



Message from AVC Robinson

Welcome to our **Newsletter for Transfer Counselors, Fall 2010 Edition**. This newsletter is designed specifically to support your efforts in counseling prospective Berkeley students.

With this issue, we want to give you a heads-up on the transfer admissions decisions (both fall and spring), which were announced **Friday, April 30th**, and to let you know of some important activities and information for you and your students.

For fall 2010, we had 15,110 transfer students apply at UC Berkeley, an increase of 1,844 from 2009.

Transfer Applications, Fall 2010

Applications	15,110
Applicants from CA Community Colleges	12,746
Admits	3,655
Admit rate for CA CC Transfers	28.7%

For Prospects and Applicants

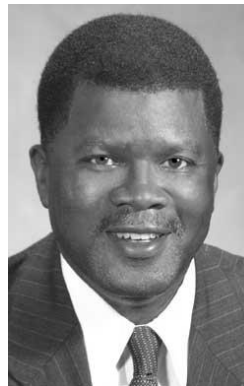
For information about how to prepare prospective students for our upcoming applications process, please log on to pictureyourself.berkeley.edu

Just for Counselors

As some of you may know, we have been using more e-recruitment tools to help in our outreach efforts. We have produced **a video** that explains our selection process and we have held a number of webinars (online presentations) for prospective students, counselors, and parents that you or your students may have attended. Click here to find archived [webinar presentations](#) to view (or to which you may refer your students) on the Admissions website.

SAVE THE DATE: The **Third Annual Counselors to Cal Day** is scheduled for April 16, 2011. For email updates please visit admissions.berkeley.edu and click on the counselor tab to register at our new counselor portal.

As always, we appreciate your efforts made on behalf of your students and the University of California, Berkeley. Many thanks for all of your support.



Sincerely,

Walter Robinson
Assistant Vice Chancellor and
Director
Office of Undergraduate
Admissions
University of California, Berkeley

Creating a Competitive Transfer Application

Evera Spears

Associate Director Undergraduate Admissions

UC Berkeley's Comprehensive Review process for transfer admission is holistic - an individualized review which includes reading the entire application—every single page. All achievement, both academic and personal, is viewed in the context of opportunities and resources available and any challenges overcome. In other words – what opportunities and/or challenges did applicants have and what did they make of them? The phrase “contextual” summarizes our process; that is, what was the context in which the applicant achieved or did not achieve.

NOTE: Below are a few tips, addressed to students to help them create a more competitive application, but are for your information, also.

Academic Report

- Be sure to review admission selection requirements for the specific College/major for which you apply. Know what specific courses are required to satisfy the major prerequisites and general education (aka breadth) requirements. You should provide an explanation if you were unable to complete a required course.
- List ALL colleges/universities attended under educational history and list all courses/grades in the Self-Reported Academic Record section of the application. Some students are concerned that a previous “false-start” will be disadvantageous in the review process. While this may be true, failure to provide the information can result in serious consequences. Remember HONESTY is the best policy! In such cases, you can either use the personal statement and/or additional comments boxes to provide context for earlier enrollment(s).
- The Additional Comment boxes, located after the Academic and Personal Statement sections, are also a great place to give a better understanding of academic patterns, personal issues affecting enrollment, reasons for a lack of extracurricular activities, etc. **NOTE:** The Academic Comment Box is new this year.

- Complete and submit the supplement forms required of all junior-level transfer applicants to Berkeley. You will receive an email message in January guiding you to the appropriate websites. You **must complete forms at two sites** - one for the Application Update (fall grades, courses in progress for spring/winter; etc.) and a different site for the Berkeley specific (major and general education course requirements). **Failure to submit all forms will jeopardize your chances for admission.**

Activities/Awards/Volunteer Hours/Employment

- What is the context of the academic and extracurricular achievement? Are the awards and achievements school based, community based, statewide, or national? Even if you received a 10th place award – 10 of 100 is still a good achievement. Detail about the activity is important for the reader to truly understand the level of achievement.
- Were you required to apply for the award or for membership in a group or activity or were you nominated? If you were, how many applied? How many were chosen? What is the context of the awards and achievement? Try to give a full and fair picture of how time outside of the classroom is spent. Be specific as possible.
- Be careful when using acronyms – abbreviating words might be best – we may not understand what FBLA stands for!
- Your level of responsibility in a full or part-time paid employment position (or even a volunteer position) is important to us as it also provides context (e.g. Team Leader of XXX for 30 hrs per week). If possible, in the personal statement, connect the skills/values you learned to your major and/or career goals.

