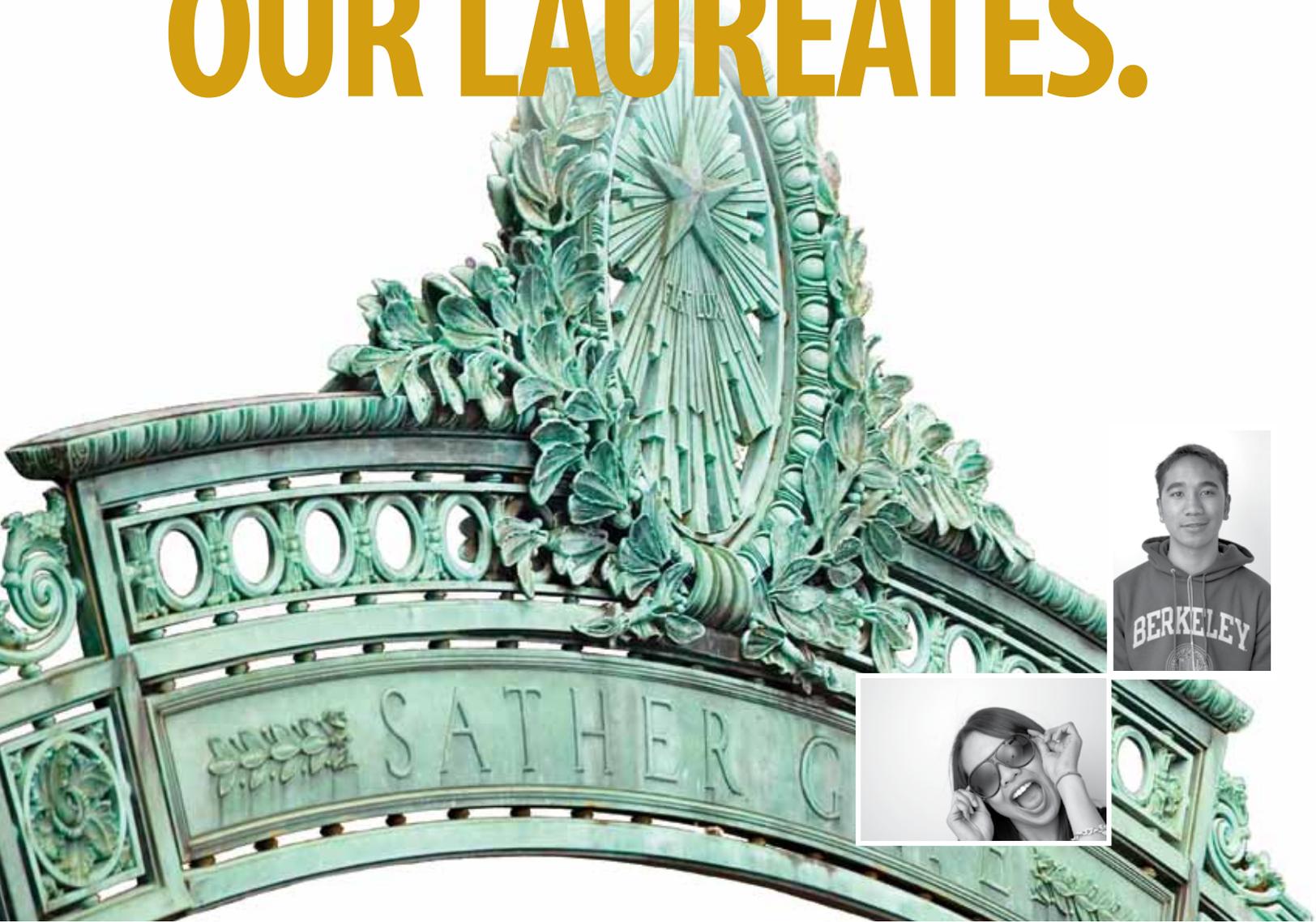


UNIVERSITY OF CALIFORNIA, BERKELEY

# WE'RE NOT RESTING ON OUR LAUREATES.



The people at Cal inspire  
me to change the world.

*Meng-chieh Yang '13*

# WE'RE IN A STATE OF DENIAL.



## California slashes education funding

SACRAMENTO — California college students are bracing for higher tuition bills and fewer courses and campus services under a new state budget that again slashes spending on education.

