The fall semester is always a magical time for me — like the first page of a novel. You feel the excitement of new students embarking on their college or graduate school years and new faculty beginning their careers. It was in my first year as a faculty member that I fell in love with Berkeley — a love that still animates me now.

As Berkeley's new chancellor, I want to share my goals with you.

The first is to build a community in which every individual and group feels welcomed and valued. In recent years, we have faced financial challenges, a leadership crisis, highly public sexual harassment cases, violence, and controversy around the issue of free speech. These have taken their toll. I will rebuild our sense of community, in part, through timely and transparent communications and with shoe leather — engaging directly with students, faculty, and staff — and also by creating occasions in which, together, we can feel that this is our Berkeley. I also intend to spend more time with government leaders in Berkeley and Sacramento.
Too often, Berkeley seems like a place where students survive. My second goal is to **ensure every student has the best chance at the education and university experience** to which he or she aspires, and to participate in discovery experiences that are the very essence of attending a leading research university.

Critical to this goal is **expanding housing**. We house only 22 percent of undergraduates — by far the lowest percentage of any other UC campus — and only 9 percent of our graduate students. In a market as expensive as the Bay Area, this creates a challenge that diminishes their experience. They often live in housing that is too crowded, too expensive, or too far away, distracting them from their studies. We must and will change this situation.

My third goal is to **make major progress on diversity among our students, faculty, and staff**. Demographics are only one dimension of the challenge; if we cannot **build a greater understanding of diversity and a more inclusive climate**, numeric gains alone will have less impact. At Berkeley, diversity is intrinsically tied to excellence.

My fourth goal is to create the conditions that **enable faculty to continue doing transformative research** for the public good. We have faculty working on every problem fundamental to humankind and to the planet. Their research is central to our public mission and one of the most profound and significant benefits that UC offers the public.

My final goal is to **develop a sustainable financial model**. This is much more than eliminating our deficit, although 2016 ended with a deficit of $150 million and 2018 will end with a deficit of $56 million. My strategy has been to increase and diversify revenue sources; we have met half our goal for 2018 through new revenues.

Thank you for your ongoing love and support of Berkeley. I look forward to partnering with you in the years ahead.
“As a human race, we are capable of so much more.”

—MARIAH FAIRLEY ’16
The everlasting blooms of service

Introduction by Sandra Bass
Director, Public Service Center

Last summer, a group of Berkeley students braved an unfamiliar place to help community organizations in North Carolina educate and register voters. Most of the students were black women who had only encountered the South through courses, books, or family histories. While visiting a former slave plantation, Mariah Fairley ’16 beheld a magnolia tree that had been planted where a whipping post once stood.

“Having the time to reflect on the grounds allowed me to let go,” she says. “Even though lives were lost and generations of hurt still exist, it gave me hope that better days can and will come.”

That trip was one of many programs offered through Berkeley’s Public Service Center (PSC) — and Fairley’s experience epitomizes a common student sentiment: That engaging in service connects us to shared experiences and to universal truths much larger than ourselves. This year, the PSC is celebrating its 50th anniversary. Although its focus and name have changed over the years (formerly the Office of Community Projects and Cal Corps), it has always been a pathway toward creating a more just and equitable world. Today, more than 5,000 students contribute to 250 organizations each year — a growing number as students continue to seize the call to serve through the PSC, their studies, and other experiential opportunities.

In this issue, we introduce you to 12 students, faculty, and alumni who are giving back. While our nation’s air is charged with emotions, we hope they will inspire you to plant trees of hope — or recognize the beauty you already create in the communities you serve. As Fairley says, “Out of the ugliness of slavery, a beautiful magnolia tree lies, strong and noble. As a human race, we are capable of so much more.”

For more stories, visit publicservice.berkeley.edu/50th-anniversary.
On Sept. 19, while studying for a midterm, Juan Medina-Echeverria ’17 checked the news and saw people frantically digging for children after a deadly earthquake shook Mexico City. Something shook him, too — and he flew there the next day to help.

Medina-Echeverria, a public health major and bilingual nurse, spent the first day supporting doctors in the Red Cross tents. But he realized relief wasn’t reaching smaller towns and quickly joined a group of volunteers headed to the state of Morelos. They visited four towns in one day, and the situation was far worse. In Tetelcingo, about 1,000 people were living in tents, and the town lacked clean water, bathrooms, food, and doctors.

“Four days after the quake, I was the first person to provide medical help. I’d brought supplies from home to check people’s vital signs and did wound care,” he says. “For example, people had hurt their feet walking barefoot on the gravel … They’d lost everything.”

Medina-Echeverria witnessed people from all walks of life commit great acts of kindness, and he learned that the citizens of Mexico “come together as one to help each other out.” Yet the trip had an even more profound effect on his future.

“I found a new calling, and that’s humanitarian work in times of natural disaster,” he says. “You don’t talk about billing patients … You just help. I love that part.”

