



The Achievement Award Program

Scholarship Report
2016-2017 Academic Year

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2016-2017**

SECTION 1

I. Program Description and Services

The Achievement Award Program (TAAP) was created by the Cal Alumni Association (CAA) in 1998 to support the University of California, Berkeley's public mission to attract and ensure access for California students from very low-income families. TAAP helps to provide a quality higher education to a diverse pool of college freshmen and junior transfer students who have significant financial need, face substantial barriers to a college education, and are driven to create a positive impact on their community.

The 2016-2017 academic year is the eighteenth year that CAA brings a cohort of TAAP Scholars to campus. Since the first cohort of TAAP Scholars arrived on campus in fall 1999, this successful scholarship program has attracted, enrolled, and retained more than 445 high-achieving, financially-deserving students of different backgrounds and perspectives.

By providing more than financial support, TAAP ensures that scholars make the most of their Cal experience and graduate from UC Berkeley. Scholars receive a suite of supportive programs and services to encourage their success at Cal that include:

- Networking with UC Berkeley faculty and alumni
- Leadership opportunities and training
- Workshops in business etiquette, job skills, and resume building
- Training in financial literacy
- Guidance, support, and encouragement from program staff and peers
- Campus resource referrals and visits from crucial campus offices (Education Abroad Program, Financial Aid, Undergraduate Research, etc.)
- 10% discount at the Cal student store

The number of distributed awards is determined by the total funds available each year. CAA aims to bring approximately 25 new TAAP Scholars to the Cal campus annually.

II. The 2016-2017 Award

TAAP closes the gap between what a student is expected to personally contribute to the cost of their education and the package offered from financial aid. CAA provides up to \$6,000 per year of a student's "self-help" contribution of their financial aid package (the actual award amount will be determined after the applicant's student need has been processed by the Financial Aid and Scholarships Office). Twenty-five incoming freshmen and transfer students received the award for the 2016-2017 academic year. In

addition to the monetary award, each incoming TAAP Scholar is provided an iPad upon his or her matriculation to campus to aid in his or her studies.

When a TAAP Scholar fulfills his or her responsibilities and remains in good academic standing, scholarships are automatically renewed for a total of eight semesters for freshmen and four semesters for junior transfers. In addition to 25 incoming TAAP Scholars, there are 63 returning scholars on campus this year, for a total of 88 TAAP Scholars served for the 2016-2017 academic year.

III. 2016-2017 Incoming Applicant and Scholar Demographics

While the incoming class of TAAP Scholars are drawn from diverse backgrounds, 92 percent of the 2016-2017 cohorts are first-generation college students and all come from low-income households. The information below illustrates an accurate and thorough description of the applicant pool and incoming scholars for the 2016-2017 academic year.

| | | |
|---|-------------|-------|
| Total Applicants: | 4721 | |
| Eligible Applicants: | 4721 | |
| # Admitted to UC Berkeley: | 1375 | |
| # Applicants invited to interview: | 114 | |
| # Awarded TAAP Scholars: | 25 | |
| # First Generation College Students: | 2914 | (62%) |
| # From families in which neither parent graduated from high school: | 1172 | (25%) |
| Incoming Freshman Applicants: | 3170 | |
| # Admitted to UC Berkeley | 751 | (24%) |
| # Freshman Scholars | 18 | |
| Incoming Junior Transfer Applicants: | 1551 | |
| # Admitted to UC Berkeley | 624 | (40%) |
| # Transfer Scholars | 7 | |
| Total Incoming TAAP Scholars: | 25 | |
| # Female students | 18 | (72%) |
| # Male students | 7 | (28%) |
| # From Northern CA | 13 | (52%) |
| # From Southern CA | 12 | (48%) |
| # First generation college students | 23 | (92%) |
| # From families in which neither parent graduated from high school: | 18 | (72%) |
| # Students from underrepresented ethnic backgrounds: | 9 | (36%) |
| Average household income | \$21,702 | |

The table below gives a detailed breakdown of the diverse ethnic backgrounds of the incoming TAAP scholars.

| <i>Count of Self-identified Ethnicity</i> | | |
|--|----------------------------|-------------------------------|
| Ethnicity | # Incoming Scholars | % of Incoming Scholars |
| Caucasian | 1 | 4% |
| Chinese | 8 | 32% |
| East Indian/Pakistani | 1 | 4% |
| Filipino | 1 | 4% |
| Korean | 1 | 4% |
| Mexican* | 7 | 28% |
| Other Spanish* | 2 | 8% |
| Palestinian | 1 | 4% |
| Vietnamese | 2 | 8% |
| Yemeni | 1 | 4% |
| Total | 25 | 100% |

* Ethnic group considered underrepresented minority

IV. Conclusion

The Cal Alumni Association will distribute up to \$519,000 to 88 deserving TAAP Scholars in the 2016-2017 academic year. With drive and determination, TAAP Scholars have overcome significant barriers, including extreme financial hardship, to gain admittance to the best public university in the world.