Personal Statement

- The personal statement can provide information about the context of an individual's circumstances and life experiences.
- Think of it as a statement and not a formal essay: what do you want the reader to know about yourself? What information/details are

not already reflected in the rest of the application?

- Use the two prompts to help illuminate the other parts of the application. Go into detail regarding an interest in a major or an important activity related to the major. Does your statement support your desire for the intended major? What circumstances have affected your academic record and how did you address those circumstances to enable you to continue to achieve? If you are a non-traditional student (student parent, re-entry student, veteran), this can also be an opportunity for you to describe your life experiences and how these circumstances have impacted your academic achievement.
- Use the Additional Comments portions for anything else you feel the reader needs to know
- But which did not “fit” in the other sections of the

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Sign up for Picture Yourself at Berkeley!

Students receive login information for their personalized web pages to learn about academic and extracurricular interests and what's happening on campus.

They will be added to our email list to receive event invitations, advising opportunities, and admissions news to help them in their countdown to college.

Students who are currently in junior high school (8th or 9th grade) or in high school (with or without completed college work), or graduated high school and have taken no college courses may create a pictureyourself account.

application. **Remember, this is not to be used to continue the personal statement nor create a third statement.**

FREQUENTLY ASKED QUESTIONS

An admitted student is not doing well in one of his/her spring courses and/or has to report a change in the schedule--who is the person to contact?

All admitted students have an Admissions Officer assigned to their file. They must contact this individual regarding any issues affecting their conditions of admission. The individual's contact information can be found at the bottom of the student's online letter of conditions on the MyBerkeleyApplication web site.

What are the unit limitations or restrictions on admission for students who have attended a four-year institution before enrolling at a California community college? Do any majors or schools on your campus interpret this policy differently?

Students who have only attended a community college cannot accrue excess units. Each of the individual colleges and the Haas School of Business establishes its own unit limitation policies for students who have attended a four-year institution before enrolling at a community college:

College of Letters and Science: A student who has accumulated more than 80 transferable semester units from a four-year institution is considered to have excess units and will not be admitted. A student who has completed 80 or fewer UC-transferable semester units at a four-year university and *then* transfers to a community college will not accrue excess units and will be considered for admission.

Students who have only attended a community college will be granted subject credit, *but not unit credit*, for appropriate two-year college coursework taken in excess of the community college 70-unit limit; such subject credit may be used to satisfy/complete requirements.

College of Environmental Design: This college follows the same unit accumulation policy as the College of Letters and Science (see above), *except*

that its limit on transferable coursework taken at a four-year university is 86 semester units.

Other colleges: UC Berkeley's other colleges total **both** university units and a maximum of 70 community college UC-transferable units. The limits on combined, total transferable university and community college work are as follows:

- **College of Chemistry:** 80 semester units; applicants with more than 80 units require special approval.
- **College of Engineering:** 89 semester units.
- **College of Natural Resources:** 90 semester units. Though the college does not have a specific unit limitation, it carefully reviews applicants with 90 or more semester units to ensure that they can graduate within a reasonable time.
- **Haas School of Business:** No maximum limit.

ACADEMIC UPDATES

New Department:

Department of Film and Media in the Arts and Humanities Division of the College of Letters and Science has been approved, effective July 1, 2010. The faculty and staff of the Film Studies division, which has been administratively housed within the Department of Rhetoric, will relocate to this new independent academic department. The Film and Media Department will offer the existing B.A. in Film as well as a proposed Ph.D. in Film and Media that is currently under review.

Department Name Change:

The **Department of Chemical Engineering** has been changed to the **Department of Chemical and Biomolecular Engineering**, effective July 1, 2010. The new name more accurately recognizes the department's current research and teaching focus. The new name will not result in substantive changes to the department's current academic programs (B.S., M.S. and Ph.D. in Chemical Engineering; joint B.S. programs with Materials Science and Engineering and with Nuclear Engineering).

