



A Message from Walter Robinson Assistant Vice Chancellor and Director Office of Undergraduate 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 high schools 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. Specifics about each of these resources are included in this newsletter.

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 name 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 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

Deputy Director – Office of Undergraduate Admissions

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 began his career at the University of Pittsburgh in December 1998 as an Admissions and Financial Aid counselor. During his seven and a half years there, 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 recruitment, and also serves as advisor to the Director of Admissions.

What is...pictureyourself.berkeley.edu

Picture Yourself at Berkeley! All prospective students, freshmen and transfer, can sign up for their own customized Picture Yourself at Berkeley web page and find out more about how they can make the Berkeley experience their own.

Students can go to pictureyourself.berkeley.edu. Once they complete the interest form, they will receive login information for a personalized web page.

Once they log in, they will:

- Learn 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 college

WEBINARS

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 the various campus topics. All webinars will run from 6-7 pm (PST). The lineup can be viewed from admissions.berkeley.edu (click on the Admissions Events link on the right side of the page) or at: <http://students.berkeley.edu/admissions/general.asp?id+5232>

SCHEDULE

The Berkeley Experience	September 30
Academics Outside of the Classroom	October 20
Student Life @ Cal	October 22
How Berkeley Reviews Freshman Applications	October 27
The Value of Berkeley: Life After Cal	November 17

Important Tips From Our Admissions Staff

1) How is the personal statement different from an auto biographical essay?

The personal statement provides information about an applicant's individual life context that allows the applicant to speak directly to application readers **ABOUT THEMSELVES** and assists in evaluating distinctions among highly qualified applicants.

2) How will I be contacted after I apply?

Students are contacted via the email address 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.

3) When is the last time I may take an ACT/SAT?

All exams must be completed by December 31 — after the month of November in which a student filed an application. For example, if students submit applications in November 2009 for fall 2010, all exams must be completed by Dec. 31, 2009.

4) If I do not qualify for financial aid can I still apply for scholarship with my application for admissions? Do I still need the FAFSA (free application for federal student aid)?

Scholarships are both need- and merit-based, and we encourage all students to fill out the FAFSA.

Facts that High School Seniors Need to Know

1. Comprehensive Review

UC Berkeley selects its freshman class through an assessment that includes a comprehensive review of a student's academic performance as measured primarily by all achievement, both academic and personal. It is important to note that no single attribute or characteristic guarantees the admission of any applicant to Berkeley.

2. Personal Statement

As a vital part of your application, the personal statement is your chance to distinguish yourself by writing about your experiences in a way that sets you apart from other applicants. A well-written statement will enhance your application by illuminating an aspect of yourself that would not be included in the application.

3. Application Process

The Application process begins with the online submission that is available from the website:

<http://universityofcalifornia.edu/apply>. Once an application is sent to the central processing center, students must check which campuses they want to apply on the application and submit the appropriate fee. The application filing period is November 1-30.

Frequently Asked Questions

Q: What is the single most important aspect considered when reviewing applications?

A: With the comprehensive review, there is no single aspect that has more significance than another. While high grades and test scores are important, every aspect of the application is equally important. For more information about our selection process, please watch our video. You can find the link at: admissions.berkeley.edu

Q: Does UC Berkeley prefer the ACT or the SAT?

A: We have no preference. However, either one or the other is required, *in addition to* the two SAT subject tests.

Q: Why is the personal statement so important?

A: The personal statement provides the reader with insight into the applicant's life experiences as an individual rather than viewing the applicant merely as a set of scores and grades. We strongly urge each applicant to thoroughly read the prompts and to use this opportunity to their best advantage.

Q: How do I submit my transcripts if I apply online?

A: Transcripts and letters of recommendation are not required unless requested. All grades are self-reported. Transcripts will only be requested of admitted students.

Dates and Deadlines

October: Application is available online at: <http://universityofcalifornia.edu/apply>

November 1-30: Application filing period. **No late applications will be considered.**

December: Final SAT or ACT test accepted. Check with your school counselors or College Board to determine the exact testing date in December.

January: Notification from the UC processing center

indicating the receipt of your application. Notification from UC Berkeley's Office of Undergraduate Admissions prompting students to log on to their [myBerkeleyApplication](#) page.

March 2: Deadline for students to file the Free Application for Federal Student Aid (FAFSA).

March 30: Admissions decisions posted via myBerkeleyApplication after 4:00 pm (PST).

May 1: Deadline for admitted freshmen to submit their Statement of Intention to Register (SIR).

Meet Our Staff



Miguel Hernandez • (510) 642-1027 • hernandez@berkeley.edu
Assistant Director of Admissions - Freshman Admissions

Miguel joined the Office of Undergraduate Admissions in August 2007, and his primary responsibility is reviewing applicants for admission and recruiting high school students. He was raised in Richmond, Calif., and is an eight-year veteran of the U.S. Marines and a graduate of UC Berkeley. Miguel has previously worked in student programs for NASA, Arizona State University, and Holy Names University prior to coming aboard with Cal. "If I were to offer any advice to students considering applying to UC Berkeley, it would be to get as much information as they can about applying. We have a lot of great tools and a very supportive staff. We want to help students put their best foot forward when they apply."



Ken Gonsalves • (510) 642-1846 • kengonsalves@berkeley.edu
Admissions Specialist - Freshman Admissions

Ken is a seasoned veteran of Admissions and is a graduate of UC Berkeley. He is an outstanding asset to the Admissions team and enjoys providing support to students, counselors, and parents. Ken is a native of the Bay Area and will be hosting a number of our online events this year. He is also one of the primary points of contact for high school counselors throughout the state. He continues to build solid relationships with counselors to provide the latest information to prospective students and their families.



Our newest member
Nicole Harris • (510) 642-1761 • mhnharris@berkeley.edu
Admissions Specialist - Freshman Admissions

Nicole is a Bay Area native who graduated from El Cerrito High School. After high school she attended California State University, Long Beach, where she earned her B.A. in Human Development and Black Studies. While still in college she began to work as an Educational Talent Search College Advisor in the Long Beach and Los Angeles areas. After returning to the Bay Area, she worked for UC Berkeley's Center for Educational Partnerships, first in the Upward Bound Program and then with the Education Guidance Center.

ADDITIONAL RESOURCES

Admissions Questions

<http://admissions.berkeley.edu>



Ask Oski (Virtual advisor available 24/7)

UC Berkeley Page: <http://berkeley.edu>

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

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

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

Office Information:

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