

Chapter I. RECRUITMENT

INTRODUCTION

I. Recruitment

How do departments attract the best students? What mechanisms do they use to inform students about requirements and offerings? What factors make students decide to come to Berkeley? Through such activities as introductory forums and peer contact programs, departments engage potential students' interest and inform them about the contents of the program and life as a graduate student at Berkeley. This section includes a sampling of departmental recruitment activities.

CONTENTS

1. Electrical Engineering and Computer Science: Peer Contact Program
2. City and Regional Planning: Students of Color in Planning-- Recruitment Symposium and Workshop
3. Political Science: Student Participation in Recruitment
4. Molecular and Cell Biology: Joint-campus Recruitment Cost-sharing
5. Walter A. Haas School of Business: Forum for Prospective Students
6. Electrical Engineering and Computer Science: Recruitment Week Activities

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Graduate Division Resources:

- Graduate Study at Berkeley (brochure)
- A Special Invitation to Minority Students (brochure)
- Sylvia Alejandre, Graduate Division Affirmative Action Recruiter

Materials are available at 325 Sproul

Electrical Engineering and Computer Science: Peer Contact Program

Peer Contacts

CSGSA (Computer Science Graduate Student Association) organizes a Peer Contact system in conjunction with departmental recruiting efforts.

CSGSA Organizes

Two members of CSGSA organize the Peer Contact system each year. With each round of admission letters, organizers send a list naming three to eight peer contacts in each of the seven research areas. These students are available to be contacted by potential new admits.

Calls

Continuing students who are peer contacts receive calls from students who are deciding whether or not to come to Berkeley. Potential admits can discuss candidly their admission offers and get first-hand information about Berkeley's program from an experienced student's perspective. In addition, the peer contact is available to meet and talk with candidates who come for visitation activities. Ken, a peer contact in Electrical Engineering, receives six or seven calls every admit round and talks with another dozen students each visitation period. He says that while students' questions span a wide spectrum, questions generally center around research opportunities, the Berkeley housing situation, and what life at Berkeley is really like. "Graduate students are coming into a program to do their research. Unless they are confident that a good match can be made, it's a waste of time for them (and for the university) to enroll. Since it's difficult for someone to read a document and get a good picture of research areas in a specific field, it's good to talk to students for a concise, up-to-date picture of the research being done in their areas."

Following is a sample of the list of peer contacts that goes out to new admits.

COMPUTER SCIENCE GRADUATE STUDENT PEER CONTACTS
SPRING 1991

(Feel free to call anyone in your field regardless of specialization)

NAME	E-MAIL*	PHONE	OFFICE**	SPECIALIZATION
Architecture				
Thorsten von Eicken	tve@sprite	642-1266	444 E	Massively parallel architectures
Ethan Miller	elm@sprite	642-8248	608-8 E	Architecture, Systems
Jeff Rothman	rothman@arpa	643-5425	47 C	Parallel Architectures
Klaus Schauer	schauser@allspice	643-7566	442 E	Dataflow Architectures
Srinivasan Seshan	ss@sprite	642-8248	608-8 E	Disk array architecture
Steve Strange	strange@sprite	524-5104	340 D	Architecture & Performance
Artificial Intelligence				
Narciso (nj) Jaramillo	nj@teak	642-9076	462 E	Natural language; knowledge rep.; dictionary reading
Sonia Marx	sonia@guard	642-2038	47 C	Machine Learning
Andreas Stolcke	stolcke@icsi	642-4274 x126	ICSI	Connectionism and Natural Language Processing
Software				
David Bacon	dfb@guard	528-4445	340 D	parallel systems.
Wayne Christopher	faustus@yew	642-8155	608-16 E	Multi-media, animation
Doris Tonne	tonne@yew	642-8155	608-16 E	Document proc., Prog. lang.
Databases, Systems				
Margo Seltzer	margo@postgres	642-8072	608-13 E	Databases, file systems, transaction processing systems
Graphics				
Dan Garcia	ddgarcia@allspice	643-2636	508-17 E	realistic motion
Paul Heckbert	ph@miro	642-9716	508-7 E	computer graphics, image processing, and numerical methods
Henry Moreton	moreton@fezzik	642-3631	508-16 E	Graphics & geometric modeling
Operating Systems				
Anindo Banerjee	banerjee@tenet	642-8919	464 E	Networking
Theory				
Sanjeev Arora	arora@flute	643-2633	410 E	Theory
Yiannis Emiris	emiris@harmony	642-4694	485 E	Theory & theoretical robotics
Diane Heneck	heneck@arpa	643-9287	481 E	Computational Complexity
Marc Krieger	krieger@arpa	548-8249	410 E	Genetical Algorithms
Donna Slonim	slonim@harmony	642-5422	508-2 E	Algorithms, learnability, and parallel computation
David Zuckerman	diz@harmony	643-8144	587 E	Randomness and computation