Gov. Jerry Brown signed Thursday by Gov. Jerry Brown inflicts the heaviest cut to California's higher education system in its history. The state has helped make California an economic powerhouse and a model for the world. The 112-campus community college system will lose \$400 million in state funding and fees will increase from \$26 to \$36 per student. The system could lose \$1 billion and raise tuition by 20 percent.

*If you really believe in something you can make it happen. The only thing limiting you is your imagination.*

*Samantha Hyde '14*



## But together we'll beat it.

We're not sitting here wringing our hands. In fact, we are facing the funding challenge head on — taking the bold steps required to retain Berkeley's promise of access and excellence.

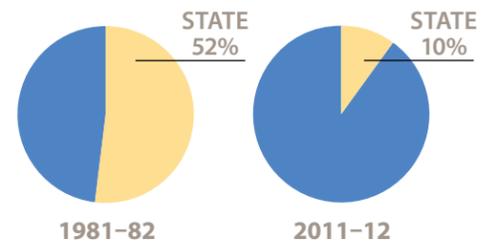
State support — which once provided more than half of Berkeley's budget — has plummeted to about 10 percent. California's world-renowned system of public higher education is at risk.

We're fighting back — tightening our belt and, at the same time, looking for new ways to generate revenue that will create a secure financial future.

Berkeley is the crown jewel of public higher education in California and the world. The driver of innovation and prosperity. The brains behind our knowledge economy. And the fuel of upward mobility.

In crisis, we are finding new opportunities to make Berkeley even better.

### DECLINE IN BERKELEY'S STATE FUNDING



### BERKELEY IS TAKING ACTION

#### WORKING SMARTER

- ✓ Administrative consolidations
- ✓ Energy and IT efficiencies
- ✓ Leveraged buying power
- ✓ Debt restructuring

#### BOOSTING REVENUE

- ✓ Increase federal research funding
- ✓ More industry partnerships
- ✓ Professional management of Berkeley's endowment
- ✓ Philanthropy to support faculty, students, programs, and places
- ✓ Increase non-resident enrollment

*Berkeley is the lighthouse in the fog.*  
*Cheny Ng '17*



Berkeley has the highest concentration of Nobel Laureates  
They have Parking SPACES!

Alex Smith '08



Berkeley has taught me to invent what I desire. v  
Ara Rachel Lim '15

# WE'RE NOT RESTING ON OUR LAUREATES.



## With 22 Nobel Prizes,\* we easily could.

One of the best things about Berkeley? Our faculty doesn't live in an ivory tower basking in acclaim. Even our Nobel laureates are out there every day, teaching undergraduate courses and mentoring graduate students.

Berkeley's esteemed faculty are thinkers *and* doers. Consider Saul Perlmutter, winner of the 2011 Nobel Prize in Physics. Each year 120 undergrads in his Physics and Music class explore music through the prism of science. At the same time, Perlmutter is investigating the universe's accelerating expansion.

Faculty love the freedom that Berkeley offers — to learn, to explore, and to produce results in a community that encourages collaboration across disciplines. That's just one reason why our professors are lauded as highly as faculty at the most prestigious private universities.

### BERKELEY FACULTY AWARDS AND HONORS

#### AMERICAN ACADEMY OF ARTS AND SCIENCES

Harvard	430
Stanford	234
<b>Berkeley</b>	<b>222</b>
MIT	212

#### NATIONAL ACADEMY OF SCIENCES

Harvard	165
<b>Berkeley</b>	<b>137</b>
Stanford	129
MIT	116

#### NATIONAL ACADEMY OF ENGINEERING

MIT	107
<b>Berkeley</b>	<b>91</b>
Stanford	90
Harvard	20

#### NATIONAL MEDAL OF SCIENCE

Stanford	16
Harvard	13
<b>Berkeley</b>	<b>12</b>
MIT	10

#### AMERICAN PHILOSOPHICAL SOCIETY

Harvard	99
Princeton	70
Stanford	48
<b>Berkeley</b>	<b>42</b>

\* Five of our Nobel Prize-winning faculty are also among the 28 alumni who have earned the coveted medallion. But who's counting?

"Listen to everyone. Follow no one. Look for patterns. Work like hell!"  
Terry D. Johnson ∞



# WE'RE KEEPING OUR MINDS FROM WANDERING.



*Cal is like California  
we have everything here!*

*Ian Magruder '12*



## The brain drain stops here.

Our faculty get a lot of attention. And not just from Harvard, Stanford, and MIT. Even public universities are determined to nab our professors with the promise of larger research budgets, better facilities, and higher salaries.

Last year alone, our competitors tried to lure away 40 of our most esteemed faculty — fortunately, we were able to keep all but four.

