less is more

ram kapoor
less
is
more

ram kapoor
more

ram kapoor
more

less is

ram kapoor
more

LESS IS

ram kapoor
more

LESS IS

ram kapoor
LESS IS MORE

RAM KAPOOR
more

LESS IS

RAM KAPOOR
Executive Director, Marketing & Digital Communications
Why?

- info overload
- people have little time, even less patience
- need to attract attention, give them the right message at the right time
WHY?
Info overload!

No time, patience!

First, attract attention.
Then, show relevant message.
HOW?
#1: INTERROGATE YOUR INFORMATION
DIG DEEP. DISCARD FREELY.

[PAGE ONE]

**Financial aid facts at UC Berkeley**

**USE GRAPHIC:**
65% of UC Berkeley undergraduates receive some form of financial aid

**GRAPHIC:**
59% of every tuition dollar is spent on financial aid.

2011-12 Undergraduate financial aid increased by 20% due to the increases.

- 40% of UC Berkeley students pay tuition and receive grants and scholarships in excess of UC undergraduate tuition and fees.
- State, federal grants, scholarships and loans account for 10% of financial aid resources. State and Federal aid to UC was $300 million. All UC financial aid was $1.052 billion.
- Families with incomes below $40,000 pay no tuition under UC’s Blue and Gold Promise.

*improve quality of aid

Because of federal legislation, students from families with incomes of about $100,000 typically receive very little financial aid and even less loans. However, today, UC Berkeley’s Blue and Gold Promise provides access to all UC students.

**Left side of page**

**Keep financial aid and office location, phone number and website (drop other items in the second column on the front page)**

**DROP the “Walsh-center” financial aid packages info**

**KEEP the pie chart on 65 percent of students receive aid**

But change year below the chart to 2011-12 (from 2008-99)

**PAGE TWO**

**DROP all text re: “Undergraduate grant and loan programs”**

**DROP all text re: “Undergraduate scholarships programs”**

**POST the Registrar’s Tuition and Fees chart with information for UC and Grad/resident and nonresident**

**Left side of page**

**Drop the two pie charts (red text below) on percent of students receiving need-based scholarships and grants and percent receiving loans...**

**DROP reference to average undergraduate budget**

**DROP reference to registration and fees**

**KEEP UPDATE** “Estimated total cost”

Living on campus: $14,795
Living off campus: $23,844

*In 2011-12, the average UC student received $12,420 in financial aid. However, this amount is expected to rise in future years due to increased need.

**Right side of page**

**JAIR, Source:**

http://www.berkeley.edu/FinancialAid/Outreach.html

http://www.berkeley.edu/Tuition/Fees.html

http://www.berkeley.edu/Finance/Reports/Salary-2011/2011-Final-

enrollment.aspx/
BE RUTHLESS.

Berkeley

In this case, the percentages are in your favor.

40% of UC Berkeley students pay no tuition and receive grants/scholarships in excess of UC system wide tuition and fees

65% of UC Berkeley undergraduates receive some form of financial aid

See more fascinating financial facts at http://students.berkeley.edu/finaid/
EVEN INCREMENTAL IMPROVEMENTS MATTER.

Student Loans—smaller, fewer
SMALLER LOANS—UC Berkeley has lower indebtedness than any other public institution in the Association of American Universities.

$16,000: Current average debt at graduation for undergraduate students who have borrowed.

FEWER LOANS—UC Berkeley is second only to the University of Virginia in having the smallest proportion of its graduating class holding loans.

40%: Percentage of UC Berkeley undergraduate students that borrow compared to a national average of 56% at public 4-year colleges and universities.

Covering the Cost of Attendance: Illustration of current Grant Programs and 2012-13 MCAP impact

2011-12 UC Berkeley On-Campus Cost of Attendance: $32,634

Student                Parent                   Pell Grant            Cal Grant              UC Grant               MCAP Grant

$8,782                  $10,302                    $5,550               $8,000                $8,482                  $10,302

$9,732                  $10,302                    $4,600               $1,200                $8,000                  $8,100

$12,202                 $10,302                    $6,634               $8,000                $12,334                 $18,000

$15,002                 $10,302                    $3,634               $8,000                $15,000                 $21,000

$20,000                 $40,000

Standard Self-Help, Parent Contribution, and Grant Aid by Parent Income

Terms of Grants:

FEDERAL PELL GRANTS are awarded by the Federal Government to low-income students.

CAL GRANTS are awarded by the state, based on income and asset ceilings, and in general cover systemswide fees.

UC GRANTS are awarded by UC Berkeley and fill in the "gap" up to the cost of attendance based on Federal Needs.