Proposed Changes:

The **Haas School of Business** Undergraduate Program's proposed changes to the admissions requirements that will affect students entering Haas in **Fall 2012** are:

- **Removal** of the literature/writing requirement
- **Addition** of a second semester of calculus as a prerequisite requirement
- **Changing** the current breadth requirements from an admission requirement to a degree requirement; If approved, these changes will take effect for students entering Haas in 2012 and will be reflected on the Haas website at the end of the spring 2010 semester.

ASSIST Updates

College of Engineering:

The **College of Engineering** has changed the method of assessing an applicant's lower-division preparation.

- **Required Core Courses:** Applicants to the College of Engineering majors must complete the equivalent of all required core UC Berkeley preparation courses in order to be eligible for admission. If a community college series of courses is required, all the courses in the series must be completed to receive credit. No partial credit is given. **IMPORTANT:** Only applicants who have completed 100 percent of these required core courses by the end of the spring semester will be considered for admission.

- **Strongly Recommended Courses:** Other lower-division UC Berkeley courses required for graduation are also listed in the major agreements and are strongly recommended to be taken to strengthen one's application. The more of these courses completed, the stronger the application will be.

College of Environmental Design:

- The College of Environmental Design has significantly **updated the advising notes** on the information page and in major agreements. In addition, the breadth requirements section of the major

agreements show the articulated courses for each breadth area.

- The UC TCAs have included, per UC Berkeley's College of Environmental Design, a **unit restriction footnote for some courses**, i.e., environmental design, architecture, architecture technology. Specifically, the footnote states: "Any or all of these courses combined: maximum credit, 18 semester units per UC Berkeley's College of Environmental Design." As of spring 2010, the college has decided to remove the restriction, therefore, the footnote will be deleted from the upcoming 2010–11 UC TCAs. Note that the footnote will remain in the current and prior year's agreements.

College of Letters and Science:

For applicants to the College of Letters and Science for fall 2011 and thereafter, AP exam scores in Chinese or Japanese will no longer be accepted to satisfy the four semester foreign language requirement for the **Asian Studies** major. Students applying to the **Psychology** major are required to take only two courses in Biological Science from the community college. For more information: berkeley.edu/academics/dept/a.shtml

We are very proud to report that all 114 [articulation agreements for the 2010-2011 academic year](#) have been published on ASSIST.org. The report contains information about changes to our course offerings and significant updates that are embedded in the advising notes within the agreements.

OUA Cal Student Ambassadors

Mecca Shakoor

Admissions and Recruitment Specialist

The Office of Undergraduate Admissions formed the OUA Ambassadors program to provide positive interaction with our admitted students and offer them the opportunity to participate in outreach to prospective students.

To recruit students for this new program, we utilized a number of methods that included posting recruitment fliers in many of the buildings on campus and in the student learning center and libraries. These methods proved to be fruitful and

yielded a membership of over 100 Ambassadors. OUA Student Ambassadors have answered the call by forming a registered student group, electing officers, and creating a constitution including adopting the name Berkeley Admission Student Ambassadors (BASA).

We have created two Facebook groups, conducted training sessions, designed a logo, and printed t-shirts for our Ambassadors to wear during volunteer events. BASA has been very enthusiastic and have participated in our Power of 9 UC Reception, Phone Banking to newly admitted students, assisted with Cal Day, participated on student panels for visiting student groups, conducted school site visits and presentations, and assisted with online recruitment events like College Week Live. The Office of Undergraduate Admissions is appreciative of the spirit and enthusiasm of our OUA Student Ambassadors.

Golden Bears Blog

Rita Kasperek

Principal Editor, Undergraduate Admissions

Student voices raised in new blog

More than a dozen student-volunteers write posts about their lives at Berkeley our new [Golden Bears Blog](#), launched by the Office of Undergraduate Admissions in March. Each new blog post adds to an increasingly multifaceted picture of the lives of undergraduates at Berkeley.

The blog is for prospective students to learn more about campus life – especially if they are unable to visit the campus themselves. Counselors are encouraged to read the Golden Bears Blog, as well as the Admissions [Picture Yourself at Berkeley](#) Blog, and share the links with students interested in Cal.

