Office of Undergraduate Admissions

Community was the byword in Admissions for 2013. To connect underrepresented students to campus support, Admissions sponsored brochures for Berkeley’s African American, Chicano@/Latin@, and Native American populations. For newly admitted students visiting campus, Admissions created a half-day “admitted student experience,” an informal opportunity to get to know Berkeley. Admissions and Financial Aid joined forces to give out-of-state Regents’ and Chancellor’s Scholarship candidates in-person, one-on-one interviews with faculty, and also hosted counselors who recommended these superlative out-of-state applicants.

Office of the Registrar

Innovation was the theme in the Office of the Registrar, which advocated greater inclusion by offering students a preferred name option; designed a student-staffed classroom stewardship program that saved more than $40K annually in damage costs; initiated a cutting-edge framework for managing curriculum, rebranding the general catalog into the Berkeley Bulletin; and implemented online verifications of enrollment.

Cal Student Central

At Cal Student Central, a small team of cross-trained student services professionals served more than 36,000 students on the phone, and via online question submission over the last year. Dedicated to transforming the administrative student experience, Cal Student Central also implemented innovative technological solutions, such as a Salesforce ticketing system and the QL1ete Virtual Queuing System, to track issues, cut wait times, and improve service despite the high volume of requests.

SAIT: Student Affairs Information Technology

In-room Wi-Fi has been top of the residential student wish list for years—and last year SAIT granted that wish by expanding wireless service to all residence hall rooms and common residential areas, including the Maximino Martinez Commons. This achievement, which benefited more than 7000 students, came about through the strategic partnering of SAIT, RISP, IST Telecommunications, and AT&T. In Summer 2014, Wi-Fi will expand into student apartments at Channing-Bowditch, Manville, and Jackson House.

Early Childhood and Education Program (ECEP)

Two major milestones marked the increase of overall service capacity for student families in our campus community. The August 2013 licensing and opening of the newly remodeled Clark Kerr Infant Toddler Center and the May 2014 ribbon-cutting for the new $4.9 million Dwight Way Child Development Center (opening in August 2014), which anticipates LEED Silver certification as a model for best-in-class green building practices. In addition, ECEP, with the support of its newly launched Advisory Committee, restructured and hired additional highly qualified managers, including a new Executive Director, to improve support for teachers and families. To help with future improvements, the team will continue to focus on greater campus collaboration, staff training, and operational efficiencies.

Student Affairs is the gateway to all aspects of the student experience. From recruiting and enrolling to feeding and housing, to leadership and development opportunities — we put Berkeley’s students first. We pride ourselves on our culture of care and the services we provide to students throughout their university journey. Our commitment to access, service, and engagement is helping to shape the lives of tomorrow’s leaders.

Congratulations on another successful year, Go Bears!

Harry Le Grandy

Vice Chancellor for Student Affairs
In an unprecedented construction team effort, Capital Projects completed a seismic retrofit for 12 high-rise residence halls. The goal: minimum disruption, maximum safety. The team fast-tracked the complex project during summer months and completed the final work in October 2013. Funding for the project came directly from Residential and Student Service Program reserves.

Enterprise Operations
Five million meals, 300-plus catering events, 20,000 issued cards, and $1.5 million in summer revenue. These are among the astronomical numbers Enterprise Operations handled in 2013 for residential dining and campus restaurants; Cal Catering and Athletics Concessions; Conference Services; and Cal 1 Card. While managing these services, Enterprise Operations launched an IT project calculated to save Cal Dining in excess of $250,000 annually and implemented three new sales and event tracking systems.

Financial Aid & Scholarships Office
In addition to disbursing more than $650 million of student financial support, the Financial Aid and Scholarships Office processed a record number of Regents’ and Chancellor’s scholars; established a campuswide financial literacy workgroup and peer mentorship program; created the Food Assistance Program for students in need; automated the emergency loan process; and launched a new website that garnered 150,000 visits per month in its first three months.

Stategic Planning Initiative
After 18 months of intensive review, the Student Affairs Strategic Planning Initiative has set its sights on two Dream Big goals: Ensuring that students have a sense of belonging and community, and ensuring that staff experience a cohesive and supportive culture. Over the next two years, the division will translate these concepts into tangible, measurable programs and services.

Center for Student Conduct
The Center for Student Conduct created an Interim Sexual Misconduct Policy that:

- brings the adjudication of these complex cases into compliance with new federal guidance and legislation;
- streamlines the handling of these cases; and
- grants sexual misconduct survivors equal rights to case information, appeals, and support/assistance within the conduct process.

ASUC Student Union
The ASUC Student Union (the Berkeley Art Studio, Event Services, the LEAD Center, and Facility & Fiscal Administration) participated in writing a new charter document signed by the Chancellor and the ASUC President that officially changed the organization’s name from the ASUC Auxiliary to the ASUC Student Union. The new charter expands the group’s scope and charge to more fully reflect its duties as the campus student union, which is currently under construction and slated to open in Fall 2015.

Student Affairs Philanthropy
Student Affairs Philanthropy increased dollars raised for the Berkeley Undergraduate Fund, as well as for the Cal Opportunity, Incentive Awards, and Regents’ and Chancellor’s Scholarship Programs, by nearly 40 percent, and leveraged matching programs to secure an additional $450,000 for undergraduate scholarships. Three new fundraisers brought in their first major gifts in addition to their annual fund work.