Medina-Echeverria has already put his newfound love to work — by providing medical help to Sonoma County residents displaced by the wildfires in October.
Victoria Cendejas ’17 says no one helped her with her SAT, applications, or other college preparations in high school. She only applied to Berkeley because it sounded prestigious. Today, she’s determined to give young teens what she didn’t have.

To say Cendejas is busy is an understatement. She is pursuing degrees in legal studies and cognitive science, plays on the women’s rugby team, and has participated in neuroscience research. She is also deeply involved in community service — a powerful force in cultivating her talents and future.

Cendejas is the coordinator for Bridging Berkeley, a math mentoring program run through the Public Service Center that pairs Berkeley students with local middle-school youth, especially those who may become first-generation college students like Cendejas. She says Cal mentors do more than just help with homework.

“We’re role models. We tell them about our Cal experience,” she says. “We ask them how they’re doing. If they’re upset, we ask them why. We try to become constant figures in their lives, so they can depend on us for advice.”

Working with her peer mentors is just as rewarding. Cendejas recalls when a mentor nearly cried because a young girl she had helped got an A and effusively expressed her gratitude. “Wow. That just warmed my heart,” says Cendejas.

The mentors’ ultimate goal is showing the young students the world is at their feet. “But if they can’t see it, they can’t reach out and grab it,” Cendejas says. “I want them to know it’s there.”

Math tutors push past the numbers
For an intrepid group of UC Berkeley students, tracking Twitter trends and watching online videos aren’t idle procrastination. They’re matters of life, death, and justice.

The Human Rights Investigations Lab of the Human Rights Center at Berkeley Law scrutinizes social media and other internet sources to document and verify instances of war crimes and violent acts. Launched one year ago, the world’s first university-based lab to deploy the technique of open source investigation was the brainchild of Amnesty International. Similar labs have since been started at the universities of Toronto, Essex, and Pretoria.

Forty-two students (from all levels and 14 majors) signed on in the initial term and 62 students joined last spring to investigate suspected rights violations in several countries, including Syria, Sudan, and Myanmar. Challenged by the sheer volume of video and other potential evidence, expert journalists and human rights researchers train the students in the skills for this vital work so that they can contribute accurate information to nongovernmental reports, news organizations, and potentially to courts. By harnessing the evidentiary value of the internet, the lab hopes to efficiently and effectively expose abuses around the world.

This charge was a perfect fit for Karin Goh ’17, a computer science major and human rights interdisciplinary minor. She joined the team compiling video evidence of the Myanmar military’s oppression of Rohingya refugees. Says Goh, “It’s an accessible way for students to address human rights atrocities and help hold people accountable for what’s happening.”

“It’s really cool to do work that has actual impact on things that are happening in the world.”

—KARIN GOH ’17
Opening doors to education and empowerment

As a first-generation teenager growing up in a low-income Los Angeles neighborhood, Calixtho Lopes ’18 almost became a statistic. Thanks to the foresight of his mother and an education program that kept his head above water, Lopes not only escaped the debilitating cycle of poverty, crime, and incarceration, he is also teaching others to swim.

Now a senior, Lopes coordinates Teach in Prison, a student-led program that connects Cal students with incarcerated men at San Quentin State Prison who want to take the GED and make a life outside of prison.

“When I walk in and see the men, eager to learn despite their circumstances, they remind me of my uncle, my grandfather, my peers who didn’t make it,” says Lopes, who has twice received a scholarship from the Peter E. Haas Public Service Leaders program for his commitment to off-campus service. “I can’t help but think, ‘That could have been me, but here I am now at Berkeley.’”

Lopes is engaged in equity and social justice programs through the Public Service Center, including Central Americans for Empowerment (CAFÉ), an organization he cofounded to build community for Central American students and residents. But the lead sail guiding his work forward is Teach in Prison.

“For those who fell through the cracks of our public school system like I almost did, I want to ensure we have a system of education in place that will help prepare them for a path to success. I believe in the power of education.”
An eye for aid

In a town on the Pacific coast of Nicaragua, locals and others from outlying communities form long lines for a free eye clinic staffed by a fearless crew of Berkeley optometry students. From young to old, each person receives a thorough vision exam — perhaps their first ever.

While Berkeley students have been providing eye care to underserved people since the 1920s, their focus on international communities sharpened in 1989 when they started the campus chapter of Voluntary Optometric Services to Humanity (VOSH). Since then, students have helped thousands of people in Mexico, Ecuador, Guatemala, Kenya, and Vietnam.

Up to 20 doctors-in-training visit Nicaragua each January, along with students from other schools, supervising optometrists, and translators. During this year’s trip to San Juan del Sur, says VOSH President Michelle Holmes ’20, they cared for nearly 4,500 patients — more than 1,000 per day. In addition to assessing eye health and checking for glaucoma, the students advised patients about the importance of wearing sunglasses and hats.

