Thanks to the exceptional support and extraordinary generosity of the UC Santa Barbara family, our campus raised almost two-thirds of a billion dollars in the initial phase of the first comprehensive fund-raising campaign in UC Santa Barbara’s history.

We are sincerely grateful to all who have participated in this remarkable philanthropic achievement: our volunteer leaders, foundation trustees, alumni, parents, faculty, staff, community members, friends—and our students, who presently UC Santa Barbara and help make the case for supporting our campus. We also acknowledge the private foundations, corporations, and government agencies that have invested in the promise of our campus and the teaching and research that will transform our society. We are honored by the commitment that each gift and grant represents, and we thank everyone who has chosen to partner with us in ensuring UC Santa Barbara’s excellence for future generations.

The visionary gifts of our donors have helped us recruit and retain brilliant faculty, highly motivated students, and dedicated staff; enhance our research and education programs; support outstanding students with scholarships and graduate fellowships; build world-class facilities to meet the needs of our campus community; strengthen our endowment; and so much more.

UC Santa Barbara is today widely recognized as one of the premier research universities in the world. Looking forward, we are now embarking on a new range of challenges in ways that promise not only to expand knowledge and find new solutions, but also to improve the quality of life for the people of California, our nation, and the world.

We celebrate what we have achieved together. And we are confident that the future holds even greater promise for our university. Together we will continue to build on UC Santa Barbara’s strengths while developing new opportunities for creativity and innovation. We thank you for your continued partnership in this great endeavor.

Henry T. Yang
CHANCELLOR
INVEST IN A LEADER

A TOP-RANKED UNIVERSITY

#9 AMONG ALL PUBLIC UNIVERSITIES IN THE U.S.A. [US News & World Report]

#29 AMONG THE WORLD’S TOP 200 UNIVERSITIES [Times Higher Education]

#1 AMONG ALL PUBLIC UNIVERSITIES IN THE WORLD FOR RESEARCH IMPACT IN ENGINEERING [Times Higher Education]

ONE OF ONLY 63 UNIVERSITIES ELECTED TO THE PRESTIGIOUS ASSOCIATION OF AMERICAN UNIVERSITIES (AAU)

AN AWARD-WINNING FACULTY

5 WINNERS OF NOBEL PRIZES SINCE 1998

25 MEMBERS OF AMERICAN ACADEMY OF ARTS AND SCIENCES

32 MEMBERS OF NATIONAL ACADEMY OF SCIENCES

23 MEMBERS OF NATIONAL ACADEMY OF ENGINEERING

UC Santa Barbara faculty have won the Millennium Technology Prize, the Fields Medal in Mathematics, and major book prizes in the humanities and social sciences, and have been awarded fellowships by the Guggenheim Foundation, the National Endowment for the Humanities, and the National Endowment for the Arts.

AN ECONOMIC ENGINE

THE LARGEST EMPLOYER IN SANTA BARBARA COUNTY

APPROXIMATELY 80 PERCENT OF THE UNIVERSITY’S ANNUAL OPERATING EXPENDITURES ARE SPENT IN SANTA BARBARA COUNTY

SUCCESS STORY

2010 National Research Council Rankings

The 2010 assessment by the National Research Council, evaluating over 5,000 doctoral programs in 62 fields at 212 universities in the United States, serves as another strong indicator of the excellence of UC Santa Barbara’s doctoral programs across the disciplines. Among the 31 campus programs assessed, 10 programs, or nearly a third, have a range of rankings reaching into the top five in the country; 14, or 45 percent, are in the range of the top 10; and 20, or nearly two-thirds, are in the range of the top 20.

“THESE NEW RANKINGS REFLECT UC SANTA BARBARA’S RAPID RISE OVER THE DECADES, AND SERVE AS A RESOUNDING AFFIRMATION OF THE QUALITY AND DIVERSITY OF OUR DOCTORAL PROGRAMS, WHICH FORM THE FUNDAMENTAL BASIS OF A STRONG RESEARCH UNIVERSITY.”

— CHANCELLOR HENRY T. YANG

THE UNIVERSITY OF CHOICE

#2 IN UC FOR APPLICATIONS FROM CALIFORNIA HIGH SCHOOL SENIORS

#1 IN UC FOR SATISFACTION AMONG ALL GRADUATING SENIORS

#1 AMONG ALL AAU INSTITUTIONS FOR CHICANO/LATINO ENROLLMENT

2007-2008: THE univErsiTy of CHoiCE

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Nobel Prize winners:

David Gross, Alan Heeger, Walter Kohn, Herbert Kroemer, Finn Kydland.
EDUCATING CITIZENS FOR CALIFORNIA AND A GLOBAL SOCIETY

Through teaching and research about culture and society, we help to shape public policy. We prepare students to be enlightened, engaged, and ethical citizens — leaders who are ready for 21st-century challenges.

