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CHANCELLOR

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Membership

Patrick Holmes, *Co-Chair*, Executive Director of Communications & Marketing,
Communications & Public Affairs

Oliver O'Reilly, *Co-Chair*, Vice Provost, Undergraduate Education

Julie Conner, Deputy Campus Counsel

Cameron Deptula, Undergraduate Student

Jay Dillon, Executive Director of Alumni Relations, University Development and Alumni Relations

Ty-Ron Douglas, Associate Athletics Director, Diversity, Equity, Inclusion, Belonging & Justice

Markeisha Everett, Chief Marketing and Communications Officer, Athletics

Neil Freese, Creative Director, Communications & Public Affairs

Khira Adams Griscavage, Associate Chancellor

Diana Harvey, Associate Vice Chancellor, Communications & Public Affairs

Eryn Hong, Associate Director of Brand Protection

Elisa Diana Huerta, Interim Senior Director, Centers for Educational Justice & Community Engagement,
Division of Equity and Inclusion

Sarah Juckniess, Senior Director of Marketing and Communications, Cal Alumni Association

Richard Lyons, Chief Innovation and Entrepreneurship Officer

Bahar Navab, Assistant Vice Chancellor and Chief of Staff, Division of Student Affairs

Bill Pearce, Continuing Professional Faculty, Haas School of Business

Jennifer Simon-O'Neill, Chief of Staff, Athletics

Colleen Rovetti, Executive Director, External Relations and Marketing Communications
University Development and Alumni Relations

Mary Ann Smart, Vice Chair/Chair, Berkeley Division, Academic Senate

Re: Berkeley/Cal Identity Task Force

Dear Colleagues,

Thank you for agreeing to serve as a member of the Berkeley/Cal Identity Task Force. As a member of this committee, you will represent the diverse perspectives of our UC Berkeley/Cal community — alumni, students, faculty, staff, donors, Golden Bear fans and others — and make important decisions that will shape the future of our university.

Below you will find additional information about the charge of this committee. I expect you to complete your work and be prepared to present a recommendation by no later than December 31, 2022.

Your work should be in support of furthering our mission and, among other things outlined below, help us to foster a sense of inclusion and belonging on campus.

Thank you again for your participation and for all that you do in service to our mission.

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Background

UC Berkeley was originally named the University of California and wasn't reorganized into a system of campuses until 84 years later. Various forms of the campus' original identity as the University of California, such as the nicknames "California" and "Cal" have endured to this day and are steeped in tradition.

Over the years, the campus has assumed two distinct identities: UC Berkeley and Cal. UC Berkeley is most often associated with academics and research. Cal is most often associated with athletics but is also an important part of the identity for alumni, students, faculty and staff. Some have said that UC Berkeley is the head and Cal is the heart of the institution.

Over the years, several decisions have been made that further separated the two identities. Current guidelines preclude the mixing of Berkeley and Cal marks and names and the word "bears" and imagery of bears is not allowed to be mixed with the Berkeley name.

Challenges

1. Having two distinct identities for one entity is highly problematic from a branding perspective. This would be akin to Apple being known simultaneously as "Mac" and "iPhone" without the Apple brand to associate the two. Some people do not realize that UC Berkeley and Cal are the same university, which means that the breadth of the institution is lost on some people. Others may know that it is one university but continue to form independent associations with each name due to the way the identity is bifurcated.
2. Current guidelines preclude campus (non Intercollegiate Athletics) units from using the Cal name and marks and disallow the use of the word "bears" or bear imagery with the Berkeley name. This leads to a great deal of confusion and frustration as many people within UC Berkeley consider the names Berkeley and Cal to be interchangeable and are surprised when they learn that they cannot use "Cal" or bears in their name. Sometimes departments do not learn that they are in violation of these rules until many years later.
3. Having two distinct identities has interfered with efforts to create a sense of belonging on campus. Some students, such as student athletes, feel excluded from the UC Berkeley identity because they're only allowed to use Cal in athletics contexts. Similarly, multiple affinity groups have expressed concerns that current restrictions on the use of the Cal name hinder their equity and inclusion efforts.

Charge

The Berkeley/Cal Identity Task Force's charge is to develop a name framework for the campus. The task force is to examine the various names used formally or informally to identify the campus and to determine when and how these names should be used moving forward. Names currently used to identify the campus include "University of California, Berkeley," "UC Berkeley," "Cal," "California" and "Berkeley."

The task force's tasks are as follows:

- Review available data regarding the brand equity of the various names and marks currently in use.
- Review relevant best practices regarding branding and naming.
- Engage appropriately with relevant stakeholders, including: alumni, current students, faculty and staff, prospective students, donors and sponsors and peer institutions.
- Consider the implications of any changes to the way the campus is identified, including: national and international reputation; community pride and traditions; alumni and donor relations; faculty, staff and student recruitment and retention; licensing and sponsorship agreements; and budget.
- Develop a naming framework for identifying the campus moving forward.