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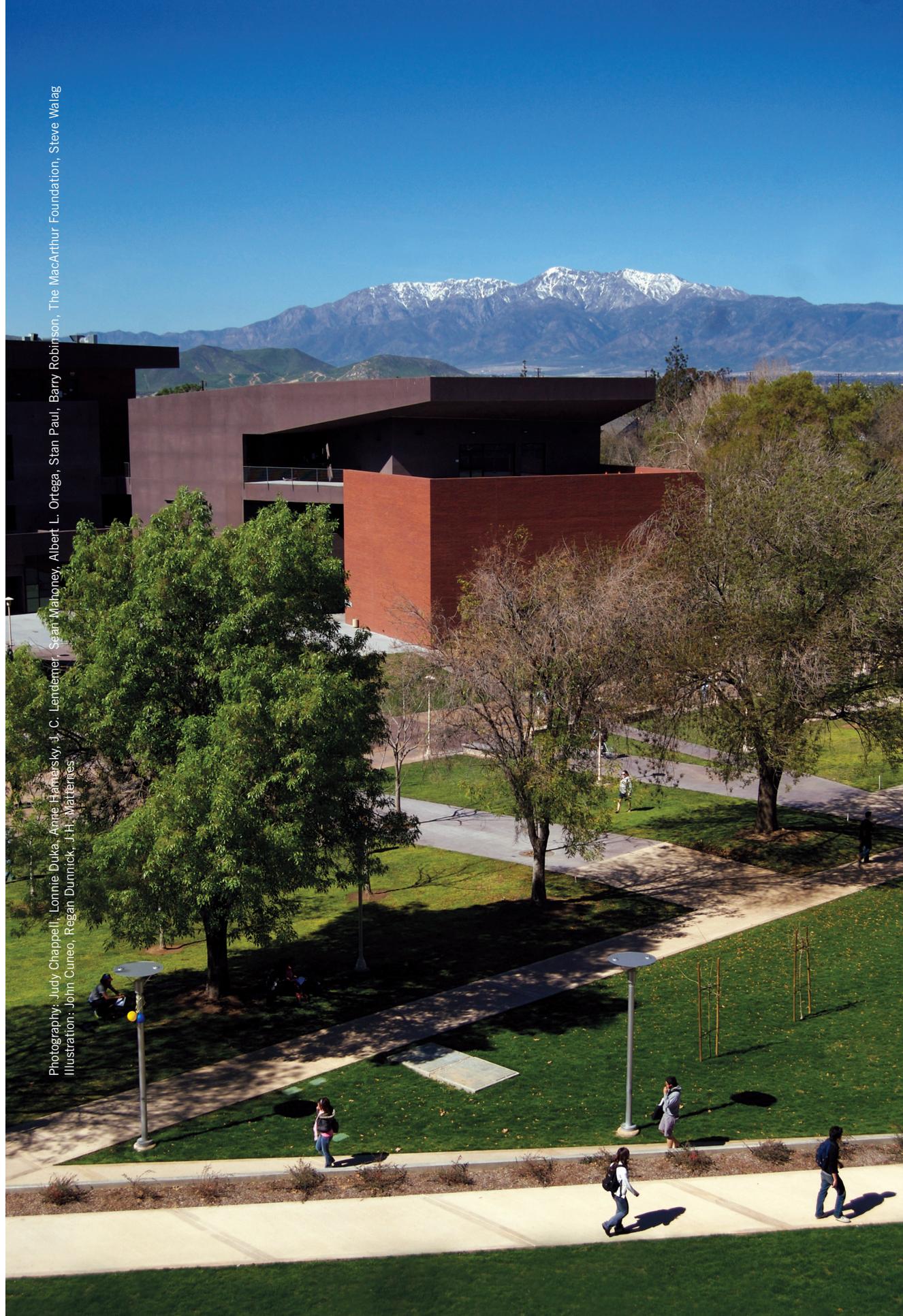
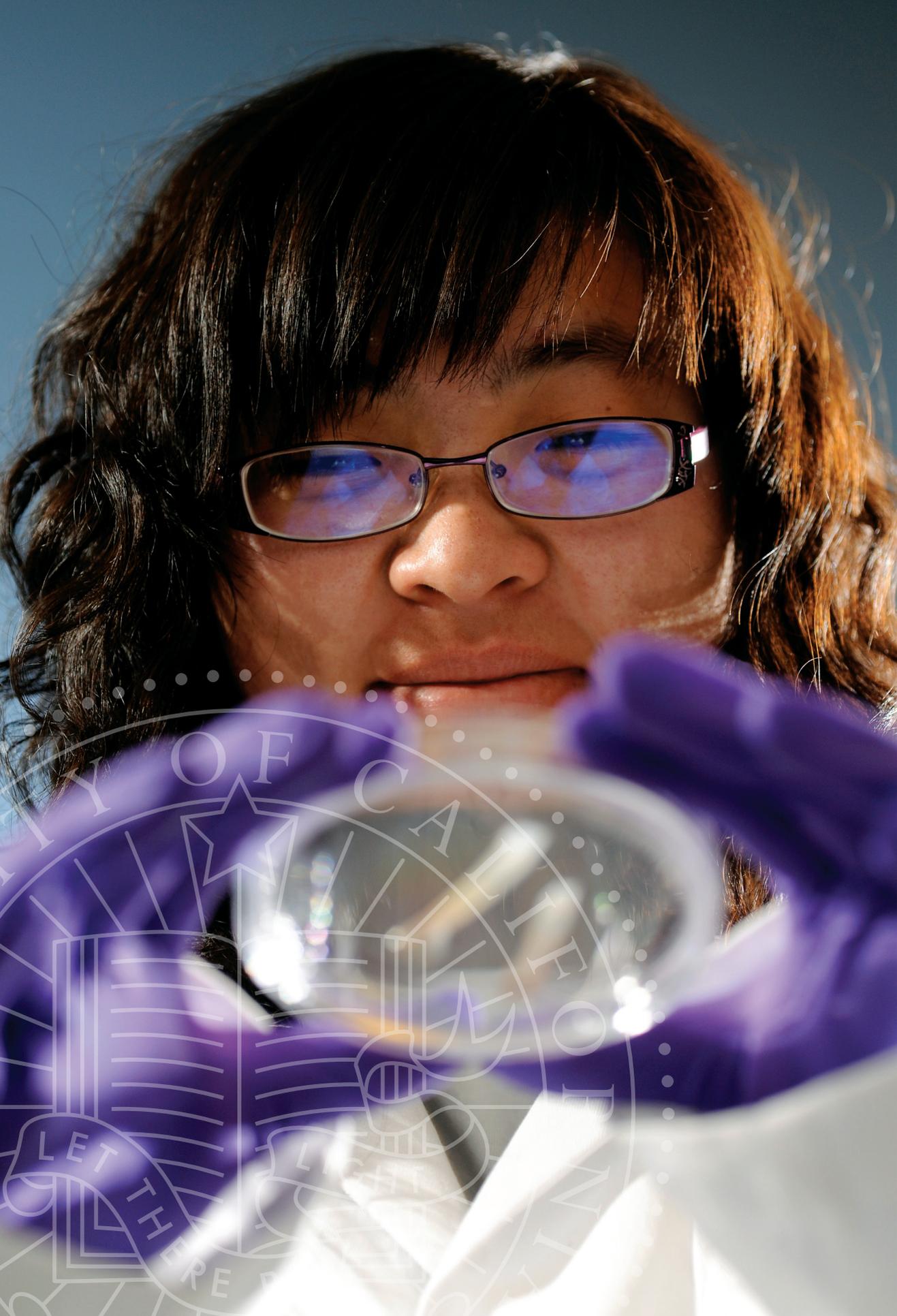
Cool Things Smart Students Should Know about UC Riverside

