UC Berkeley makes important far-reaching discoveries and economic contributions

“Being at Berkeley is an educational transformation, where people come to work and do things, reaching more of their potential, going down paths not before imagined.”

UC Berkeley faculty are deeply involved in their fields

“You don’t just teach it [e.g., some new topic] at Berkeley, you build it at Berkeley. It starts here—a new field, a new study.”
UC Berkeley has good value, education and experiences

“Berkeley is the best public university in the world. Virtually every department is in the top 10. We are ranked #1 for our department’s PhD program, ahead of many other fine institutions.”

UC Berkeley has the highest quality faculty

“The faculty is absolutely brilliant. I can’t believe it—that’s all I talk about when I go home. They are leaders in their fields. They attend conferences around the world. They’re well-published.”
“The overwhelming number of people here who have a mission in mind makes Berkeley very unique—that culture is a piece of the mission.”

Socially conscious—doing what is right for the right reasons

“To try something that has not been tried before; to build something that has not been built before. Berkeley is the place where people can tolerate the unpleasantness associated with this type of activity, that most of the world protects itself from.”

Open and tolerant of different points of view

Free Thinking

“Students are infatuated with ideas and passionately involved. There is a raw energy and creativity here that is pretty novel.”
“Although Berkeley has many esteemed professors and cutting-edge research, the campus environment does not harbor pretentiousness. Overall, I felt it gave me a great start to my career, and I am proud of my experience at Berkeley.”

“Down to earth

“A thousand flowers not organized into an ecosystem.”

“Chaotic

Berkeley is a maverick place where weird, smart people come together to create amazing things.”
**Undergraduate Students**

**Challenging/Changing my perspective**

“...When your world is no bigger than what you have seen, and then you come to Berkeley and see so much—you have different ways to think; it allows you to grow; you understand people better.”

**Teaching me how to interact effectively**

“My first experience here was walking around campus in the 7th grade, and the first time I walked down Sproul Plaza was the most exciting moment of my life. I saw all these people handing out flyers and thought, OMG—flyers for everything! What are you guys excited about? I was looking for a big school. I did not want personal attention. I just wanted to be around tons of exciting people, and that is what I found here.”

**Preparing me to build a better life**

“...Berkeley is the center of active student involvement, where students really have a voice in their education and environment. The student energy is empowering as well as inspiring. Being at Berkeley makes me want to make a difference in the world.”
PREPARING ME TO SUCCEED IN MY CAREER

“Every day, you walk around and there is a guy who has a Nobel Prize walking around too. The Nobel Prize parking spots are always filled. It is the highest honor, and it shows that you have succeeded. You see them, and you get to work with them. I think it is pretty amazing to have your friends talk to you about the experiment you are working on that they saw in Time magazine.”

CHALLENGING/CHANGING MY PERSPECTIVE

“One of the top schools on the planet. Love the freethinkers, in all fields!!!!!!!!! The research taking place in the sciences—WOW! I think ALL grads should have mandatory “study abroad” time under their belt BEFORE they receive their diploma (BS, MS, or PhD). The world has gotten too small, and we need to have them world savvy, NOT just book smart.”

PREPARING ME TO MAKE A DIFFERENCE

“Berkeley is not just an end, it is a means to go somewhere further. People are so open and receptive. Berkeley helps develop a clear vision for what you want to do and how you want to change the world.”
**MERIT-BASED ADMISSIONS**

“Confidence without attitude. Berkeley students do not have arrogance or attitude.”

**STUDENT-FACULTY INTERACTION**

“My professors were great. I loved going to class and learning.”

**EQUALLY FOCUSED ON TEACHING AND RESEARCH**

“We have researchers that teach. If you get your car fixed, you go to someone who fixes cars, not someone who teaches people how to fix cars. This is the difference here at Berkeley. The integration of research and teaching and service is powerful. The quality of research benefits the quality of teaching. Other places may devolve the teaching of students to lecturers.”

**PREPARATION FOR GETTING A JOB**

“Berkeley was a great place where I was able to begin a strong academic foundation for my field of study. Berkeley is also rich with talented and accomplished faculty and academic staff. I had multiple opportunities to get involved in research.”