The William and Flora Hewlett Foundation's landmark \$110-million challenge is giving Berkeley the tools to be competitive in recruiting and retaining top faculty. This matching challenge created 100 new faculty endowed chairs in just four years.

Investments in our faculty are making a difference, but we cannot let down our guard. Successful recruitment of junior faculty is also critical. Since 2000, more of Berkeley's young faculty have received Sloan Fellowships — a marker of junior faculty excellence — than any other university, public or private.

Keeping the best minds will ensure our stellar reputation for cultivating the highest-caliber teaching and research in service to the public good.

### YOUNG FACULTY AWARDED SLOAN RESEARCH FELLOWS SINCE 2000

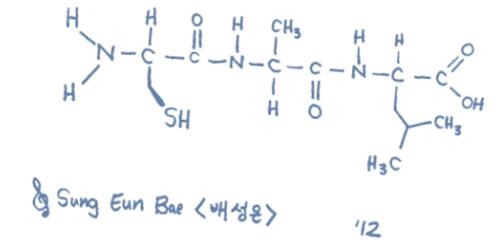
<b>Berkeley</b>	<b>72</b>
MIT	71
Harvard	58
Stanford	51
Princeton	48

*"Work hard, play harder" is  
much more than a quote*

*CARLOS '11*



I have learned to  
have a healthy disregard  
for the impossible.  
Wakohu Njenga '11



# WE'RE GIVING STUDENTS THE THIRD DEGREE.

## Berkeley awards more Ph.D.s than anyone else.

Our grad students like to push boundaries — challenging convention and producing the breakthroughs that move knowledge forward.

Talk about smarts. Berkeley is the top-choice school for winners of National Science Foundation fellowships. And our roster of grad alumni includes leaders in every field, who have gone on to win Nobel Prizes, MacArthur “genius” grants, National Medals of Science, and many other prestigious awards.

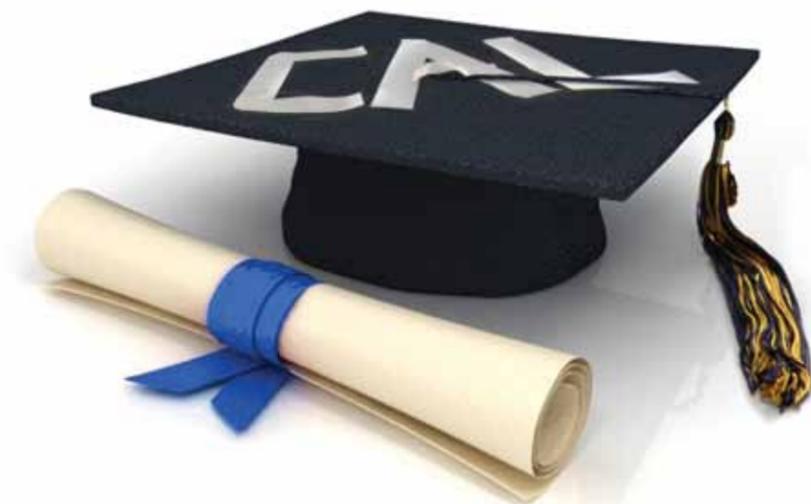
Berkeley stokes the fire within these brilliant students, offering unparalleled depth and breadth to their explorations. With advanced degrees in more than 100 fields and programs that consistently receive top rankings, Berkeley is the incubator for innovation.

### TOP-RANKED DOCTORAL PROGRAMS (National Research Council)

Harvard	19
<b>Berkeley</b>	<b>16</b>
Stanford	11



謝謝, Berkeley, for these amazing  
years! ほんとうに楽しかったよ! ヽ  
Wilson Leung 🎵 '12



At Berkeley, being different  
unites all.  
Esmat Hegazi '15



Berkeley changed my life, my world  
and most importantly my perspective.  
Brandon Pan '13

# WE'RE CUTTING CLASS.



Anything is achievable  
with hard work.  
Jambu Jambulingam '14

## Berkeley is the engine of social mobility.

At Cal what you *do* matters more than who you *are*. Berkeley is breaking down socioeconomic barriers so that every exceptional student has an equal opportunity to succeed.

About 70 percent of our students receive financial aid. In fact, we serve as many economically disadvantaged students as all the Ivy League schools combined.

Tuition has more than tripled in the past 10 years, and it's hitting our 6,000 middle-income families the hardest. To level the playing field, Berkeley recently became the first public university to reduce tuition costs for middle-income families.

