



A Message from Walter Robinson Assistant Vice Chancellor and Director of Admissions

Dear Colleagues,

Welcome to the fall 2009-2010 outreach season for prospective students!

I'm sure you have experienced many changes and challenges as a result of the current economic climate. UC Berkeley and the Office of Undergraduate Admissions are no exceptions. Given the current fiscal climate, I regret to inform you that Admissions staff will not make any personal visits to community colleges this season.

I do, however, want to assure you that despite serious budget challenges, the Admissions staff's priority continues to be providing service to you and your students. To help in this effort, we've expanded our e-recruitment tools to include Skype presentations, more webinars (online PowerPoint presentations), weekly chats, and virtual College Fairs.

In addition, I want to point out a new online feature that I think you and your students will find especially helpful and exciting: pictureyourself.berkeley.edu. On this web page, students can complete an interest form and receive login information for their own personalized web page. Plus, their names will be added to the Admission's email list so they can receive event invitations, advising opportunities, and admissions news to help in their countdown to applying to Berkeley.

The [Picture Yourself at Berkeley web page](http://pictureyourself.berkeley.edu) offers a "one-stop" option for prospective students to discover what this campus has to offer and find out what it takes to become a Golden Bear. You can assist us in our outreach efforts by encouraging each and every interested student to log in. Please feel free to also post the link on your school's website.

On behalf of my staff, please accept our deepest thanks and gratitude for your dedication to students during their journey to college, particularly as prospective students of Cal. GO BEARS!

Sincerely,

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



Introducing Bob Patterson Our New Deputy Director



Bob Patterson started his career in higher education as an admissions and tour guide at the University of Pittsburgh at Bradford (UPB). After completing his degree he worked for UPB for seven months and started to work for the University of Pittsburgh in December 1998 as an Admissions and Financial Aid counselor.

During his seven and a half years, Bob was responsible for packaging financial aid, managing tour guides and alumni volunteers, reviewing applications, evaluating athletic applications, and handling strategic planning. He earned his M.A. in Higher Education in December 2000. In July 2005, Bob moved to North Carolina as the Associate Director of Undergraduate Admissions at UNC-Chapel Hill. There he was responsible for supervising admissions staff, strategic recruitment initiatives, budget management, Information Technology, and Human Resources. In March 2009, he moved to California as the Deputy Director of Undergraduate Admissions at UC Berkeley. He is currently responsible for the comprehensive review process, operational management, articulation agreements, marketing and outreach, and acts as an advisor to the Director of Admissions.

What is...?

pictureyourself.berkeley.edu

Picture Yourself at Berkeley! All prospective students, freshmen and transfers, can sign up at our [Picture Yourself at Berkeley](http://pictureyourself.berkeley.edu) page, where they can find out what it takes to become a Golden Bear.

Once they complete an interest form, they will:

- receive login information for a personalized web page.
- Learn, after they login, about academic and extracurricular interests and what's happening on campus.
- Be added to our email list to receive event invitations, advising opportunities, and admissions news to help them in their countdown to submitting their application.

Transfer Admissions Updates from Evera Spears Associate Director

Important Transfer Issues for Berkeley applicants

COLLEGE OF ENGINEERING

Counselors from colleges with less than full articulation with core/required courses should recommend that students attend another local college to complete the major preparation.

There are new additional requirements for engineering majors; *check [ASSIST](#) carefully.*

HAAS SCHOOL OF BUSINESS

Underrepresented students comprised 22% of the 2009 incoming class.

- The new seven-course breadth requirements are now applicable to all applicants.
- Students who complete all the requirements accurately are considered eligible.
- Common mistakes include taking the wrong courses and omitting the “Literature and Writing Requirement,” which is a requirement in addition to the “Reading and Composition Requirement.”

COLLEGE OF LETTERS AND SCIENCE

The Social Science division continues to be the most competitive with an admission rate of 18.3% this year.

- Help your students by encouraging them to consider other majors that will meet their academic and career goals.

- Enrollment reductions for Fall 2010 are likely to affect California community college transfer admits.
- The Biological Sciences continue to review for preparation in math and science. Minimum admission requirements for these majors are clearly listed on [ASSIST](#).
- Advise students who may be transferring from a four-year institution to explain the reason for transfer in their personal statements.
- Independent majors: at least five of the 10 have fewer than 10 spaces available:
 - Public Health, Organizational Resource Management Science, Environment, Economics and Policy, Chemistry (B.A.)
- Others are limited because of shared resources with other programs:
 - Social Welfare-15-20
 - Legal Studies- 25

(Keep this in mind when looking at the admission rates as they can change drastically each year.)

