

# Annual Report 2017-2018

## Boost@BerkeleyHaas



## Thanks from our Executive Director

Dear Friends of Boost@BerkeleyHaas:

I'd like to thank all of the faculty, student mentors, staff, students and their families for making this year's Boost@Berkeley-Haas program, once again, such a resounding success. We supported 132 high school students to develop life skills and prepare to make their college dreams a reality. We congratulate the 28 members of the 2018 graduating class who head off to make their mark in the world, and are proud of each and every one of our students' accomplishments.



With your support, Boost@BerkeleyHaas has earned a reputation as one of the most effective youth support programs of its kind:

- Boost@BerkeleyHaas participants come from 35+ local public schools in surrounding neighborhoods where high school graduation hovers around 60%. Our participants defy those odds with 100% graduating high school.
- Over the course of our 29 year history, we have created a robust program that has translated to a 97% college enrollment from our Boost@BerkeleyHaas participants. We are incredibly proud of this matriculation rate which exceeds that of many local high schools.
- Boost@BerkeleyHaas utilizes a lean staffing model engaging Haas faculty and student mentors. This year, in partnership with Haas leadership and our Advisory Board, we will be building out a 3 year strategic growth plan to maximize the number of students who can participate and benefit from this powerful program that changes lives. Stay tuned!

On behalf of the entire Boost@BerkeleyHaas team, and our students and families, we thank you for your significant support of this critical program. Your investment makes our work possible and ensures we can continue to create a positive impact for more and more young people in our local community.

Best,

Pam Joyce

Interim Executive Director

Institute for Business & Social Impact (home of the Boost@BerkeleyHaas program)

Haas School of Business

University of California, Berkeley

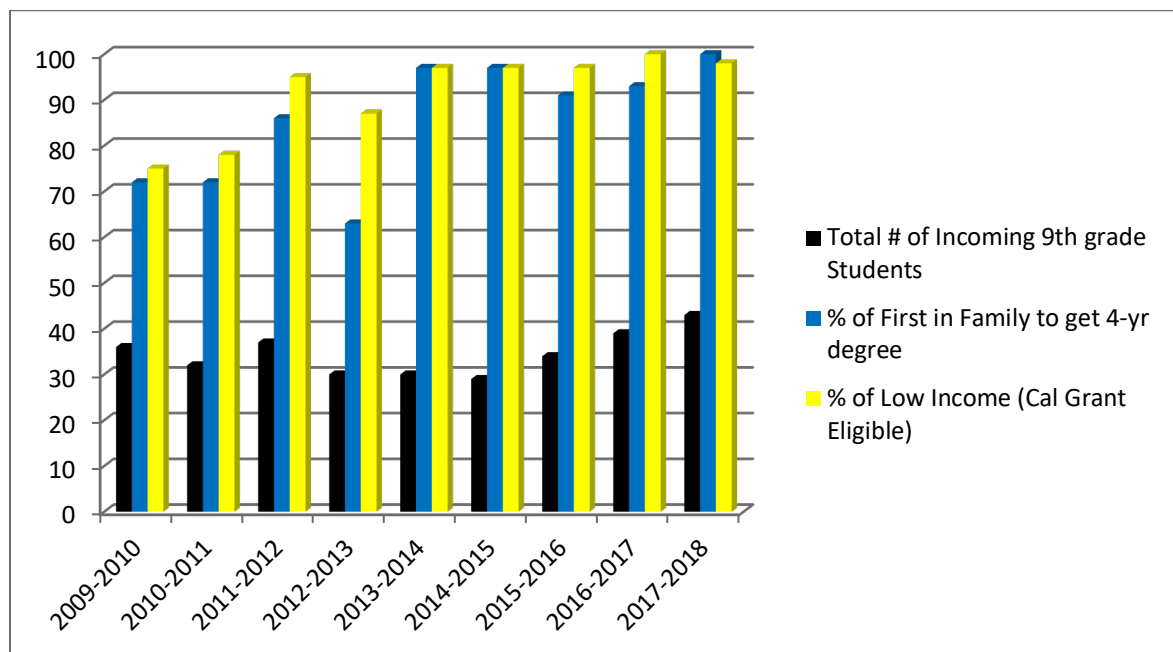
## Expansion underway with biggest incoming class to date!

