

# {letterhome}

## *Welcome back to Berkeley*



**New Golden Bear Orientation  
kicks off fall semester**

**Berkeley**  
UNIVERSITY OF CALIFORNIA



On August 15, 7,196 new students formed a record-breaking big “C”

# Orientation Welcomes New Golden Bears—and Makes History

Fall undergraduates and their families just made history as attendees of Berkeley’s first Golden Bear Orientation (GBO), the largest program of its kind in the nation, in terms of the number of students involved.

The weeklong event, held Aug. 15–22, welcomed 9,500 new freshmen and transfer students. By all accounts, GBO, part of the innovative Golden Bear Experience, gave new undergraduates a comprehensive understanding of the campus and fun ways to meet fellow Golden Bears.

“GBO was an extra special week for the Cal community because there was so much life on campus,” says GBO Student Coordinator Tanisha Muquit. Nearly 600 continuing students volunteered as GBO leaders and as mentors and guides for the new students. “All of the new students interacted with each other and with various campus departments, and it

seemed as if campus really came to life in an amazing way,” adds Muquit. “GBO was spirited, welcoming and added so much fun during orientation week.”

Another orientation will be held in January 2018 that’s specifically for undergraduates who start school next spring.

Orientation was just one part of the overall Golden Bear Experience, which consisted of four major components: Golden Bear Advising and Golden Bear Prep (both completed online, before students arrived) and GBO and Getting Your Bearings (in-person programs, completed once students were on campus).

By breaking the process into four components, New Student Services gave students the summer, prior to their move to Berkeley, to learn how to enroll in classes, connect with their academic advisers and learn about some important campus resources.

“Our goal was to make sure each new student felt comfortable being on campus, connected to fellow new students, confident in their abilities to seek out resources and proud of the UC Berkeley community they are now a part of,” says Chrissy Roth-Francis, director of New Student Services. “The entire Golden Bear Experience has been a fantastic start for our new Cal Bears, and we are so happy to have them on campus and as part of our community.”

Parents and supporters took part in their own Aug. 13–14 orientation. About 3,000 attended sessions on how parents and supporters can play a critical role in their students’ academic careers. According to Roth-Francis, sending a student to college is a difficult process for most family members. She adds, “We wanted to equip parents and supporters with the language and tools necessary to successfully aid their students’ transition to UC Berkeley.”

## A NOTE TO PARENTS FROM THE CHANCELLOR

Dear Cal Parents,

I've been thinking a lot about journeys as I begin my time as Berkeley's 11th chancellor. I still vividly remember the first journey I took to California—across the country by car, the first time I'd been west of Philadelphia—to begin my faculty appointment here. It was then, in those first months of teaching, that I fell in love with Berkeley—a love that still animates me now. I hope my history and experience with the campus will give me the knowledge and wisdom to be the chancellor the campus needs.

My goals include strengthening the bonds of our community; re-imagining our financial model; clearly articulating our steadfast commitment to free speech, as well as our contributions to the public good; and achieving even greater excellence in research, teaching and public service. I want Berkeley to be its best self, an extraordinary place that helps learners—your children—cultivate their intellectual passions and sets them on a path toward fulfilling lives and careers.

As I think about the road ahead for the university, it's important to me to hear your insights and ideas as I shape my plans. There are challenges before us, but also extraordinary opportunities. I have been humbled and encouraged by the many messages that I've already received from members of our campus community, including parents. Your evident care for the campus, and your belief in the power of our community, give me hope and optimism for the future. This is our Berkeley; I am honored to be its leader.

Sincerely,  
Carol Christ, *chancellor*



Above: Guinness World Record judges present Chancellor Christ with a certificate

KEEGAN HOUSER

### AMONG THE HIGHLIGHTS OF THE AUGUST ORIENTATION WERE:

- **Chancellor's New Student Convocation**, with speakers Chancellor Carol Christ and other university leaders.
- **Bear Affair**, where new students formed a giant C on the football field and set a new Guinness World Record for the largest human letter.
- **Day in the Bay**, excursions to help students get to know Berkeley and the entire Bay Area. Students took part in activities including tours, museum visits and kayaking. Transfer students visited Bay Area companies to make internship and job connections.
- **Academic programming**, to better acquaint students with their colleges, departments, advisers and majors.



## A PARENT'S PERSPECTIVE

by David Hollander

On an unseasonably warm October Friday evening, I took Uber over to campus to watch Cal play the Ducks.

Before the game, I met my daughter, Claire, and some of her Alpha Phi sisters and fellow parents at Top Dog on Durant. We all gathered in line, and I started to enjoy the charge of Berkeley. Where else on the planet will people of all ethnicities, religions and socio-economic status gather to wait for a delicious 1/8th of a pound of meat on a sourdough bun?

