DEAR CAL PARENTS VOLUNTEER,

Thank you for serving as a Cal Parents Ambassador for the 2016–17 academic year.

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 both fun and effective, campus news to keep you up-to-date on what’s happening at Berkeley, 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 from us 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
Cal Parents Ambassadors Job Description

Cal Parents Ambassadors are dedicated to championing Cal and promoting goodwill for Berkeley. As parents, grandparents, and guardians of current Cal students, Ambassadors are an invaluable peer resource to fellow Cal parents and prospective Berkeley students’ families. Through a menu of volunteer opportunities, administered by the Cal Parents Program, Ambassadors engage thousands of families — across the country and beyond — through events, fundraising campaigns, and one-on-one outreach.

Along with volunteering time, energy and knowledge through outreach activities, Ambassadors play a critical role amongst the greater Cal Parents community, which generously contributed $17.5 million last year, with nearly $3 million directed to annual funds that address campus’ most pressing needs and directly enhance Cal students’ experience.

Cal Parents Ambassadors understand that private support is vital to Berkeley’s preeminence and contribute to the philanthropic impact of the parent community through peer-to-peer fundraising campaigns, advocating for generosity towards Cal, and by their own personal philanthropic donations, of any size, to the university.

OVERVIEW

This guide provides an overview of volunteer activities available to parents. When you volunteer to participate in an activity, we will send you a briefing with event details in advance of the activity. While you might not participate in all events, we hope you will familiarize yourself with the work we do, and we ask that you review the specific event overview prior to volunteer service.

AS A CAL PARENTS AMBASSADOR, YOU ARE ASKED TO:

Be informed so that you can share your knowledge. Whether you are a new or returning Ambassador, we ask that you keep informed and updated about what’s happening on campus by attending volunteer training each fall and keeping on top of Cal news through our biannual Letter Home newsletter, Berkeley Online monthly e-newsletter, and monthly volunteer e-newsletter sent exclusively to Ambassadors.

Help us champion Cal by promoting interest in Berkeley in your community and wherever you go. Your firsthand perspective as a Berkeley parent is invaluable, especially to families of prospective and admitted students looking to learn more about the university. We invite you to represent Cal at regional outreach events close to your home and/or on campus.
Serve as a peer ambassador to other Cal parents. Aside from being a goodwill ambassador in your local community, you also serve as a valued resource to new and returning Cal families who are less connected and informed about the campus. Consider engaging more with fellow parents by participating in informational or Q&A sessions, making one-on-one outreach or fundraising phone calls, and providing advice and answering questions in online forums.

Promote greater resources for Cal. Ambassadors recognize that Berkeley is funded by both public and private resources and they share a desire to enhance, enrich, and maximize their student’s Cal experience. There are many ways you can help strengthen and sustain Berkeley: make an annual gift to support the area of the university that means the most to your family, participate in legislative advocacy to protect public funding for Cal, and create awareness about the importance of private donations through peer-to-peer fundraising. Additionally, Ambassadors play a key role in promoting career-development resources for Cal students by sharing internship 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. You serve as the campus’ eyes and ears on the ground. Often, you may be in the best position to demystify public perceptions about the university and to provide administration with feedback. If there is additional training or information that we can provide you to be a better Ambassador, please let us know!

VOLUNTEER EXPECTATIONS

We ask that all Ambassadors participate in at least one volunteer activity each academic year.

At all volunteer activities, Cal Parents Ambassadors represent the university. Prospective families sincerely value your insight as a fellow parent of a current Cal student. Your firsthand knowledge gives you credibility when you speak about your student's academic and campus life experiences. When you volunteer, please do so with the knowledge that your role is as an advocate for Berkeley.
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 that are beyond your expertise, please direct them to the appropriate campus staff.

- Cal Parents Ambassadors serve as representatives for Berkeley and should be familiar with key parent resources and campus facts, as provided by Cal Parents staff.

- Parent volunteers are not expected to be “experts” in all things, but your own personal experience is tremendously valuable to prospective and incoming families.

- While we want you to be honest when you share your own personal experiences, we also expect that your comments will be positive and constructive.