Yvonne Yip ’19, who joined VOSH’s mission to Jamaica last summer, says her team examined about 1,500 patients for visual acuity, eye pressure, and retinal diseases. Volunteer ophthalmologists were ready to conduct on-the-spot cataract surgery or other urgent care, and each patient left with a donated pair of sunglasses and eyeglasses. Yip says, “It felt very rewarding to help people who really needed the help.”

Holmes and Yip foresee volunteering with VOSH as professional optometrists. Says Holmes, “It’s a unique opportunity to see the impact you can have in this career.”
As political activists in the 1960s and 70s, the parents of Esteem Brumfield ’18 lived off the radar and on the run. While they did not send him to school, he realized at age 8, when he could not read the letters his mother sent him from prison, that he wanted an education more than anything.

It wasn’t until Brumfield was 21 that he started community college and learned how to write. Less than two years later he was teaching English in India — and has not stopped giving back since.

“I want to see people do better in life,” he says. “That’s my dream for myself, my dream for my community, my dream for my country.”

At Berkeley, Brumfield is involved with Alternative Breaks, a program that enables students to explore social justice issues through hands-on service trips. He first visited New Orleans to work with community gardening and voting rights organizations. This winter he’s leading a trip to South Los Angeles, where the students will examine health and healthcare access for immigrants and other groups.

Academically, the political science and rhetoric major is researching the relationship between poor health and the risk of incarceration — another reflection of his personal experience. Brumfield witnessed the “unforgiving” ways his brother, who has schizophrenia, was treated by the criminal justice system.

Combined, these experiences weave together parts of Brumfield’s past. “Berkeley does a great job of reminding you who you are,” he says. “Don’t lose proximity to the problems you grew up in, and don’t lose sight of your community so that you can make a difference.”

Photo: Alex Wild
Engineering professor Khalid Kadir M.S. ’02, Ph.D. ’10 was touring the Richmond Greenway — a formerly abandoned railroad property being transformed into a beautiful public space — when an aha moment stopped him in his tracks. The local guide leading Kadir and his students was paraphrasing the theories of a French philosopher about who has the right to design and use a city. Yet the young resident had never encountered these theories and was instead drawing from his own lived experiences.

“It pushed me to want to engage with people outside of Cal and link the two together, to get students outside of the classroom and into communities,” says Kadir.

Kadir is the only engineering professor teaching a course for American Cultures Engaged Scholarship (ACES), a university-wide program that enables students to work with community partners on real-world projects. In Richmond, Kadir’s students have helped to construct rain gardens and design potential rooftop solar sites, among other projects. The course, “Engineering, the Environment, and Society,” has also given students the opportunity to analyze air quality in West Oakland and document nitrate contamination in drinking water in the Central Valley.

Kadir’s approach is unique. Problems in engineering are commonly defined in technical terms, yet these projects are deeply social at their roots. His ACES course also allows students to bring complex, long-term projects to completion — challenging given the time constraints of a demanding curriculum.

Kadir says this gets at the heart of Berkeley’s mission: “We’re doing something important instead of just doing something interesting.” ■
One night a group of black women draped in lacy white layers processed through Oakland’s streets to bring attention to the sex trafficking of local young girls. Another week, about 150 women visited a secret location where they were cared for and invited to rest. Another night involved dance, art installations, and a ritual in a vacant lot to call out the city’s most notorious evictors.

These episodes are part of a multi-year, multi-site performance series called House/Full of Black Women, cocreated by Amara Tabor-Smith, a Berkeley dance instructor and artistic director of Deep Waters Dance Theater. While each episode has its own theme and cast, collectively they reveal the challenges facing black women and girls in Oakland. Unlike typical performances, in which a story unfolds on stage, Tabor-Smith’s performances bring participatory ritual to the surface.

“It’s an opportunity to transform what is happening,” she says. Rather than reinforce stereotypes of black women, Tabor-Smith’s work “insists on our right to well-being, to have a home, to have our bodies protected.”

To create each episode, the cast draws upon their own cultural folklore and spiritual traditions, as well as ongoing dialogues with local residents and organizations. Yet the stories are also personal, says Tabor-Smith. “At least four women in House/Full have been evicted.”

The more Tabor-Smith dives into the issues she is connected to, the deeper the need to use performance as a pathway to change. “Ritual is a practice to evoke, affirm, bring into existence, to create healing and balance. We have the power to do that.”

The power of performance to make change

O
The daughter of booksellers, Nicola McClung M.A. '09, Ph.D. '12 now instills a love of reading in her children. Seeking books for her daughter Oona, she was struck by the lack of diversity in characters or circumstances. “I was looking for books that reflected a world that I wanted to see, and there were very few out there,” McClung recalls.