I finally arrived at the front of the line and ordered my usual calabrese with a lemonade. The guy flipping dogs, Karl, has been there since I went to Cal in the 1980s. Karl asked me how I like it, to which I replied, "Well done." I paid cash (he likes cash), moved over to the right and joined the crowd anxiously watching him make their pre-game meals.

The excitement doesn't stop there. When you get your dog, the variety of mustards, relish and onions are exceptional. I like mine hot, with relish and onions.

All of us ate ours, standing outside on the curb, talking about our daughters, comparing notes on fall semester experiences thus far and savoring this time together. We then proceeded up Durant and then over to Bancroft.

We stopped by Alpha Phi on the way up to the game. Alpha Phi is located at the bottom of the steps that lead to the south entrance of the stadium. A perfect location. Again, it was nice to meet other parents and daughters in the house and enjoy some of that Go Bears! spirit.

At that point, my daughter and I walked up to the stadium and easily found our seats. I figured out that it is better to sit on the easternmost side, near the center and as close to the players as you can get. Seats are easily available online, and I typically splurge, as I deeply enjoy going to the games with my daughter. I find that I have her full attention, for the most part, and it is a great way to talk about things away from her friends. I call it dad/daughter time and so deeply appreciate it.

Oh, and we won that day!!!  
Go Bears!

# NewsBriefs

## Fifty Years of Creating Student Leaders

As Cal Parents, you know UC Berkeley fosters a culture of public service. Did you know that our Public Service Center plays a leading role in preparing students to be leaders?

Each year, the center supports more than 5,000 students who work with hundreds of organizations and contribute more than 150,000 hours of public service. Participants are involved in mentoring elementary school students, grassroots organizing, service-learning trips and interning with government agencies and nonprofits.

"Many students come to Berkeley knowing they want to give back, but don't know how. As the hub for public service on campus, we help them find their path," says Sandra Bass, director of the center.

Through the Public Service Center, students lead programs, teach courses and experience the relationship between academic learning, personal development and social change. One participant, Amber Perkins Ellis,



reflected, "The opportunities for growth are limitless. I was in a constant state of learning."

This year, the center—formerly known as Cal Corps—is celebrating its 50th anniversary, honoring Berkeley's legacy of public service and celebrating the students who are keeping that tradition alive. Its goal for the future is to provide every student with an opportunity to participate in these experiences.

In celebration of its anniversary, the center is collecting stories about incredible Berkeley students and alumni who have engaged in public service. Please share your public service story with us. Learn more about the Public Service Center at [publicservice.berkeley.edu/50th-anniversary](http://publicservice.berkeley.edu/50th-anniversary)

## On the Same Page: Hamilton soundtrack brings new students together

Hamilton—the hit Broadway show that blends hip-hop, pop, R & B and history to tell a diverse new generation the story of the country's founding—is bringing together incoming students at UC Berkeley as part of the campus's On the Same Page program.

In its 12th year, On the Same Page, which is hosted by the College of Letters and Science, typically asks new students to read the same book over the summer, one by an author who's changed the way we view the world. That way, they all have something to talk about when they're on campus and engaging in courses and at events specially designed to explore the book's themes.

This summer, they listened to the soundtrack of Hamilton. Before fall semester even began, they heard a Sunday, Aug. 20 keynote speech by Jeremy McCarter, co-author of *Hamilton: The Revolution*, a behind-the-scenes book about the creation of the Tony award-winning show that's become a cultural phenomenon.

Students attended the Haas Pavilion lecture as part of Golden Bear Orientation, a new eight-day welcome to campus for all incoming freshmen and transfer students that's loaded

with activities, tours, academic programming and training sessions.

McCarter, who co-wrote the book with Lin-Manuel Miranda, the composer, lyricist and star of the musical, took the audience to the play's beginnings—how it was created, and how the show and its multicultural cast have changed the sound of Broadway. "Music that's getting used ought to reflect what's going on in society," McCarter said in an interview with NPR last year. "Hip-hop is a uniquely potent, musical way of telling stories...hip-hop is doing what the great playwrights of the past used to do."

Students have been encouraged to participate in other Hamilton events and activities on campus, including several Freshman Seminars; regular classes that feature ideas or topics related to the book; "Berkeley Revolution Mixtape," a contest inspired by last year's *The Hamilton Mixtape* album; and "Hack Hamilton," where Berkeley fans of the musical can create short videos of their own parodies for a \$1,000 cash prize.

Learn more about On the Same Page, and stay up to date on this year's events at <http://onthesamepage.berkeley.edu/>.