Learning about diverse cultures, traditions, and religions expands students' knowledge and their understanding of how the past informs the present and shapes the future. International language courses, unique area studies programs, and the Education Abroad Program help students develop the cultural literacy that they need to actively engage in California's global society.

An Extraordinary Service Ethos

- UC Santa Barbara ranks among the top universities sending alumni to the Peace Corps, Teach for America, and other highly competitive, public service programs.
- In 2008, UC Santa Barbara students won the Ultimate College Bowl by registering the largest number of voters of any campus in the country.
- Under the auspices of the Center for Black Studies Research, UC faculty and students are helping a Haitian community to rebuild after the earthquake.
- Through groups like Habitat for Humanity and Engineers Without Borders, student volunteers have helped rebuild homes in New Orleans after Hurricane Katrina and are supporting development projects in Kenya, Mali, and Peru.
- The Gevirtz Graduate School of Education has joined with Santa Barbara Harding Elementary School to establish a public elementary "laboratory" school. Teachers at the new Harding University Partnership School work with UC Santa Barbara faculty to develop instructional programs that maximize student learning, train aspiring teachers, and offer ongoing professional development to practicing educators.
Collaboration, innovation, and Discovery

Our superb faculty thrives within a campus culture that is interdisciplinary, collaborative, and entrepreneurial. Paradigm-changing initiatives in such areas as solid-state energy efficiency, medicine and the health sciences, ethnic studies, and digital humanities and media arts deliver transformative research.

Biological sciences, Bioengineering, and nanotechnology

We are a national leader in scientific initiatives in bioengineering, new materials, device control, and nanotechnology, as well as the study of the historical and social contexts of nanotechnology. Working with partners outside the university, we are revolutionizing the way we diagnose, treat, and prevent diseases such as cancer, Alzheimer’s disease, macular degeneration, and diabetes.

Information Technology for the future

Our leading Photonic Integrated Circuit technology is enabling a new generation of data and telecommunication networks, as well as ultrasensitive sensors. Techniques developed at UC Santa Barbara to improve the security of data communications and storage are having a huge impact for both private and commercial users of the Internet. Research on the social effects of communication and online reading communities helps us understand the social effects of technology in and on society.

Kavli Institute for Theoretical Physics (KITP)

Our renowned institute brings together the world’s leading theoretical physicists and scientists to collaborate on the most challenging questions at the frontiers of science. Questions are addressed in intensely focused programs lasting several months to facilitate significant contributions. Recent topics include: dark matter and black holes, systems biology, computational neuroscience, quantum technologies, galaxy clusters, extra dimensions, the nature of turbulence, and high-Tc superconductivity in new materials. Over a thousand scientists participate annually at the KITP, and the institute’s unique online archive of talks extends the collaborative impact of the programs, speeding discovery.

The Brain and the Mind

We are accelerating research in neuroscience through the application and development of new technologies aimed at discovering how the brain and mind work, how to decelerate cognitive aging, and how to find both the cause of and treatments for autism. Interdisciplinary work in such areas as psychology, philosophy, linguistics, and literature is helping to shape cognitive science and the study of the mind.

21st-Century California

Pioneering scholars in the humanities and social sciences inform our understanding of the changing demographics of global California: the histories, languages, religions, ethnicities, and cultures that create unparalleled diversity in our multicultural and multilingual state.

SUCCESS STORY

Carol Greider, Nobel Laureate, Alumna, Class of 1983

UC Santa Barbara alumna Carol W. Greider was a co-recipient of the 2009 Nobel Prize in Physiology or Medicine. Greider and her colleagues were honored for the discovery of a fundamental mechanism in the cell that has stimulated the development of new therapeutic strategies. Greider graduated in 1983 with a bachelor’s degree in biology from the College of Creative Studies, after conducting original research in the Department of Molecular, Cellular, and Developmental Biology in the College of Letters and Science.

“It was at UC Santa Barbara that I first became interested in biochemistry. I was able to structure my own curriculum, explore different subjects, and find out what I really liked.”