She set out to change that. With her friend Arturo Cortéz, a doctoral student in the Graduate School of Education, McClung started Xóchitl Justice Press to promote a just and equitable society through educational non-fiction books for young children.

Most of Xóchitl’s authors are second- through eighth-graders from underserved Bay Area communities who’ve been empowered to write what they know. That can mean how-to advice for such essential kid skills as tying shoes, skateboarding, the art of water balloons, friendship, and eating nachos. It can also mean stories about their family or neighborhood.

Several authors are prolific; siblings Mustapha and Miatta Bhonopha have each written or co-authored three Xóchitl titles. Says McClung, “A lot of people out there have a story to tell.”

Being an unpaid, low-budget publisher has its challenges — including finding time while being a parent and a professor at University of San Francisco — but McClung is motivated by the desire to get more stories into the hands of more kids.
Tending a new crop of farmers

Severine von Tscharner Fleming ’08 believes America’s food system needs more young farmers with a passion for sustainable agriculture — and every venture she starts aims to grow and support that base.

Fleming founded a nonprofit called Greenhorns while earning her B.S. from the College of Natural Resources, and is the cofounder of the National Young Farmers Coalition, among other organizations. All told, they serve 80,000 people from coast to coast.

Her outreach ranges from old-fashioned Grange Hall mixers to documentary films, radio programming, guidebooks, social media, and even an open-source “Farm Hack” in which growers share designs for farm equipment, such as a bike-operated thresher.

“If we want to feed the world, small family farms are the way to do it,” says Fleming, whose activism stems from her concern that corporate farming is degrading the land as well as quality of our food. Contributing to the need for a new crop of growers: the average age of the American farmer is 58.

“Many people coming into farming don’t come from a farming background, and some are trying to add a new enterprise or shift practices on the family place,” she says. For this audience, Greenhorns is a clearinghouse of resources and learning opportunities. Its New Farmer’s Almanac, for instance, features essays, archival material, and opinion pieces on current agrarian issues.

In addition, the young farmers coalition has launched a campaign to extend federal student loan forgiveness to beginning farmers. Such legislation, Fleming says, would recognize their public service and encourage them to enter the field.
Using tech to meet basic needs

For many Cal students, Berkeley unleashed a zeal for public service. John Gage ’75 did much to advance that tradition when, in 1967, he helped launch the university’s Community Projects Office, the precursor of today’s Public Service Center. At that time, the All-American swimmer enlisted hundreds of classmates as reading tutors and other kinds of volunteers in underserved schools and local communities.

Gage went on to become a founder of Sun Microsystems, but the call to serve continued to beckon the acclaimed technologist. He recently helped bring a source of clean water and sanitation to Africa’s largest urban slum in the Nairobi neighborhood of Kibera.

Partnering with the Human Needs Project, Gage lent his technical know-how to the construction of the Kibera Town Center, a sophisticated clean-technology facility that also provides job training, banking, and other services. “Basically, we built a 21st-century facility with 19th-century means,” Gage told California magazine. He hopes the town center concept will be replicated in other slums around the world.

High-impact projects are nothing new to Gage. In 1995, he cofounded NetDay, an effort to connect schools globally to the internet. He also has served on scientific advisory panels for the National Research Council and National Academy of Sciences, among other leadership posts.

For Gage, public service rewards volunteers and beneficiaries alike. For those who serve, “it’s you receiving a new understanding by involving yourself in a completely different world,” he says. Such learning opportunities, according to Gage, are vital to our success.
A public service champion who knows adversity firsthand

Congresswoman Barbara Lee
M.S.W. ’75 was no stranger to hardship when she entered Berkeley’s School of Social Welfare as a single mother of two on welfare.

“I really knew the system from the inside as a recipient,” says the veteran East Bay Democrat. Aspiring to become a psychotherapist for the disadvantaged in the community, Lee never shared her circumstances with her classmates.

Berkeley provided pivotal experiences that shaped Lee’s path. Today, she credits the university for inspiring and equipping her for a life of public service.

During her clinical training, Lee observed a failure to address homelessness, unemployment, and other root causes of the mental health problems plaguing her mostly low-income, African American patients. “I saw how systems were beating people down,” says Lee, who responded by raising funds and opening a mental health center in Berkeley that offered more appropriate services.

Lee also was deeply influenced by a summer internship through Cal in the Capital. Working in Washington, D.C., she learned about the impact of policy-making on the daily lives of the poor and people of color.

An invitation from then-Congressman Ron Dellums M.S.W. ’62 to return to Washington eventually steered Lee into politics. First elected to the state Assembly in 1990, she has served in Congress since 1998. She is an outspoken advocate for the poor and for health, education, and other reforms. Lee was the only member of Congress to oppose the authorization for the use of military force after the Sept. 11, 2001, attacks.
Give me a C!

