DEAR CAL PARENTS VOLUNTEER,

Thank you for serving as a Cal Parents Ambassador!

Cal Parents Ambassadors play a critical role in the Cal Parents Program, Berkeley’s primary gateway to campus for the parent community. This volunteer group is made up of more than 300 parents, grandparents, and guardians of undergraduate students — all dedicated to enhancing the experience of Berkeley students and their families.

As an ambassador, you are invited to serve as an advocate and representative for the university through a variety of volunteer opportunities. Each year, Cal Parents Ambassadors make a huge impact in supporting UC Berkeley by engaging and supporting thousands of members of the Cal Parents community.

The staff of the Cal Parents Program is happy to support you in your volunteer efforts. Specifically, we provide training to help make your ambassador role fun and effective, campus news to keep you up-to-date on what’s happening, and invitations to special events throughout the year. As your personal campus liaisons, we are available to answer your questions and assist you with all facets of your volunteer efforts.

In this handbook, you will find detailed information on your role as an ambassador and the diverse ways in which you can get involved with the Cal community. In addition, each month you will receive an e-newsletter that includes insider campus news, program updates, and a list of upcoming volunteer opportunities.

Thank you for your support of the university, your enthusiasm for Cal, and your commitment to helping us connect with other Berkeley families and the broader community.

Go Bears!

The Cal Parents Staff
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Your Role as an Ambassador

Cal Parents Ambassadors participate in a variety of volunteer activities and events throughout the year. Some are campus-based, such as Cal Day and Move-In. Others can be done remotely from your home, such as making welcome calls or promoting internship opportunities. For Cal families who reside outside of California, there are also regional opportunities for engagement.

Along with volunteering time, energy and knowledge through outreach activities, ambassadors also recognize that private support is critical to ensuring that Berkeley continues to provide a world-class education to undergraduate students. They further the philanthropic impact of the parent community through peer-to-peer fundraising campaigns and annual contributions — at any level — to the university.

You’ll find detailed descriptions of volunteer activities and philanthropic programs in subsequent sections of this handbook. In the meantime, please read more about the responsibilities of a Cal Parents Ambassador below, including the following expectations:

Volunteer Your Time. Ambassadors are expected to participate in at least one volunteer activity each academic year. From welcome calls to Cal Day events, there’s a volunteer opportunity to fit every level of availability and geographic distance from Berkeley.

Be Informed. You will receive monthly ambassador e-newsletters and a biannual print newsletter (LETTER HOME) exclusively for Cal Parents. We also encourage you to visit news.berkeley.edu for daily breaking news and follow the Calparents Facebook page (see page 6 for details about our socia media presence).

Raise Awareness. Beyond volunteer activities, help us champion Cal within your community. Promote the best of Berkeley by engaging in conversations about the vital role Cal plays as an economic engine to the state, its legacy of access and inclusion, and its dedication to improving the world through research and new technologies.

Engage with Peers. In addition to being a goodwill ambassador in your community, you are also a valued resource to new and returning Cal families. When opportunities arise, engage with fellow parents in person or online, answering questions, sharing knowledge, and providing advice.
Promote Philanthropy. Help strengthen and sustain Berkeley by supporting the university through an annual gift, advocating for legislation that protects public funding for Cal, and promoting philanthropy within your extended community.

Leverage Your Network. Promote career-development resources for Cal students by sharing and sponsoring internship, externship, and job opportunities with the campus Career Center.

Provide Feedback. As parents, you have the best sense of what most concerns and excites our parent community and the public at large. Your input and feedback help the university improve resources, services, and overall campus climate.

Volunteer Guidelines

We ask all Cal Parents Ambassadors to remember the following guidelines:

- As a representative of Cal Parents and the University of California, Berkeley, you have the responsibility of maintaining the confidentiality of all information provided to you by the university.

- Volunteers receive briefing materials prior to all events. Please read the materials carefully. If parents have questions outside your expertise, please direct them to the appropriate campus staff.
• As representatives for Berkeley, ambassadors should be familiar with key parent resources and campus facts, as provided by Cal Parents staff.

• Parent volunteers are not expected to be “experts,” but your personal experience is tremendously valuable to prospective and incoming families.

• When sharing your personal experiences related to Cal, please keep your comments positive and constructive.

Volunteer Support

As your campus liaisons, Cal Parents staff ensure that you have all the resources, information, and training you need to succeed as an ambassador and enjoy your volunteer experience. This includes the following:

**Monthly e-newsletter.** Stay up to date on campus life, breaking news, and insider updates. Learn about upcoming volunteer opportunities, and sign up to help throughout the year.