**PREPARED ME TO MAKE A DIFFERENCE**

“Berkeley’s mission is to improve the world—that is one of the reasons I came to Berkeley.”
Challenged/Changed My Perspective

“My Berkeley experience deeply impacted my worldview and shaped me to become a community leader. I was exposed to different cultures and people who were different from me. I was challenged intellectually and felt that there was a breadth of resources at my fingertips to develop me as a scholar.”

Taught Me How to Interact Effectively

“Berkeley brings in students from different economic conditions and ethnicities, creating a melting pot that expands people’s view of the world—it certainly did for me!”

Prepared Me to Build a Better Life for My Family

“I feel extremely strongly about the public education aspect. For me, it was the American Dream.”

Prepared Me to Succeed in My Career

“Simply listing my degree from Berkeley on my résumé has opened doors and given me opportunities that any other college would not have provided. Additionally, in both my personal and professional life, each time I meet another Berkeley grad, I am reminded exactly how smart, thoughtful, and engaged Berkeley alumni are in comparison to the general population. Berkeley seems to do a better job than other institutions in finding exceptional people and then nurturing them to become the best people they can be.”
CHALLENGING/CHANGING MY CHILD’S PERSPECTIVE

“We want our kids to have a worldview. We do not want them to be educated in a tunnel. Berkeley is forward-thinking, educating for the 21st century. Getting out of your comfort zone is important.”

TEACHING MY CHILD HOW TO INTERACT EFFECTIVELY

“I have watched my son grow and change in amazing ways over the past several years. He can challenge himself and others and problem-solve so well.”

PREPARING MY CHILD TO MAKE A DIFFERENCE

“Berkeley is the perfect place for our daughter to study, to develop her independence, and to experience so many different cultures, activities, lifestyles, academic offerings.”

PREPARING MY CHILD TO BUILD A BETTER LIFE

“My children are fourth-generation Berkeley grads. For the three generations who are still living, Berkeley was important in our college lives and remains so now as alums. We have benefitted from our Berkeley education and resources, plus the friends and contacts we made on campus and continue to make in our lives.”

PREPARING MY CHILD TO SUCCEED IN HIS/HER CAREER

“Berkeley provides opportunities for education that are, in my opinion, unique. Whatever the field, some of the best minds in the world are represented at Berkeley—and by virtue of being a student here, you can talk with them one-on-one.”
**Enrich My Career/Skills**

“The caliber of faculty here is humbling—it makes me want to work harder to make sure that I deserve to be here.”

**Have a Fulfilling Career**

“My students are great. My colleagues across a range of disciplines are remarkable. The university is energized by the raw talent and curiosity undergraduates in particular give to this place.”

**Express My Point of View Freely**

“There is freedom to disagree—a safe place to disagree—which is the bedrock of Berkeley.”

**Participate in Addressing Interesting Problems**

“The university focuses on addressing problems of enormous consequence to society that make a difference to the future of the world.”
Express my point of view freely

“IT IS GREAT BEING IN AN ENVIRONMENT WHERE THE FREE EXCHANGE OF IDEAS IS PARAMOUNT.”

Enrich my career/skills

“HERE ONE OVERHEARS CONVERSATIONS ABOUT IRISH LITERATURE, GREEK PHILOSOPHY, LAB TECHNIQUES IN GENETICS, NEW RESEARCH IN PHYSICS, WHILE WALKING FROM DWINELLE TO THE LIBRARY OR WORKING OUT IN THE GYM.”

Have a fulfilling career

“WE ARE EMPOWERING YOUNG PEOPLE TO BE THE STEWARDS OF OUR MISSION AND FUTURE MAJOR CONTRIBUTORS OF SOCIETY.”
*Non-Academic Staff*

**Express my point of view freely**

“Berkeley promotes tolerance of different views, rigorous academics, and development of the whole person.”

**Participate in addressing interesting problems**

“Berkeley is like a giant smorgasbord and someone hands you a plate. You will not get served, but you can go out and load up your plate and dig in!”

**Enrich my career/skills**

“No other institution offered so much to me based on the skills and education I had when I started. I have come a long way.”

**Have a fulfilling career**

“I am proud of the caliber of faculty, research and students found here, and I believe in the mission of the university—and have for 24 years.”
Love it? Use it!

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This book is based on data and insights collected during a perception study conducted by the Office of Communications and Public Affairs in November 2011. The study covered a wide range of audiences on campus and beyond, with 209 in-person interviews and 4800 online surveys.