

The UNIVERSITY of CALIFORNIA

SIMPLY THE BEST

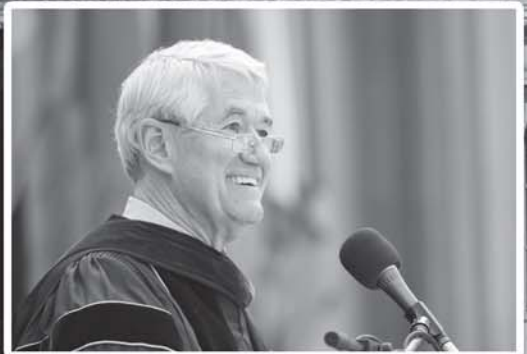
There is no other way to aptly describe America's top public university. There is no other way to describe one of the elite academic settings in the world – especially one that also includes one of America's most successful athletic departments.

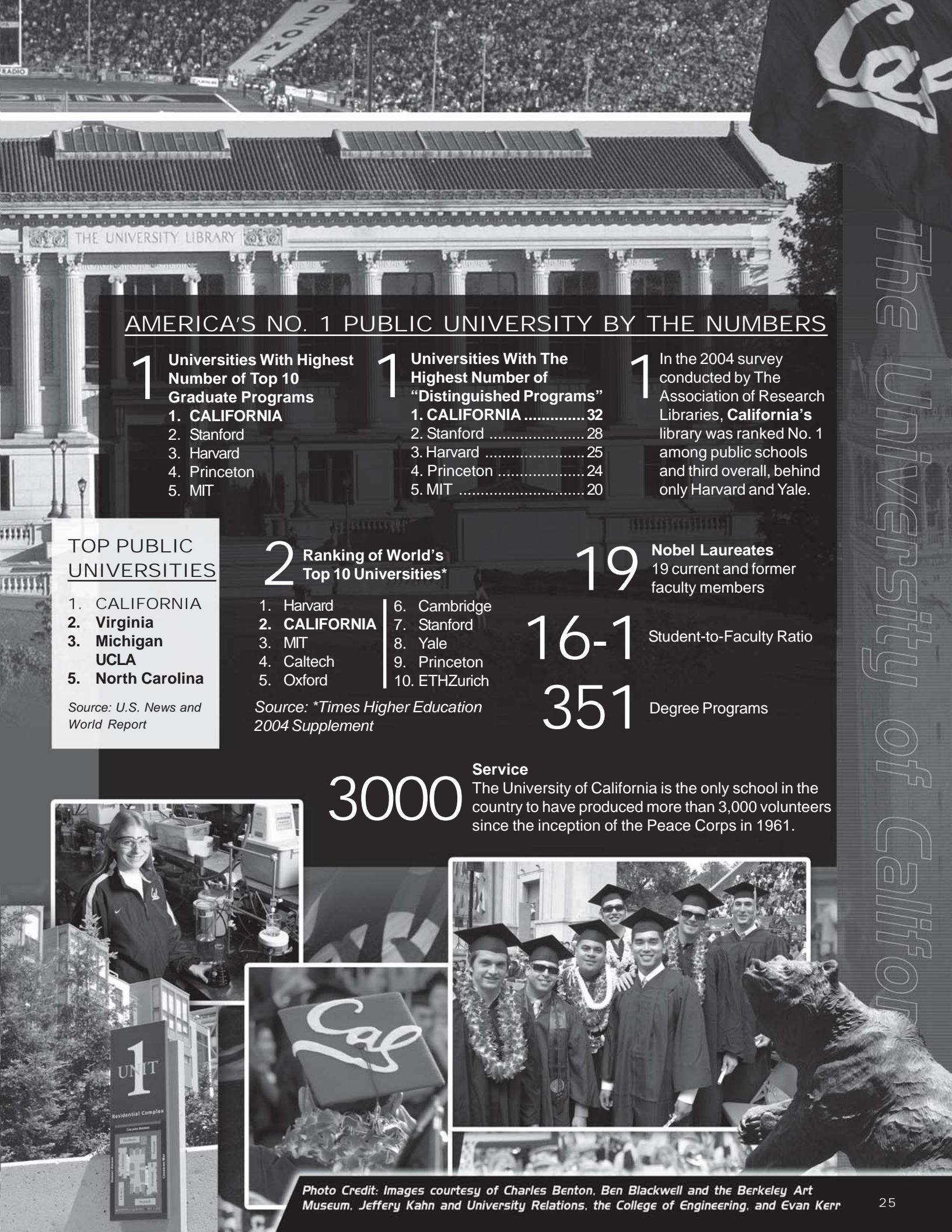
The University of California blends the best of all worlds. Overlooking the scenic San Francisco Bay and ranked as the nation's top public university by the *U.S. News and World Report*, the flagship campus of the state of California also features an athletic program that annually finishes among the leaders in the Directors' Cup standings, which rates the overall success of America's athletic departments.