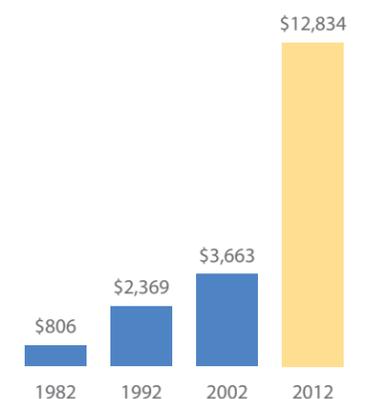
Students come here with the drive to excel and the ambition to give back and change the world for the better. And they leave Berkeley with a multicultural experience unlike any other. It's the kind of experience that sparks innovative thinking and encourages a global perspective — and the kind of education that the world needs today.

Berkeley: where the classroom is only  
the beginning of your education.  
Caitlin Coghill '12

### NEW STUDENT FACTS

- \$32,634 yearly tuition and expenses for in-state students living on campus
- 26% of applicants admitted
- 70% from California
- 22% from families in which neither parent has a four-year college degree
- 98% in the top 10 percent of their high school class
- 4.3 average weighted high school GPA

### TUITION FOR UNDERGRADUATE RESIDENTS



Ya puedo ser una trabajadora  
social poterosa!

Anna Lacey msw '12



# WE'RE ALL MIXED UP.



At Berkeley, if it isn't beautifully  
complex, you might not be looking  
close enough\*

Lindsay Dreizler '13

## And breaking boundaries as only Berkeley can.

Take an expert in nano-biomolecular engineering, toss in a computational biologist, a Nobel Prize-winning physicist, a geneticist, and a chemical engineer. What have you got?

America's premier public research university.

In laboratories and classrooms across campus, professors and students are collaborating in unprecedented ways to solve some of the world's most pressing problems.

Take energy and climate change. Berkeley is at the leading edge — using its vast expertise in engineering, chemistry, physics, biology, environmental science, law, public policy, and the social sciences to solve the energy crisis.

No one does it better. Consider a few recent discoveries: monster black holes in huge galaxies, ancient human ancestors in the deserts of Africa, the seat of empathy in the brain, and the genetic origins of disease.

Our big and bold ideas offer hope for the future. We're mixing it up and producing results as only Berkeley can.

I learned that changing the  
world starts with learning  
statistics.

Syche Cai '13

### HEALTHY INVESTMENTS

"I believe investments in high-quality education are the best investments in improving the human condition," said Hong Kong entrepreneur and philanthropist Li Ka-shing.

With 450 researchers, Berkeley's newly created Li Ka Shing Center for Biomedical and Health Sciences will be the nexus for multidisciplinary research to prevent diseases such as cancer, Alzheimer's, HIV, and tuberculosis.



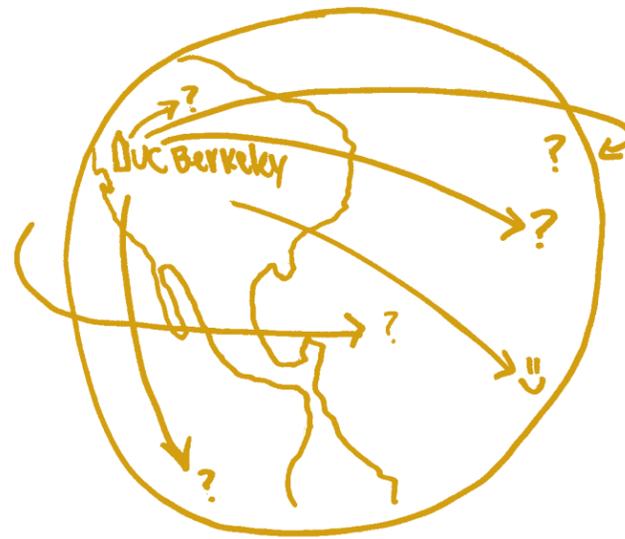
Berkeley showed me that  
hard work and passion can  
take you anywhere.

Daniel Sabana '11

I'm here to change the world. Watch me.  
Shilpika Chowdhury '15



# WE GET AROUND.



Cal allowed me to  
\* See the world! \*  
Jeg elsker Cal!

## Seizing opportunity at home and around the globe.

From Silicon Valley to Hong Kong and Mumbai, Berkeley is a leader — spawning the kind of innovation that sparked the Internet and biotech revolutions.