**VOLUNTEERING AND SUPPORT**

**Monthly volunteer e-newsletter.** This volunteer newsletter keeps you informed and up-to-date on campus life, breaking news, and insider updates. It also lists upcoming volunteer opportunities and **IS THE PRIMARY METHOD FOR YOU TO SIGN UP TO HELP THROUGHOUT THE YEAR.**

**Training and materials.** The university and the Cal Parents office offer resources and training to be a successful Ambassador, including event-specific briefings prior to each activity.

**Campus liaisons.** Cal Parents staff members serve as your campus concierge resource — answering questions, sharing advice for supporting your student, and supporting you in your volunteer service.

**THE HISTORY OF PARENT VOLUNTEERS AT BERKELEY**

**PARENT OUTREACH VOLUNTEERS**

The university took a major step when it established the Cal Parents Program in 1993. Born out of the need for parents to have a place to turn for answers to many of their questions and concerns, the program was first managed by part-time staff in the Public Affairs Office. Without campus funding, Cal Parents was initially a membership-driven organization, guided by a volunteer advisory board of directors. Services were provided only to those parents who paid the annual dues ($25). Board members volunteered their time at events like Cal Day, Move-In Weekend, Parents Weekend, and CalSO (Cal Student Orientation). In 1999, the university agreed to provide funding for services to all parents, eliminating the need for annual dues.
PARENT FUNDRAISING VOLUNTEERS

In the early 1990s, University Development and Alumni Relations, formerly named University Relations, began a small effort to reach out to parents of current undergraduate students to invite their philanthropic support through mail appeals and student callers. As it became evident that Cal parents were very invested in supporting their children’s education, a small group of parent volunteers came together to form a fundraising committee to focus on a peer-to-peer fundraising campaign for higher-level gifts. Over the years, this group grew to a board of 40 members with a strategic focus on raising leadership-level gifts at the $5,000+ level.

THE CAL PARENTS BOARD

In 2007, the two Cal Parent volunteer groups (Outreach and Fundraising) merged to form the Cal Parents Board, giving parent volunteers an opportunity to work side-by-side. This high-level advisory board of approximately 60 members meets biannually to keep abreast of the latest campus priorities and to serve as informal advisers to campus leaders.

THE CAL PARENTS AMBASSADORS PROGRAM

In 2009, the Cal Parents Board determined that it was a priority to open up volunteer opportunities to a wider group than the 60 members serving on the current board. The Cal Parents Volunteer Program was formed with the goal of broadening the base of volunteers to better reflect the geographic and diversity representative of the Cal student body. With more volunteers, we now have the ability to connect with a larger number of Cal parents in outreach and development efforts. Stellar Ambassadors may be invited to serve on the Cal Parents Board. Conversely, Cal Parents Board members stepping down from board-level service may continue as Cal Parents Ambassadors. Currently, we have approximately 300 volunteers serving in this role.
General Resources for Parent Volunteers

The Cal Parents program is the gateway to campus for all Berkeley families. It offers support services, news, and information to parents while your students are here. Through the program, we do our best to establish a vital communications link between home and the campus — and look to our Ambassadors to help us spread the word about the available resources.

The Cal Parents website (calparents.berkeley.edu) features up-to-date news and information for current and prospective families, academic, financial, and student life resources, a visitor guide, important dates, and contact information for various staff resources.

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. Please note that page 28 includes an important link to the Berkeley Academic Guide, which allows undergraduates to compare programs, find detailed degree requirements, discover faculty research specialties, and learn more about all the academic opportunities available at UC Berkeley.

Berkeley Online for Parents is a monthly e-newsletter featuring campus information of interest to Cal families. To be included on the distribution list, parents can sign up at calparents.berkeley.edu/stay-connected.

The monthly Volunteer e-newsletter is sent exclusively to Parent Ambassadors. This e-newsletter is the primary method for you to sign up for upcoming volunteer activities throughout the year.

Through telephone and email helplines, the Cal Parents staff provides resource and support services for families who have questions. Messages sent via email (calparents@berkeley.edu) and calls telephone (510.642.7147) are answered by David Ortega, Monday through Friday, from 9 a.m. to 4 p.m.