The Cal Alumni Association is consistently challenged to increase funding to The Achievement Award Program. As the cost of education continues to increase, the student demand for substantial financial aid packages also rises. Without TAAP, UC Berkeley will lose some of the best and brightest students from the state of California because they simply cannot afford to attend.

TAAP Voices
Reflections from Incoming Scholars

Angelica Juarez

As a female in an extremely traditional Mexican household I am only seen as a future housewife. My own mother only made it to fifth grade because my grandparents didn't understand the importance of her being educated. Sadly, many girls and women face this same problem. From a young age I knew I wanted to break this cycle. I remember one of my uncles asked me what I wanted to be when I grew up and when I responded with "lawyer" he laughed and said I would end up getting pregnant by high school. Simply because I am a woman I was not taken seriously, yet this didn't discourage me. As a matter of fact, it made me work even harder so I could prove him wrong. I'm immensely proud to say that I will be the first person in my family to graduate high school and pursue a higher education, all while being a girl! Although I have gained the support of the majority of my family, there are still some that can't see past my gender, but that has no importance to me now. I have proven my worth and can see that my efforts have made an impact on those that really matter. I have two younger siblings that now see college as something within their reach and in this small community I am talked about and know that some young girl will hear of my story and say, "Hey, maybe I can do that too."

Bradley Sullivan

My first semester of college, at Columbia College, completely transformed my worldview. I took a political science course during that semester, which sparked my passion for learning, politics, and the law. It also inspired me to later get involved on campus; due to this I have taken on roles such as being the student body president and the Political Science Club founder and president. The theoretical and practical experiences I gained prior to transferring have shown me exactly what I want to do with my life. I will first earn my bachelor's degree in political science. From there I am going to earn my law degree and become an attorney at law. After practicing law for many years, my next goal is to enter politics. I have spent countless hours researching the different types of law that can be practiced, and I feel that I am best fit to pursue a career in criminal law or family law. At Cal I plan to get involved on campus and utilize every resource available to me in order to succeed in achieving my dreams. I am both honored and grateful to have been selected as a CAA TAAP Scholar; I have faced my share of adversity, as I'm sure many other CAA TAAP/KASP Scholars have, and it is scholarships and community building programs such as this that make it possible for students like myself to succeed.

SECTION 2

I. Administration

The Achievement Award Program full-time staff:

- Anh Tran, Director, Alumni Scholars Program

II. Fund Sources

TAAP is funded entirely through private donations, including those from individuals, foundations, corporations, and alumni groups and classes. The Cal Alumni Association does not make an award until the funding is received for each year the student will be attending UC Berkeley. The cornerstone of TAAP funding is the TAAP Endowment. As of June 30, 2016, TAAP has 124 named endowments with a total value of \$20,209,034.

Funding cost:

- \$17,000 provides a junior transfer with all financial and program support for two years
- \$34,000 provides a freshman with all financial and program support for four years

Endowments:

- \$50,000 minimum to establish a named scholarship endowment
- \$225,000 provides all financial aid and program services for one TAAP Scholar every year in perpetuity

Donors are a vital part of the success of TAAP. In recognition of generous TAAP donors, CAA provides several opportunities throughout the year for donors and students to develop a relationship. TAAP donors often become mentors to students. Donors are recognized at an appreciation event each year.

III. Application Process

Students must submit an application to be considered for TAAP. Applications are reviewed and scored qualitatively (essays and activities) by 3-5 UC Berkeley alumni volunteers and quantitatively (financial need, family size, etc.) by the Cal Alumni Association staff. Students who receive high scores on their written application are invited to interview with 3-4 alumni. Final selections are made based on combined application and interview scores.

IV. Eligibility and Selection Criteria

To be eligible for TAAP, students must meet the following criteria:

- UC Berkeley applicant
- Completed high-school, GED or community college transfer requirements in California
- Gross family income of \$86,000 or less

Factors considered in the selection process include:

- Financial need, as determined by total household income in comparison to the number of persons in household
- Commitment to community service and volunteering
- Commitment to college graduation
- Commitment to participation in TAAP program
- Parent education level
- Ability to succeed despite adversity

Note: Race, ethnicity, and gender are not considered in the selection process.

V. Recipient Responsibilities

Scholars must uphold the following responsibilities:

- Complete 20 hours of community service and/or volunteer work per academic year
- Maintain good academic standing with the University
- Enroll in a minimum of 12 units per semester
- Participate in donor relation events and activities
- Participate in TAAP meetings and events
- Participate in one-on-one meetings with the TAAP Coordinator
- Maintain measurable progress towards graduation as determined by OFA and colleges
- Provide contact information updates to CAA staff

For more information regarding TAAP,
please contact Anh Tran at 510.900.8234 or anh.tran@alumni.berkeley.edu.

To make a gift or to establish a named TAAP endowment,
please contact Jennifer Mora at
510.900.8205 or jennifer.mora@alumni.berkeley.edu