Same Major/New Name and an Exciting Minor:

Political Economy (formerly Political Economy of Industrial Societies) is a great option for students who want to be Business majors.

The **Global Poverty & Practice** minor explores the ethics of global citizenship and the role that UC Berkeley undergraduates play in understanding and addressing some of the most pressing issues of the 21st century.

SPOTLIGHT: THE AMERICAN STUDIES MAJOR

American Studies is an interdisciplinary major at UC Berkeley. In American Studies, students work with faculty advisors to design their own, individualized major. American Studies students' programs include courses from all over campus, drawing on faculty resources and research in literature, history, business, economics, architecture, material culture, media studies, ethnic studies, and urban and regional studies. Students in American Studies work closely with

faculty advisors and have the opportunity to produce their own original senior thesis.

Some examples of what these students have chosen to focus on include:

- American Popular Culture/Consumer Culture
- American Business and Globalism
- Race, Ethnicity and Nation
- Health and Community Studies
- Education and Social Policy
- Urban Environments

Sample careers for graduates in American Studies include: business, communications and media, international relations, education, law, and social and public service.

For more information, please visit the Letters & Science website: <http://ls.berkeley.edu/ugis/as>

Contact (for Counselors only):

Marcia Condon
mcondon@berkeley.edu
 510-642-9320

2009-2010 Articulation Updates from Aurelia Long Articulation Officer

Please check individual agreements at [ASSIST.org](#) for details on requirements and advising notes for *all* majors.

Revised Majors

*In addition to various updates in the advising notes (located in the articulation agreements by major) and the Information Pages (select from the top of the drop-down menu in the **By Major** section), please note the following:*

Information, Optometry, Pre-Professional Program

The information page has been removed from ASSIST.

HAAS SCHOOL OF BUSINESS

Business Administration, B.S.

The breadth requirement for admission has changed from the nine-course breadth to the College of Letters and Science seven-course breadth for students applying in Fall 2009 and beyond. See the agreements on ASSIST for specific guidelines.

COLLEGE OF CHEMISTRY

Chemical Biology, B.S.

Removed option for substitution of courses equivalent to CHEM 3A, AL + CHEM 3B, BL.

COLLEGE OF ENGINEERING

The College of Engineering has changed the method of assessing an applicant's lower-division preparation. See the individual major agreements for a list of required **core courses** and a list of **strongly recommended** courses. Required courses for the major must be completed by the end of the spring semester prior to fall enrollment.

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 Community College series must be completed to receive credit. No partial credit is given. Only applicants who have completed 100% of these required core courses 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. Check the individual major agreements for changes.

COLLEGE OF ENVIRONMENTAL DESIGN

The College of Environmental Design has significantly updated the advising notes in the information page and major agreements. In addition, the breadth requirements section of the major agreements show the articulated courses for each

breadth area. Check the individual major agreements for changes.

COLLEGE OF LETTERS & SCIENCE

American Studies, B.A.

Added ENV DES 1, ESPM 60 and NATAMST 20B to the elective courses list.

Asian Studies, B.A.

For applicants 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.

Classical Languages, B.A.

Removed GREEK 40 and LATIN 40.

Geography, B.A.

Added GEOG 31 and GEOG 70AC to the prerequisite options.

Greek, B.A.

Removed GREEK 40.

Integrative Biology, B.A.

Removed CHEM 1B from the prerequisites.

Latin, B.A.

Removed LATIN 40.

Political Economy of Industrial Societies, B.A.

Name change from B.A. in **Political Economy of Industrial Societies (PEIS)** to **Political Economy** (effective July 1, 2009).

Psychology, B.A.

Clarification to the **Biological Science** advising note: Students are required to take only two courses from the community college, regardless of how many community college courses articulate to a single UC Berkeley course.

COLLEGE OF NATURAL RESOURCES

Conservation and Resource Studies, B.S.

Added ENV SCI 10 to Environmental Science Core.
Added ESPM C12 to Social Science Core.

Forestry and Natural Resources, B.S.

Removed ESPM 72 (Geographic information systems requirement).

Added ENV SCI 10 to Environmental Science Core.

Added ESPM C12 to Social Science Core.