Cal attracts what many believe to be the finest applicant pool in the United States. The university features a diverse student-body population. The University of California offers 300 degree programs, and 35 of the school's 36 graduate programs are ranked among America's top 10. Cal's 35 programs among the top 10 is No. 1 among all universities in the country, as is its 32 "distinguished" programs, as rated by the National Research Council.

The library is ranked third in the country, as judged by Association of Research Libraries with 9 million volumes in 18 campus libraries.

The faculty features seven Nobel Laureates, 128 members of the National Academy of Sciences, 16 MacArthur Fellows, 83 Fulbright Scholars, three Pulitzer Prize winners and more Guggenheim Fellows (139) than any other university in America.





The University of California

AMERICA'S NO. 1 PUBLIC UNIVERSITY BY THE NUMBERS

1 Universities With Highest Number of Top 10 Graduate Programs

1. CALIFORNIA

2. Stanford
3. Harvard
4. Princeton
5. MIT

1 Universities With The Highest Number of "Distinguished Programs"

1. CALIFORNIA 32

2. Stanford 28
3. Harvard 25
4. Princeton 24
5. MIT 20

1 In the 2004 survey conducted by The Association of Research Libraries, **California's** library was ranked No. 1 among public schools and third overall, behind only Harvard and Yale.

TOP PUBLIC UNIVERSITIES

1. CALIFORNIA
2. Virginia
3. Michigan
- UCLA
5. North Carolina

Source: U.S. News and World Report

2 Ranking of World's Top 10 Universities*

- | | |
|----------------------|----------------|
| 1. Harvard | 6. Cambridge |
| 2. CALIFORNIA | 7. Stanford |
| 3. MIT | 8. Yale |
| 4. Caltech | 9. Princeton |
| 5. Oxford | 10. ETH Zurich |

Source: *Times Higher Education 2004 Supplement

19 Nobel Laureates
19 current and former faculty members

16-1 Student-to-Faculty Ratio

351 Degree Programs

3000

Service

The University of California is the only school in the country to have produced more than 3,000 volunteers since the inception of the Peace Corps in 1961.

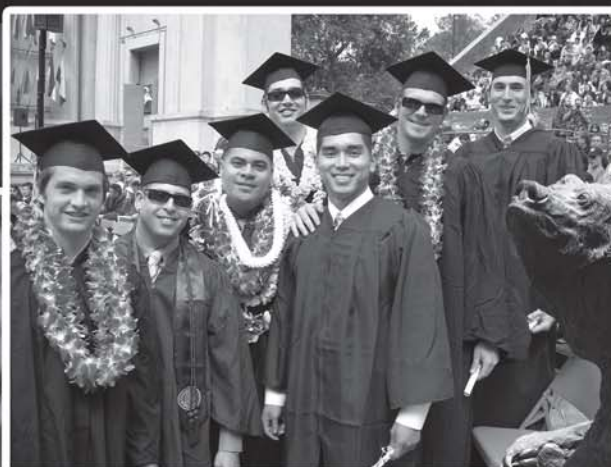


Photo Credit: Images courtesy of Charles Benton, Ben Blackwell and the Berkeley Art Museum, Jeffery Kahn and University Relations, the College of Engineering, and Evan Kerr

ACADEMIC ACHIEVEMENT

ACADEMIC GAME PLAN LIFTS CAL FOOTBALL PLAYERS TO TOP OF THE CLASS

COMPREHENSIVE PROGRAM FOCUSES ON GOLDEN BEAR ACADEMIC ACHIEVEMENT

While the California football program has produced on the field with three straight bowl games and 33 wins in the last four years, the actual mission statement for Cal football is: To EDUCATE and GRADUATE all football student-athletes with a meaningful degree that will support their future successes in whatever field they choose.