The Cal Parents Facebook group allows Cal Parents to stay informed and get help. Join the conversation at 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 or contact Rose Hsu at rosehsu@berkeley.edu.

Registrar’s Office: registrar.berkeley.edu — links to academic calendars

Student affairs: sa.berkeley.edu — information on student life
# Key Facts and Figures

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<th>#1 Public university</th>
<th>14 Colleges and schools</th>
<th>#3 Global university</th>
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<tr>
<td>53% Undergraduate research participation</td>
<td>7 Nobel Prizes held by current faculty</td>
<td>29 Nobel Prizes held by alumni</td>
</tr>
<tr>
<td>89 National championships won by Cal teams</td>
<td>21 Olympic medals brought home by Golden Bears from Rio</td>
<td>17 to 1 Student-to-faculty ratio</td>
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<tr>
<td>4 Pulitzer Prizes held by current faculty</td>
<td>92% Graduate programs ranked in the top 10% in USA; 6 programs are first in the nation</td>
<td>16 Chemical elements discovered by Cal scientists and their collaborators</td>
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<tr>
<td>20 Academy Awards won by alumni</td>
<td>#1 in undergrads who go on to earn Ph.D.s</td>
<td>15 National Medals of Science held by current faculty</td>
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<tr>
<td>21,000+ Student clubs and organizations</td>
<td>17.5% Admit rate for 2016</td>
<td>1,000+</td>
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Leading by Example

Every parent of a Cal student is encouraged to make Berkeley a philanthropic priority. Cal Parents Ambassadors understand the importance of philanthropy and its impact on Berkeley’s unparalleled excellence. Ambassadors contribute to the university as they are able.

Cal Parents Ambassadors, advocates and champions for Berkeley, set an important example for all parents of Berkeley students. We ask Ambassadors, as engaged volunteers, to make a gift at any level to the university during the academic year.

As proud parents of talented Cal students, you know that Berkeley has always represented something greater, a “public mission,” with a commitment to access – cultivating 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 inspired vision are what drives Berkeley day in and day out on our campus. And yet, state support for Berkeley has plummeted in recent years, placing California’s world-renowned system of public higher education at risk. The State of California provides just 13% of Berkeley’s annual budget, compared to more than 50% provided in the 1980’s. Remarkably, Berkeley continues to thrive and maintain its unique and laudable stature.

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.

Last year, more than 4,800 parents contributed $2.9 million in annual support. Moreover, the greater Cal community contributed the largest number of gifts, big and small, in Berkeley’s history. Participation matters at Cal, and the university is deeply grateful for Cal Parents Ambassadors’ commitment to Berkeley.

The Cal Parents Fund offers a meaningful way to strengthen your commitment to your student’s education at Berkeley. The fund 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.

We invite you to participate this year in helping sustain and grow Cal’s success and supporting its exemplary students and faculty. Please make your gift today at: give.berkeley.edu/calparents. For more information about the Cal Parents Fund or to discuss other ways to support Berkeley, contact Colleen Cahill at 510.664.7453 or colcahill@berkeley.edu.

Thank you, and GO Bears!
THE PARENTS LEADERSHIP CIRCLE

Philanthropy to Berkeley is critical to the university’s ongoing success and preeminence — and generous Cal Parents donors figure prominently in Berkeley’s overall fundraising efforts. In 2014, Berkeley launched the Parents Leadership Circle, comprising a dedicated group of parent donors who make Berkeley a top philanthropic priority and directly enhance the undergraduate experience through leadership-level gifts of $5,000 per year or more. Parents Leadership Circle members may choose to give to the Cal Parents Fund or to an area that is especially meaningful to their student/family. When parents join the Parents Leadership Circle, they are building on their investment in the success of their students — and in Cal’s brightest minds.

CHARTER HILL SOCIETY

A special circle of donors who lead the way for Berkeley through their enthusiasm and generosity, the Charter Hill Society honors those who provide crucial ongoing support to the campus. These visionary donors have made enhancing the Cal experience a philanthropic priority. By making a leadership gift of $1,000 or more annually to The Cal Parents Fund (or any area that is meaningful to your family), you will establish your annual membership in the Charter Hill Society.