Great research universities like ours shape the future, driving new industries and creating a highly skilled workforce. So it is no coincidence that America's new competitors around the world are building mirror images of our public universities to propel their own ascendancy.

Berkeley plays a critical role in California's recovery and growth. Our alumni are helping to jump-start the economy, particularly in the industries of clean energy, biotech, and information technology. In fact, many of the state's most productive companies were founded by Berkeley faculty and alumni.

We're also mobilizing to help those in need, drawing on 6,000 student volunteers who serve more than 240 programs. Cal has produced more Peace Corps volunteers than any other university. And with more than 460,000 alumni engaged in their communities throughout the world, our impact is truly profound.

### COMPANIES FOUNDED BY CAL ALUMNI AND FACULTY

- Apple
- Cadence Design
- Chernin Entertainment
- Chez Panisse
- Chiron\*
- Gap
- Google Earth
- Inktomi\*
- Intel
- Kaiser Permanente
- Marvell
- Mendel Biotechnology
- MySpace
- National Semiconductor
- Network Appliances
- PowerBar
- Powerlight Corp.\*
- Red Envelope
- Red Octane
- Renaissance Technologies
- Revolution Foods
- Rodarte
- SanDisk
- Sun Microsystems\*
- Tesla
- U.S. Venture Partners

And many more...

\* Purchased by another company

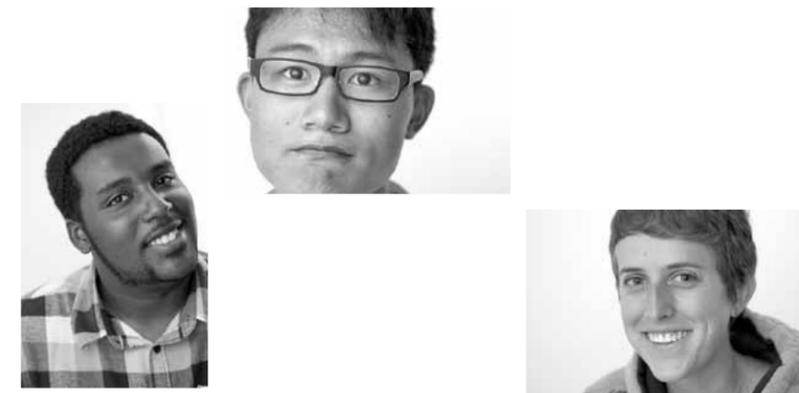
CAL, REINVENTING ME, REINVENTING THE WORLD...

SHADMAN SADEK '13

Berkeley makes me think differently

Jessica Liu '15

# LOOK AT THE SPOT YOU PUT US IN.



## Your support is keeping us on top.

Remember your pledge to a student caller? That online gift to your school or college? The scholarship you supported? The contribution to your reunion campaign? Or your donation to Cal's student athletes?

Well, those gifts — both large and small — are doing a wonderful job.

With state funding providing just 10 percent of Berkeley's budget, your contributions are more important than ever.

You are keeping access and excellence alive: Supporting our renowned professors, offering opportunities for students regardless of their means, and maintaining the highest standards of teaching, research, and public service.

If it weren't for you, Berkeley wouldn't be in this position.

Berkeley has taught me  
that students from inner-  
cities can make it!

KOJUAN WILLIAMS '12

### FUELING CAL'S FUTURE THROUGH PHILANTHROPY

The Campaign for Berkeley is advancing our University's preeminence.

To reach our \$3-billion goal, we need to raise \$660 million by the end of 2013.

Every gift — from \$200 to The Cal Fund to \$50,000 to set up a scholarship — makes an enormous difference.

where Knowledge is cultivated,  
Perseverance is tested,  
& Passion is discovered!  
Kayee Eloise So '12!!

Thanks to Berkeley I'm  
no longer afraid of  
BEARS!



I am the first in my  
family to go to college  
Jennifer Gutierrez '15



# FEED THE BEARS.

Thank you for making a gift today.  
[givetocal.berkeley.edu/bears](http://givetocal.berkeley.edu/bears)



Too many opportunities...  
Too little time...  
siwei Liu '12



Working to keep my DREAM ALIVE  
and my mind Open!  
Terry Yu '12

For more information call 510.642.1212  
or email [givetocal@berkeley.edu](mailto:givetocal@berkeley.edu).

# Thanks to Berkeley...

Our lives, our society and our  
world have been uplifted and enriched  
Robert J. Bigeman



*The CAMPAIGN for BERKELEY*  
UNIVERSITY OF CALIFORNIA, BERKELEY

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