— Carol Greider, ’83 Nobel Laureate

INVENTING THE FUTURE BY FUELING NEW DISCOVERIES

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DEVELOPING SOLUTIONS FOR A SUSTAINABLE WORLD

Employing solution-centered, interdisciplinary teaching and research, we are developing a deeper understanding of the natural and human forces shaping the environment. We are creating new and effective approaches to environmental stewardship and the search for renewable and sustainable energy sources.

Global Sustainability
The challenges of the future are the wise management of the complex biological and social systems on which our lives depend. Through interdisciplinary research taking place throughout the university—not only in science and engineering and our pioneering environmental studies programs but also in history, literature, architecture, art, sociology, economics, and communication—faculty and students are addressing the environmental challenges facing the planet.

Energy Independence
Through the Institute for Energy Efficiency and other campus research centers, we are pioneering the development of new technologies in the fields of solid-state lighting, computing, renewable energy, and building design.

Eco-Entrepreneurship
Our environmental scientists and economists are developing a new generation of eco-entrepreneurs in order to develop innovative strategies that will attract investment and help the environment.

Environmental Media
The Carsey-Wolf Center partners with the Bren School of Environmental Science and Management, as well as with environmental scientists and media scholars throughout campus, to train scientists, media practitioners, and policy makers how to create a new awareness of environmental issues in order to translate science into solutions.

Understanding the Environment in History and Culture
Tomorrow’s solutions depend on an understanding of the history of the environment and our place in it. Interdisciplinary research and teaching in environmental history, environmental ethics, architecture and the built environment, and environmental policy and economics point the way forward by explaining the past.

SUCCESS STORY
Engaged Students on an Engaged Campus
UC Santa Barbara was named to the 2011 “Green College Honor Roll” by the Princeton Review, and was named a Bicycle-Friendly Business Gold Award winner by the League of American Bicyclists. The campus is home to the most LEED-certified buildings in the UC system, all new construction aims to meet LEED Silver standards, and Bren Hall is the first building in the nation to receive two LEED Platinum certifications. The Associated Students Environmental Affairs Board led a successful campaign for “trayless dining” in the campus dining halls, reducing food waste by 54 percent overall, and instituted a pilot food-composting project. Students attended the 2009 United Nations Climate Change Conference in Copenhagen and in 2010 hosted the biannual conference of the California Student Sustainability Coalition.

John E. Bowers, the Fred Kavli Professor of Nanotechnology and Director of the Institute for Energy Efficiency, holds a prototype of an electrically powered hybrid silicon laser.

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The campus has more than seven miles of paved bike paths and more than 10,000 bicycle parking spaces.

“OUR CAMPUS HAS BECOME A ‘LIVING LABORATORY’ FOR THE RESEARCH, TEACHING, AND PRACTICE OF ENVIRONMENTAL SUSTAINABILITY.”

— CHANCELLOR HENRY T. YANG
ENHANCING CULTURE AND COMMUNITY

A great public university serves both its students and the community and sustains civic culture. The UC Santa Barbara Arts & Lectures Program, the University Art Museum, the Pollock Theatre of the Canary-Wolf Center, the Walter H. Capps Center for the Study of Baha’i, Religion, and Public Life, the Interdisciplinary Humanities Center, the Multicultural Center, the University Libraries, and the performance spaces of theater, dance, and music programs all provide venues for educational programming, exhibitions, and performances that open the university to the community.

Arts & Lectures and Public Humanities and Arts Programs

With over 200 events per year, the Arts & Lectures program is considered one of the best university performing arts programs in the country, bringing to Santa Barbara Yo-Yo Ma, Malcolm Gladwell, Holly Glass, W. S. Merwin, and many others. Arts & Lectures’ outreach program provides free educational activities to approximately 20,000 people each year with partnerships on campus, in schools, and in the community. Internationally acclaimed artists offer master classes for our theater, dance, and music programs, which offer conservatory training in a liberal arts context.

Through Arts & Lectures and programs such as the Arthur N. Rupe Great Debate Series and the College of Letters and Science Critical Issues in America series, UC Santa Barbara creates a public sphere in which writers, public figures, policy makers, and academic experts can inspire discussion and debate about the most compelling issues of our time.