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. Members are recognized for the total number of years in which you have made gifts to Cal.

STATE FUNDING AND PHILANTHROPY
(2014–15 REVENUES BY SOURCE)

- Tuition & Fees: 29%
- Federal Research: 19%
- Other: 23%
- Private Support: 16%
- Academic Support: 19%
- State Funds*: 13%

*Excludes special state funds (i.e., state research funds), which are in “Other.”

GIFTS FROM PARENTS:
WHERE DO THEY GO?

- Cal Parents Fund: 43%
- Academic Support: 32%
- Athletics: 15%
- Other: 2%
- Student Support: 8%
Volunteer Opportunities

There are a myriad of activities and events in which Cal Parents Ambassadors can engage year-round. Some involve coming to campus, but many do not. Since statewide outreach is important to Berkeley, many events are held regionally. Additionally, numerous activities can be conducted from volunteers’ homes and do not require any travel. The following is a menu of opportunities from which you can choose to become involved. Prior to each activity or event, Cal Parents staff will provide you with detailed briefing materials. Unless otherwise noted, contact Rose Hsu (rosehsu@berkeley.edu) for more information or to sign up for any of the activities/events highlighted below.

ACTIVITIES CONDUCTED FROM YOUR HOME

WELCOME CALLS TO NEW FAMILIES

TIME FRAME: Early August, prior to start of Move-In for new students

DESCRIPTION: These calls are a great way to give a personal touch that makes a large university seem smaller. Volunteers ask how the new parents are doing, answer questions, and refer issues to campus officials. This is a great “friend making” opportunity that connects Ambassadors with new Cal parents in their local communities and might lead to the beginning of a longer-term association as Cal peers and friends.

FALL AND SPRING PEER-TO-PEER FUNDRAISING CAMPAIGNS

TIME FRAME: Fall/Spring

DESCRIPTION: Peer-to-peer fundraising campaigns take place twice a year during the fall and spring semesters. Volunteers are assigned 8-10 promising families to call and encourage a leadership gift to the university. You will also be asked to follow up as necessary through additional calls and emails, thank families who contribute, and share results and call notes with Cal Parents staff.

Plenty of training and support are provided, including a “getting started” guide. This guide contains a sample script, answers to frequently asked questions, talking points, sample emails to send if you are unable to connect by phone, and detailed call sheets for the families assigned to you. Dedicated staff will support you throughout the campaign and two experienced volunteer co-captains will provide guidance and encouragement. For more information or to sign up, contact Colleen Cahill at colcahill@berkeley.edu.
THANK-YOU CALLS TO CHARTER HILL SOCIETY DONORS

TIME FRAME: Fall/Spring

DESCRIPTION: These telephone calls are an important way to personally thank some of Berkeley’s strongest parent supporters. Volunteers thank parent donors for their gift, ask how the parent (and their Cal student) is doing, answer questions, and direct parents to campus resources if necessary. This is also a time to gather information, feedback, and updated contact information to share with Cal Parents staff. To get involved, contact Colleen Cahill at colcahill@berkeley.edu.

PROMOTE INTERNSHIPS AND JOB OPPORTUNITIES

TIME FRAME: Year-round

DESCRIPTION: Does your company have job or internship opportunities? Do you have connections to businesses that would like to engage some of the brightest and hardest working students anywhere? Cal Parents Ambassadors provide a direct benefit to students by making the campus aware of internship and job opportunities for our students both here in the US and abroad. To refer career-related opportunities, please contact Dara Ziegelmeier, Associate Director of Employer Relations at daraz@berkeley.edu.

ADVOCATING ON BEHALF OF BERKELEY

TIME FRAME: Year-round

DESCRIPTION: Under the direction of Berkeley’s State Governmental Relations Office, The Cal Alumni Association (CAA) invites parents to join their alumni advocacy program that promotes letter-writing campaigns and select face-to-face meetings with legislators to solicit support for the campus. Interested participants are kept informed of legislative and budgetary issues that impact Berkeley while the State Legislature is in session. Alumni and parent advocates are also invited to participate in a June reception in Sacramento for Cal students who served as interns in the State Capitol.

