

UC SANTA BARBARA

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## **UCSB Again Named One of 'Hottest Colleges'**

For the second time in the past three years, the University of California, Santa Barbara has been named one of the country's "hottest colleges" by the popular and widely read Newsweek / Kaplan "How to Get Into College" guide.

Only 25 institutions were featured in the "America's Hottest Colleges" section of the 2005 edition of the guidebook, published this month. Just 10 of them, including UCSB, were also featured in a Newsweek article headlined "Hot Schools" that appeared in the issue dated August 23. The brief on UCSB reads as follows:

"If there's a more beautiful campus than this one at the edge of the Pacific, we haven't seen it. For many students, that would seal the deal, but UCSB also boasts Nobel Prize winners on its faculty, top research centers in science and technology and an extensive study-abroad program. The number of applicants has doubled in the past decade, with 36,651 applying for admission to the class of 2008 (19,325 were accepted). Aside from the top academics, a big draw for many is the variety of recreation. The campus has its own beaches where students can surf, and the Big Bear ski resort is just a few hours' drive away."

The "hottest" list, according to the publishers, is based on admissions trends and extensive interviews with an array of educators, admissions officers, counselors, students, and longtime observers of the admissions process. "The applicant pool for each of these schools has grown much stronger in recent years--not only in sheer numbers, but also in test scores, grades, and extracurricular accomplishments," said the publishers in a statement.

The campus's ample recreational opportunities earned UCSB the "Hottest for Surf-and-Ski" nickname in the guide. All of the institutions selected for the 2005 "hottest" list are identified by some particular attribute or distinction, from "Hottest for City Haters" (Cornell) to "Hottest for Fitness" (U. of Virginia) and "Hottest for Double Majors" (Rice U.). "This year's 'Hot Schools' deserve individual recognition for their choice attributes," said the publishers' statement. "Dream schools come in all shapes and sizes, and the guide spotlights standout gems that students and parents want to know about."

Information about "America's Hottest Colleges" can be found on the web at <http://www.msnbc.msn.com/id/5626574/site/newsweek/>

Copies of the Newsweek/Kaplan guide can be ordered from Kaplan's web site at <http://store.kaptest.com/catalog/templates/product.jhtml?PROID=kprod30...>

UCSB was also ranked as one of the leading public universities in the country in the 2005 installment of the U.S. News & World Report "America's Best Colleges" rankings, published this week (U.S. News issue dated August 30). The campus was ranked No. 13 among all public universities and was No. 45 in the combined ranking of leading private and public universities. Last year UCSB was in a three-way tie for No. 45.

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## **About UC Santa Barbara**

The University of California, Santa Barbara is a leading research institution that also provides a comprehensive liberal arts learning experience. Our academic community of faculty, students, and staff is characterized by a culture of interdisciplinary collaboration that is responsive to the needs of our multicultural and global society. All of this takes place within a living and learning environment like no other, as we draw inspiration from the beauty and resources of our extraordinary location at the edge of the Pacific Ocean.