Withstanding bone-chilling fog on a typical August night, 7,194 incoming students squeezed together on the field of California Memorial Stadium to form a perfect, giant C. Not only did the event signify a unified start to their educational journey, it broke a Guinness World Record. Two judges certified that our bright-eyed Bears had just created the largest human letter, surpassing by almost 3,000 participants the number of students who assembled the University of Tennessee’s T last spring.
The affair was part of Golden Bear Orientation, an ambitious new program for all incoming students that offers training sessions, tours, academic events, and more over an eight-day period. Reflecting on how proud she was of the historic C, Chrissy Roth-Francis, director of New Student Services, says, “In just their first full day on campus, they’ve already left their mark on the world.”
Class reunions tend to draw even far-flung Bears out of their dens and back to Berkeley. Though decades separate their campus days, Nanxi Liu ’12 and Carl J. Stoney Jr. ’67, J.D. ’70, M.B.A. ’71 never have needed any coaxing to show their love of Cal.

Engaged with Berkeley since Day 1, both are actively involved in their reunion committees — and both have made generous gifts to Berkeley.

Liu, who holds a spot on Forbes’s 30 Under 30 list of innovative young tech leaders, is the CEO and cofounder of Enplug, which develops leading software to help businesses create compelling digital displays. She is serious when she says,

“\textit{If you want to start a successful company, you have to go to Berkeley!”}\n
Liu’s journey includes spending her first five years in rural China without running water. She later moved to Colorado and came to Berkeley on several scholarships. A business and political economy major, she was an ASUC executive vice president.
Because she needed to pay for her schooling, Liu brainstormed ideas that routinely generated prize-winning apps and startups. She credits student groups and an entrepreneurship class taught by her mentor Jennifer Walske, a social impact fellow at Haas, for the skills and confidence that led to her success.

“I came to Berkeley not knowing anything about the world of finance and business,” says Liu. Berkeley “meant the world to me.”

To honor her fifth reunion, she made a significant challenge gift to encourage her young peers to get in the spirit of regular giving. Liu’s donations support the Haas School of Business and the College of Letters & Science.

Stoney, a recently retired attorney, co-chairs his Class of 1967 50th Reunion Committee. Raised in a sheltered Southern California community, he attended Berkeley in the midst of the Free Speech Movement. Though he never participated in the protests, he credits the movement with opening his eyes and shaping his perspective.

Stoney seized Berkeley from the get-go. A business major, he was active with Phi Kappa Psi fraternity, served on the Interfraternity Council, played intramural sports, and graduated Phi Beta Kappa. He stuck around campus for his law and M.B.A. degrees. “I had never thought about being a lawyer, I just wanted to stay at Cal,” he says.

Stoney has managed to stay close — contributing his leadership as president of the Cal Alumni Association and a longtime UC Berkeley Foundation trustee, among other volunteer roles. Recently honored as a Builder of Berkeley for his philanthropy, Stoney has supported Cal Athletics, the Fiat Lux Scholarship, which assists high-achieving students from California, and Berkeley Law, to which his reunion gift was made.

Beyond their generous contributions, Liu and Stoney hope to inspire nearly 14,000 classmates along with alumni from all generations to support Berkeley. Says Stoney,

“We received a great education at, no question, the world’s best public university, and we owe it to Cal to give something meaningful back.”
Bequests create an enduring legacy for one’s values — and few planned gifts do that as powerfully as the final wishes of Ruth (Janke) Johnson ’38, C.Mult. ’39.

A Berkeley honors student and retired language teacher, Johnson passed away in 2013 just days before her 96th birthday. She treasured her Cal experience and wanted to ensure similar opportunities for future generations of young people.

Her bequest, which was matched dollar-for-dollar by dozens of generous donors, has done just that. The Ruth Johnson Undergraduate Scholarship Match Program amassed more than $10 million in scholarship support that will benefit high-achieving, financially needy students at Berkeley in perpetuity.
In all, the match established over 50 new scholarships that are already supporting students who might not otherwise afford a Berkeley education.

Representing a broad range of study areas, recipients include women such as 20-year-old Sabrina Hua ’19 (right), a mechanical engineering student from San Francisco. She is the only child of immigrant parents and the first in her family to go to college. She was thrilled when Berkeley accepted her, but became so worried that she scrambled to apply for some 20 scholarships to help pay for school.

Today, Hua says she is delighted to be debt-free. For instance, the scholarship freed her to volunteer for a research project designing tiny robots inspired by cockroaches that eventually might assist in search-and-rescue missions. Hua, who hopes to pursue a career in medical devices, also has mentored underserved high school students for a robotics competition.

As one match closes, another opens

A new scholarship program is giving donors the opportunity to make the dream of a Berkeley education come true. Raymond H. Berner, a quality control inspector in the aircraft and aerospace industry, left Berkeley a generous bequest that will lead to the creation of 22 new scholarships with matching gifts of $100,000 or more. The program will benefit academically qualified students with financial needs.