GROW THE AMBASSADOR NETWORK

TIME FRAME: Year-round

DESCRIPTION: As current Cal parents, you are the best advocates and recruiters for all things Berkeley. Help us identify new potential volunteers and donors by identifying and connecting Cal Parents staff with other Cal families in your area.
HOST A RECEPTION

TIME FRAME: Year-round

DESCRIPTION: If you would like to host a local gathering in your home or the office, Cal Parents can help you broadcast the event and send you a “party in a box” with blue and gold materials to spread the Cal spirit in your community.

SPEAK AT EVENTS ABOUT THE IMPORTANCE OF PHILANTHROPIC SUPPORT

TIME FRAME: Year-round

DESCRIPTION: We often need parent volunteers to share their enthusiasm and their reasons for supporting Berkeley with other families at Cal events.

ANSWER QUESTIONS ON THE FACEBOOK PAGE

TIME FRAME: Year-round

DESCRIPTION: Parent-to-parent advice is extremely valuable. Please become an active member of the Cal Parents community on Facebook (facebook.com/calparentsberkeley), and feel free to answer questions and share your experience with others.

SHARE CAL NEWS WITH YOUR ONLINE COMMUNITY

TIME FRAME: Year-round

DESCRIPTION: Parents active in social media are invited to share their pride and passion for Berkeley by joining the Cal Ambassador Network, an online platform for Berkeley alumni and parents to receive the latest news and suggest what Cal content gets shared with their social networks. Participants in this program earn points for sharing content. Prizes are awarded each month. To get started, create an account at: ambassador.berkeley.edu and download the Cal Ambassador app. Questions can be directed to Social Media Director Christina Sponselli at sponselli@berkeley.edu.
CAMPUS EVENTS

MOVE-IN DAYS – RESIDENCE HALLS

TIME FRAME: August

DESCRIPTION: Move-In is when new students first arrive for the fall semester. Some are returning students, but most are entering freshmen and transfers. New Student Services oversees all Move-In activities. Each year, they invite Cal Parents to host information tables. This is an opportunity for parent staff and volunteers to welcome new families and acquaint them with our support and communication services. It is also a time for us to let parents know how they can get involved.

PARENTS WEEKEND AT HOMECOMING

TIME FRAME: End of September/Early October

DESCRIPTION: This weekend combines Berkeley’s alumni reunion celebrations with Parents Weekend for the families of current undergraduates. All are invited to the activities, which run from Friday morning through Sunday afternoon. Specific events for parents are planned throughout the weekend. Some activities include: campus tours, lectures from Berkeley’s distinguished professors as well as opportunities to connect with other parents and root the Bears on to victory in sports events.

parentsweekend.berkeley.edu

OVERNIGHT STAY FOR PARENTS OF ADMITTED STUDENTS

TIME FRAME: Last two weeks in April

DESCRIPTION: While admitted high school seniors who have been accepted to Berkeley stay overnight on campus so that they can get a taste for what college life would be like at Cal, their parents (who arrange for their own lodging) participate in a concurrent program tailored to their interests and needs.

Organized by the Cal Alumni Association, Parent Ambassadors are invited to come on campus to engage with admitted parents.
CAMPUS EVENTS (CONT.)

CAL DAY

TIME FRAME: A Saturday in April, usually on the third weekend

DESCRIPTION: Cal Day is UC Berkeley's annual open house when students, faculty, and staff are the community's hosts for a day of discovery, learning, and fun on the campus. It features lectures, tours, free museum admission, music and dance performances, sports, and activities for kids. It is the day that Cal officially welcomes newly admitted students and their families, offering a preview of what life as a Berkeley student will be like.

Informational programming is hosted throughout the day by academic departments and student service units. Ambassadors are invited to staff the Cal Parents information tent, attend a reception, or just welcome guests.

