partnering with Colleges to share information about A&H programs and brainstorm processes regarding students pending disqualification
   - Partnering with Career Services to help students find their path and find more internship opportunities for A&H majors
A MAJOR DECISION: A MAJOR SUCCESS!
“Technology alone is not enough. It’s technology married with the liberal arts, married with the humanities, that yields us the results that make our heart sing.”

-Steve Jobs
CATCH THE SPIRIT OF THE ARTS & HUMANITIES

The Gospel Choir performs at the Nov. 4 Undeclared Majors Fair