Cal's unique "Academic Game Plan" (AGP) is a program established by head coach Jeff Tedford to ensure success in the classroom as well as on the field. AGP, under the direction of player development director Mark Jensen, consists of players meeting regularly with coaches and counselors to review coursework and assignments. Players are given an actual "Academic Game Planner," which they are required to keep up to date. The point of AGP is to approach academics just like a game, with a plan. The players would never go into a game situation without studying film, having a plan, practicing and preparation. Tedford and the Cal staff want the student-athletes to approach academics the same way.

Of the 18 players signed in 2002 in coach Tedford's first class, 15 (83%) will graduate within five years. Twelve players over the past six years have earned graduate degrees while playing. Seven of those players who earned graduate degrees have gone on to play in NFL, including John Welbourn, Nick Harris, Scott Fujita, Adimchinobe Echemandu, Tyler Fredrickson, and L.P. Ladouceur, who are still active.

In the most recent Academic Progress Rate (APR) released annually by the NCAA, Cal scored a 94.5 to rank second in the Pac-10. In addition, 49 student-athletes on the football team have earned Pac-10 All-Academic honors in the Tedford era.



ATHLETIC STUDY CENTER STAFF

(From left): Chris Lane, Keiko Price, Courtney Dolder, Derek Van Rheenen, Melanie Moonsamy, Joe Morello, Lucas Moosman, Richard Deshong, and Laura Neustetter.

Athletic Study Center

The Athletic Study Center, which is housed within the Division of Undergraduate Education, is the tutorial and academic support program for the nearly 1,000 student-athletes at Cal. Centrally located in the Cesar Chavez Student Center, the program provides a spacious and comfortable space for quiet study, individual classrooms for tutorials, and a computer lab for word processing and required course work.

Tutorial Program

The tutorial program promotes and enhances students' academics skills and progress by providing individual tutoring, group workshops, study groups, credit courses and intensive special programs. The Athletic Study Center has between 50-60 tutors on staff per semester to guarantee that students receive the best possible support. Tutorial sessions are also offered at night enabling student-athletes to receive help after practices when they have more time to devote to studying.

Advising Programs

The advising program offers a broad range of services to meet the unique needs of student-athletes, including assistance in understanding and complying with university, college and NCAA requirements, developing time management skills and resolving personal issues unique to student-athletes.

Photo by Steve McConnell

MEDIA EXPOSURE



A blossoming football program located in America's fifth largest media market means a big stage for the Golden Bears.

During the 2005 football season, the Bears were featured on local, regional or national television 11 times during their 12-game season. On their march to the championship of the Pioneer PureVision Las Vegas Bowl, California made at least two appearances on ABC-TV, Fox Sports, TBS and ESPN.

The television audiences are likely to increase in 2006 with the Bears having been selected for at least three appearances on ABC's new Saturday night prime-time package.