GOLDEN BEAR ORIENTATION

TIME FRAME: Multiple sessions to be determined in August

DESCRIPTION: Golden Bear Orientation for newly admitted students and their families will replace CalSO. Although the new program has yet to be developed, we anticipate that Ambassadors will be invited to engage with incoming parents during the orientation sessions.
REGIONAL EVENTS

REGIONAL COLLEGE FAIRS FOR PROSPECTIVE STUDENTS

TIME FRAME: September, October, and November

DESCRIPTION: College fairs are held at select high schools and community colleges throughout the state of California in September, October, and November. They offer an opportunity for students and parents to ask questions and pick up information about a school of interest. As many families are not able to make a college visit, the fairs provide an important opportunity for Berkeley to reach out to all parts of California. The fairs are informal activities — usually running two to three hours — and are held in auditoriums or gymnasiums. Each school represented hosts an information table, and oftentimes are staffed by admissions advisers. Parent volunteers are invited to join alumni to represent Berkeley at these fairs after they participate in mandatory trainings held in August through the Cal Alumni Association. Volunteers who miss the August trainings can still participate by reviewing the webinar materials on their own prior to signing up for any local college fairs.

DISCOVER CAL REGIONAL LECTURE SERIES

TIME FRAME: Generally, one series of lectures is run in the fall and the second series is held in spring. For each series, multiple locations across Northern and Southern California, as well as an event in New York, are selected. Cal Parents Ambassadors will automatically be invited to attend these events in their area.

DESCRIPTION: Sponsored by Berkeley’s University Development and Alumni Relations office, Discover Cal is a traveling lecture series that brings Berkeley’s distinguished faculty to the extended Cal family for provocative lectures in an informal setting. Ambassadors will meet and greet attendees, help identify promising families, or work with one of the Cal staff at the reception table. This is the perfect time to engage with fellow Cal Parents and share your excitement about Berkeley.

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. The program, granted by the Undergraduate Scholarships, Prizes, and Honors Office (USPHO), is unique in that it uses faculty to interview candidates on campus and at regional locations. Ambassadors are invited to engage with this group of select high school parents while their students are being interviewed for the scholarship, both on campus and regional locations.
YES BERKELEY! WELCOME RECEPTIONS FOR ADMITTED STUDENTS

TIME FRAME: Various weekday evenings and weekend afternoons during the month of April (after students have been admitted to Cal) and before the May 1 registration deadline.

DESCRIPTION: Berkeley admissions, in conjunction with the Cal Alumni Association and Cal Parents staff, annually hosts a number of regional receptions (in-state, out-of-state, and international) for newly admitted students and their families each April. They are intended to “sell” UC Berkeley to these prospective freshmen, who will have many other good colleges to consider. These receptions are critical to the success of the Cal’s recruitment efforts and, as many are unable to visit Berkeley, are often the only campus contact a newly admitted student will have prior to making their decision.

Events are held in hotels, private homes, or clubs with varied attendance. The campus sends representatives from Admissions, Housing, Financial Aid, Student Affairs, UC Extension, and/or Summer Sessions to most of the events. Young alumni and current students also are encouraged to participate.

CAL PARENTS WELCOME RECEPTIONS

TIME FRAME: Late May through early July

DESCRIPTION: The Cal Parents Welcome Receptions are special-invitation events for incoming students and their parents. Select families are invited after their students have registered at UC Berkeley.

Receptions are hosted throughout California and in the New York area, usually at private homes. The relaxed atmosphere is conducive to mingling and socializing with parents and students who are new to the Cal family. Attendance can range from 70-200 students and family members. The program includes brief remarks from a distinguished faculty guest, a Cal Parents volunteer, and a Q&A session with Cal Parents staff and student ambassadors. Usually, one of the student ambassadors will end by leading the crowd in a “Go Bears!” cheer.

As Cal Parents Ambassadors, you will help us provide a warm welcome and help us evaluate whether families might be interested to get involved as a volunteer or philanthropically at Cal. The central goals of the event are to welcome the new students and their parents and to provide some context for the fundraising and volunteer effort that we will begin with these families in the fall. This will be the very first introduction to Cal for most of the attendees, so be prepared to answer questions, offer advice, and share your own experiences. Please direct inquiries to Colleen Cahill at colcahill@berkeley.edu.
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“I invite you now to join me in a collective effort to imagine new futures for this great institution. The stakes for us are as high as our aspirations.”

CHANCELLOR NICHOLAS B. DIRKS