SUCCESS STORY

The Isla Vista Experience

Adjacent to campus, this unique small town is known for its student and beach culture. The majority of our students, and many faculty as well, call Isla Vista home. UC Santa Barbara faculty, staff, and students have taken the lead in transforming IV into a vibrant community of engagement through support for the Isla Vista Master Plan, innovative creative projects like the banners for Pardall Road designed by art students, and tutoring of local elementary school students by undergraduate volunteers. Isla Vista Arts, part of the Interdisciplinary Humanities Center, organizes cultural events in Isla Vista that include Magic Lantern Films, Improvability (an improv comedy troupe), and Shakespeare in Añisq’oyo’ Park. UC Santa Barbara provided the land for the Isla Vista Foot Patrol’s new and expanded station house, which was built by the County of Santa Barbara.
CULTIVATING LEADERS AND CHAMPIONS

Much of our students’ education takes place outside of the classroom, on the playing field and in the gym, on stage and in the concert hall. Students are engaged in independent research, community service, internships, study abroad, and a wide variety of student government and student organizations.

Exceptional Programs Offer Exceptional Opportunities to Our Students

- The College of Engineering’s Technology Management Program offers students of all majors the chance to develop leadership skills in technology management and entrepreneurship.
- The innovative M.A. program in Global and International Studies prepares students for careers in international NGOs, business, or government.
- Through the Sara Miller McCune Internship and Public Service program, the Walter H. Hopp Center for the Study of Ethics, Religion, and Public Life offers students internships with local non-profits in Santa Barbara and government agencies in Washington, D.C., and Sacramento.
- The UC Centers in Washington, D.C., and Sacramento offer students hands-on experience through a variety of internships, including in national and state government.
- Intercollegiate and intramural athletics enhance community outreach and develop leaders and champions.

“My LIFE HAS BEEN IMMEASURABLY ENRICHED BY THE EDUCATION AND LIFE EXPERIENCE I RECEIVED AT UC SANTA BARBARA. THE BACHELOR OF ARTS DEGREE I EARNED IN ENGLISH LITERATURE PROVIDED ME WITH A SUPERIOR FOUNDATION FOR MY CHOSEN CAREER PATH. THE SPIRIT AND COMMUNITY OF UC SANTA BARBARA PROVIDED ME WITH THE BASIS TO GO FORWARD IN LIFE WITH CONFIDENCE AND STRENGTH.”

— ELIZABETH GABLER, PRESIDENT OF FOX 2000 PICTURES, B.A. IN ENGLISH ’77

“BEING A STUDENT ATHLETE AT UC SANTA BARBARA WAS AN AMAZING EXPERIENCE. I WAS ENCOURAGED TO PREPARE FOR MY STUDIES JUST LIKE I TRAINED FOR MY SPORT. TODAY, OUT IN THE FINANCIAL WORLD, WORKING AT DELOITE, I FIND MYSELF EXCEPTIONALLY PREPARED FOR MY CAREER.”

— KATE WELTLANDER, ’10
B.A. IN BUSINESS ECONOMICS/ACCOUNTING TRACK AND CROSS-COUNTRY, WINNER OF THE GOLDEN EAGLE RING

92% STUDENT-ATHLETE GRADUATION RATE

2006 Men’s Soccer NCAA National Champions.

2009 Women’s Basketball Big West Conference Champions.

UC Santa Barbara alumni: Jeff Henley, Chairman of Oracle, B.A. in Economics ’66; Elizabeth Gabler, President of Fox 2000 Pictures, B.A. in English ’77; Dr. Leroy Chiao, former NASA astronaut and Commander of Expedition 10 mission to the International Space Station, M.S. ’85 and Ph.D. in Chemical Engineering ’87.

BEING A STUDENT ATHLETE AT UC SANTA BARBARA was an amazing experience. I was encouraged to prepare for my studies just like I trained for my sport. Today, out in the financial world, working at Deloitte, I find myself exceptionally prepared for my career.”

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INVEST IN TRANSFORMATIVE RESEARCH

Together with teaching, research is fundamental to UC Santa Barbara’s mission. Our campus is home to 12 national institutes and centers and more than 100 other research institutes, whose scholars from across the disciplines are working together to expand the frontiers of knowledge and contribute to society. UC Santa Barbara also manages seven natural reserves throughout the state, ranging from the nearby Coal Oil Point Reserve, now a nesting site for the endangered snowy plover, to the Sierra Nevada Aquatic Research Laboratory, a field research station located in the eastern Sierra Nevada near Mammoth Lakes. Each of these sites provides unique opportunities for research, teaching, and public outreach while serving to preserve California’s rich ecological diversity for future generations.

