Alumni, parents, and friends shaping the future of Cal Berkeley

Special Edition:
Celebrating The Campaign for Berkeley
In celebration of the official launch of The Campaign for Berkeley, all Cal alumni have received this special edition of *The Promise of Berkeley*. To find out more ways to stay connected to the University, please see page 30.

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*The Promise of Berkeley*, Fall 2008, published by University Relations, 2080 Addison Street #4200, Berkeley, CA 94720-4200. Copyright 2008 the Regents of the University of California

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Thanks to Berkeley. . .
Berkeley’s landmark fundraising campaign aims to raise $3 billion — in a wide-ranging effort to secure the University’s status as the nation’s preeminent public teaching and research university.

The Campaign for Berkeley will raise private support to attract and retain the country’s most distinguished faculty, expand opportunities for exceptional
students, support research collaborations to solve world crises, and strengthen the campus’s core mission to serve the greater good.

More than $1.3 billion already has been raised in gifts and pledges since the “quiet phase” of The Campaign for Berkeley began on July 1, 2005. The campaign will conclude on June 30, 2013.

“The Campaign for Berkeley calls upon every member of the Cal family to stand together to renew and extend UC Berkeley’s academic preeminence and global leadership,” said Chancellor Robert J. Birgeneau. “Grand aspirations, rooted in a frontier past, built this university 140 years ago; grand actions today will secure our legacy of access and excellence in the future.”
The campaign’s launch comes on the heels of a record-breaking fundraising year, with $409.3 million contributed to the University. This includes UC Berkeley’s biggest gift ever — $113 million from the William and Flora Hewlett Foundation. The challenge grant, announced in September 2007, ultimately will result in $220 million in new endowments for 100 faculty chairs.

Aiming high

The ambitious campaign invites alumni, parents, and friends to raise more than twice the $1.44 billion received during Berkeley’s last major fundraising effort, which ran from 1993 to 2000. At the time, it was the most money ever contributed to a public university.

The Campaign for Berkeley will help to close the funding gap between UC Berkeley and its elite private peers, which have grown large endowments and use them, in part, to compete for the nation’s top students and professors. For example, in 2008 Berkeley’s endowment was valued at $2.8 billion, while Harvard reported an endowment of $36.9 billion.

Supporting faculty and student excellence

Faculty and students will benefit most from the campaign, which will provide new endowment support for faculty, graduate fellowships and undergraduate scholarships, and increased funding for research, instruction, and facilities. About one-half of the $3 billion goal will help build the campus’s endowment.

Goal:
Raise $3 billion to support Berkeley’s students, faculty, research, and programs. Approximately 43 percent, or $1.3 billion, of the goal already has been raised.

Timeline:
Quiet phase began on July 1, 2005. Public phase runs for five years, ending June 30, 2013.
“This award truly made my dreams come true,” said Bussard, who first fell in love with the campus on a sixth-grade field trip from her hometown in Yreka, Calif. “I am able to attend

Increased scholarship support will make the difference for prospective and current Berkeley students — particularly those from middle- and lower-income families. UC Berkeley currently educates more low-income students than all of the Ivy League schools combined.

Private support has helped make attending Berkeley possible for undergraduate Carissa Bussard, who is a Regents’ and a Chancellor’s Scholar supported by the Joan and Peter Avenali Chancellor’s Scholarship, part of the campus’s endowment.

Campaign Goals

Endowed faculty chairs $390,000,000
Innovative research $450,000,000
Graduate fellowships $340,000,000
Undergraduate scholarships $300,000,000
Undergraduate education and student life $190,000,000
Athletic and cultural programs $480,000,000
State-of-the-art research, teaching, and cultural facilities $600,000,000
Annual support $250,000,000

Campaign gala at Doe Library
the greatest public university in the nation among amazing faculty and a diverse student body."