* E-mail should be sent to xxxxx@yyyy.Berkeley.EDU

** C=Campbell Hall; D=Davis Hall; E=Evans Hall; ICSI=International Computer Science Institute

City and Regional Planning: Students of Color in Planning-- Recruitment Symposium and Workshop

Recruitment Symposium and Workshop

The Students of Color in Planning (SCP) sponsor an annual recruitment symposium and workshop for undergraduates in planning fields.

Announcements

In October SCP sends out an announcement of the symposium along with a flier listing the speakers and the agenda to all state university campuses with planning departments. In addition, SCP sends this material to all students of color organizations on the Berkeley campus. Whenever possible, an SCP representative attends the Berkeley organizations' meetings to make an oral presentation. An ad in the Daily Californian further publicizes the event. The symposium is open to all interested students.

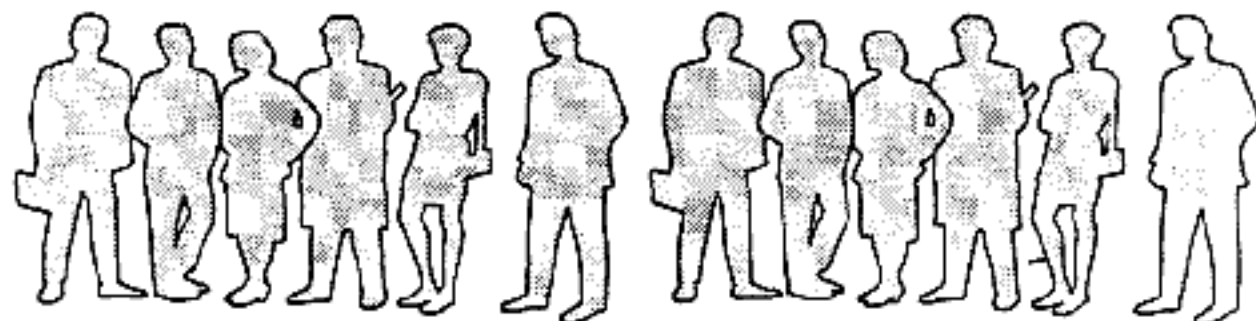
Attendance

Each year about 50 students attend the symposium. For example, in 1990, five students admitted to the Department of City and Regional Planning applied for admission after attending the Students of Color in Planning recruitment symposium.

Budget

The budget for the event is \$900, including publicity, a catered buffet dinner, and any honoraria.

A flier announcing the symposium appears on the following page.



Disenfranchised communities?

Lack of affordable housing?

Ending the poverty cycle?

Persistent unemployment?

Inadequate social services?

Inefficient public transportation?

Environmental degradation?

WHAT ROLE CAN YOU PLAY????

Come and find out about...

City and Regional Planning

Recruitment Symposium and Workshop

Thurs., November 15, 1990

7:00 p.m.

Wurster Hall Auditorium

UC Berkeley

For info., call 841-1658 or 853-8884

Sponsored by The Students of Color in Planning

Political Science: Student Participation in Recruitment

Recruiting

Recruiting the sixty to sixty-five students who are admitted each year to the Department of Political Science is a big job. Anne Fay and Ellen Borrowman, graduate support staff, have found that their own students are a most valuable resource in the recruitment process. "Our first-year students would come into the office anxious to see who had applied from their school. I thought, why not turn that interest into something that is going to work? So we began making our students part of the recruitment process--and with great success," says Fay.

Students Call

Students' active participation begins once applicants have been admitted. Students get a list of names and telephone numbers of those admitted in their particular field, and can use a department telephone to make the recruitment call. Sometimes a student will spend as much as one hour in a telephone conversation with an applicant. The calls are generally made in private, and the department suggests only that the callers offer to answer questions and encourage the applicants to come visit the campus. Since the department has no funds for visitors' travel expenses, student callers must take care not to indicate that travel expenses will be reimbursed. They do, however, assure the applicants that, if they visit Berkeley, they will be housed with a student in their area of study.