Facts and Impacts

Undergraduate Admissions
University of California, Riverside
3106 Student Services Building
900 University Ave
Riverside, CA 92521
Telephone: (951) 827-3411
E-mail: admit@ucr.edu

Create your own personal web page and
get information personalized just for you.
www.My.UCR.edu

MyUCR
Your information. Your way.



Photography: Judy Chappell, Lonnie Duka, Anne Hamersky, J. C. Lendemei, Sean Mahoney, Albert L. Ortega, Stan Paul, Barry Robinson, The MacArthur Foundation, Steve Walag
Illustration: John Cuneo, Regan Dunrick, J.H. Matternes

OK. Time to take your college search to the next level. And if you're after a **great education** to jump-start a **great career**, you need the facts about the **University of California, Riverside**. At UCR, you can follow in the footsteps of graduates who collect great "hardware" – a Pulitzer here, a **Nobel Prize** there. And you can learn from **inspiring faculty** who get undergrads involved in their **research** and truly enjoy teaching. You'll like where we hang out – **cool residence halls** – and what we do for fun – from camping at **Joshua Tree** to skiing at Big Bear to making the **arts scene** in downtown Riverside. Plus, how about those **Highlanders?** Cheer our champion athletes and learn to love bagpipes. **Business** and **hip hop theater...** **nanotech** and **Mayan ruins...** **environmental science** and the best **sci-fi collection** ever... Hey, we're just getting started.

Go to www.My.UCR.edu now to create your personal portal to learn about UC Riverside.



Get the Facts Read all 111 or just browse, using our easy color-code system to navigate UCR's many advantages.

Interested in **Academics?** **Admissions?** **Athletics?** **People?**

Student life? Follow the colors to find the facts you seek, from

our high ranking among universities to our Highlander Union

Building (HUB) to America's only Iyengar Yoga certificate program.

Bet you had no idea we've got it all!

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1. A Parent's Dream

“My father told me that the reason he left Argentina was to create educational opportunities for me and for my brother.” UC Riverside Chancellor **Timothy P. White** pondered his father’s words as he stood in the East Room of the White House. He was there to represent UC Riverside as President Barack Obama reauthorized the White House Initiative on Educational Excellence for Hispanics.

The day marked a culmination for UCR’s long-standing commitment to providing educational excellence for all, and a commitment to diversity and student success.

The occasion was significant to Chancellor White as he reflected on his own trajectory of hard work and determination. “I was the first in my family to go to college,” White said. “So this is very meaningful for me today.”

Many of UCR’s current students could certainly relate. And so could their parents.



2. More Than 31 Flavors!

If you can’t find something that rings your chimes among our nearly 350 student organizations ranging from AAMS (Academic Association of Medical Sciences) to Zeta Phi Rho fraternity – start your own! studentlife.ucr.edu



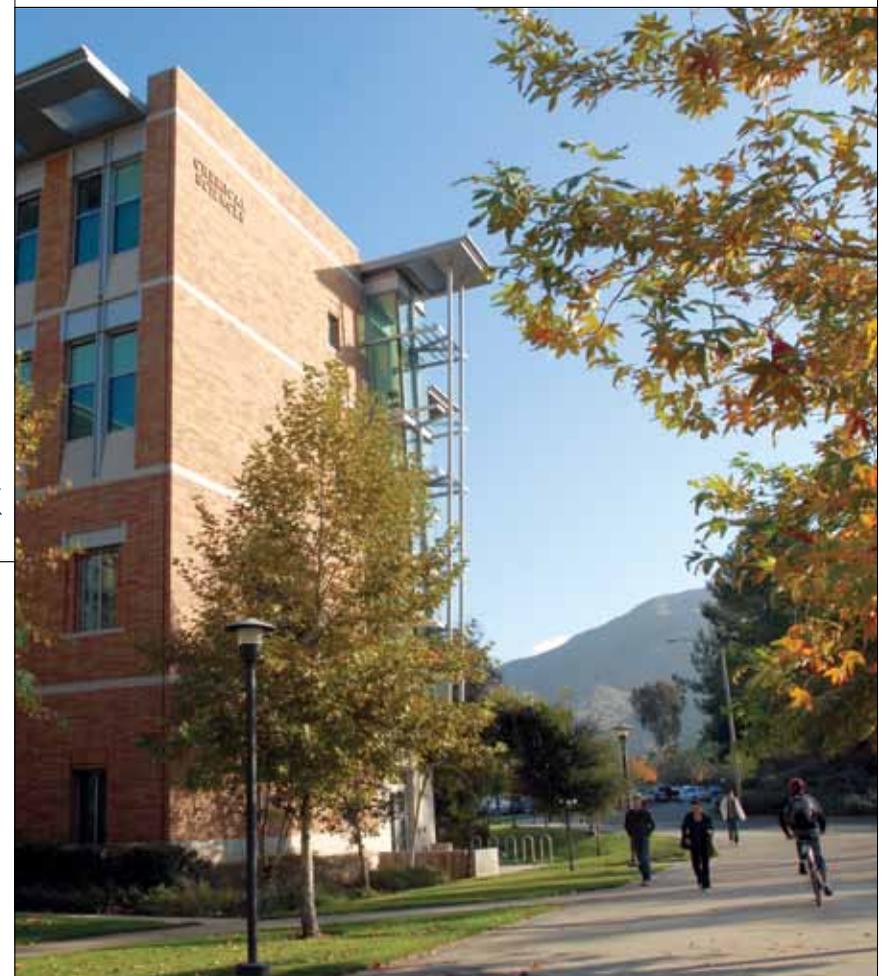
4. Best Odds of Finishing in Four

At many other UCs, some majors are so crowded that students can’t get the classes they need to graduate without studying for more than four years. Not at UCR. Here you can find your stride, get cozy in your own special Learning Community, and stay on track to graduate in four years (which, of course, will make mom and dad happy)!