Graduate students also exemplify UC Berkeley’s academic excellence. The campus is a national leader in producing Ph.D.s annually, tops all other universities in the number of National Science Foundation Graduate Research Fellows, and counts 24 Nobel laureates and 28 National Medal of Science recipients among its alumni.

For Pietro Calogero, a doctoral student in the College of Environmental Design, a fellowship supported by a gift bequest from the late William T. and Helen S. Halstead has been invaluable.

“Returning to a degree program as an older practicing professional with a family with two children represents substantial lost wages,” said Calogero, who also earned his undergraduate degree at UC Berkeley. His fellowship has allowed him to research issues related to the growth of Kabul, the capital city of Afghanistan.

Enhancing Berkeley’s public mission

“This campaign is an investment in the quality and public impact of one of the leading centers of higher learning in the world,” said UC President Mark G. Yudof. “The State of California provides essential support for the core academic enterprise of the University of California, and we greatly value that support. But as the funding challenges facing higher education multiply, the generous support of alumni, parents, and friends becomes all the more important in ensuring the vibrancy of our institutions. This far-sighted campaign will make a vital contribution by investing in the distinguished faculty and exceptional students of UC Berkeley.”

In announcing the Hewlett Challenge in 2007, Hewlett Foundation chairman Walter Hewlett framed support for UC Berkeley within a larger context.

“…UC Berkeley is a special case in that we are not only supporting great work, we are supporting an important social concept — the importance of public education and universal access for our best and brightest students, irrespective of their ability to pay,” Hewlett said.

Thanks to Berkeley...

“The mantra of this campaign is ‘Thanks to Berkeley…’” said Birgeneau. “The theme of gratitude is the foundation of our efforts. We invite the Cal community around the world to reaffirm its commitment to the campus by expressing pride and gratitude for all that UC Berkeley does to create opportunity, transform lives, and make a better world.”

For more information visit campaign.berkeley.edu.
Each photograph evokes the mood of an arcade photobooth, a casual, candid snapshot. Together, the pictures create something much larger: a portrait of Berkeley.

More than 1,000 students, alumni, faculty, parents, friends, and staff have taken part in the “Thanks to Berkeley...” PhotoBooth Project, capturing what Chancellor Robert Birgeneau (pictured top right) calls “the majestic tapestry” of people who make up the Cal community.

The project is more than a visual record — participants also encapsulate their Berkeley experience in words, reflecting the gratitude that is the theme of The Campaign for Berkeley: “Inspiration to change the world,” writes one student. From a professor: “Where I taught a lot and learned even more.”

“There are many ways to measure the impact of UC Berkeley on the world, but one of the best ways is to let our campus community tell the story and celebrate the tradition of excellence and achievement at Berkeley,” says Vice Chancellor for University Relations Scott Biddy.

PhotoBooth results can be found across campus — on banners and a 72-foot-long installation — and on the Web at campaign.berkeley.edu.

Continuing for the next five years of the campaign, the project “is a way for the Berkeley community to meet each other,” says San Francisco artist and photographer Christopher Irion, who has created portrait installations in communities across the United States.

For each picture, Irion stands outside the minimalist portable studio he designed, his camera sticking through a vertical slot. He spends less than a minute with each subject, encouraging them to be playful, expressive. “By creating a private space in a public place, it allows people to drop that public mask,” he says.

Combining the faces into a vast grid reveals “the warp and weft of the fabric of the community,” adds Irion, and offers a more intimate view of each individual “than you are typically allowed to have when you pass each other on Sproul Plaza.”

Share in Berkeley’s spirit and vision for the future as you enjoy the photographs and quotations on the following pages.
Our lives, our society, and our world have been uplifted and enriched.

Robert J. Bigelow
I am going to change the world. Berkeley is going to teach me how.

Sana Naeem 2011
Where the energy is palpable and people spark with brilliance
Thanks to Berkeley...

Berkeley is where the challenges of spirituality, academia, social interaction, and just life come at you! And I love it!!!