Although Berner never attended college, he understood the value of higher education. He hoped scholarship recipients would pay forward the gift by helping someone else obtain a college degree.

To participate in this match, please contact the Office of Gift Planning at 800.200.0575 or ogp@berkeley.edu.

“All children deserve access to a good education,” says Liz Lawler ’87. “If money makes it impossible, that’s horribly sad.” She and Greg ’86, her husband, found a way to upturn that situation when they eagerly stepped forward to create a scholarship through the match.

For campus leaders, the influx of scholarships is invaluable, particularly during this time of growing need and dwindling state support. About 62 percent of all Berkeley undergraduates receive some form of financial aid. Cruz Grimaldo, director of Financial Aid and Scholarships, says the Johnson program’s “commitment to undergraduate education will only grow over time, expanding access and opportunity.”
Promises made, promises kept: Stanley Hall turns 10

In the 1990s, a group of distinguished faculty members began dreaming of a facility that would unite under one roof — for the first time in UC Berkeley’s history — scientists from different disciplines to catalyze major advances in bioscience. That dream was realized when Stanley Hall was rebuilt in 2007.

The hall, which includes 33 wet labs, seven computational labs, and seven core research facilities, has changed the way science is done at Berkeley and enabled discoveries that simply would not have happened otherwise. It also represents the important role of donors. Of its $162.3 million total cost, $88.6 million was raised through private contributions.

Stanley Hall has revealed unforeseen potential and kept the promises we hoped it would achieve: to attract and inspire the very best faculty and students; to dissolve disciplinary boundaries in unraveling complex problems; and to enable discoveries that would lead to new research and industries.

When contemplating two prestigious offers in 2001, Michael Marletta chose Berkeley over Princeton.

“Given Berkeley’s intellectual power, I wanted to be a part of that experiment of a building that didn’t belong to anyone,” says Marletta, the C.H. and Annie Li Chair in the Molecular Biology of Diseases.

Susan Marqusee directs Berkeley’s California Institute for Quantitative Biosciences (QB3), which manages Stanley Hall’s research facilities. In reflecting on the 10th anniversary, she says, “This building embodies the best of how science can affect the design of a building, and how the design of a building can transform the science that takes place within its walls.”
From tech to textiles, the DIY maker ethos is everywhere these days. But people have always made things. The inaugural exhibit in the recently renovated gallery of the Phoebe A. Hearst Museum of Anthropology explores just a few objects from its massive collection — the largest of its kind in Western North America — through the lens of those who crafted them.

The exhibit, *People Made These Things*, examines the role of human agency in the development of items from Greek pottery dated approximately 525 BCE to assembly line-produced frozen lasagna. One-third of the exhibit was curated by community members and students.

“In experiencing different aspects of museum work firsthand — including curating my own display — I feel better equipped to define and achieve my professional goals,” says Reagan Smith ’18, an anthropology student who contributed a case on sorority crafts.

“We are equipping both K-12 and UC Berkeley students with the tools of anthropologists,” says Adam Nilsen, the Hearst's head of education and interpretation, “preparing them to observe and question the people and the material culture of the world.” The $2.1 million renovation was made possible by a matching grant from the National Endowment for the Humanities, for which the museum raised three private dollars for each federal one. It will allow the Hearst to expand its K-12 programming, We Are All Anthropologists, to more Bay Area schools.

“These times cry out for a new role for our museum as a force for public good,” says director Benjamin Porter. “In the days ahead, the Hearst Museum will explore humanity’s most enduring challenges through its exhibits and research programs.”
Berkeley mourns two influential benefactors

One made his fortune in real estate, the other in ice cream. But Gerson Bakar ’48 and T. Gary Rogers ’63, both of whom passed away earlier this year, shared a love for Berkeley that revealed itself through lifelong, generous support for their alma mater — and will continue to enhance the university for generations to come.

The son of a Petaluma chicken farmer, Bakar earned a degree in business administration in 1948 and launched a stellar career as a real estate developer, counting San Francisco’s Levi’s Plaza among his most notable projects.

Bakar was a man of deep integrity who employed business practices that enabled him to build and maintain healthy relationships with his associates and the public — emphasizing the need to further the greater good through business. In a 1978 commencement address at the Haas School of Business, he encouraged graduates to cultivate the kind of economic growth that improves lives.

At Berkeley, Bakar and his wife, Barbara, created the Bakar Fellows Program in 2011 to support early-career faculty undertaking innovative science and technology research. Several fellows have applied for patents on their projects, and others have founded companies — reflecting the Bakars’ hope that the program would increase Berkeley’s contributions to the California economy.

Bakar also cofounded and remained involved with the Fisher Center for Real Estate and Urban Economics, served on the...
Gerson Bakar and T. Gary Rogers (right) were lifelong supporters of Cal.