3. Roam Our Home

You need room to stretch out. Our 1,200-acre campus at the foot of the Box Springs Mountains includes the landmark 161-foot Bell Tower, our hillside Botanic Gardens, and acres of citrus groves (a resource for UCR research).



5. Wednesday Nooners

Hang with your friends or meet new ones at live concerts, get-togethers, giveaways, and activities every Wednesday during the fall and spring quarters — at noon — at the heart of campus, by the Bell Tower, for FREE! aspb.ucr.edu



6. Cool Alumni Careers

Talk about old school! Anthropologist **Tim White**, '72, (not to be confused with current UCR chancellor, Timothy White), is one of *Time Magazine's TIME 100 Most Influential People for 2010* thanks to his discovery of "Ardi" – a 4.4 million year old female skeleton (the oldest and most complete skeleton in the human family ever found).



7. Extreme Empire Adventures

At UCR, adventure is, literally, around the corner. Swim, ski, or snowboard at Big Bear Lake in the morning and camp at Joshua Tree National Park the same night. Looking for something even more adventuresome? Try skydiving at Lake Perris Indoor Vertical Wind Tunnel, or head west and surf Huntington, Laguna, and Newport beaches.



8. At a Glance: School of Business Administration (SoBA)

Culture: Along with a growing full-time MBA program and a new Executive MBA program offering, UCR boasts the largest undergraduate business administration program in the entire UC system. Business Administration programs focus on developing effective and socially responsible business leaders. Coursework prepares students to excel in a competitive environment marked by unprecedented challenges and technological advances. Students are active participants in the learning process.

Career Watch: Students are prepared for careers through participation in a variety of professional activities including internships, professional organizations, and business plan competitions. Our graduates develop the interpersonal, analytical, and teambuilding skills necessary for successful careers in a global business economy.

Facts to Remember: The School is accredited by AACSB International (the Association to Advance Collegiate Schools of Business) and in 2010, was named a best business school by *The Princeton Review's "Best 301 Business Schools: 2010 Edition."* The undergraduate business program was also ranked in the top five percent of all business schools in the nation by *U.S. News and World Report*. 17% of the undergraduates at UCR are pursuing studies in business. 12,000 UCR Alumni received degrees in business and management.

soba.ucr.edu



9. Céud Míle Fáilte!

(Pronounced Kee-at Meal-a Fal-che) One Hundred Thousand Welcomes to UCR!

Your UCR experience kicks off with **Block Party**, the biggest welcome social of the year, and continues with **Highlander Welcome**. Through the year, be sure to check out **Heat**, **Homecoming**, **Spring Splash**, **R'Day** and all the other on-campus events that make Highlander life so amazing!

(Past performers at our concerts have included The Roots, Estelle, Common, Shiny Toy Guns, N*E*R*D, and Taking Back Sunday.)

rside.ucr.edu



BLOCKPARTY



10. The Professor and Prolactin

Professor of Biomedical Sciences and Distinguished Teaching Professor **Ameae Walker**

What She's up to: Professor Walker's research examines the growth factor activities of the hormone prolactin and its effects on the pituitary gland, breast, pancreas, liver, prostate, and cells of the immune system. She has created a molecular mimic of this hormone that may have therapeutic application on the development and progression of breast cancer, prostate cancer, and pituitary tumors.

What She Says about Teaching: "The institution of our new disease-based integrated curriculum has challenged me to learn a lot of new clinical material in pathology and clinical medicine — and learning new things is fun and energizing."

Pituitary Gland
Pancreas
Prostate
Liver
Immune System

PROLACTIN



11. A Rising Star

Thanks to campus-wide innovations, *U.S. News and World Report* now ranks UC Riverside 41st among national public universities. UCR is also considered a Best Buy College. *Forbes Magazine* ranks UCR as Number 25 among Best Value Colleges for its combination of quality and affordability.

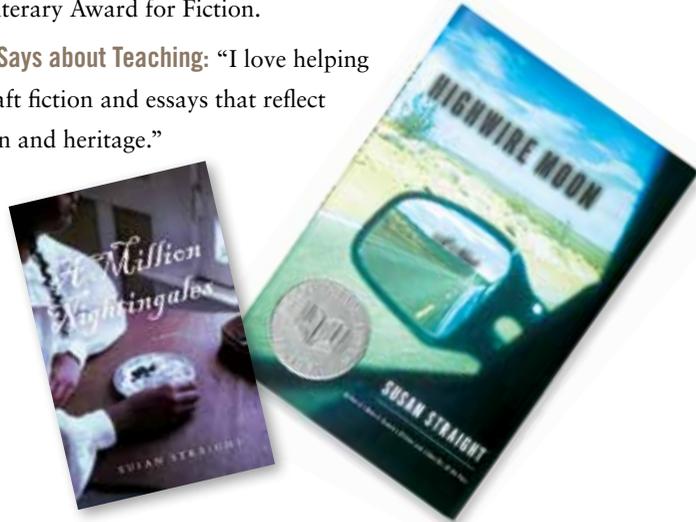
Forbes

12. The Professor and Her Prose

Professor of Creative Writing **Susan Straight**

What She's up to: Professor Straight's novels, including *I Been in Sorrow's Kitchen and Licked Out All the Pots*, *Blacker Than a Thousand Midnights*, *Highwire Moon* and *A Million Nightingales* – have been enthusiastically received by critics and readers alike. She has won a Guggenheim Fellowship, the California Book Prize, a Pushcart Prize, the O. Henry Prize and the Lannan Literary Award for Fiction.

What She Says about Teaching: "I love helping writers craft fiction and essays that reflect their vision and heritage."



13. R'Side, The Winning Side

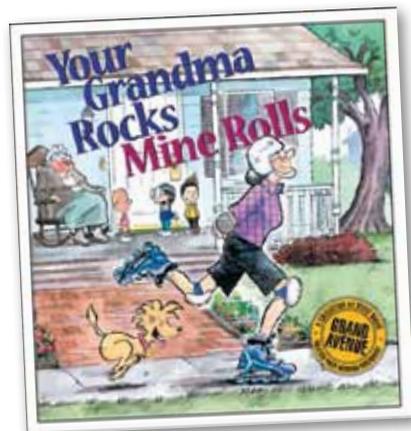
UCR has won several recent league and tournament championships in baseball, men's golf, women's basketball, women's cross country, and women's soccer. Cheering the home team has never been more fun or simple!
gohighlanders.com

Matt Fitzgerald



14. Cool Alumni Careers

Steven Breen, '92, has had a "grand" career. His thoughtful, amusing cartoons earned him a Pulitzer Prize in 1998 and again in 2009! He is currently a member of the staff of The San Diego Union-Tribune, his editorial cartoons are nationally syndicated, and his comic strip "Grand Avenue" appears in more than 150 newspapers across the country.