Jorge Penate '11
It's knowing I'll come out speaking over six languages.
Emily Davis | 2011

Having endowed Chair funds makes more things happen for students!
Meg Conkey
Thanks to Berkeley...

CAL is the best place to teach and learn.

Chika Shibahara, Yasuko Konno

A Place where you can stand on the shoulders of intellectual giants

Sidhaarth Radhakrishnan 2008
BERKELEY IS ABOUT DISCOVERY AND SERVICE
NO ONE DOES IT BETTER!

Stephen M. Shortell
DEAN, SCHOOL OF PUBLIC HEALTH
A scrolling archive of all the PhotoBooth images and personal statements is featured on The Campaign for Berkeley Web site, campaign.berkeley.edu.
The site is the main source for important campaign information such as goals, progress, leadership, and giving opportunities.
UC Berkeley’s contributions to the world — its capacity to educate leaders, ignite the California economy, develop new technologies, and solve society’s most challenging problems — are shaped one student at a time, one discovery at a time, and one deed at a time.

The Campaign for Berkeley strengthens and upholds the University’s public mission by creating the promise of new opportunities. Each time a brilliant faculty member chooses to teach and perform research here, each time a talented new student steps into a classroom, and each time a member of the Cal family gives back to his or her community, an opportunity is created that extends far beyond the boundaries of the campus.

Endowed faculty chairs
Perhaps the single most important indicator of a university’s health is its ability to hire its first-choice faculty candidates and retain its top faculty. Today, with the high cost of living in the Bay Area and faculty salaries already lagging up to 20 percent behind those of our private peers, it is becoming more and more difficult to stay competitive. And the competition is increasing. For example, since 2000, Harvard has tried to recruit more Berkeley professors than any other private institution, and has been the most successful in luring them away.

Building a robust endowment is the surest way to support new faculty chairs and help level the playing field. The Hewlett Endowed Chair Challenge, launched last fall through a landmark $110-million challenge gift, will use matching funds to endow 100 new faculty chairs, thus strengthening Berkeley’s ability to address the rising cost of hiring and retaining top faculty. These chairs will also help provide state-of-the-art research facilities and graduate fellowship funding, enabling Cal to attract the best graduate students, who in turn attract top faculty.

Undergraduate scholarships
Berkeley is committed to maintaining its unique distinction of public access to world-class undergraduate education for all high-achieving students — and it continues to attract the very brightest. This year, for example, the University admitted about a quarter of all applicants, and 98 percent of incoming freshmen graduated in the top 10 percent of their high school class.
For the greater part of Berkeley’s history, undergraduate fees were affordable for most California students and their families. But in recent years, the paradigm has shifted. State support and scholarship funding have not kept pace with education costs or the state’s high cost of living, resulting in rapidly escalating tuition, fees, and student expenses.

Yet Berkeley serves more students experiencing financial hardship than all of the Ivy League universities combined — even though these schools have far more scholarship funding to offer students, and are dramatically increasing the amount of aid they provide.

The Campaign for Berkeley will help double the amount of funding for private scholarships, thus creating greater access to a superior education for all students — regardless of their financial need.

Graduate fellowships

Berkeley’s graduate students constitute nearly 30 percent of the University’s roughly 35,000 students. These scholars play a vital role in contributing to pioneering research, supporting

Peer private institutions offer faculty salaries up to 20 percent higher than what Berkeley can afford.

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<tr>
<th>Institution</th>
<th>Increase</th>
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<tbody>
<tr>
<td>HARVARD</td>
<td>+ 20%</td>
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<tr>
<td>STANFORD</td>
<td>+ 19%</td>
</tr>
<tr>
<td>PRINCETON</td>
<td>+ 15%</td>
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<tr>
<td>MIT</td>
<td>+ 11%</td>
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In spite of the impressive investment returns from Berkeley’s endowment, the market value is still small when compared with those of peer private institutions.