Haas advisory board, and was a founding member of the Chancellor’s Executive Advisory Council.

“I have seen a real continuity between Gerson the builder and Barbara and Gerson the philanthropists,” California Gov. Jerry Brown said in a 2013 video honoring the Bakars, “building the civic infrastructure of the Bay Area — not for a few years, but for decades.”

A legendary figure in Cal Athletics history, Gary Rogers will be remembered and cherished as a devoted friend of Cal rowing whose unconditional support has inspired and fueled its success since his time as a student-athlete.

A rower during his undergraduate days, he was named a Cal All-University Athlete in 1963 and rowed in the U.S. Olympic Trials in 1964. “My crew coach would always say, ‘There’s no such thing as can’t, only won’t,’” Rogers told the San Francisco Business Times in 2011. “It’s the power of optimism and persistence. The joy in life is the struggle.”

Rogers enjoyed a highly successful business career, which included serving as chairman and CEO of Dreyer’s Ice Cream for 30 years, and as chairman of Levi Strauss & Co. and the Federal Reserve Bank of San Francisco. He and partner William F. (Rick) Cronk purchased Dreyer’s in 1977 and transformed it from a small, regional company into a leading global enterprise before selling the business to Nestle in 2002.

Rogers contributed generously to men’s and women’s rowing, men’s golf, men’s and women’s tennis, rugby, and football. He also offered significant support to the Doe and Bancroft libraries, the Cal Alumni Association, Haas, the UC Botanical Garden, and public research and engagement centers on campus.
The endowment: New leadership today, building for tomorrow

UC Berkeley’s endowment provides a long-term, steady source of funding upon which our excellence relies for generations to come. Last year its overall value increased from $3.8 billion to $4.3 billion and generated a total payout of $152.2 million, which directly impacts our faculty, students, and research.

As a new era begins with Chancellor Carol T. Christ at the helm, the endowment will become increasingly valuable to helping her achieve her goals. These include enhancing the student experience with expanded housing and greater research opportunities, enabling faculty to develop innovations that benefit the public good, and increasing and diversifying revenue sources.

Another key change also signaled a new phase for our endowment investing. The Berkeley Endowment Management Company (BEMCO) this fall named David McAuliffe as its president and chief investment officer. McAuliffe will manage the portion of the endowment invested through the UC Berkeley Foundation (UCBF), currently valued at $1.8 billion. (The UC Regents oversees the other part of the endowment, currently valued at $2.5 billion.)

“We’re confident that David possesses the strategic vision, investment acumen, and leadership skills that will ensure the continued growth and success of the UCBF’s endowed funds,” says Rob Chandra, chair of the BEMCO board.

McAuliffe calls it a “great honor” to help build on the success of BEMCO. “This intergenerational impact is very powerful and is deeply motivating,” he says.

### Total endowment by purpose

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student support</td>
<td>34%</td>
</tr>
<tr>
<td>Academic support</td>
<td>23%</td>
</tr>
<tr>
<td>Faculty support</td>
<td>22%</td>
</tr>
<tr>
<td>Research</td>
<td>10%</td>
</tr>
<tr>
<td>Cultural Programs</td>
<td>4%</td>
</tr>
<tr>
<td>Library</td>
<td>3%</td>
</tr>
<tr>
<td>Athletics</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

Note: Values may not equal 100% due to rounding.
By his own account, Scott Galloway M.B.A. ’92 credits the Haas School of Business for enabling his success.

“I was a remarkably unremarkable kid,” says Galloway, a globally recognized digital marketing leader. “Cal made what probably seemed, at the time, like an irrational bet on me. It changed my life.”

To honor that gamble, Galloway recently made a $4.4 million gift to Haas to support high-achieving immigrant students through the new Galloway Fellows Fund. The donation — the second-largest from an M.B.A. alum — also fulfills Berkeley’s Founders’ Pledge, a nonbinding commitment by alumni to give back to Cal when they attain success.

“As the son of a single immigrant mother ... I was gifted with an almost free education,” says Galloway, now an author, digital technology entrepreneur, and professor of marketing at NYU’s Stern School of Business. “I want to ensure the hand remains extended for the next generation of aspiring business leaders who come from immigrant families.”

Inaugural fellowships of $50,000 each have been awarded to four promising students this fall, including Kira Mikityanskaya M.B.A. ’18.

“Receiving support from someone who very clearly cares about the success of children from different countries was very meaningful,” says Mikityanskaya, who added that the award heavily influenced her decision to attend Haas.

Galloway is betting on that: “I’m hoping that on a practical level, (for) a lot of kids who would struggle to either get to Cal or get through Cal, this eases their burden a little bit.”
1. The Wheeler Society Luncheon offers members the opportunity to connect with old friends and new, and hear from faculty or the current chancellor. A record gathering of close to 400 members attended this year’s event, including alumni and friends from the School of Optometry: (left to right, first row) Karen Simmons, Lawrence Thal, Esther Thal, (back row) Curtis Simmons ’82, Dawn Block, Michael Harris ’65, Roselyn Eng, Chancellor Carol T. Christ, Weylin Eng ’65, Charmaine Eng ’63, Doris Chun, and Stephen Chun ’70.

