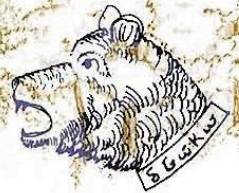


Order of the Golden Bear



The discussion tonight concerned the broad topic of philanthropy at the University, including its current state, issues, trends, implications, and possible future directions, resulting in a lively conversation full of participation from many.

Fellows began the discussion focusing on the philanthropy directed to the athletic department, noting that a large proportion of funds donated to the University are directed there. Fellows remembered the crisis of the varsity teams nearly cut a few years ago, citing the fervent backlash behind the idea of such deep cuts, and warning that crises like these may become more common if things do not turn around in the future.

A large discussion on the status of alumni donors was brought up, as some Fellows noted that only 12% of alumni donate to the University currently, stating the inadequacy of such a figure, and wondering how the University can relate to the other ~90% of alumni who do not currently donate.

Many Fellows in response suggested that there are students who do not enjoy their time here, and then proceed to not give back once they are alumni. This sentiment follows the previous discussion on campus community disconnect held last time, as there is a lack of perceived 'overall Cal community' that would tie all Californians to the campus as a whole. Additionally, Fellows postulated that many alumni and parents additionally already feel that they are paying the University through taxes and tuition, and they wonder what they will get for their dollar. Legacy programs at private institutions were first hinted at here as a possible option.

In looking for solutions to the perceived lack of wide alumni support, some looked to incentive systems such as Bear Backers points in the athletic department, where tangible deliverables are provided upon different donor brackets. The concept of a legacy program at California was expanded upon as a possible solution to fostering alumni support, such as certain levels of contribution earning the possibility of an admissions interview, though some Fellows worried such a program would undermine the UC's principle of accessibility. Others pointed out that for the sake of consistency, one cannot have a legacy program while the University has removed affirmative action as a campus policy.

The discussion then moved on to current and future fundraising practices and donor relations of the University. Fellows pointed out the misperception that only those receiving student aid benefit from philanthropy, stating that efficient dissemination of knowledge regarding the far-reaching benefits of philanthropy could go a long way in fostering increased donor interest. Donor relations could also be improved through modeling the great deal of perks alumni receive from Ivy League alma maters, and creating a stronger alumni network for Berkeley graduates that incentivizes University support and makes being an alumni worthwhile in a tangible sense.

As always, in concluding remarks from various Fellows, the Fellowship was urged to continue its service to the University as constituents of one by emphasizing the importance of philanthropy to our various communities and groups which we are a part of, and to seek out any and all opportunities to create a stronger network of alumni, parents, students for the benefit of future generations of Golden Bears.