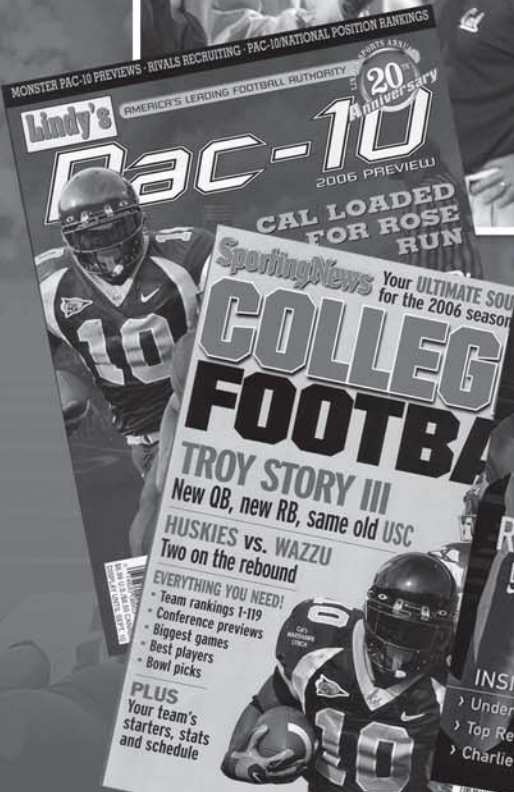


ESPN



Included within the borders of the Pacific-10 Conference are six of America's top 25 television markets, some of the largest daily newspapers in the United States and a fan base that saw the league average more than 57,000 fans per conference game last year.

In 2006, California will try to climb into the Top 10 of the *Associated Press* poll for the third straight season. As the ascension into the upper echelon of college football has continued under head coach Jeff Tedford, so has increased exposure, in all forms, for the Golden Bears.



Media Exposure

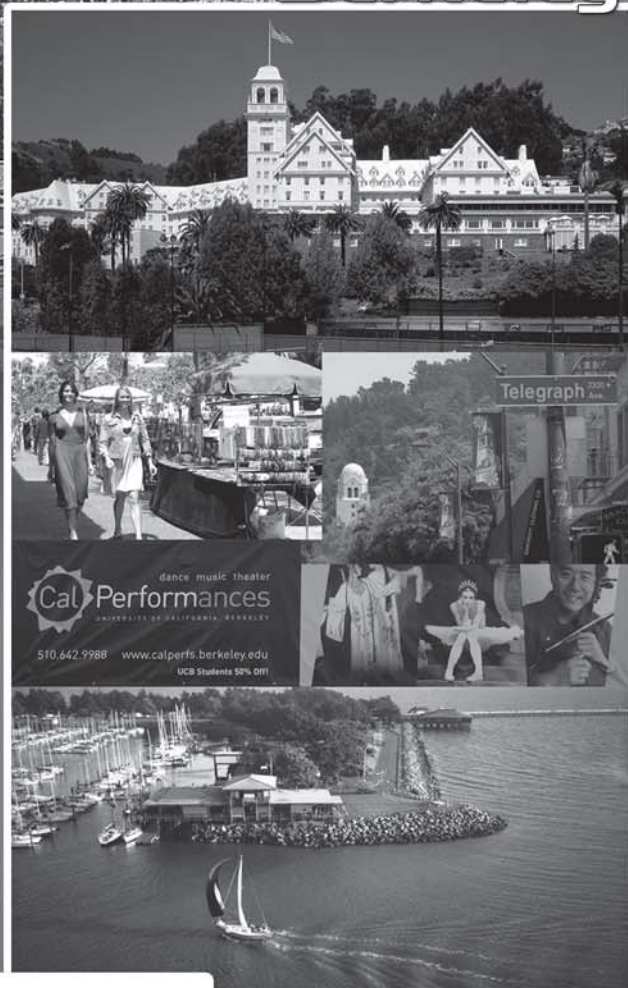
The BAY AREA and BEYOND

The San Francisco Bay Area is a major metropolitan area of approximately six million people and one of the most scenic regions in the United States. The Bay Area includes the major cities of San Francisco and Oakland, as well as Berkeley, home of the world-renowned University of California. Just south is the city of San Jose and the Silicon Valley, home to many of the world's high-tech companies. The Bay Area also lies within easy driving distance of the high Sierra resorts of Lake Tahoe and Yosemite, the Monterey/Carmel peninsula, the world famous Napa wine country, and the spectacular Mendocino Coast.

