



**Dean of Students  
Immediate Office**

The Dean of Students developed and enhanced several approaches to providing resources to students who have experienced violence. In January 2014, the Violence Prevention Collaborative launched the “It’s On Us” campaign, featuring lamp-post banners, posters throughout campus buildings, and a social media campaign. The Care Advocate Office was launched in the fall of 2014 to provide resources, education, and advocacy around sexual violence. The Care Advocate Office now has both a director and an additional advocate to manage the burgeoning caseload — more than 100 individuals seeking resources in six months alone. The Bears that Care bystander intervention program facilitated nearly 40 workshops reaching 1,500 students and staff, resulting in high levels of participant preparedness. Additionally, Student Legal Services provided counsel to students who have had to deal with violence or threats, articulating legal rights and protections that may help eliminate their exposure to violence (through obtaining a restraining order, for example) or to seek legal remedies.

**Cal Dining**

*(Includes Catering & Concessions)*  
Compared to the year prior, Cal Dining increased revenue by 31 percent (\$864,000), increased the number of meal plans sold by 20 percent, handled more than 2,500 more events, and served more than half a million more customers. In addition, Cal Dining continues to be an innovative leader in locally sourced, organic, healthy, sustainable food, partnering with the UC-wide Global Food Initiative, improving food security on campus and in the community, and attaining national recognition for the “extreme local” Food Day menu and for delicious, healthy, and sustainable foods.

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**ASUC Student Union**

The ASUC Student Union is preparing to open the renovated MLK building and newly constructed Eshleman Hall in Lower Sproul Plaza. In collaboration with students, staff, Board of Directors, and campus partners, contracts have been signed with BBA (Cal Student Store) and with Chartwells, who will introduce four new food concepts: House of Pi pizza, Asado Latin cuisine, True Blue burgers, and Root 150 locally grown fare. A re-imagined Bear’s Lair will also be returning to Eshleman. With momentum for the new Student Union opening, over 1,000 student organizations have registered and participated in over 50 programs through the LEAD Center in the last year. Finally, the Student Union debuted a new logo, branding, and social media campaign designed to build excitement for the grand opening with the theme, “Define your space.”

**Office of  
Undergraduate Admissions**

Berkeley received a record number of applications for undergraduate admission in 2014. The Office of Undergraduate Admissions staff reviewed 96,100 total applications: 78,900 freshman and 17,200 transfer. The admit rate consequently dropped to a historic low of 15.1 percent, down from 17.4 percent the previous year. To meet the increased numbers, Admissions spent the last year working with faculty, reviewing the application process. One outcome of this partnership, to be implemented in fall 2015, gives freshman applicants the option of submitting up to two letters of recommendation with their application. This translates into an opportunity for applicants to bring powerful information about the unique qualities that make them outstanding candidates. UC Berkeley will be the first UC campus to incorporate letters of recommendation in the application process (however, students who apply to multiple campuses may find that each campus has a process for collecting additional information, such as part of Augmented Review).