<table>
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<tr>
<th>Institution</th>
<th>Endowment (2007–08)</th>
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<tbody>
<tr>
<td>HARVARD</td>
<td>$36.9 BILLION</td>
</tr>
<tr>
<td>STANFORD</td>
<td>$17.2 BILLION</td>
</tr>
<tr>
<td>MIT</td>
<td>$10.1 BILLION</td>
</tr>
<tr>
<td>BERKELEY</td>
<td>$2.8 BILLION</td>
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Berkeley student fees

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
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<tbody>
<tr>
<td>1956</td>
<td>$125/year</td>
</tr>
<tr>
<td>1984</td>
<td>$756/year</td>
</tr>
<tr>
<td>2008</td>
<td>$8,932/year</td>
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excellence in teaching, and attracting distinguished faculty — as they train to become tomorrow’s intellectual and professional leaders.

Berkeley is among the American universities that produce the most Ph.D.s annually; yet it is also known for the excellence of its programs. Berkeley tied for first place with Stanford and MIT in the 2008 U.S. News & World Report Ph.D. program rankings. In professional school rankings, Berkeley was No. 2.

In order to continue attracting the most-talented advanced-degree students to Berkeley, we must provide graduate funding packages comparable to those offered by our private-university peers. Cal’s competitors consistently offer five or six years of support to 95 percent of their students. By contrast, Berkeley can offer only four to five years of support to 90 percent of its students in the sciences and engineering, and 50 percent in the humanities and social sciences.

Innovative research

Berkeley is widely regarded as one of the world’s premier research universities, renowned for the quality and unparalleled breadth of its research enterprise, the scholarly distinctions of its faculty, and the excellence of its Ph.D. programs. Berkeley researchers, many of them leading experts in their fields, are dispersed among more than 130 academic departments and more than 80 interdisciplinary research units.

While public sources provide more than $500 million per year in research support — a reflection of Berkeley’s
benefit arts, culture, and the broader experience for all those on campus.

Looking to the future

The University is proud of its role as a publicly supported institution of great distinction, but less than 30 percent of its annual budget comes from the State of California. The future promise of Berkeley can only be realized through a renewed partnership between the State of California and the community of people who care deeply about Cal. Together, we can maintain our great public mission and commitment to access and excellence.

The entire Cal family is invited to join in helping to shape Berkeley’s potential by participating as advocates, volunteers, and supporters — making the many and varied contributions toward The Campaign for Berkeley that will ensure the University’s greatness today and tomorrow.

To make a gift please visit campaign.berkeley.edu, email campaign@berkeley.edu, or contact the college, school, or department of your choice.
The University has announced the leadership of seven campaign co-chairs and a national annual giving chair. Each of these loyal supporters will lend their professional expertise, advise campus leadership, and help inspire prospective donors throughout the course of the campaign.

**Campaign Co-chairs**

**Gerson P. Bakar ’48**
**Barbara Bass Bakar**

The Bakars have provided ongoing support to Berkeley, recently endowing new faculty positions at the Haas School of Business, bringing the number of Haas faculty to an all-time high. A San Francisco real estate developer, Gerson Bakar has been a steadfast adviser and consultant to the Haas School for more than 20 years, and was named Haas’s Alumnus of the Year in 1991. He also serves on the Chancellor’s Executive Advisory Council. Barbara Bass Bakar is the former president and CEO of Emporium/Weinstock’s and the former chair and CEO of I. Magnin. In recent years, she has devoted time to creating and administering the achieve program, a high school scholarship and enrichment program for underserved students from low-income families in the Bay Area.

**Coleman F. Fung ’87**

As an entrepreneur, Coleman Fung founded OpenLink Financial in 1992 and went on to become chairman of the company. As a venture philanthropist, he established the Coleman Fung Foundation in 2006, supporting a diverse range of educational and environmental projects. At Berkeley, Fung recently announced a major commitment to the College of Engineering to support the Department of Industrial Engineering and Operations Research. Fung, who serves on the Chancellor’s Executive Advisory Council, also provided leadership support for the C.V. Starr East Asian Library, established the Coleman Fung Risk Management Center, and funded a number of other initiatives at Berkeley.