15. First Year, First Book

Hey, freshmen! Looking for something to talk about? How about the College of Humanities, Arts, and Social Sciences (CHASS) Yearly Theme? Each year, CHASS selects a theme for university-sponsored classes, exhibits, lectures, and events. All first-year CHASS students read and discuss a theme-associated First Book. "WAR" is CHASS's theme for 2010-11. Movies have had an enormous influence on how war is understood and imagined. In the "Gateway to CHASS" class, students will study movies about World War II, Vietnam, The Gulf War, and the Iraq War. The course will be structured around four sections: Realism, Mythic, Comic, and Civilians and Soldiers.

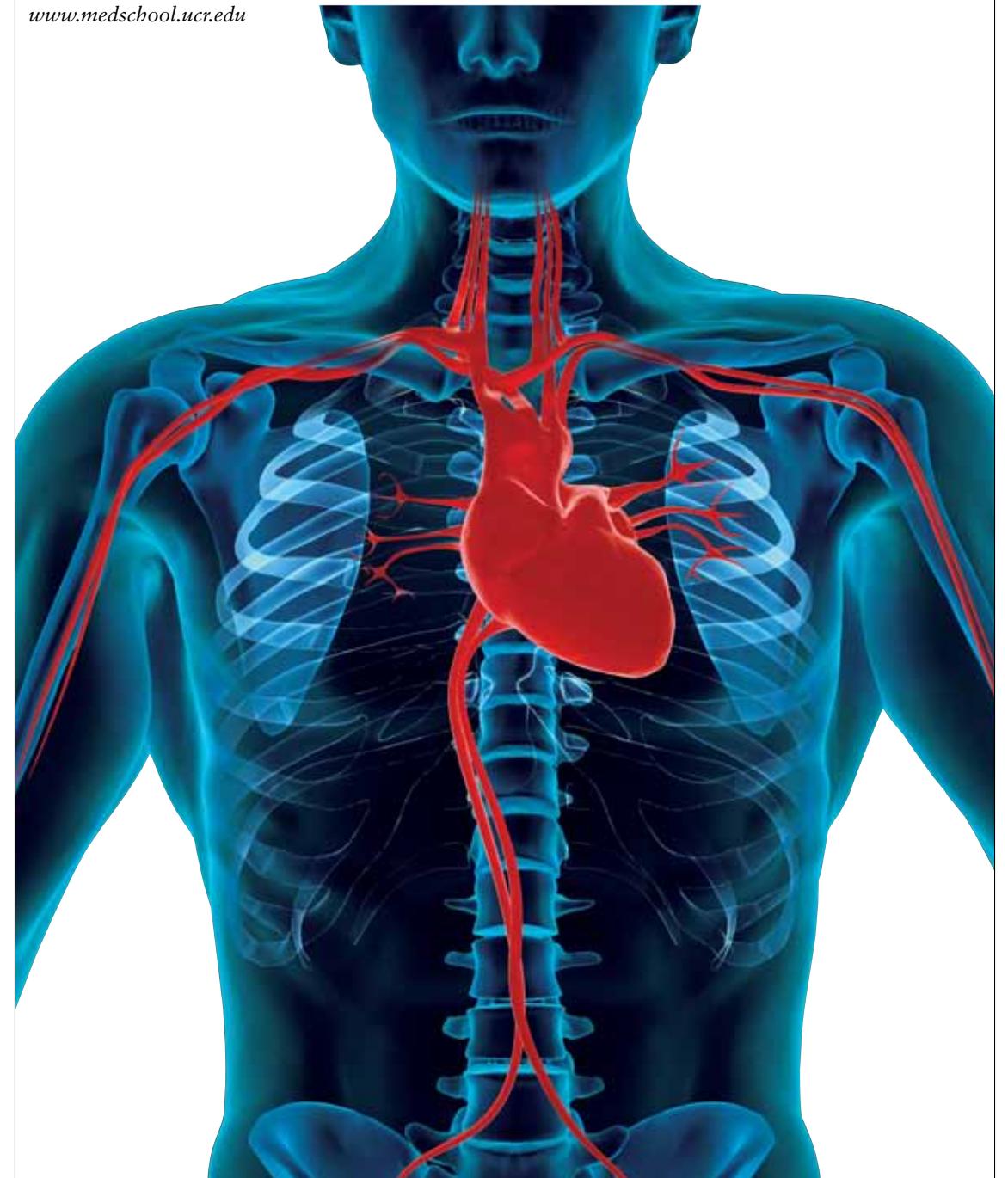
chassfirst.ucr.edu



16. UCR's School of Medicine: Moving Towards a Healthier Southern California

To help meet the region's urgent need for doctors, UC Riverside plans to launch a medical school in Fall 2012. Building on the foundation of UCR's existing two-year medical education program, the School of Medicine will provide a four-year medical curriculum leading to the M.D. degree. Led by founding dean, **G. Richard Olds, M.D.**, the School of Medicine's mission is to train a diverse physician workforce for Inland Southern California and develop innovations in research, education, and healthcare delivery to meet the needs of medically underserved populations. It will be the first new public medical school in California in more than four decades.

www.medschool.ucr.edu



17. The Professor and the Future of California's Community Colleges

John S. Levin, Ed.D., Bank of America Professor of Education Leadership

What he's up to: Professor Levin is helping to shape the future of California's community colleges. As director of the California Community College Collaborative (or C4), Levin and his team seek to improve the quality of California's community colleges by providing data-driven policy research and supporting the professional development of educational leaders throughout California.

What he says about teaching: "These institutions [community colleges] are also the economic and social safety net for millions of Americans. In California, both prosperity and social justice are front and center in the state's history and no doubt these will continue as the major issues in the future. Community colleges are inextricably linked to this future."

c4.ucr.edu



18. Get Your Spirit On!

Show your Highlander pride. Wear your UCR gear every Wednesday! We are Highlanders. And Wednesday is R'Day.



19. At a Glance: The Thomas Haider Program in Biomedical Sciences

Culture: Each year, 24 UCR students earn the opportunity to enroll in the Thomas Haider Program in Biomedical Sciences. Because our medical school classes are small, these students have outstanding access to learning resources and unparalleled integration with UCR's biomedical sciences faculty and student colleagues. UCR professors teach medical science fundamentals, and the clinical faculty – a team of more than 80 community physicians and practitioners – expand on this background, instructing students in clinical skills and serving as mentors.

Career Watch: This program has trained more than 700 physicians during the past 30 years, in all areas of medicine. Many of them have elected to practice in California, and some now teach in our medical program!