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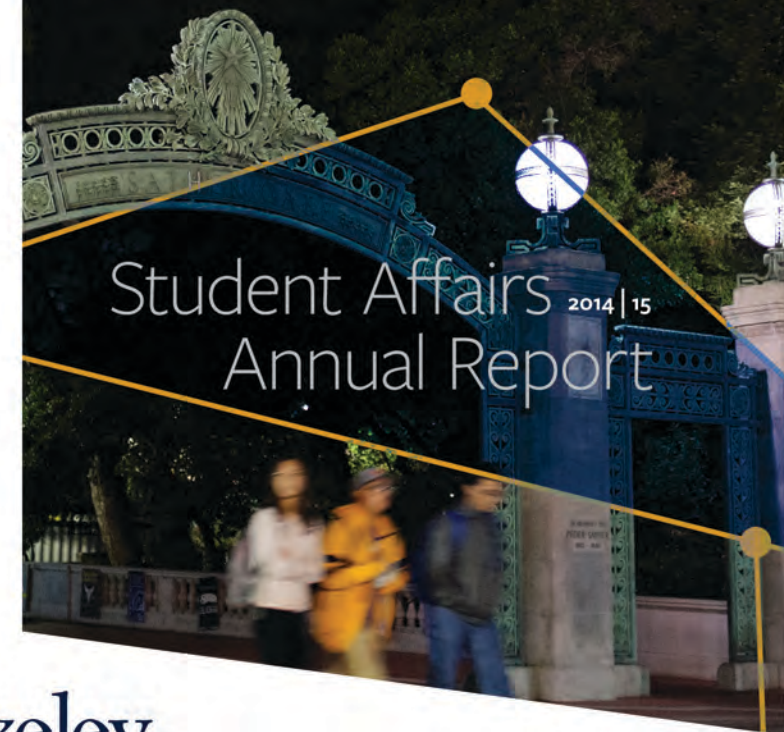
**Student Affairs** is the gateway to all aspects of the student experience. From recruiting and enrolling; to feeding and housing; to leadership and development opportunities — we put Berkeley’s students first. We pride ourselves on our culture of care and the services we provide to students throughout 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 Grande**  
Vice Chancellor for Student Affairs



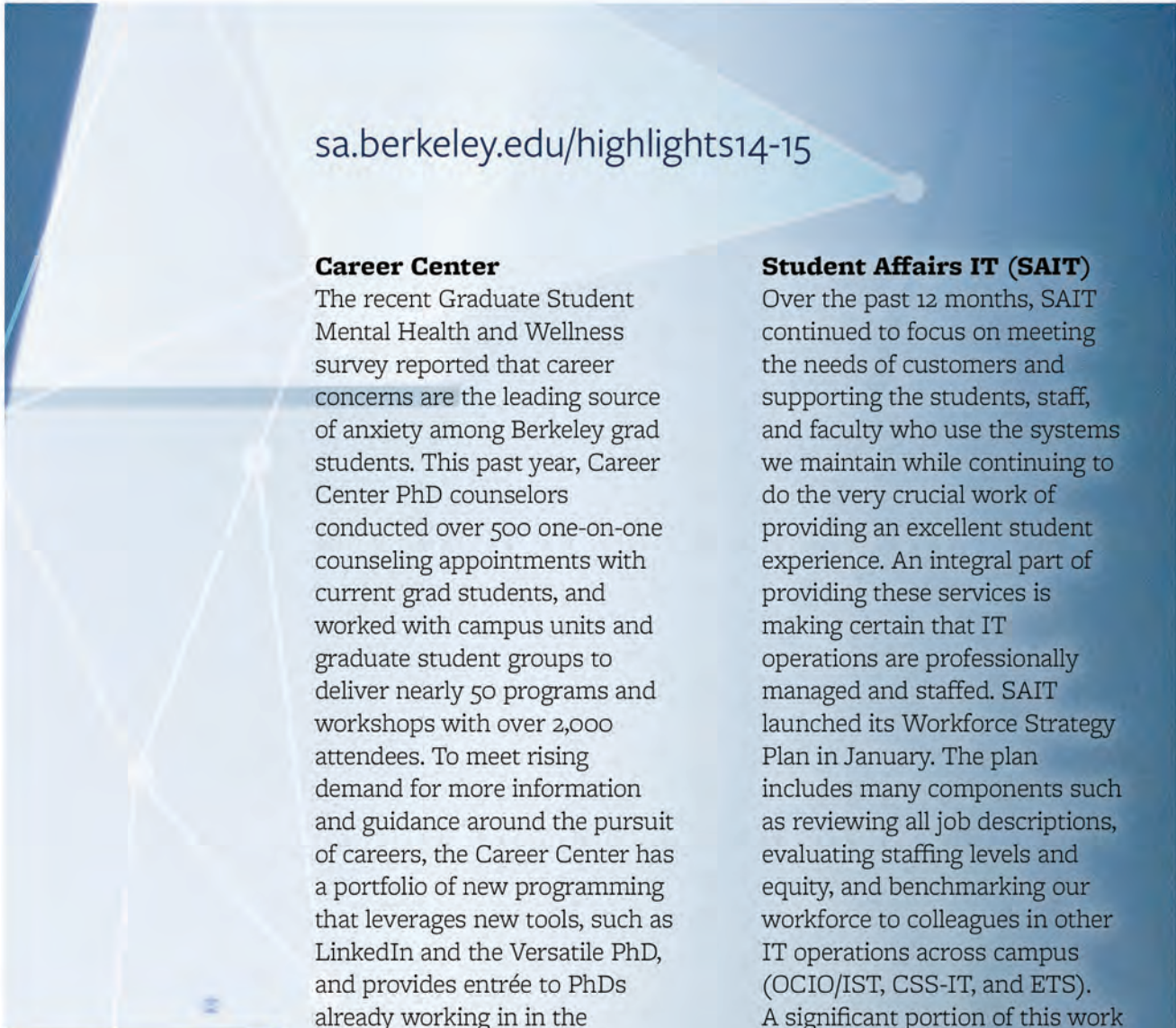
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### Cal Housing