**Dr. Paul E. Jacobs ’84, M.S. ’86, Ph.D. ’89**
**Stacy Bracken Jacobs ’84, ’87, O.D. ’89**

The Jacobses have been enthusiastic and dedicated champions of the University. Paul Jacobs, CEO of QUALCOMM, received the
2008 Berkeley Engineering Innovation Award from the College of Engineering (COE). He is a member of the COE Advisory Board, and has served on the Electrical Engineering and Computer Sciences Industrial Advisory Board. Stacy Jacobs has been a member of the UC Berkeley Foundation Board of Trustees since 2003. The couple established the Paul and Stacy Jacobs Distinguished Professorship in Engineering, and took leading roles in supporting the Hearst Memorial Mining Building renovation.

James K. Lau ’81
Katherine S. Lau ’88

Loyal supporters of the University and the College of Engineering, the Laus were founding members of the Health Sciences Initiative volunteer committee, which helped to build campuswide philanthropic support for biomedical teaching and research. James Lau, cofounder of NetApp, was a recipient of a Lifetime Achievement Award from the College of Engineering, and serves on the COE Advisory Board. Katherine Lau serves on the Chancellor’s Executive Advisory Council, and as vice chair of the UC Berkeley Foundation Board of Trustees, where she plays a critical role in guiding the work of the foundation.

National Annual Giving Chair

Robert D. Haas ’64

During his tenure as CEO and chairman at Levi Strauss & Co., Robert Haas demonstrated an unwavering commitment to corporate citizenship through progressive workplace practices. Through his philanthropic and community leadership, Haas has advanced numerous initiatives designed to promote social change. A lifelong Golden Bear, Haas has been an avid supporter of Cal Athletics, the Haas School of Business, the Bancroft Library, and undergraduate scholarship. He received the Chancellor’s Award in 2007, and serves on the Chancellor’s Executive Advisory Council. The Levi Strauss Foundation recently honored him by establishing the Robert D. Haas Chancellor’s Chair in Equity and Inclusion at UC Berkeley.
Members of the Cal family expressed pride and gratitude as the University launched The Campaign for Berkeley with a week of celebratory events in September. The events — ranging from a pancake breakfast to a spectacular gala on Memorial Glade — brought the campus community together in grand fashion to celebrate Berkeley’s academic preeminence and global leadership.

Gala glimpses: 1. Candace Yvonne Johnson, a postdoctoral student in the Department of Music, sings “Hail to California.” 2. The University Symphony Orchestra performs on Memorial Glade in front of Doe Library.
3. Cal football players help Chancellor Birgeneau “kick off” the campaign. 
4. Mark Sumner directs the UC Alumni Chorus. 5. Mary Catherine Birgeneau teams with an unexpected partner to show off her dance moves.
A weekend music festival took place near the Campanile.  
1. Warren Hellman ’55 and his band, the Wronglers, supplied bluegrass entertainment.  
2. Golden Bears of all ages enjoyed the live music.  
3. A spectator gets in the spirit of the festival.

The public launch of The Campaign for Berkeley included the unveiling of the “Thanks to Berkeley…” PhotoBooth installation at Dwinelle Plaza.  
4. Chancellor Birgeneau (top) listens as staff member Barbara Rageh (left), Genevieve Rovetti, and big brother Nick Rovetti share their “Thanks to Berkeley…” statements.  
5. The 72-foot, two-sided installation contains more than 400 images of students, faculty, staff, parents, and alumni. (See the online version at campaign.berkeley.edu.)