## FALL SPORTS UPDATE

The Justin Wilcox era for Cal football gets under way this fall with the Golden Bears hosting six games in California Memorial Stadium, including Southeastern Conference (SEC) foe Ole Miss on Sept. 16, USC on Sept. 23 and the homecoming contest against Arizona on Oct. 21.

Wilcox, who coached Cal linebackers from 2003-2005, has built his reputation on the defensive side of the ball, having served as a defensive coordinator for the past 11 years with some of the country's top programs. Over his career, his teams have played in 14 bowl games and won five conference or division titles.

An experienced Cal defense is led by defensive lineman James Looney and features 12 players who have combined for 150 career starts, while many conversations about the offense begin with 2016 freshman All-American wide receiver Demetris Robertson, who broke Cal's freshman records



for receptions (50) and yards receiving (767) last season. Place kicker Matt Anderson begins his senior campaign within striking distance of the school's all-time scoring record.

Cal's men's water polo team will be back in the pool this fall after winning its 14th NCAA championship last year and extending its own record for most titles by one school. Senior Luca Cupido, who earned All-American honors last year after being on the 2016 USA

Olympic team, is returning to Cal, as are 2016 All-Americans Johnny Hooper, Odysseas Masmanidis and Conor Neumann.

The Golden Bear women's soccer team is poised to get back into the NCAA tournament, something it has done each of the past 13 seasons. Senior goalkeeper Emily Boyd tied the school record with 11 shutouts last year. The Cal men's soccer team is bringing back 17 letter winners and two All-Pac-12 performers for what should shape up as an exciting campaign at Edwards Stadium.

Cal volleyball is now under the direction of new head coach Matt McShane, who took over following the retirement of longtime coach Rich Feller. Other fall sports to watch at UC Berkeley are field hockey on Underhill Field and cross-country.

For more on Cal Athletics, visit **CalBears.com** or follow the Bears on **Twitter @CalAthletics**.



ARIEL NAVA | COURTESY OF CAL ATHLETICS

### SAVE THE DATE

## Cal Day—April 21, 2018

Tens of thousands of people will gather on campus to attend hundreds of events during the spring semester to celebrate Cal Day, a festival for anything and everything Berkeley.

Cal Day was established in 1968 as a one-time open house that proved so popular it eventually evolved into an annual event. During Cal Day 2017, more than 40,000 people attended, and there were more than 400 booths tabled by student groups, campus departments and organizations and university partners.

The event is free and open to the public and is often listed as a must-attend San Francisco Bay Area event. It's also a favorite of admitted and prospective students and parents. Attractions include faculty talks, campus tours, music and dance performances, and science and art activities for kids. Admission to all of Berkeley's museums is free, including some facilities that are open to the public only on Cal Day. Public transportation is advised to get to campus, and on-campus transit will be available.

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# Banking and Personal Finance for UC Berkeley Students

Although the semester has just started, many parents and supporters soon may receive urgent texts or calls for more money. Maybe students are spending too much on late-night pizza runs or opening new credit cards with payments due.

Whatever their overspending issues might be, here are some personal finance tips to share with your students, courtesy of Bank of the West, the official bank of UC Berkeley:

**1. Establish a budget.** Students need to understand their expenses and income in order to manage their money.

**2. Set spending guidelines,** such as distinguishing “needs” from “wants.”

**3. Select a local bank.** Once they arrive on campus or begin the term, students can have the convenience and ease of managing their money locally. If they choose Bank of the West, it offers 16 ATMs on or around campus and on-campus staff who are there to help. Bank of the West offers accounts specifically for Berkeley students with no monthly service charges, and other advantages.

**4. Open a savings account.** Ask your students to put a little money into savings each month, even if it’s only 10 dollars, to help establish good financial habits.

Guide your students to **Bears for Financial Success**, an independent financial wellness program that is part of Berkeley’s Financial Aid and Scholarships Office. Students can connect with Bears for Financial Success on campus or online through Facebook.

## FIVE THINGS STUDENTS CAN DO WITH THEIR CAL 1 CARD

In addition to being a student’s UC Berkeley photo ID, the Cal 1 Card serves as a student’s passport to many services on and around campus. Here are just five of the many uses for the Cal 1 Card:

**1. Meal plan points.** Students with meal plans can use their Cal 1 Cards to access points at Cal Dining locations. Students can also use their separate Cal 1 Card debit account at all 15 Cal Dining locations. The debit account is free; parents can add value to the account online anytime by going to [cal1card.berkeley.edu](http://cal1card.berkeley.edu) and selecting the “Deposit money into someone else’s debit account” option.



**2. Copy machines or printers.** At university libraries and other computing centers, students can use their Cal 1 Card debit funds to pay for printing, copying and other services.