**Letter Home.** This biannual parent newsletter, mailed in the fall and spring, contains campus news, stories, and highlights for the Cal parent community.

**Training and materials.** We provide all the resources and training necessary for you to be a successful ambassador, including event-specific briefings prior to each volunteer activity.
Volunteer Opportunities

Following is a menu of standing volunteer activities. Any additional opportunities that arise throughout the year will be posted in the e-newsletter. Prior to each activity or event, Cal Parents staff will provide you with detailed briefing materials. For more information or to sign up for any of the activities/events listed below, please contact Rose Hsu at rosehsu@berkeley.edu. Thank you!

Remote Volunteering

MAKE WELCOME CALLS TO NEW FAMILIES
TIME FRAME: Late July to Early August, prior to Move-In for new students
DESCRIPTION: Make calls to new Cal families to provide a personal touch that helps our large university feel smaller. Volunteers extend an enthusiastic welcome, answer questions, offer tips, and refer concerns to campus officials. This is a great “friend-making” opportunity that connects ambassadors with Cal parents in your local communities.

PROMOTE INTERNSHIPS, EXTERNSHIPS, AND JOB OPPORTUNITIES
TIME FRAME: Year-round
DESCRIPTION: Leverage your networks to identify potential internships, externships, and job opportunities for some of the brightest, most hard-working students around. Cal Parents Ambassadors provide a direct benefit to students by sharing employment and internship/externship opportunities with the campus Career Center, both in the United States and abroad. For more information and to participate, please email Dara Ziegelmeier, associate director, employer relations, at the Career Center at daraz@berkeley.edu.

CAL ADVOCACY
TIME FRAME: Year-round
DESCRIPTION: Advocate for federal, state, and local support of the university via letter-writing campaigns and tell your elected leaders why Cal matters to you and your family. By being a network member, you’ll be one of the first to learn about legislative issues affecting Berkeley, and you’ll be invited to attend a reception to honor Cal student interns in the State Capitol. Sign up at www.alumni.berkeley.edu/community/advocacy and lend your voice to Berkeley!
GROW THE CAL PARENTS AMBASSADOR NETWORK
TIME FRAME: Year-round
DESCRIPTION: Help us identify prospective Cal parent volunteers and donors within your network and community. Refer interested parents to rosehsu@berkeley.edu or invite us to reach out to them.

POST ON SOCIAL MEDIA
TIME FRAME: Year-round
DESCRIPTION: Parent-to-parent advice is extremely valuable. Become an active member of the Cal Parents community on Facebook (facebook.com/calparentsberkeley). Start conversations, answer questions, and share your experience with others.

JOIN OUR DIGITAL NETWORK
TIME FRAME: Year-round
DESCRIPTION: Join the Cal Ambassador Network, an online platform for Berkeley alumni, parents, and friends to share, curate, and create social media content related to the university. Earn points and win prizes for sharing Cal content. To participate, create an account at ambassador.berkeley.edu and download the Cal Ambassador app. Questions can be directed to Christina Sponselli, social media director, at sponselli@berkeley.edu.

Campus Events

MOVE-IN
TIME FRAME: Mid-August
DESCRIPTION: Help welcome new families to Berkeley at the Cal Parents Information Table on Sproul Plaza during Move-In/Golden Bear Orientation. Pass out Cal Parents Resource Guides, answer questions, provide directions, and share advice and tips with incoming parents.

OVERNIGHT STAY PARENT PANEL
TIME FRAME: April
DESCRIPTION: Participate in the Cal Alumni Student Association’s Overnight Stay Program, an opportunity for prospective students who have been accepted at
Berkeley to experience what life is like at Cal. Parents of these students attend a concurrent program tailored to their interests. Ambassadors are invited to serve on a parent panel over multiple weekends to share their experience and answer questions for prospective families.

**CAL DAY**

**TIME FRAME:** Spring (mid-April)

**DESCRIPTION:** Greet and speak to hundreds of excited students and parents during Berkeley’s annual open house, which serves as an official welcome to newly admitted students and their families and those who are making their final decisions. Ambassadors direct guests to their Stadium seats for the Chancellor’s morning address and speak with prospective and incoming parents at the information tent during this day-long event.