We are very excited about this incoming class, graduating class of 2022. Our recruitment team went all over the bay area again this spring to find the most driven, passionate and deserving students to apply to the Boost program and we received a record number of 131 applications!

The next step in the process is to have our admissions panel review all the written responses in the application, read the required two letters of recommendation, review the applicant's 8<sup>th</sup> grade transcript and review any additional materials that the applicant provided.

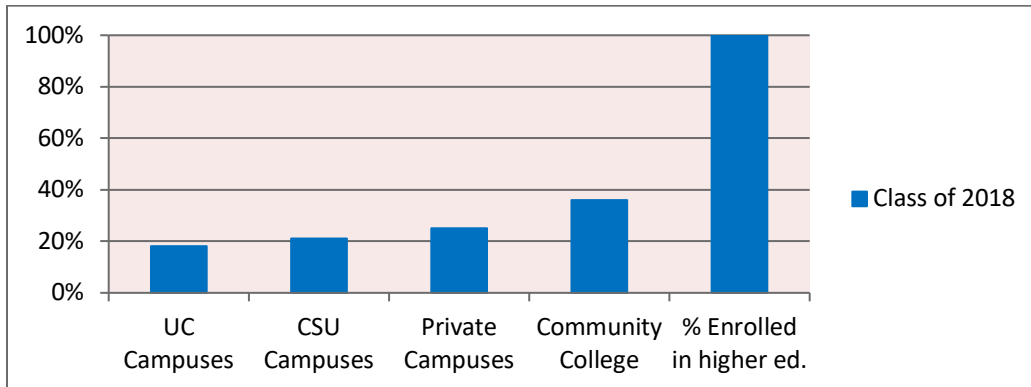
After reviewing the written portion of the application, we invited 60 students to come in for an in-person interview along with their parent/guardian to ensure that this is a program that they are fully committed to for the next four years. We realize this is a big commitment for an 8<sup>th</sup> grade student and is one of the reasons why the Boost@BerkeleyHaas program is unique - being a four-year enrichment program that is university based.

The last stage of the process is the hardest one for the admissions committee. The final decisions are made on who made it into the program and this year we were able to accept 43 students!



## 2018 Program Successes

The snapshot of where the 28 graduates of the boost class of 2018 is as follows: University of California campuses including UC Berkeley (5), California State Colleges (6), Private Colleges including Tufts and Holy Names (7), Community Colleges (10). These academic accomplishments are to be celebrated!





## 2018 Our Career Readiness Partners

This year, several career readiness partners emerged from our efforts to assist Boost students with summer experiences at Bay area summer programs, internship providers and site visit locations. These organizations share our passion for seeing high school-aged youth participate in activities that will broaden their exposure to the many career options their college degrees will afford them. Boost@BerkeleyHaas students will now be able to participate in many exciting activities spanning the range of career interests.



These include the following:

### Boost Summer Program Partners

**SMASH** – 3-summer, 5-week residential STEM program preparing students for math & science

**ACAP** – 1 summer, 1-week residential program offering exposure to finance and accounting

**CORO** – 1 summer, 6-week public service leadership program with an internship component

**Girls Who Code** – 1 summer, 5-week coding training program to introduce girls to computers

**Youth Bridge** – Multi-summer medical career/internship program hosted by Sutter Healthcare

**DAJA** (District Attorney Justice Academy) – 1 summer, civic engagement/internship program

### Boost Summer Internship Providers

<b>BART</b>	<b>Brain Balance</b>	<b>Lawrence Hall of Science</b>	<b>GAP</b>
<b>CalTrans</b>	<b>Kaiser Permanente</b>	<b>LaClinica Healthcare</b>	<b>EBMUD</b>

### Boost Summer Site Visit Partners

<b>Deloitte</b>	<b>KBLX/KOIT Radio</b>	<b>HarperOne Publishing</b>
<b>Citibank</b>	<b>Salesforce</b>	<b>Lucasfilm</b>
<b>Air BNB</b>	<b>NBC Bay Area Sports</b>	<b>Pixar</b>
<b>Levi's</b>	<b>NorthFace</b>	<b>Skidmore, Owings, Merrill</b>
<b>Clorox</b>	<b>The Presidio Group</b>	<b>Pandora</b>

Going forward, Boost students will be able to participate in these and other career-related programs, internships and site visits each summer. This will provide a richer academic high school experience grounded in experiences the students gained over the prior summer. We also anticipate better college admissions decisions based on solid career plans for the future.