The University hosted a “quiz bowl” event in Wheeler Auditorium, pitting teams of faculty, students, staff, and alumni against one another.  
6. The alumni team of Bruce Smith, Megan Famulener ’06, Sheryl Wong ’67, C.Mult ’68, Will Rohrer ’06, and Kathy Famulener ’73 enjoyed trivia and laughs.  
7. The student team dominated the proceedings, but the alumni beat the faculty.  
8. Faculty team members Keith Gilless, dean of the College of Natural Resources, Executive Vice Chancellor and Provost George Breslauer, and Vice Chancellor of Research Beth Burnside share a laugh during the competition.
9. A panel of distinguished faculty, including three Nobel Prize winners, discussed their work and the ways that Berkeley helped to advance it. 10. Public health associate professor Eva Harris Ph.D. ’93 and Nobel-winning physicist Charles Townes participated in the panel discussion.

Kickoff week festivities included a poetry reading on the steps of Sproul Hall. 11. Associate Chancellor Linda Williams recites a poem to the lunchtime crowd. 12. Engineering professor Ken Goldberg speaks with English professor (and former U.S. poet laureate) Robert Hass.

Campus leaders were in charge of the griddles at a pancake breakfast for faculty and staff. 13. Gibor Basri, vice chancellor for equity and inclusion, serves a Berkeley employee. 14. Nathan Brostrom, vice chancellor of administration, shows off his spatula skills.
Produced three times a year, The Promise of Berkeley celebrates the people whose work ensures our preeminence in teaching and research. Each issue highlights a theme, such as public service or energy, and includes human-interest stories, opinion pieces, interviews, and articles about compelling research, faculty, and students. If this is the first time you have received the magazine and you want to view futures issues or subscribe for an email alert, the full magazine is available online at promise.berkeley.edu.

Connecting great minds online

If you are looking for a ticket to the Big Game, a new job, or an old friend, @cal (pronounced “at Cal”), an online networking tool, is the first place to start. Whether you graduated in 1968 or 2008, whether you live in San Francisco or São Paulo, or whether you are an engineer or an educator, @cal brings Bears of all backgrounds together in a dynamic, trusted community.

Available primarily to students, alumni, and members of the California Alumni Association (CAA), @cal invites participants to create profiles and use the site to build personal and professional connections. The community has more than 60,000 members and continues to flourish.

“You can search for jobs at companies that hire Cal alumni, network with alums, join special-interest groups, post event information, and more.” says Christina Sponselli, who manages the site. The site also redirects emails from a free Berkeley address to your existing email accounts.

When Tiffany Thornton ’05 was considering a career in medicine, she searched for physicians on @cal who could provide advice and tips on
applying to medical school. Five doctors responded, and she spent an invaluable day with one of them.

“I shadowed a cardiologist who was conducting stress tests on his patients,” says Thornton. “He exemplified the type of doctor I hope to be some day.” Thornton is now studying at SUNY Downstate College of Medicine.

Nancy Blattel ’77, membership director for the CAA, found a different way to connect. She purchased her car from an @cal member — replete with an alumni license plate and Cal stickers.

“He wanted to sell his car to a fellow alum, and I automatically trusted him because of our mutual association with Cal,” says Blattel.

We will continue to highlight interesting Cal stories and connections through The Promise of Berkeley, Berkeley Online, @cal, and the campaign Web site. However you choose to hear from us, we look forward to keeping you informed in the coming years.

Ways to stay informed

- **The Promise of Berkeley magazine or Berkeley Online newsletter**
  - Visit subscribe.berkeley.edu to receive alerts that the magazine is available online or to get the monthly electronic newsletter. The newsletter includes late-breaking news with links to longer stories, important Web sites, slideshows, and additional resources.

- **@cal online community**
  - Visit cal.berkeley.edu/join to join @cal, which is available to students, alumni, CAA members, and former residents of the International House.

- **The Campaign for Berkeley Web site**
  - Visit campaign.berkeley.edu for news and updates.
This university is truly the crown jewel of public higher education — not just in California, but in...
This university is truly the crown jewel of public higher education — not just in California, but in the country.

— Walter Hewlett, Hewlett Foundation Chairman