The Golden Bears Blog grew out of the Office of Undergraduate Admissions' ambassadors program. More than 100 undergraduate-admissions ambassadors recruit new students by visiting high schools, talking to visitors about Berkeley at Cal Day events, and phoning new admits to answer their questions about the campus.

Counselor2Cal Day

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Ken Gonsalves
Admissions and Recruitment Specialist

For the second consecutive year, the Office of Undergraduate Admissions hosted our annual Counselor2Cal Day event. One hundred ten high school and community college counselors participated in this highly successful program.

OUA seized this opportunity to invite counselors to campus in an effort to establish strong working relationships and inform our colleagues of the latest admissions policies and practices. The day began with a welcome from AVC Robinson, and from there counselors were treated to a brunch at our award winning Crossroads Dining Complex.

Following brunch the counselors received the latest information regarding our admissions practices. They were divided into their respective groups - high school or community college - and reviewed actual case studies to gain a better understanding of our selection process.

The remainder of the afternoon was open to explore the Berkeley campus and the evening was capped with a dinner at the Berkeley Marina.

Community2Cal Day

Nicole Harris
Freshman Admissions and Recruitment Specialist

This year the Office of Undergraduate Admissions hosted the second annual Community2Cal Day in conjunction with the campus Open House on April 17, 2010. Our theme was taken from an African proverb, "It takes a village to raise a child," with the focus upon our friends, community members and students. Students were invited to participate from all over California and we had an overwhelming response from partnering community based organizations, high schools and community colleges. Our very own Assistant Vice Chancellor and Director of Undergraduate Admissions, Walter Robinson, greeted the participants followed by Associate Chancellor Linda Williams, who provided words of encouragement to the prospective students in the audience.

Student group organizations, such as the Fei Tian Dancers, entertained the crowd, captivating the

audience with three traditional Chinese dances. The Fei Tian Dancers are sponsored through Campus Life and Leadership as a student organization that strives to cultivate the diversity of Chinese people cultures and life styles illustrated and expressed through the performance of traditional Chinese dance. Other performances of the day included a quartet from Cal's Jazz Choir, theatrical performances from Bare Stage Productions and the Berkeley Gospel Choir.

Dean Jonathan Poullard invigorated the crowd with his stage presence and encouraging words to the students and families. For many of the students this was their first opportunity to set foot on a college campus. Dean Poullard encouraged the students to dream and to strive to attend the University that many of them can see off in the distance, but feel is out of their reach.

In the words of Dean Pollard, "You, too, can go to UC Berkeley. You can do anything you set your mind to".

Raul Romo, a third year Social Welfare major, spoke to the prospective students from his own experience as a graduate of Richmond High School who came directly to Cal. Raul gave the crowd not only encouraging words, but he let them know "college is your way out of your current situation". The Community2Cal Day program's fantastic celebration concluded with lunch provided by Cal Catering. If you would like to find out more information or to be added as a partnering community based organization please contact Ms. Nicole Harris at mhnharris@berkeley.edu

NEW THIS YEAR

Fridays 2 pm – 4 pm

Drop-in transfer advising with staff from the Office of Undergraduate Admissions at the Transfer, Re-entry, & Student Parent Center

When: Fridays, 2pm – 4pm

Where: 100 Cesar Chavez Center

Meet OUA's La

Lauren Williams
Admissions
and
Recruitment Specialist



Lauren Williams was raised in Moreno Valley, California by a family with deep roots in public service and education. As K-12 educators, her parents modeled for her and her siblings, a commitment to sharing with others one's own knowledge and access to resources. This pledge continues to guide her academic and professional interests.

Lauren earned her Bachelor of Arts degree in Linguistics and Anthropology with a minor in Middle East North African Studies from the University of California, Los Angeles. During her undergraduate studies, Lauren was employed at UCLA's Community Programs Office as the Administrative Assistant for the Campus Retention Committee. This position provided an opportunity for her to engage with and support various student-run and student-initiated organizations which serve to empower students and the surrounding community.

During her senior year, Lauren served as a tutor and community liaison at LAUSD's Alexander Hamilton High School, in partnership with UCLA's Office of Instructional Development. Lauren began employment at UC Berkeley's Office of Undergraduate Admissions in October, 2009, after two years of facilitating non-profit after-school programs.