Please contact our Internship Coordinator, Devon Seward Howland if you know of similar work-based learning opportunities for Boost students. His email: [dhowland@berkeley.edu](mailto:dhowland@berkeley.edu).

## Alumni Profile – Elizabeth Purdy (Class of 2008)



I was in the Boost@BerkeleyHaas program in 2004-2008, all four of my high school years, while attending Berkeley High School. In addition to being a student, I worked during the summer academies as a Peer Leader from my junior year of high school to my freshman year of college.

As an underrepresented student in a large high school, we did not receive a lot of individual attention. Boost provided mentorship through working with older students in the program; leadership skills through various workshops and job opportunities the program provided; and a multitude of intangible skills that helped me prepare for and get through college. Boost exposed me to things that I never would have learned in the classroom; as students, we were forced to think about life through a business lens. Whether it was creating our own businesses, or thinking about how to manage our personal finances, entrepreneurship was the foundation of all of these lessons.

After graduating from Boost, I received my Bachelor's Degree from the University of California, Los Angeles, majoring in English. I was involved in several student organizations and took on a leadership role in each one. I helped organize events for the community, engage under privileged youth in the importance of higher education. I recognized the importance of the knowledge and skills I learned and felt it necessary to share with others. I still carry these skills with me today in my professional career.

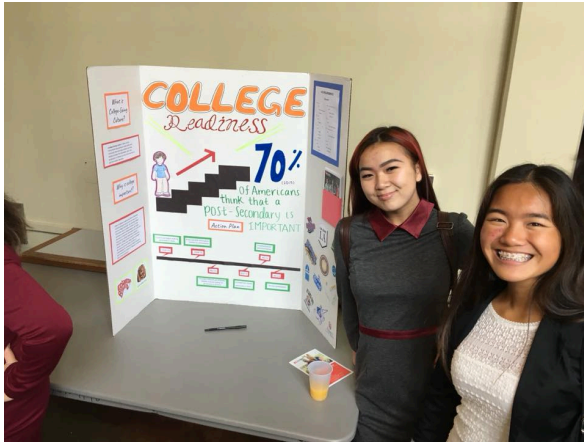
I am currently working for the University of California, San Francisco in the department of Development and Alumni Relations. I plan events to help engage and cultivate our donor community and external constituents. I understand first-hand the importance of giving back to institutions and programs that are doing great things in the community. I continue to keep in touch with the amazing Boost staff and currently serve on the Boost @BerkeleyHaas Alumni Outreach Committee, because I am thankful to have been a part of such an impactful program. We are currently working towards tracking Boost alumni in their education and careers, and finding ways for them to give back. I am hopeful that we can help the program grow and serve more and more students in the future.

## 2018 Southern California College Tour

In April we took 31 (the most ever) students on a Southern California College Tour to visit six campuses over a four-day period. The goal is to expand the horizons for our students and show them public, private, big and small schools on this trip.



## Community Service Projects



For the fourth year in a row, we had all of our 11<sup>th</sup> grade students come up with a community service project that focused on bringing a college-going culture back to the communities where they live. With the guidance of our college adviser, Vanessa Lopez, the students each developed a presentation to deliver to an audience of younger students in the greater community.

## Boost@BerkeleyHaas Finances

Boost depends on the generosity of alumni, and friends of the program for support, on fees generated by the Berkeley – Business Academy for Youth summer program, and on the countless hours of service donated by our students, alumni and campus community.

Boost embodies the Berkeley-Haas defining principle, “Beyond Yourself;” there are no charges for the students and families participating in the program.

### Revenues

Private Gifts	\$236,000
Transfers from Berkeley Business Academy for Youth program	\$100,000
<b>TOTAL REVENUES</b>	<b>\$336,000</b>

### Expenses

Program Expenses (Non-Compensation)	\$66,000
Salaries and Benefits	\$270,000
<b>TOTAL EXPENSES</b>	<b>\$336,000</b>