MCAP GRANTS will be awarded by UC Berkeley and cap the Parent contribution for families between $80K and $140K income at 15% of income. These can be awarded above Federal Need.

Related Links:
http://registrar.berkeley.edu/Registration/feesched.html
http://students.berkeley.edu/finaid/home/cost.htm
http://newscenter.berkeley.edu/2011/12/14/berkeley-middle-class-access-plan/
more
#2: PRIORITIZE, PRIORITIZE, PRIORITIZE
DESIGN NEEDS TO BREATHE FREELY

Using Graphic:
65% of UC Berkeley undergraduates receive some form of financial aid.

Graphic:
33 cents of every tuition dollar is set aside in a financial aid pool.

2010-11 Undergraduate financial aid increased by 20 percent due to fee increases.

40% of UC Berkeley students pay no tuition and receive grants and scholarships in excess of UC undergraduate tuition and fees.

State, federal grants, scholarships and loans account for 50% of financial aid resources State and Federal aid to UC was $2.029 billion. All UC financial aid was $3.529 billion.

Families with incomes below $80,000* pay no tuition under UC’s Blue and Gold Program.

*must qualify for aid.

Because of federal policies, students from families with incomes of about $100,000 temporarily receive very little financial aid other than loans. However, under UC Berkeley’s Middle Class Access Plan (MCAP), which begins in the 2011-2012 academic year, students whose gross family resources range from $80,000 to $140,000 annually, will see a 15 percent cut in the amount that goes toward paying tuition and fees.

http://newscenter.berkeley.edu/2011/12/14/berkeley-middle-class-access-plan/

Although student loans are a key component of financial aid packages, UC Berkeley has lower indebtedness than any other public institution in the Association of American Universities. It is second only to the University of Virginia in having the smallest proportion of its graduating class holding loans.

Just as important, UC Berkeley’s 2011-12 self-help aid — the amount a student is expected to contribute from work and student loans — has decreased to $8,000, the same amount as in 2004-05 and actually $300 lower than it was in 2010-11.

Total Cost of Attendance

Living expenses for undergraduate students, including room and board, books, tuition, transportation, etc., can add more than $12,000 in costs, bringing the total cost of attendance for students living on-campus to about $22,000 for California residents and about $55,000 for non-residents. This includes a $15,000 health insurance fee (IN FEES).

Undergraduate Financial Aid Facts

Undergraduate Financial Aid Facts

70% of UC Berkeley students pay no tuition and receive grants and scholarships in excess of UC system wide tuition and fees.

65% of UC Berkeley undergraduates receive some form of financial aid.

$80,000
Families with incomes between $60,000 and $140,000 pay no tuition under UC’s Blue and Gold Program.

*must qualify for aid.

Middle Class Access Plan (MCAP) sets a 5% cap on parental contributions for families with gross incomes from $80,000 to $140,000.

*Beginning fall 2012

20% increase in 2010-11 undergraduate financial aid, due to fee increases.

Financial Aid at Berkeley

UC Berkeley/Financial Aid

415 Sproul Hall
Berkeley, CA 94720-3133
#3: HIGHLIGHT 3-5 POINTS
BUT REMEMBER, NOT ALL DESIGNS ARE BORN EQUAL

Undergraduate Financial Aid Facts

40% of UC Berkeley students pay no tuition and receive grants/scholarships in excess of UC system wide tuition and fees.

65% of UC Berkeley undergraduates receive some form of financial aid.

$80k families with incomes below $80,000 pay no tuition under UC’s Blue and Gold Program.

Middle Class Access Plan (MCAP) sets a 25% cap on parental contributions for families with gross income from $80,000 to $120,000 annually.

30¢ of every tuition dollar goes toward financial aid.

20% increase in 2011-12 Undergraduate financial aid, due to fee increases.

40% of UC Berkeley undergraduates receive no tuition and receive grants/scholarships in excess of UC system wide tuition and fees.

65% of UC Berkeley undergraduates receive some form of financial aid.

See more fascinating financial facts at http://students.berkeley.edu/finaid/
#4: FUNNY THING. WORDS CAN BE GRAPHICS TOO.
more

LESS IS
#5: USE YOUR MEDIUM. CREATIVELY.
#5: USE YOUR MEDIUM. **CREATIVELY.**
#6: KNOW YOUR AUDIENCE. INTIMATELY.
Student Loans—smaller, fewer

UC Berkeley has lower indebtedness than any other public institution in the Association of American Universities.

$16,000: Current average debt at graduation for undergraduate students who have borrowed.

