

Top 10 Reasons to Come to Cal

Berkeley

UNIVERSITY OF CALIFORNIA



Location, Location, Location If you are looking for a place that is alive, quirky and comfortable all at the same time...then welcome home. Berkeley is a unique and beautiful location with opportunities only the Bay Area can provide. While located in an urban setting, Berkeley is a safe place to study and live. It is a place like no other and prepares you to live in the real world. **10**

Start Off on the Right Foot We want you to succeed and get the most out of your Berkeley education. So we provide a range of services to support students throughout their career at Cal, starting with CalSO, transfer entry and residential programs all the way to programs through the Career Center. In Fall 2011, 60% of new freshmen and transfers said they got off to a “very good” and “really fantastic” start and when you add in “good” start, it jumps to 92% of new freshmen and 86% of new transfers. **9**

Embrace Diversity At Berkeley, we want you to be yourself and by bringing students from across California, the nation and the globe, we create an environment where we learn from the one another. Students come from across the economic spectrum and ethnic diversity. Some students are the first to attend college, some are religious, some are gay and some are Republican. As the home of free speech and the first University in the nation to have a Vice Chancellor for Equity & Inclusion, we create a space that fosters excellence through diversity and prepares students to work in an increasingly diverse world. **8**



Berkeley allows me to learn about other's cultures and become an open-minded thinker.

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Ninety-five percent of Berkeley seniors rated their ability to appreciate and understand racial and ethnic diversity as good or better and 82% of alumni reported Berkeley prepared them to get along with people from diverse backgrounds and perspectives.



Attend the Top Public University in the World Berkeley is placed as the top public university in multiple rankings (US News and World Report, Academic Ranking of World Universities, and Times Higher Education) and the latest National Research Council placed 48 of Berkeley's 52 doctoral programs in the top 10, the most of any institution in the nation. With over 100 undergraduate programs to choose from, you won't go wrong. But don't just rely on rankings, listen to what other students have to say – 87% of current seniors and 92% of alumni reported they were satisfied with their academic experience. **7**



Saul Perlmutter (Roy Katschmitt; LBNL)

Interact with Amazing Faculty Physics professor Saul Perlmutter became Berkeley's 22nd Nobel Prize winner last fall, joining eight previous Nobel winners currently on campus and an increasing number of faculty honored with awards and memberships for contributions to their disciplines. From lectures to freshmen-sophomore seminars, undergraduates have the opportunity to learn from these faculty. Ninety percent of undergraduates report being satisfied with faculty instruction, 80% with faculty advising on academic matters and 80% with access to faculty outside of class. In addition, 60% of undergraduates report having assisted faculty in a research or creative activity. **6**

Surround Yourself with Other Smart Students More than 60,000 freshmen applied to Berkeley for the 2012-13 school year, our largest and strongest academic class ever with higher GPA and SAT scores and 98% of students coming from the top 10% of their high school class.

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30 cents of every tuition dollar goes toward financial aid

Best Investment You Will Ever Make There are financial aid options for all undergraduates and the Financial Aid and Scholarships Office can identify what is best for you. At Berkeley, 40% of undergraduates pay no tuition, including families below \$80,000 who receive support under UC's Blue and Gold Plan. Berkeley is also the first and only public university in the nation to direct financial aid to middle class families. Under the Middle Class Access Plan (MCAP), there is a 15% cap on parental income for families with gross incomes from \$80,000 to

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\$140,000. Furthermore, only 40% of Berkeley undergraduates borrow compared to a national average of 56% and has a lower indebtedness - \$16,000 - than any public institution in the Association of American Universities.



Graduate Sooner than You Think Time will fly when you come to Cal. As student fees have increased, we have directed new revenue generated from non-resident tuition to fund additional "common good" course offerings to help students get access to the courses they need to declare a major in a timely fashion. In addition, 85% of seniors reported they were satisfied with the availability of courses needed for graduation. Recent time-to-degree and graduation rates illustrate a successful start to meeting those challenges. The average time to degree for freshmen is now below 4 years (7.98 semesters) for single majors and just over 2 years (4.41 semesters) for transfers and over 90% of freshmen and transfer students graduate, including students who receive Pell Grants.

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Prepare to Make a Difference in the World For new freshmen and transfers, they report their most important goal in college to be obtaining skills needed to pursue their chosen career. In many cases, these students are primarily interested in making a difference in the world and they come to Berkeley to be amongst other students, faculty and staff who share that same interest. A recent undergraduate alumni survey found most alumni employed with only 5% seeking employment. Overall, 83% of respondents were satisfied with the course of their career and 80% believed that Berkeley had prepared them well for their career. Furthermore, in an environment where lifelong learning is necessary to being successful over time, 86% of undergraduate alumni believed that Berkeley had prepared them to deal with the ability to acquire new skills and knowledge on their own.

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Proud to Attend - Would Do It Again - Go Bears! The most fitting tribute on why you should choose Cal comes from current undergraduates and alumni. In Fall 2011, 97% of new freshmen

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and 96% of new transfers said they were proud to attend Berkeley. Eighty-seven percent of seniors also stated that knowing what they know now, they would choose to attend Berkeley again. In addition, a recent undergraduate alumni survey found that 82% had a great deal of pride in their Berkeley degree and when asked on a scale of 0-10 (where 0 is "not at all likely" and 10 is "extremely likely"), how likely they would be likely to recommend Berkeley to a prospective undergraduate students, friend of family member, 85% provided a rating of 8 or higher. Berkeley pride spreads across the globe so be prepared that whenever you wear Berkeley gear, no matter where you are, you will hear the call "Go Bears!"