Facts to Remember: The Haider Program combines small class size for medical training at UCR with a state-of-the-art, human-disease-based curriculum. It's overseen by a dedicated core of faculty and community physicians, with clinical rotations at affiliated hospitals.

biomed.ucr.edu

20. Home, Sweet Home Away from Home

Heard those scary stories about finding college housing? Relax, we've got plenty of room(s). And as a first- and second-year student, you're guaranteed housing. UCR's latest student housing addition, Glen Mor, provides 505 beds in one, two, and four-bedroom apartment units. A computer lab, study lounges, a laundry facility, and a convenience store and grill is enough to make you feel at home. All on-campus residents can join in more than 200 residence hall and campus apartment activities, including live music, barbecues, game shows, dances, sports tournaments, hall-to-hall competitions, community service projects, and cultural celebrations.

housing.ucr.edu



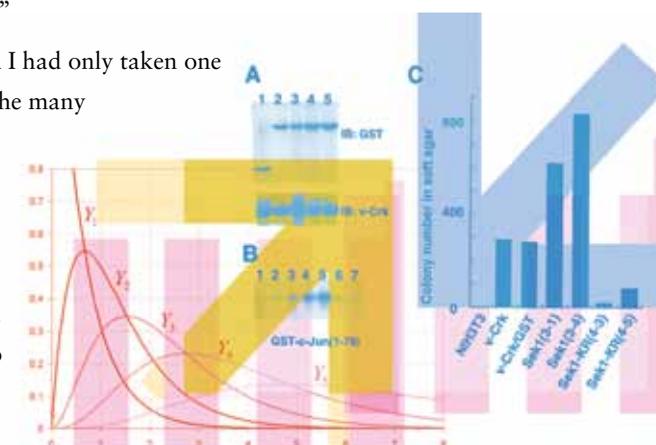
21. Amazing Undergrad Research

Student and Major: Ravi Rajpoot, Statistics

Research Project: "Identification of Phosphorylation Sites on CRK Adaptor Protein." Even though he is a statistics major, Ravi's research is in the lab of Biochemistry Professor Jolinda Traugh. He was awarded the Rosemary S. J. Schraer Award, the highest honor the College of Natural and Agricultural Sciences bestows upon a graduating senior."

How it Happened: "When I enrolled at UCR I had only taken one introductory course in statistics. Through the many outstanding faculty, I have gained a greater understanding of its various aspects."

My Perspective: "I never imagined I would be able to apply myself in such diverse settings. I hope to incorporate my statistical background with my biochemistry lab experience and do medically related research in the future."

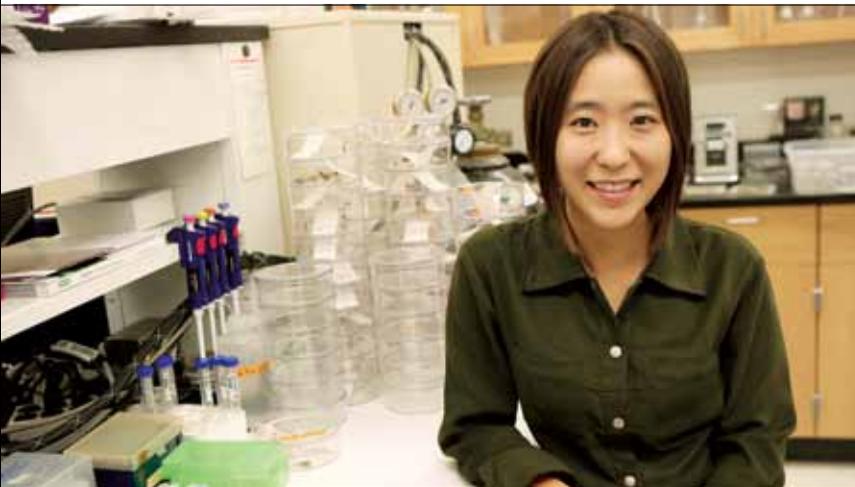


22. The Professor and the Prestigious Award

Associate Professor of Biology Cheryl Hayashi

What She's up to: Cheryl Hayashi, a biologist at UC Riverside and a national expert of the genetic structure of spider silk, won a five-year MacArthur Fellowship, one of the most prestigious awards in the country. Spider silk has remarkable properties—lighter than cotton, stronger than steel, and biodegradable. Give Hayashi some time and spider silk may start showing up in such products as body armor, rope, fishing line, surgical sutures, and athletic wear.

What she says about her research: “Whatever I discover about them [spiders] today leads to more questions tomorrow. In this young field, where so much is unknown, a new piece of information leads you unexpectedly to a completely new area of spider research. The spiders have a way of keeping my research going.”



23. Be Enterprising

Our Bachelor of Science degree in Business Administration offers UCR undergrads a jump start on a career in business leadership with an emphasis on economic development, growth of business, and personal development both as a manager and as a contributor to the larger community. Move on to the MBA program that is ranked among the top 25 graduate programs in entrepreneurship by *Princeton Review* and *Entrepreneur Magazine* 2007. Learn about entrepreneurship directly from Fortune 500 CEOs. soba.ucr.edu



24. Visual Feasts

You've heard Southern California has a hot art scene? It's all true, and part of the heat emanates from the UCR ARTSblock.

See the latest out-of-the-box art at the UCR Sweeney Art Gallery, visit the UCR California Museum of Photography, one of only six in the United States, and check out what's on at the Culver Center for the Arts. It's cool history in downtown Riverside, spiced up with cutting-edge contemporary arts and culture. Come for an opening party and hang out with the artist, or grab coffee afterwards at a nearby spot and argue about “What is art, anyway?” artsblock.ucr.edu