FEWER LOANS—UC Berkeley is second only to the University of Virginia in having the smallest proportion of its graduating class holding loans.

40%: Percentage of UC Berkeley undergraduate students that borrow compared to a national average of 56% at public 4-year colleges and universities.

Covering the Cost of Attendance: Illustration of current Grant Programs and 2012-13 MCAP impact

2011-12 UC Berkeley On-Campus Cost of Attendance: $32,634

<table>
<thead>
<tr>
<th>Student</th>
<th>Parent</th>
<th>Pell Grant</th>
<th>Cal Grant</th>
<th>UC Grant</th>
<th>UC Cap Grant</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8,782</td>
<td>$10,302</td>
<td>$5,550</td>
<td>$8,000</td>
<td>$8,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>$10,302</td>
<td>$10,302</td>
<td>$12,334</td>
<td>$12,000</td>
<td>$12,000</td>
<td>$12,000</td>
</tr>
<tr>
<td>$9,560</td>
<td>$9,900</td>
<td>$4,650</td>
<td>$1,200</td>
<td>$8,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>$8,000</td>
<td>$9,000</td>
<td>$8,088</td>
<td>$8,000</td>
<td>$8,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>$9,732</td>
<td>$10,302</td>
<td>$4,600</td>
<td>$8,000</td>
<td>$8,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>$300</td>
<td>$12,334</td>
<td>$15,000</td>
<td>$8,000</td>
<td>$8,000</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

Standard Self-Help, Parent Contribution, and Grant Aid by Parent Income

Types of Grants:

- Federal Pell Grants are awarded by the Federal Government to low-income students.
- Cal Grants are awarded by the state, based on income and asset ceilings, and in general cover systemwide fees.
- UC Grants are awarded by UC Berkeley and fill in the “gap” up to the cost of attendance based on Federal Need.
- MCAP Grants will be awarded by UC Berkeley and cap the Parent contribution for families between $80K and $140K income at 15% of income. They can be awarded above Federal Need.

Related links

- http://registrar.berkeley.edu/Registration/feesched.html
- http://students.berkeley.edu/finaid/home/cost.htm
- http://newscenter.berkeley.edu/2011/12/14/berkeley-middle-class-access-plan/
more IS LESS
http://www.youtube.com/watch?v=lwuy4hHO3YQ
#7: THE WEB IS A MOVIE THEATER. USE VIDEO!

#8: FACTS IMPRESS, STORIES INSPIRE.
#8: FACTS IMPRESS, STORIES INSPIRE.

Faculty/Staff News

I School's Geoff Nunberg on NPR: 'Hopefully' is here to stay

UC's 'Our University': pension contributions, reinvestment in higher ed

Just released: Econ prof's 'The New Geography of Jobs'

Visit Lair of the Bear summer camp

'CALcierge' helps recruits and new faculty feel at home

Campus Notices

Law students launch family violence non-profit

Library services survey closes May 31

UC boosts emphasis on composting organic waste

Civil rights champion John Doar, '49 wins nation's top civilian honor

Med student has her finger on pulse of community, culture

For Maria Garcia-Jimenez, a student in the UC Berkeley-UCSF Joint Medical Program, understanding a patient's background is essential to the work she intends to do as a community doctor for the underserved. An immigrant from Mexico blessed with intelligence, strong family support, and good fortune, the 24-year-old hopes to shed light on the social and cultural aspects of breast cancer and other illnesses.
LESS IS MORE
#9: GO SOCIAL... CREATE SHAREABLE CONTENT.
#9: GO SOCIAL... CREATE SHAREABLE CONTENT.

InstaEDU On-Demand Video Tutoring Gets An A+ and $1.1M Seed From Chamath’s Social+Capital Partnership

It’s midnight before your final exam and you need help. Do you know where your tutor is? InstaEDU says a $1.1 million seed round from former Facebooker Chamath Pallihotra’s Social+Capital Partnership and several angels. Stumped high school and college students pay InstaEDU by the minute to video chat with tutors from top universities at any hour of the day. InstaEDU will use the seed to grow its team and build critical features like advanced scheduling.
AND NOW FOR THE FUN PART:

YOUR ASSIGNMENT.
READ THE DOCUMENT ON WORLD POVERTY.

NOW CREATE A COMPELLING FACT SHEET THAT WILL GET LARRY ELLISON TO DONATE ALL HIS ORACLE STOCK TO END POVERTY.
BE CREATIVE.

BE DARING.

BE FAST.
YOU ONLY HAVE
15 MINUTES.

(PSST, REMEMBER
TO HAVE FUN!)
Feel free to reach out:
ram.kapoor@berkeley.edu