Nanotechnology research thrives at UC Santa Barbara, both at the California NanoSystems Institute, which focuses on developing information, biomedicine, and manufacturing technologies, and the NSF-funded Center for Nanotechnology in Society, which studies social and cultural issues concerning nanotechnologies.

The Orfalea Center for Global and International Studies, the Chicano Studies Institute, the Center for Black Studies Research, and the Center for New Racial Studies exemplify UC Santa Barbara’s strength in interdisciplinary research with a national and global impact.

INVEST IN A TRANSFORMATIVE EDUCATION

A strong undergraduate education is essential in today’s world. Undergraduates in the College of Letters and Science receive a broad liberal arts education. Students in the College of Engineering follow rigorous, specialized programs. The College of Creative Studies, known as “a graduate school for undergraduates,” focuses on independent research.

The Gevirtz Graduate School of Education is directing a campus- and UC-wide effort to promote Pre-K through Grade 12 students’ access to the highest quality science, technology, engineering, and mathematics (STEM) teaching. Central to this initiative is our CalTeach program, which recruits and trains undergraduate STEM majors to become the next generation of mathematics and science teachers.

For graduate students, UC Santa Barbara offers 57 master’s and doctoral programs that are preparing the next generation of university professors and researchers. Graduate students, the “midblood of a research university,” are key collaborators for faculty, and they enhance the education of undergraduate students in laboratory, discussion, and tutoring settings. We also prepare graduate students for careers in K-12 education, environmental science and management, public service, the arts, the non-profit sector, and many other fields.

Admission to UC Santa Barbara has become increasingly competitive, with the number of freshman applicants doubling in the last dozen years. UC Santa Barbara’s student body is more diverse and accomplished than ever. The average high school GPA of the 2010 entering freshman class was 3.92, up from 3.8 ten years ago. Chicano, Latino, African American, and American Indian students make up 25% of total campus enrollment, up from 16% a decade ago.

Students have access to academic resources and social and cultural networks designed to enrich their educational experience. Resources include support for undergraduate research, advising, tutoring, and campus cultural organizations and student groups. The UC Santa Barbara Multicultural Center presents over 50 events each year that increase cultural awareness and understanding.
Ensuring the excellence and accessibility of UC Santa Barbara for future generations takes more than state funds and student fees. It also takes you.
Private giving plays an enormous — and critical — role in enhancing the campus and its programs. Indeed, philanthropic support — from individuals, corporations, and foundations — has helped make it possible for UC Santa Barbara to stand today among the leading teaching and research institutions in this country and the world. In the future, such support will be crucial. From faculty recruitment and facilities upgrades to fellowships and scholarships, nearly every important initiative and program on this campus now benefits from the generosity of those who know it best, including you.

Over the past decade, through The Campaign for UC Santa Barbara, generous individuals, including alumni and parents, and other funders have contributed $600 million to support exciting programs and campus priorities. During this time, UC Santa Barbara has developed in ways that reflect both your support and your pride.

Today, the campus is at another critical moment in its history. The programs, priorities, initiatives, and values outlined in this brochure are the foundation of the next phase of The Campaign for UC Santa Barbara. We need your help to advance an ambitious agenda that includes transformational research, dedicated teaching, and a commitment — as a great public university — to enhancing the lives of the citizens of California, the United States, and the world. We are extremely grateful for the generosity you have shown to UC Santa Barbara in the past, and we sincerely thank you. Now, we welcome your engagement and participation in this important new phase of our common enterprise.

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“THIS IS A TIME OF UNPRECEDENTED CHANGE AND OPPORTUNITY FOR UC SANTA BARBARA. IT’S ALSO A TIME OF GREAT EXCITEMENT AND ANTICIPATION, AS THE CAMPUS MARCHES RESOURCES TO CAPITALIZE ON THE VIBRANT INTELLECTUAL ASSETS AND EXTRAORDINARY POTENTIAL THAT DISTINGUISH IT. BUILDING ON THE TREMENDOUS MOMENTUM CREATED UNDER CHANCELLOR HENRY YANG’S LEADERSHIP, IT IS PRIVATE SUPPORT THAT WILL PROVIDE THE CRITICAL MARGIN OF EXCELLENCE TO ACHIEVE OUR POTENTIAL AS A WORLD-CLASS UNIVERSITY.”

MICHAEL DOUGLAS, B.A. ’73 DRAMATIC ART ’68
UC Santa Barbara Colleges and Schools

College of Creative Studies
College of Engineering
College of Letters and Science
Bren School of Environmental Science and Management
Gevirtz Graduate School of Education

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