**CAMPUS FOOD PANTRY**

**TIME FRAME:** Last 2 weeks of each semester (early December and early May)

**DESCRIPTION:** UC Berkeley has its own Food Pantry located in the basement of the ASUC/MLK Student Union. It is open on weekdays and provides emergency food relief to all students. At the end of the fall and spring semesters, ambassadors can sign up for shifts to keep the pantry up and running, which allows regular student volunteers to focus on their exams.
Regional Events

REGIONAL COLLEGE FAIRS FOR PROSPECTIVE STUDENTS

TIME FRAME: September, October, and November

DESCRIPTION: Represent Cal at a college fair in your area. Sponsored by the Cal Alumni Association (CAA), in collaboration with the Office of Undergraduate Admissions, the College Fair Alumni Ambassadors Program enables you to meet prospective students, tell parents about your Cal experience, and answer their questions about applying to Berkeley. Training is held in August — though if unable to attend you may contact yesberkeley@alumni.berkeley to explore other training options. Once you have completed the required training, you will receive access to an online calendar of college fairs and can find those that fit your schedule and location.
**DISCOVER CAL LECTURE SERIES**

**TIME FRAME:** Fall/Spring

**DESCRIPTION:** Sponsored by Berkeley’s University Development and Alumni Relations office, Discover Cal is a traveling lecture series held twice a year in offsite venues in both Northern and Southern California. It brings Berkeley’s most distinguished faculty to the extended Cal family for provocative lectures in an informal setting. All Cal Parents Ambassadors are invited to attend, but we welcome volunteers to meet and greet attendees.

**REGENTS’ AND CHANCELLOR’S SCHOLARSHIP INTERVIEWS**

**TIME FRAME:** February and March

**DESCRIPTION:** The Regents’ and Chancellor’s Scholarship is the most prestigious scholarship offered by Berkeley to entering undergraduates. Candidates are interviewed by Cal faculty on campus and in Los Angeles and San Diego. Ambassadors are invited to engage with the parents of these top-caliber students while the students are being interviewed by Berkeley faculty.

**YES BERKELEY! WELCOME RECEPTIONS FOR ADMITTED STUDENTS**

**TIME FRAME:** April

**DESCRIPTION:** Help enhance recruitment of newly admitted freshmen. The Office of Undergraduate Admissions (OUA) and California Alumni Association (CAA) regional chapters host receptions nationwide for newly admitted students to learn more about Cal. Ambassadors staff a Cal Parents information table and are among the first to engage with prospective families in their communities.
As the parent of a talented Cal student, you know that Berkeley represents something greater, a “public mission” with a commitment to access — an environment where a talented, determined student of any background can succeed and develop into a leader and innovator in their chosen field — and a belief that solutions to the most pressing challenges our planet faces can be addressed in the public realm.

This underlying ethos and commitment are exemplified day in and day out at Berkeley, yet California provides just 13 percent of the annual campus budget, compared to more than 50 percent provided in the 1980s.

Key to Berkeley’s continued standing as the world’s top public university — and its potential to continue to evolve and reinvent the meaning and impact of its commitment to the public good — is philanthropy, the importance of which only grows as we face a new normal of limited state funding.

As advocates and champions for Berkeley, Cal Parents Ambassadors set an important example for all parents of Berkeley students. Last year, more than 5,000 families contributed $3.2 million in annual support. Participation matters at Cal, and the university is deeply grateful for the commitment of Cal Parents Ambassadors.

We invite you to participate in sustaining and growing Cal’s success and supporting our exemplary students and faculty through a gift to the Cal Parents Fund. It provides critical, flexible funding for campus programs with immediate need, and directly impacts academic programs, student support, and faculty excellence. You may also choose to give to a college, program, or area of campus that is meaningful to your family. In the following section, please read more about the different levels of giving.

For more information about the Cal Parents Fund or to discuss other ways to support Berkeley, contact Rose Hsu at 510-664-7411. You can also make your gift directly at: give.berkeley.edu/calparents.
**CHARTER HILL SOCIETY**
The Charter Hill Society comprises Berkeley’s campuswide philanthropic community of donors contributing $1,000 or more annually. Annual unrestricted support provides critical, flexible dollars essential to Berkeley’s success — the work of our faculty and the dreams of our students. Your support keeps access and excellence alive. For more information about giving tiers and benefits, please visit charterhill.berkeley.edu.

**CHARTER HILL SOCIETY PARTNER**
Parents who make a $10,000 annual gift to Berkeley will also be invited to a special parent breakfast with the chancellor over Parents Weekend and a commencement breakfast reception when their student graduates. These special events are in addition to all the benefits conveyed at the Charter Hill Partner Level. For a complete list, please go to charterhill.berkeley.edu.