25. From Bugs to Business

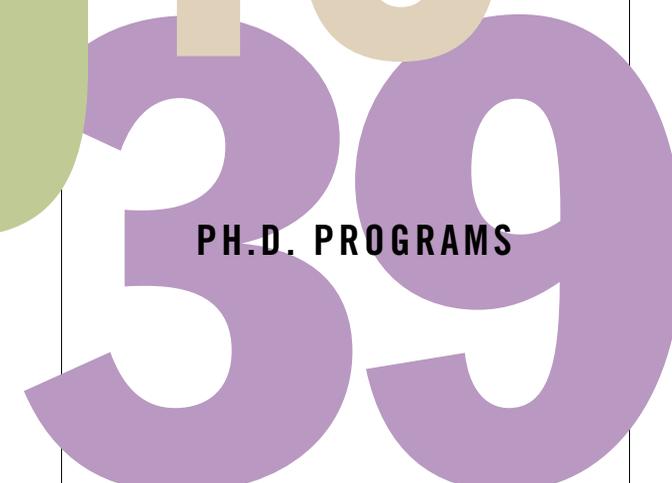
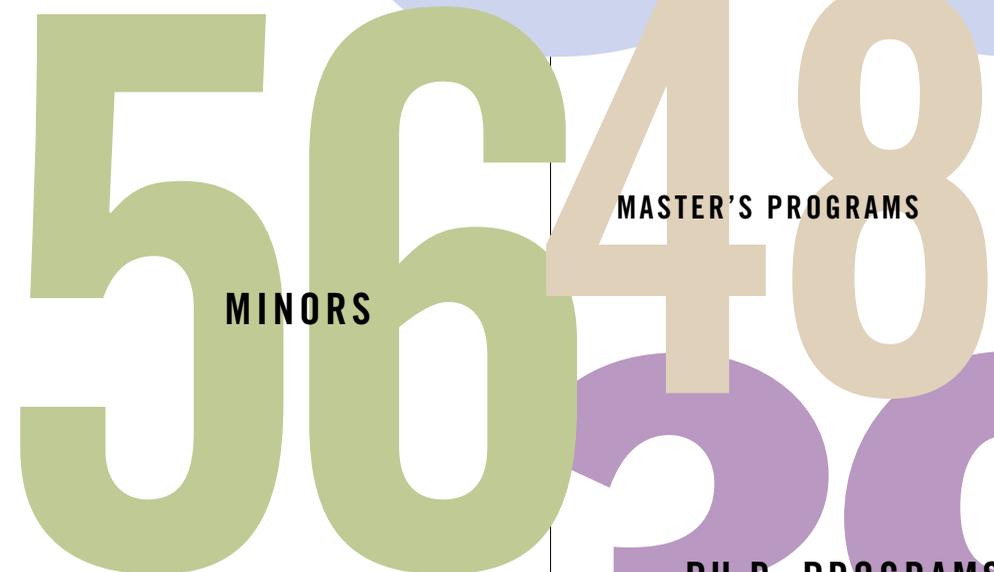
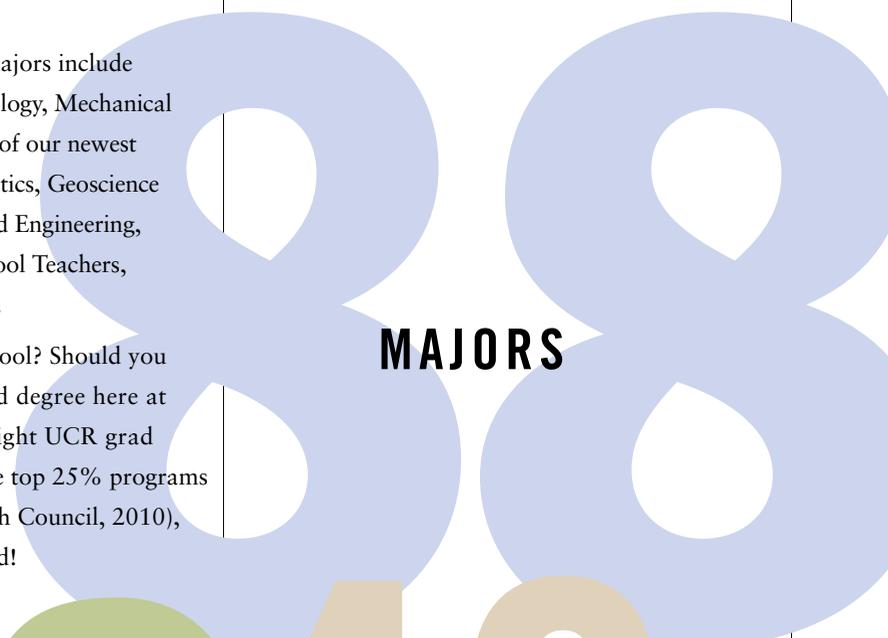
Plants to playwrights. Nanobots to nematodes. UCR awards undergraduate degrees in nearly 100 different disciplines, and offers academic minors in 56 more! Our programs range from the arts and humanities, to business and accounting, the life sciences and physical sciences, and several highly respected engineering programs.

Some of UCR's most popular majors include Business Administration, Psychology, Mechanical Engineering, and Biology. Some of our newest majors include Business Informatics, Geoscience Education, Materials Science and Engineering, Mathematics for Secondary School Teachers, and Media and Cultural Studies.

Go further! Headed to grad school? Should you decide to go on to an advanced degree here at UCR, you should know that eight UCR grad programs are ranked among the top 25% programs in the nation (National Research Council, 2010), and six more are in the top third!

The programs ranked in the Top 25% are entomology, computer science, electrical engineering, mechanical engineering, chemical engineering, English, plant biology, and environmental toxicology.

For a complete list of academic majors and minors, go to <http://my.ucr.edu/academic/Pages/MajorsandPrograms.aspx>.





26. Building A Bridge to Korea

UCR and the Overseas Koreans Foundation will launch the \$2.7 million Young-Oak Kim Center – one of the few research centers in the U.S. to focus on Korean Americans. “The [center] will benefit both American and Korean cultures and shrink the distance between the two,” says UCR Chancellor Timothy White.



27. Genetically Engineered Bug Zappers

UC Riverside researchers are working to wipe out malaria – potentially benefiting millions of people worldwide. Thanks to a \$1.86 million grant from the National Institute of Allergy and Infectious Diseases, UCR entomologists are developing genetically engineered bacteria designed to destroy mosquito larvae.

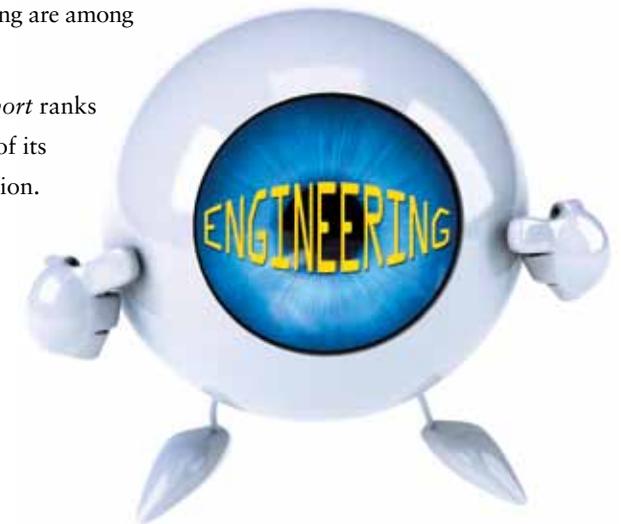


28. At a Glance: Bourns College of Engineering

Culture: UCR’s Bourns College of Engineering combines academic and research excellence with individual attention and mentoring, and the opportunity for undergraduate research and internships. Our professional development program emphasizes early engagement in professional activities by undergraduates.