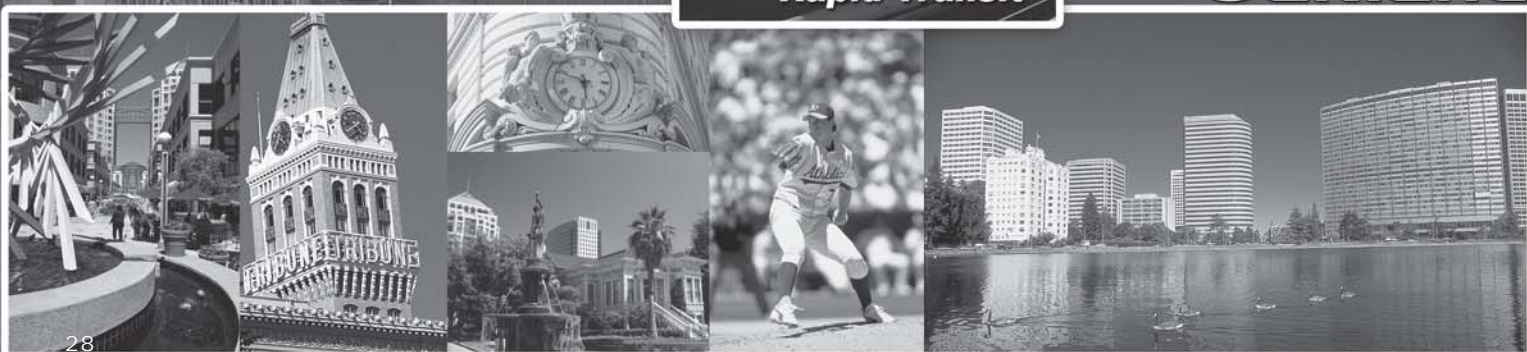
Everyone knows "The City" - San Francisco - from countless photographs, movies and television shows that capture its magic. It is a city built on a series of more than 40 hills, offering panoramic views of every kind. The hub of a nine-county complex and the financial and insurance capital of the world, San Francisco has a resident population of about 740,000. San Francisco is situated on a 46.6 square-mile peninsula bounded on the west by the Pacific Ocean, on the north by the Golden Gate strait, and from north to east by the San Francisco Bay. The City has been named the world's top city twice by readers of *Conde Nast Traveller* and the top U.S. city seven times since 1988.

The San Francisco Bay is spanned by two landmarks, the Golden Gate and San Francisco-Oakland Bay bridges, and graced by four islands: Alcatraz, Angel, Yerba Buena and Treasure. The area is easily navigated by car, BART (Bay Area Rapid Transit), bus or ferry, making it easily accessible to all.

Berkeley



Oakland



San Francisco



Golden Gate Bridge

TOP U.S. CITIES

1. **San Francisco, CA**
2. Santa Fe, NM
3. Charleston, SC
4. New York, NY
5. Chicago, IL
6. Honolulu, HI
7. New Orleans, LA
8. Carmel, CA
9. Savannah, GA
10. Boston, MA

Source: Conde Nast Traveller magazine, 2004 Readers' Choice Awards

Located across the Bay Bridge from San Francisco, Oakland is a city of 400,000, jam-packed with exciting attractions, stimulating arts, and an ideal climate. Oakland's charm exceeds its man-made wonders, as its tumbling hills, vast forests, hiking and riding trails, beautiful lakes and numerous parks provide a natural escape for those who prefer nature over an urban environment.

Berkeley, just a 12-mile drive from San Francisco, is situated on 18.8 square miles with a population of 103,000 people. A study in contrasts, Berkeley is a small town with a big-city character. With its world-renowned university, global population and rich diversity of cultural arts, Berkeley reflects and affects the rest of the country.

Sports fans can see it all in the Bay Area - professional football (San Francisco 49ers, Oakland Raiders), professional basketball (Golden State Warriors), professional baseball (San Francisco Giants, Oakland Athletics), professional hockey (San Jose Sharks), and outstanding collegiate competition.

Sources: S.F. Convention and Visitors Bureaus, Oakland Convention & Visitors Authority, Berkeley Convention and Visitors Bureau, and the California Trade and Commerce Agency.

California Beaches



Lake Tahoe



Yosemite National Park

Photo Credits: Images courtesy of Charles Benton, UC College of Engineering, The Claremont Resort & Spa, Barry Muniz, Michael Zagaris and the Oakland Visitors Bureau, Dan Williams, Jeff Engerbretson, Nathan Kendall, Johan Steiner, and Evan Kerr