**BERKELEY LOYAL**
Berkeley Loyal recognizes the university’s most steadfast donors. You achieve the distinction of Berkeley Loyal when you make gifts in each of the three most recent consecutive fiscal years at any level. Members are recognized for the total number of years in which they have made gifts to Cal.

**STATE FUNDING AND PHILANTHROPY**
(2017–18 BUDGETED REVENUES BY SOURCE = $2.8B)

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<th>Source</th>
<th>Percentage</th>
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<tr>
<td>Tuition &amp; Fees</td>
<td>33%</td>
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<td>Educational Activities &amp; Auxiliaries</td>
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<tr>
<td>Private Gifts</td>
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<td>Investment Income</td>
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<td>Federal Contracts &amp; Grants</td>
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<td>State Support</td>
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<td>Other</td>
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**GIFTS FROM PARENTS:**
WHERE DID THEY GO?
(2016–17 TOTAL GIFTS = $16.3M)

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<th>Source</th>
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<tbody>
<tr>
<td>Tuition &amp; Fees</td>
<td>33%</td>
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<td>Other Contracts &amp; Grants</td>
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<tr>
<td>Cal Parents Fund</td>
<td>42%</td>
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<td>Academic Support</td>
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<td>Athletics</td>
<td>14%</td>
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<tr>
<td>Other Services</td>
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<tr>
<td>Other</td>
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**CAL PARENTS AMBASSADORS**
The Cal Parents Program is the gateway to campus for Berkeley families and provides support services, updates, and resources to parents and guardians of Cal students. Cal Parents staff endeavor to provide a vital communications link between home and the campus through the following resources:

**Cal Parents Website** ([calparents.berkeley.edu](http://calparents.berkeley.edu)) features campus news and updates; links to academic, financial, and student life resources; a visitor guide; and contact information for Cal Parents staff.

**The Resource Guide for Cal Parents**, available for download on the Cal Parents website, provides a comprehensive overview of Berkeley and the array of resources available to students and parents. There you will find the Berkeley Academic Guide, which allows undergraduates to compare programs, find degree requirements, learn about faculty, and discover diverse academic opportunities available at UC Berkeley.

**Berkeley Online for Parents** is the monthly campus e-newsletter for all parents and guardians of current students, and features campus news highlights and updates. Visit [calparents.berkeley.edu/stay-connected](http://calparents.berkeley.edu/stay-connected) to subscribe.

**Cal Parents Volunteer E-newsletter** is a monthly email sent exclusively to Cal Parents Ambassadors. It also includes insider campus news, program updates, and a list of upcoming volunteer opportunities.

**Cal Parents Phone and Email Helplines.** For information, call **(510) 642-7147** Monday through Friday from 9 a.m.–4 p.m. or send inquiries to [calparents@berkeley.edu](mailto:calparents@berkeley.edu).

**Cal Parents Facebook Group.** Join the conversation at [facebook.com/calparentsberkeley](http://facebook.com/calparentsberkeley). Staff and parent volunteers monitor postings and reply to questions as appropriate.

To refer other parents interested in volunteering and supporting Cal, visit [calparents.berkeley.edu/ambassadors](http://calparents.berkeley.edu/ambassadors) or contact Rose Hsu at [rosehsu@berkeley.edu](mailto:rosehsu@berkeley.edu).

**Registrar’s Office:** [registrar.berkeley.edu](http://registrar.berkeley.edu) — links to academic calendars

**Student affairs:** [sa.berkeley.edu](http://sa.berkeley.edu) — information on student life
# Key Facts and Figures

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<td>Public university</td>
<td>Colleges and schools</td>
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<tr>
<td>56%</td>
<td>7</td>
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<tr>
<td>Undergraduate research participation</td>
<td>Nobel Prizes held by current faculty</td>
<td>Nobel Prizes held by alumni</td>
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<tr>
<td>95</td>
<td>21</td>
<td>17 to 1</td>
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<td>National championships won by Cal teams</td>
<td>Olympic medals brought home by Golden Bears from Rio</td>
<td>Top producer of Peace Corps volunteers</td>
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<tr>
<td>4</td>
<td>92%</td>
<td>18%</td>
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<td>Pulitzer Prizes held by current faculty</td>
<td>Graduate programs ranked in the top 10% in USA; 6 programs are first in the nation</td>
<td>Freshman Admit rate for 2017</td>
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<tr>
<td>Academy Awards won by alumni</td>
<td>#1 in undergrads who go on to earn Ph.D.s</td>
<td>Chemical elements discovered by Cal scientists and their collaborators</td>
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<tr>
<td>1,000+</td>
<td>13</td>
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