Enhanced customer experience was the operational initiative for Housing in 2014. The year kicked off with a revamped, user-focused website, which launched in January. Next, Housing focused on improving move-in/move-out experiences. Staff implemented time slots that reduced congestion and streamlined the move-in process. Housing then collaborated with Residence Hall Assembly (RHA), Associated Students of the University of California (ASUC), and Residential and Student Service Programs (RSSP) to pilot a Sunday move-out day to accommodate students who had the last final time slot and to provide more options for flight arrangements.



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### Career Center

The recent Graduate Student Mental Health and Wellness survey reported that career concerns are the leading source of anxiety among Berkeley grad students. This past year, Career Center PhD counselors conducted over 500 one-on-one counseling appointments with current grad students, and worked with campus units and graduate student groups to deliver nearly 50 programs and workshops with over 2,000 attendees. To meet rising demand for more information and guidance around the pursuit of careers, the Career Center has a portfolio of new programming that leverages new tools, such as LinkedIn and the Versatile PhD, and provides entrée to PhDs already working in in the business, government, and nonprofit sectors through collaborative initiatives such as the PhD Career Colloquium and the two-day Beyond Academia conference.

### Student Affairs IT (SAIT)

Over the past 12 months, SAIT continued to focus on meeting the needs of customers and supporting the students, staff, and faculty who use the systems we maintain while continuing to do the very crucial work of providing an excellent student experience. An integral part of providing these services is making certain that IT operations are professionally managed and staffed. SAIT launched its Workforce Strategy Plan in January. The plan includes many components such as reviewing all job descriptions, evaluating staffing levels and equity, and benchmarking our workforce to colleagues in other IT operations across campus (OCIO/IST, CSS-IT, and ETS). A significant portion of this work has centered around professional development planning for all SAIT staff. By the end of the year, each staff member in SAIT will be educated on eight domains of competencies, and will work with managers to create professional development plans for the coming year.



### Office of the Registrar

Support became the theme for Office of the Registrar in 2014-15. To help prospective and current students understand the range of academic opportunities offered on campus, Registrar staff helmed two major projects: the *Berkeley Academic Guide* and Campus Classrooms. The *Guide* ([guide.berkeley.edu](http://guide.berkeley.edu)), launched in its current format last year, harnessed technology to showcase all courses and departments; students now can search interactively all the majors, minors, and degree program offerings. Campus Classrooms sought to improve the “brick-and-mortar” experience by improving the physical

environment, using classrooms to support pedagogical changes, and working with Educational Technology Services to add more active learning classrooms. Finally, Registrar staff received support with several initiatives, implemented with the help of Learning and Development, designed to engage and instruct staff, with a view to considering the future needs of the department and campus.



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