



Berkeley City College

2050 Center St., Berkeley, CA 94704

(510) 981-2800

Dr. Debbie Budd, President

News for the Board Tuesday, March 25

- **MSRI/BCC present “Brain-Computer Interfaces”
with Dr. Philip Sabes, 7 p.m., Wed., Apr. 9**

“Brain-Computer Interfaces,” with Dr. Philip Sabes will be presented as part of “Not on the Test: The Pleasures and Uses of Mathematics,” the last of a six-part lecture series co-presented by UC Berkeley’s Mathematical Science and Research Institute (MSRI) and Berkeley City College (BCC). The event is set for 7 p.m., Wed., Apr. 9, in BCC’s auditorium, 2050 Center St. between Shattuck Ave. & Milvia St., in Berkeley. It is free and open to the public.

Dr. Philip Sabes will discuss the basic science and recent technical advances in the field of Brain-Machine interface development, including work from his own laboratory. Brain-Machine Interfaces offer the promise of helping disabled patients by allowing them to control prosthetic limbs, computer interfaces, or other devices directly from the neural signals in their brain.

Dr. Sabes is a Professor of Physiology at the University of California, San Francisco and is director of UCSF’s Swartz Center for Theoretical Neurobiology. He was a Marshall Scholar before earning his Ph.D. in brain and cognitive sciences at the Massachusetts Institute of Technology. He and two members of his lab were awarded the 2013 Annual Brain Computer Interface (BCI) Research Award for their work on the development of artificial somatosensory feedback. Dr. Sabes holds a Jack D. and DeLoris Lange Endowed Chair in Cell Physiology.

- **High school, college completion is focus of
Fri., Mar. 28 BCC/Academic Innovations workshop**

“Launch Your Freshmen Toward High School and College Completion” is the focus of the Academic Innovations workshop set for 7 a.m. to 4 p.m., Fri., Mar. 28, in Rm. 421 at Berkeley City College. Founded in 1990, Academic Innovations is known for its nationally-acclaimed Career Choices curriculum, cutting-edge classroom technology, and relevant professional development options.

BCC News for the Board

Page 2

- **BCC to host National Student Advertising Competition Sat., Apr. 5**

Berkeley City College will host the Northern California/Nevada National Student Advertising Competition (NSAC—District 14) 8 a.m.-5 p.m., Saturday, Apr. 5 at its 2050 Center St. campus. The day-long event will be held in the college's auditorium, atrium, and break-out classrooms. Peralta students interested in business, marketing, design, public relations, advertising, media, writing, creative, production, photography and accounting are welcome to attend.

NSAC is sponsored by the American Advertising Federation (AAF). Each year, a corporate sponsor (in 2013-14, it is Mary Kay Cosmetics) provides to the student competitors a case study outlining the history of its product and current advertising situation. It reflects a real world problem to challenge students' critical thinking abilities and creativity. Teams research the product and its competition, identify potential problems and develop an integrated communications campaign for the client. Each team then "pitches" its campaign to a panel of judges who are communications industry professionals.

Event coordinator Diane Rames has held senior leadership roles for the Gannett Corporation, The San Jose Mercury News, The Contra Costa Times, The Rocky Mountain News and The San Francisco Independent Newspaper Group. She is immediate Past President and current Chair of the Board of the Greater San Francisco Advertising Club (www.gsfac.org) and is immediate past chair of the Berkeley Chamber of Commerce's Board of Directors.

- **BCC health education students host Thur., Mar. 27 semi-annual college health fair**

Students in Stephanie Sanders-Badt's health education and health professions and occupations classes will host BCC's semi-annual college health fair, 11:15 a.m.-1:30 p.m., Thur., Mar. 27, in the atrium. Student exhibitors and representatives from public and private health care organizations will answer questions and distribute information. The event is free and open to the public.

BCC News for the Board

Page 3

- **BCC Launches PERSIST to College this Fall**

This fall, Berkeley City College launches PERSIST to College, an inaugural effort which will allow a student cohort with 11th and 12th graders from Berkeley, Oakland, Emeryville and Richmond high schools, to complete one year of college credit courses while still high school. The 2014-15 pilot project will begin with 35 students and expand to include more cohorts in 2015-16.

- **BCC faculty, academic advisers, counselors, to provide students with career and transfer guidance**

BCC students soon will be able to meet with faculty academic advisers in their majors to confer about a variety of topics pertaining to their majors. The faculty advisers will work closely with counseling faculty to ensure that students receive guidance about career and transfer options.

- **BCC's percentage of 2012-13 UC Berkeley transfers far exceeds statewide average**

BCC's percentage of UC Berkeley transfers has far exceeded the statewide average. For 2012-13, the average percentage of students accepted to UC Berkeley for community colleges statewide was 24%. Berkeley City College's acceptance rate was 63%, ranking highest in the state.

- **BCC, RP Group partner to monitor CTE alums on-the-job success**

Berkeley City College has partnered with the Research and Planning Group of California (RP Group) to track Career and Technical Education participants' success at finding and retaining jobs after they complete their majors. Alumni will be tracked for several years after graduation and data will be analyzed by the RP Group and BCC as part of its evidence gathering for accreditation.

BCC News for the Board

Page 4

• BCC to host Mar. 28 “Launch Your Freshman” workshop

Berkeley City College will host a “Launch Your Freshman” workshop 8:30 a.m. to 3 p.m. on Fri., Mar. 28 at its 2050 Center St. campus. The work will provide vision and resources necessary for a student success course that will change the culture of your campus. The workshop will highlight:

- * Why the freshman year is a critical time for impacting post-secondary completion rates
- * Proven strategies for developing 10-year Student Education Plans
- * Information on how this process supports student mastery of rigorous standards
- * Curriculum materials that help students understand the role completing post-secondary certifications and/or degrees plays in achieving the lifestyle they want
- * The Standards for a Freshman Transition Course from The George Washington University
- * An introduction to the Get Focused...Stay Focused!TM Initiative developed through Santa Barbara City College, co-winner of the 2013 Aspen Institute Award for Community College Excellence