**3. Visit local restaurants, get concert tickets or buy Cal gear.** Students can also use their Cal 1 Card debit funds to pay for goods and services at a number of off-campus restaurants and at other venues that include Cal Performances, the Cal Student Store and University Health Services.

**4. Do laundry.** Students can use their Cal 1 Card debit funds to do laundry in the residence halls. They can see available machines by logging into Laundry Web Online and be notified by email or text when a machine is available and when their laundry is complete.

**5. Ride local transit.** The Cal 1 Card allows students access to UC Berkeley’s Bear Transit transportation system, which provides daytime service all around campus. The separate EasyPass Clipper card allows students unlimited ridership privileges on AC Transit bus lines, and they can also load cash value to pay for BART (subway) and other transit passes in the Bay Area.

For more about the Cal 1 Card, visit: [cal1card.berkeley.edu](http://cal1card.berkeley.edu)

## They’ll graduate before you know it!

Give your student a Cal Alumni Association membership! They’ll enjoy alumni benefits while on campus and you’ll receive *California* magazine at your home.



888.CAL.ALUM | [alumni.berkeley.edu/join](http://alumni.berkeley.edu/join)

## Local Cal Parents' outreach transcends language, border

David Jay '81 isn't just a proud UC Berkeley alumnus. Along with his wife, Meg, he's an equally proud Cal parent to daughter Emily '18 — and the Jays are active Cal Parents ambassadors to boot.

Employing his Cantonese skills on behalf of the Cal Parents program, David volunteered to make welcome calls to the families of 20 incoming freshmen last fall. "I did my best with my broken Cantonese," David says modestly, though his working knowledge of the language didn't stop him from happily volunteering to call another 20 Cantonese-speaking families this year.

David's volunteer work reflects the Jays' understanding of Berkeley's place in the world—a place where many of the world's brightest young minds, regardless of nationality or background, come together to make a difference.

Along those lines, the family recently offered to assist the university in a new, and especially timely, way. Earlier this year, David and Meg, who live just south of San Francisco, generously offered to host a Berkeley international student concerned about leaving the country due to the federal government's efforts to impose new travel restrictions.

"The travel ban has thousands of students frightened," Meg notes. "The angst of having

to prematurely end, or risk ending, an education at Berkeley is real."

They spoke with the Berkeley International Office about their offer of a spare bedroom in their home (their older daughter, Sara, now lives on her own). They didn't wind up taking in a student, but David and Meg say the offer will stand again next summer and possibly for as long as the debate about the travel restrictions continues.

"Berkeley bringing in extraordinary students from all over the nation and the globe is a gift," Meg says.

Spoken like a true ambassador.



### A NOTE OF GRATITUDE FROM CAMPUS

"Throughout these challenging times, it's inspiring to see messages of hope from the campus and local community," says Amy Griggs Veramay, lead adviser for undergraduates at the Berkeley International Office. "The need for offers like the Jays' may not be going away anytime soon, so we are grateful for the support of the university community, including the Cal Parents family, for ensuring that our students know that they are welcome here."

## Encouraging the impulse to give

### New Cal Parents' co-chair aims to inspire giving among current students

Why wait to teach your UC Berkeley student about the importance of philanthropy?

When it comes to sharing the joys of charitable giving, there's no time like the present, according to Wendy Bingham, new co-chair of the Cal Parents board. Bingham has long understood the virtues of fundraising and philanthropy, her family having played an integral role in raising funds to make the California Academy of Sciences' home in San Francisco's Golden Gate Park a reality.

"It's a learned action, kind of like doing a resumé," Bingham says of giving. "We can teach our kids that it's important for us all to



commit to giving to something that's given to us, or to something that we believe in."

Including a UC Berkeley education.

To that end, last fall Bingham made an initial seed gift—along with several other Cal Parents Board members—to encourage current Berkeley students to take part in Big Give, the university's one-day fundraising drive. The

gift generated participation from 683 current students—just over 6 percent of all donors that day—and helped Berkeley garner over \$11 million in gifts for Big Give 2016.

After Big Give, what remained of Bingham's gift was directed to the Senior Gift Campaign, another annual effort in which soon-to-graduate students give back to the campus that gives them so much.

"The gift was designed to educate students about the integrity of philanthropy at any level—and to encourage them to prioritize giving back to Cal," Bingham says. "They benefit, future students benefit, and no matter the size of their gift, they help to shape their future community."

The campus's next Big Give is Thursday, March 8, 2018, and we're counting on the support of Cal Parents like you—and your students! To learn more, visit [biggive.berkeley.edu](http://biggive.berkeley.edu).

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A NEWSLETTER FOR FAMILIES OF BERKELEY UNDERGRADUATES

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RYAN HOANG