2. Arlene ’63, M.A. ’67 and Vic ’62, Ed.D. ’68 Willits visit the Feed the Bears philanthropy tent at Homecoming.

3. Professor Wayne Getz (right) with his son Trevor Getz ’95 and son-in-law Robert Kertsman at the Cal football game vs. Weber State. The Getz family recently established the Getz-Kertsman Scholarship Fund in the College of Natural Resources through the Berner Match Program.

Making connections
4. Goldman School of Public Policy alumni board chair Shelly Gehshan M.P.P. ’85, vice chair Bettina Duval ’82, Goldman School Board of Advisors chair Cathy Unger ’69, C.Sing. ’70, and Bob Epstein ’74, M.S. ’76, Ph.D. ’80 at a dinner hosted by the school.

5. Astronomy professor Alex Filippenko shares a smile and a selfie with Doug Goldman ’74 during the Cal Discoveries Travel Total Solar Eclipse Trip to Oregon, hosted by the Cal Alumni Association.

6. Dean Rich Lyons ’82 showed Kevin Chou ’02 and his wife, Dr. Connie Chen, around the recently opened Chou Hall. Fall classes and events are taking place in the new 80,000-square-foot building.

7. Jim ’62 and Anne ’62 Burk meet with Haley Liu, Jim and Anne Burk Achievement Award scholar, at The Achievement Award Program (TAAP) dinner at Alumni House. Since 1999, the Cal Alumni Association’s TAAP scholarship has provided low-income students the resources they need to attend and excel at UC Berkeley.

8. New Builders of Berkeley Hal ’61 and Hinda ’63 Beral receive a commemorative granite plaque from Chancellor Carol T. Christ at the Builders of Berkeley event in September on the Doe Library Terrace.
9. Jennifer Doudna, Roberto Zoncu, and Robert Tijan welcome Kay Curci, cofounder of the Shurl and Kay Curci Foundation, to the Innovative Genomics Institute (IGI)'s launch of the Shurl and Kay Curci Foundation Faculty Scholars program. Professor Doudna is the executive director of the IGI; Zoncu is the first faculty scholar designated in this program; and Professor Tijan serves on the IGI’s governing board.

10. Berkeley Club of London volunteers Keitlin Li ’01, Alexandra Brodmann ’88, and Nadia Macias ’07, J.D. ’11 pose with Chancellor Carol T. Christ at an alumni reception hosted by Albert M.J. ’76 and Marjorie Scardino at their home in London.

11. Nobel laureate and Franklin W. and Karen Weber Dabby Chair in Physics Saul Perlmutter talks with Franklin Dabby Ph.D. ’69 and Karen Weber Dabby ’68 at the “Sense and Sensibility and Science” event in Los Angeles in October. The event, hosted by Mark Rosenthal ’82, showcased Perlmutter’s Big Ideas course of the same name, which challenges students to apply scientific reasoning to real-world problems.

12. Paul Ort J.D. ’18, recipient of the Sho and Masako F. Sato Fellowship, with classmate Kristoff Williams J.D. ’18, Jay Sato, and Masako F. Sato at the Berkeley Law Scholarship Luncheon in September. Mrs. Sato created the fellowship in honor of her late husband to support first-year students at Berkeley Law. In 1955, Professor Sato became the first Japanese-American on the faculty of a major American law school. He received the university’s Distinguished Teaching Award in 1960.
13. Kathy Hartzell ’72 chats with Beahrs Environmental Leadership Program participant Sani Ayoubah Abdou from South Africa at a reception at Giannini Hall. Hartzell serves on the College of Natural Resources’ advisory board and previously served as vice president and president of the college’s alumni association.

14. Charles M.S. ’80 and Dianne Giancarlo mingle with College of Engineering Dean Shankar Sastry M.S. ’79, M.A. ’80, Ph.D. ’81 at an event celebrating the creation of the Giancarlo Teaching Fellowship.

15. Judy Webb ’60 celebrates with Webb chairholders in the College of Letters & Science at a Homecoming lunch.

16. There’s no mystery behind the smile of Bancroft Library curator Randal Brandt as he presents alumnus and fellow mystery writer Willie Gordon ’59 with a plaque celebrating the creation of the William C. Gordon Fund for California Detective Fiction at a recent public reading.

17. Cal Parents Lisa P ’06 and Bill P ’06 Liu, pictured here on an educational cruise in San Francisco Bay, recently established a BearGrads fellowship benefitting students whose research focuses on problems of sustainability, wildlife conservation, and climate change.

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