Molecular Environmental Biology, B.S.

Added ENV SCI 10 to Environmental Science Core.
Added ESPM C12 to Social Science Core.

Society and Environment, B.S.

Added ENV SCI 10 to Environmental Science Core.
Added ESPM C12 to Social Science Core.

UC BERKELEY COURSE UPDATES

New Courses

For the Conservation & Resource Studies and Forestry & Natural Resources majors:
ESPM C12

For the Geography major:

GEOG 31

For the Public Health major:

MCELLBI 11

MCELLBI 50

MCELLBI 55

Deleted Courses

EURA ST 2A, 2B

HISTORY 16AC

Course Changes

MASSCOM 10 to MEDIAST 10

ETH STD 10A to 10AC

ETH STD 10B to 11AC

Unit change: GEOG 70AC 4 units to 3 units

Important Dates and Deadlines

October 1

Application is available online at:

<http://universityofcalifornia.edu/apply>

November 1-30

- Application filing period. **No late applications will be considered.**
- Keep a copy of the notification from the processing center indicating the receipt of your application.

January:

- Notification from UC Berkeley's Office of Undergraduate Admissions prompting students to log-on to their [myBerkeleyApplication](#) page.
- Transfer students are required to report their Fall grades and update their Winter/Spring coursework on [myBerkeleyApplication](#).
- **Students who do not log on to myBerkeleyApplication will be disadvantaged in the review process.**

March 2

Deadline for students to file the Free Application for Federal Student Aid (FAFSA).

April 30

Transfer admissions decisions posted via myBerkeleyApplication after 4:00 pm (PST).

June 1

Deadline for admitted transfers to submit their Statement of Intention to Register (SIR).

Admission Resources

The Office of Undergraduate Admissions will conduct webinars throughout the application cycle that will assist students with their decisions and provide up-to-date information on various campus topics.

Information for [upcoming events](#) is posted on the admissions website.

WEBINAR SCHEDULE

For Counselors:

UCB Transfer Admissions for Transfer Counselors-October 6

Unit Accumulation: How do I know if I have enough or too many? – November 5

For Transfer Students:

The Berkeley Experience – October 1

Academics Outside of the Classroom – October 20

Student Life at Cal – October 22

Personal Statement for Transfers – October 29

Comprehensive Review for Transfers – November 3

Topics for Transfers - November 12

The Values of Berkeley – November 17

On the Undergraduate Admissions Website:

admissions.berkeley.edu

- By clicking on the “Transfer” tab students can get important information about our process.
- Click on the “online publications” link on the left side of the page to see our updated Transfer Admissions publication.

FAQs for Transfers

- 1) **How do I update my course information?**
Students are contacted via the email that they provide on their applications. Once the initial communication is established, students are then asked to log on to **myBerkeleyApplication**, an interactive web page designed for every applicant. The URL is:
<https://students.berkeley.edu/myberkeley/myberkeleyapp.asp>
myBerkeleyApplication also is where students update their course information.
- 2) **Which Community College is preferred by your campus for transfers?**
We have no preference as to which community college a student attends. Priority is not granted to a student who attends one particular community college over another.
- 3) **How do I know if a class I took at an out of state four-year university will satisfy the Letters and Science Reading and Composition requirement?**
Students must fill out the Reading and Composition Questionnaire and fax it to the College of Letters and Science. For more information, see:
<http://lsadvise.berkeley.edu/fp/29RCQuest.pdf>

Other useful links

UC Berkeley *Youtube* Channel
<http://www.youtube.com/ucberkeley>

Visitors Center
<http://visitors.berkeley.edu/>

Career Center - What can you do with a major in?
<https://career.berkeley.edu/>

Transfer, Re-entry and Student Parent Center
<http://trsp.berkeley.edu/>

Veteran Services
<http://trsp.berkeley.edu/veterans.htm#cvss>

Financial Aid & Scholarships
<http://www.berkeley.edu/apply/aid.shtml>

Residential & Student Services Program
<http://www.housing.berkeley.edu/>

Who can you contact at Cal?

Michele Butler Larkrith
Assistant Director
Transfer Recruitment
larkrith@berkeley.edu
(510) 642-1582

Angela Skrivanich
Northern California
Transfer Specialist
ang@berkeley.edu
(510) 642-1364

Ana Fimbres Rafferty Southern California
Transfer Specialist
rafferty@berkeley.edu
(909) 985-1896