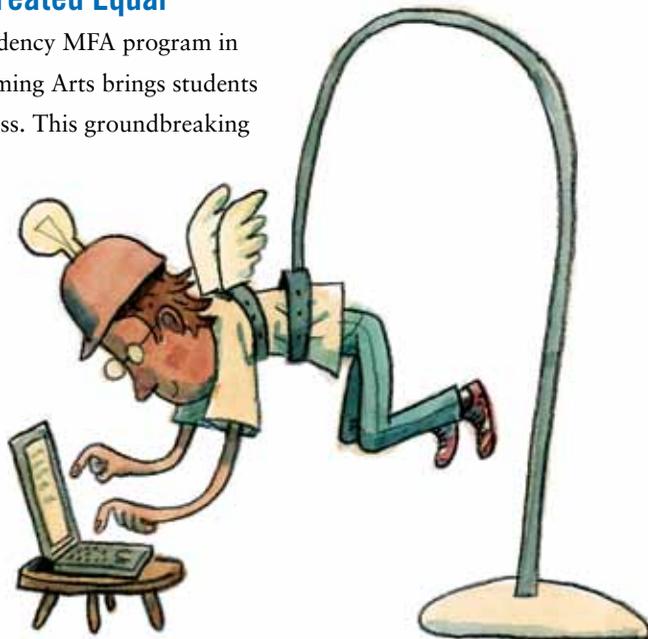
Career Watch: Bourns graduates are highly sought after, and many have become leaders in industry and academia. The College’s Business Informatics major offers a unique blend of highly technical Computer Science coursework with courses in Business. Its graduates leave UCR uniquely prepared to address technical issues in industry. Starting salaries in engineering are among the highest in any field.

Fact to Remember: *U.S. News & World Report* ranks Bourns higher than any engineering college of its size among public universities across the nation.
www.engr.ucr.edu



29. All Classrooms Are Not Created Equal

The UCR Palm Desert Low Residency MFA program in Creative Writing and Writing for the Performing Arts brings students to the Riviera Resort in Palm Springs for class. This groundbreaking UC program offers writers the opportunity to work online as well as in class and the flexibility of living anywhere in the world!
www.palmdesertmfa.ucr.edu



31. The Professor and Property Insurance

Professor **Richard L. Smith**, Philip L. Boyd Chair, Department of Finance & Management

What He's up to: The author of *Entrepreneurial Finance* and over 35 journal articles and research papers, Professor Smith is a timely addition to the SoBA faculty. Future employers of our students will soon acknowledge that every student who graduates from UCR with a finance concentration will have significant experience in financial research through classroom exposure to financial research methods, finance databases, key analytical software, class related research projects, and applications to practice.

What He Says about Teaching: "Teaching is an integral part of the research process: It aids the dissemination of research results, but also provides important student insight."



30. Learning with Honors

Incoming students who qualify for our Honors Program receive priority registration. You also get a peer mentor, are paired with a faculty member to conduct undergraduate research, and enjoy the companionship and support of other top students.
honors.ucr.edu



32. At a Glance: College of Natural and Agricultural Sciences

Culture: At UCR's College of Natural and Agricultural Sciences, faculty and students work side-by-side in an interdisciplinary environment that flows easily among the life sciences, the physical sciences, the mathematical sciences and the agricultural sciences. Today's science is done without rigid disciplinary boundaries, and this college threw out those walls years ago. Here you can study and do research in any science field that seems interesting with no red tape because we're all the same college.

Career Watch: The ability to recognize and address risks to the food supply from pests and disease gains greater importance as the Earth's population swells. Research in the natural and agricultural sciences will become evermore valuable to conserving species and ecosystems.

Fact to Remember: UCR Science has achieved international renown in many fields, including environmental sciences, biostatistics, particle physics, entomology, earthquake science, vector biology, genomics, evolution and ecology, conservation biology, materials sciences, nanotechnology, and plant pathology, to name just a few.
cnas.ucr.edu



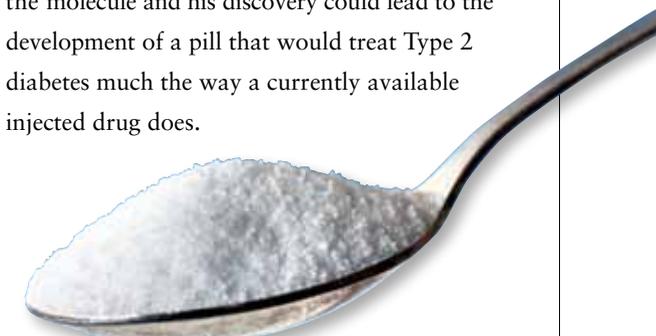
33. Cool Alumni Careers

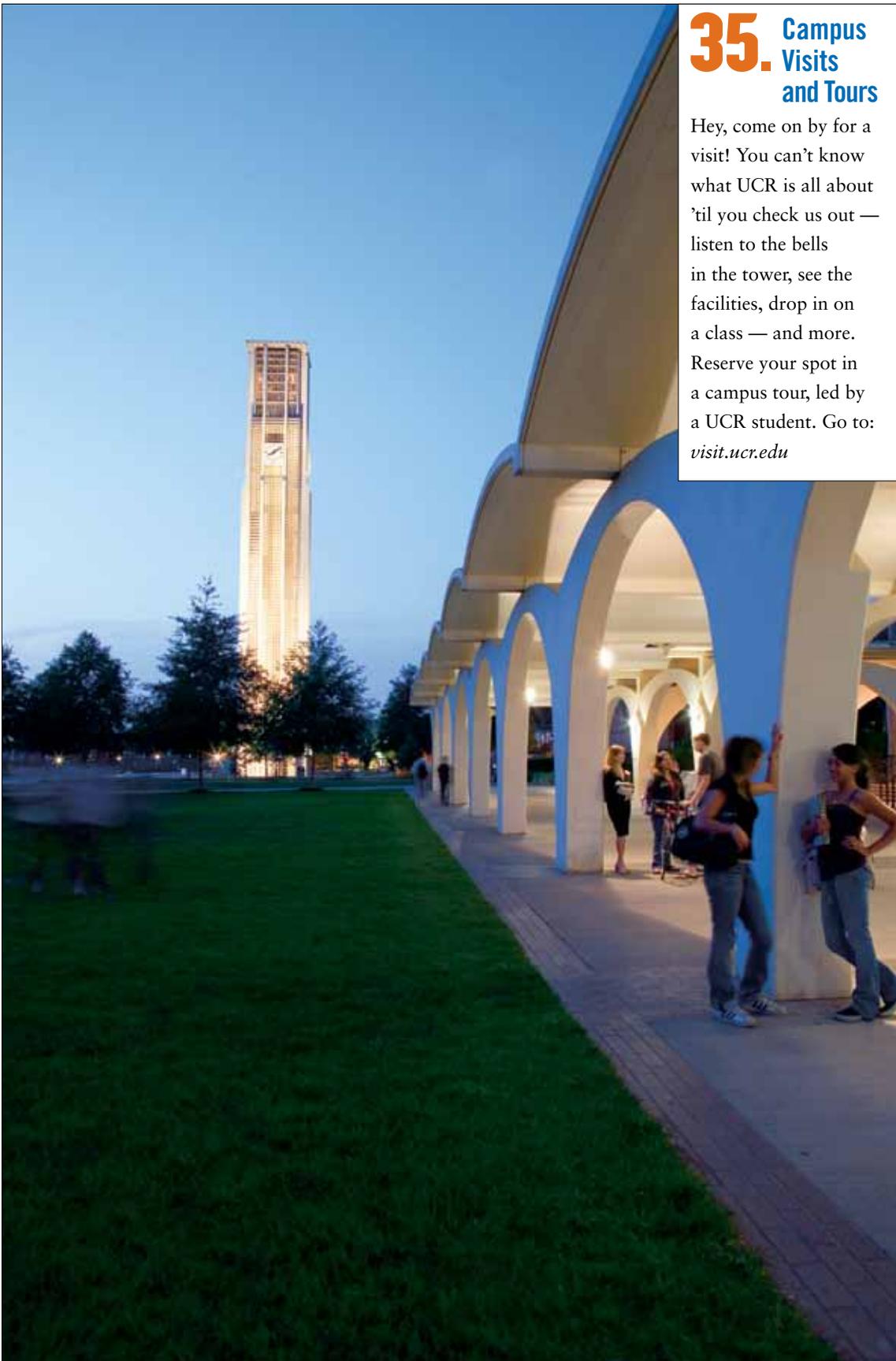
Mitra Abbaspour, '01, is the Associate Curator at the Department of Photography at the Museum of Modern Art (MoMA) in New York. Mitra leads a multifaceted research project based on the Thomas Walther Collection. The Collection features works of high-modernism and includes some of the top photographers of the 20's and 30's – plus anonymous amateur snapshots of the period.