Applicants Visit

A surprising number of applicants decide to visit the campus. Of the sixty to sixty-five students admitted, close to half will come for a visit. The graduate assistant reports that the response is most favorable and feels certain that student contact with its assurance of a peer welcome has much to do with the large percentage of students who come to visit at their own expense.

Student Hosts

Students continue to participate in recruitment after applicants inform the graduate office that they intend to visit the department. When the graduate office learns the dates of a potential student's visit, the student caller and other students in the visitor's area of study are notified. Together students and staff arrange for the visitor to stay at one of students' homes. The graduate office staff makes appointments for the visitor with members of the faculty, and then sets up meetings for coffee, lunch, and occasionally dinner with the host students. The students seem to really enjoy hosting and carry out their responsibilities enthusiastically. They often go a step further, meeting planes and BART trains.

Acceptance Rate

The graduate assistant reports that the department's acceptance rate has risen since it has invited student participation. Of the thirty or so students who come to visit the department, nearly all accept the admissions offer. In addition, student participation in recruitment has generated an increased feeling of good will and cooperation in the department. "When the new students arrive, friendships established during calls and visits make the adjustment easier. The next admission period we find our first volunteers for recruiting among the new class."

Molecular and Cell Biology: Joint-Campus Recruitment Cost-Sharing

Recruitment Cost-Sharing

The Department of Molecular and Cell Biology (MCB) cuts the cost of bringing potential students for campus visits by sharing travel expenses with allied departments at Stanford and UCSF. Because many potential students apply to all three campuses, MCB's recruitment coordinator finds out if the student's trip to Berkeley will be combined with a visit to Stanford or UCSF. If it is a combined visit, the hosting campuses will share the cost of bringing the student to visit.

Personal Contact

Personal contact with a graduate student often tips the balance in favor of MCB at Berkeley. The recruitment coordinator in the graduate office works full time setting up travel arrangements, itineraries, receptions, and meetings with faculty. Since the average stay is two or three nights, the coordinator also arranges for prospective students to be housed with continuing grads. Prospective students not only get a flavor for the excellence of the program but also get to know at least one person well during their campus visit.

Walter A. Haas School of Business: Forum for Prospective Students

The Walter A. Haas School of Business sponsors an annual informational forum for students considering entering the doctoral program in Business Administration. The flier describing the forum content is reproduced below.

(SAMPLE)

**UNIVERSITY OF CALIFORNIA
AT BERKELEY**

**WALTER A. HAAS
SCHOOL OF BUSINESS**

**1990 FORUM
FOR PROSPECTIVE STUDENTS
DOCTORAL PROGRAM**

Time:	Sunday, November 18, 1990 3:00 P.M. - 5:00 P.M.
Location:	Lipman Room 8th Floor, Barrows Hall Berkeley Campus
Forum Content:	- o Overview of the Doctoral Program - o Research being done at Berkeley - o Roundtable discussions - o Finance - o Accounting - o Marketing - o Management Science - o Organizational Behavior and Industrial Relations - o Real Estate - o Student's view of the program

Catalogs and applications for Fall 1991 admission will be available at the Forum.

If you are planning to attend the Forum, please return the attached sheet in the envelope provided.

Electrical Engineering and Computer Science: Recruitment Week Activities

As part of its annual recruitment effort, Electrical Engineering and Computer Science (EECS) offers \$300 (\$200 to in-state applicants) toward the cost of travel to all women and minority applicants and to the top 50 applicants who wish to visit the department. All students who have been recommended for admission may visit the department during recruitment week.

Recruitment week activities are scheduled to coincide with the Industrial Liaison Program--a week-long departmental event during which new students and visitors from industry can visit open laboratories and attend research presentations. Monday of recruitment week is full. "We keep our visitors busy all day," says Genevieve Thiebault, the graduate assistant in EECS. A day's schedule for a recruit might look like this:

- 1) Attend breakfast and a talk by the vice-chair of the department; receive information packet.
- 2) Meet with individual faculty in 15- to 30-minute appointments. The graduate office coordinates this schedule.
- 3) Attend classes and seminars. The graduate office provides a schedule of courses offered that day that might be of particular interest to visiting students.
- 4) Visit open labs; hear presentations of research papers.
- 5) Have the opportunity to meet continuing graduate students over donuts and coffee at different intervals during the morning.
- 6) Attend formal luncheons hosted for industry visitors or lunch with graduate students from a particular research area.
- 7) Attend outdoor afternoon reception.

Graduate assistants are available from 8:00 a.m. until 5:00 p.m. to answer any questions the visiting students might have. In addition, EECS sends a package of materials to all potential new students.