Omar Ramirez
Admissions

and
Recruitment Specialist



Omar Ramirez earned his Bachelor of Arts in English with an unofficial minor in Ethnic Studies from UC Berkeley.

He was raised in the Los Angeles area, where he attended Cerritos Community College. At Cerritos College he joined the Puente Program which Omar credits for his successful transfer to Cal.

As a UC Berkeley undergrad Omar became heavily involved in outreach to community college students and ensuring the success of newly admitted students at Cal. Omar co-founded the *Transfer Colectiva*, a student organization that supports newly admitted transfer students and provides leadership opportunities for its members.

Prior to joining the Office of Undergraduate Admissions, Omar worked as the Outreach Coordinator for the Transfer, Re-entry and Student Parent Center (TRSP). One of his roles with TRSP was the coordination of the Starting Point Mentorship Program (SPMP). SPMP is a mentoring program that matches prospective transfer students with current UC Berkeley Transfer Students. SPMP's goal is the recruitment of students from the California Community Colleges to UC Berkeley. Now a member of the OUA staff, Omar continues his effort to recruit highly qualified students and works on several advisory boards to help new and continuing UC Berkeley students.

Admitted Transfer Student
Receptions

A record number of admitted transfer students attended receptions in Southern California and on the Berkeley campus. Attendees were able to

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Speak to various campus representatives including staff from financial aid, housing, student life advising and some of the colleges. Current Berkeley students were also present to share their Cal experience.

We would like to thank the following community college partners for hosting our Southern CA receptions:

***Dina Chase, PCC
Cheryl Jupiter, OCC
Naomi Grisham, SD Mesa***

Club Cal

Ana Fimbres Rafferty
Transfer Specialist

Club Cal continues to be an effective approach for encouraging students who are first generation and/or low income to apply to UC Berkeley. The

Counselor Online Trainings

“Counselor Overview: Transfer Selection at UC Berkeley”

October 12, 2010,
10 – 11:30 am (PST)
[\(Register Here\)](#)

“Unit Accumulation: How to Advise Transfer Students

October 26, 2010
10 – 11:30 am (PST)
[\(Register Here\)](#)

Register Today!
Reminder emails will be sent
out prior to the event.

overall admission rate for Club Cal student who applied this year was 55%. Please continue to encourage your students who meet the Club Cal criteria to apply. For a program description and an application please log on to:
<http://students.berkeley.edu/admissions/general.asp?id=4342>

Important Links to the Berkeley Campus

How can a student create a personalized web site?

<http://pictureyourself.berkeley.edu>

Never been to Cal? <http://www.berkeley.edu/tour/>

What can I do with a major in?

<https://career.berkeley.edu/Major/Major.stm>

How about undergraduate research?

<http://research.berkeley.edu/urap/>

What kind of financial aid can a student expect?

<http://calculator.berkeley.edu/>

Admissions:

<http://admissions.berkeley.edu>

UC Berkeley **Home** Page:

<http://berkeley.edu>

Fees:

<http://registrar.berkeley.edu/>

Financial Aid:

<http://students.berkeley.edu/finaid/>

Housing & Dining: <http://housing.berkeley.edu>

Your contacts:

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Transfer Specialist
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Michele Butler Larkrith
Assistant Director
larkrith@berkeley.edu
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FALL 2010 STUDENT WEBINARS

“Transfer Admission Preparation”

October 13, 2010
5pm – 6pm (PST)

“Do’s and Don’ts of the Personal Statement

November 3, 2010
5pm – 6pm (PST)

For more information, students should
register at
pictureyourself.berkeley.edu

pictureyourself.berkeley.edu

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They will be added to our email list to receive event invitations, advising opportunities, and admissions news to help them in their countdown to college.

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Join our email list!

You are invited to sign up to receive email from UC Berkeley’s Office of Undergraduate Admissions! It’s free!

By signing up, you will:

- Help us maintain a relationship with you
- Obtain the information you need to advise your college-bound students
- Receive invitations to counselor-specific events
- Get the latest announcements, counselor-related campus news, and upcoming deadlines

Sign up at:

<https://berkeley.askadmissions.net/emtinterestpage.aspx?ip=counselor>

OR, you can use the sign-up link on our website. Go to admissions.berkeley.edu and click on the “Counselor” tab at the top of the page.