34. Sugar Busting!

The secrets of diabetes and obesity are starting to be told thanks to the discovery of a molecule, Boc5, that has been shown to control diabetes in mice. Boc5 may pave the way for easier treatment of adult-onset diabetes and obesity. Bioengineering Professor Jiayu Liao, working with the Chinese Academy of Science, identified the molecule and his discovery could lead to the development of a pill that would treat Type 2 diabetes much the way a currently available injected drug does.





35. Campus Visits and Tours

Hey, come on by for a visit! You can't know what UCR is all about 'til you check us out — listen to the bells in the tower, see the facilities, drop in on a class — and more. Reserve your spot in a campus tour, led by a UCR student. Go to: visit.ucr.edu

36. Heavy Medal

MIT Chemistry Professor **Richard Schrock**, who graduated from UCR in 1967, didn't set out to win the 2005 Nobel Prize in chemistry. He simply aspired from age eight to do good chemistry, the foundation of which he learned at UCR. He chose to attend UCR for its undergraduate research opportunities. That foundation led Schrock to his work in producing the first useful catalyst for metathesis, a lab method used in making drugs for hepatitis C, osteoporosis, AIDS, and other diseases, and, of course, to a Nobel Prize.

alumni.ucr.edu



Google



37. Google and Geiger!

When we need assistance, we all turn to Google. But where does the world's most popular search engine turn for help? To UC Riverside! Google recently presented UC Riverside and its Center for Bibliographical Studies and Research (CBSR) with a grant to improve descriptions of books published before 1801. "Such information is critical for scholars," said **Brian Geiger**, director of the CBSR.

38. Connect with Success

National award-winning First Year Program, CHASS Connect, helps ensure that first-year students excel in our College of Humanities, Arts, and Social Sciences. You'll enjoy personalized advising and close interaction with faculty and graduate teaching assistants. Best of all, you'll meet motivated students like yourself who may become lifelong friends.

chassconnect.ucr.edu

39. UCR Bioengineer Named to Top 100

Professor of Bioengineering **Jerome Schultz**

What He's up to: A founding professor of the Bioengineering Department, Jerome Schultz was honored by the American Institute of Chemical Engineers as one of the "One Hundred Engineers of the Modern Era." Schultz is a pioneer in medical sensors, inventing one that could eliminate the need for diabetics to use needles for blood glucose checks.

What He Says about Teaching: "UCR has a rich history in engineering and biology, and a strong program in bioengineering is the inevitable next step for us. The campus is gearing up for a new medical school. Given how large a role technology plays in medicine, I fully expect bioengineering to play an increasingly crucial role on campus."



40. Affordable Excellence.

You can't put a price on a dream come true. In 2009, UCR was ranked among the **Top 25 Best College Buys** by Forbes magazine.

But what does that mean to you? Well for starters, it means that you don't have to go to a hugely expensive school to get a world-class diploma. It also means that if you were thinking of skipping college because you thought it was too expensive, you might want to think again.

There are lots of ways to pay for college. Some, like scholarships and grants, you don't have to repay. Others, like loans, you do. You can also earn money through work-study or student employment. UC Riverside distributes more than **\$200 million** annually in grant, loan, work-study, and scholarship aid each year. And, with programs like the **Blue and Gold Opportunity Plan**, we're doing all we can to help our students fund their education.

finaid.ucr.edu

Apply now! Don't miss your chance to receive the financial help that you and your family deserve.

Applying for financial aid is a lot easier than most people think.

www.fafsa.ed.gov



2010-11 Undergraduate Estimated Cost of Attendance

This illustration provides annual estimates of typical costs before financial aid for a California resident attending UC Riverside. For detailed information on fees, visit:

classes.ucr.edu/fees

EDUCATION

	 Living With Parents	 Living in University Housing	 Living Off-Campus
Fees*	\$11,683	\$11,683	\$11,683
Room and Board	\$4,300	\$11,600	\$9,600
Books/Supplies	\$1,800	\$1,800	\$1,800
Transportation	\$1,950	\$1,350	\$2,100
Personal Expenses	\$1,850	\$1,750	\$2,050
Total	\$21,633	\$28,183	\$27,233

*Fees include Undergraduate Student Health Insurance Program (USHIP) of \$654. If USHIP is waived, deduct this amount from fees.

Non-California students paid an additional \$22,023 in tuition and fees for 2010-11.

Fees are subject to change.



41. Cool Running

Highlanders are running wild. Our Women's Cross Country Team won their first-ever Big West Cross Country Championship in 2008.

Brenda Martinez earned three All-America honors and was named the 2009 Big West Track Athlete of the Year. She finished second in the NCAAs in the 1500m and ninth at the 2009 USA Track & Field Championship in the 800m.

gohighlanders.com



42. We've Got the Best in Biz!

Scotty's Market and Grill won a 2009 "Best in the Business" award for excellence from the National Association of College and University Food Services. Got the midnight munchies? Scotty's is famous for its grilled peanut butter and jelly sandwiches (try one with honey!). Or if you prefer fresh produce, check out Scotty's bi-weekly Farmer's Market for local citrus and eggs from UCR's agricultural operations. Located in the courtyard outside Glen Mor campus apartments, Scotty's is open most days from 7:30 a.m. to 2 a.m.



43. The Professor and the Prediction System

Elizabeth Cochran, Professor of Seismology in the Department of Earth Science

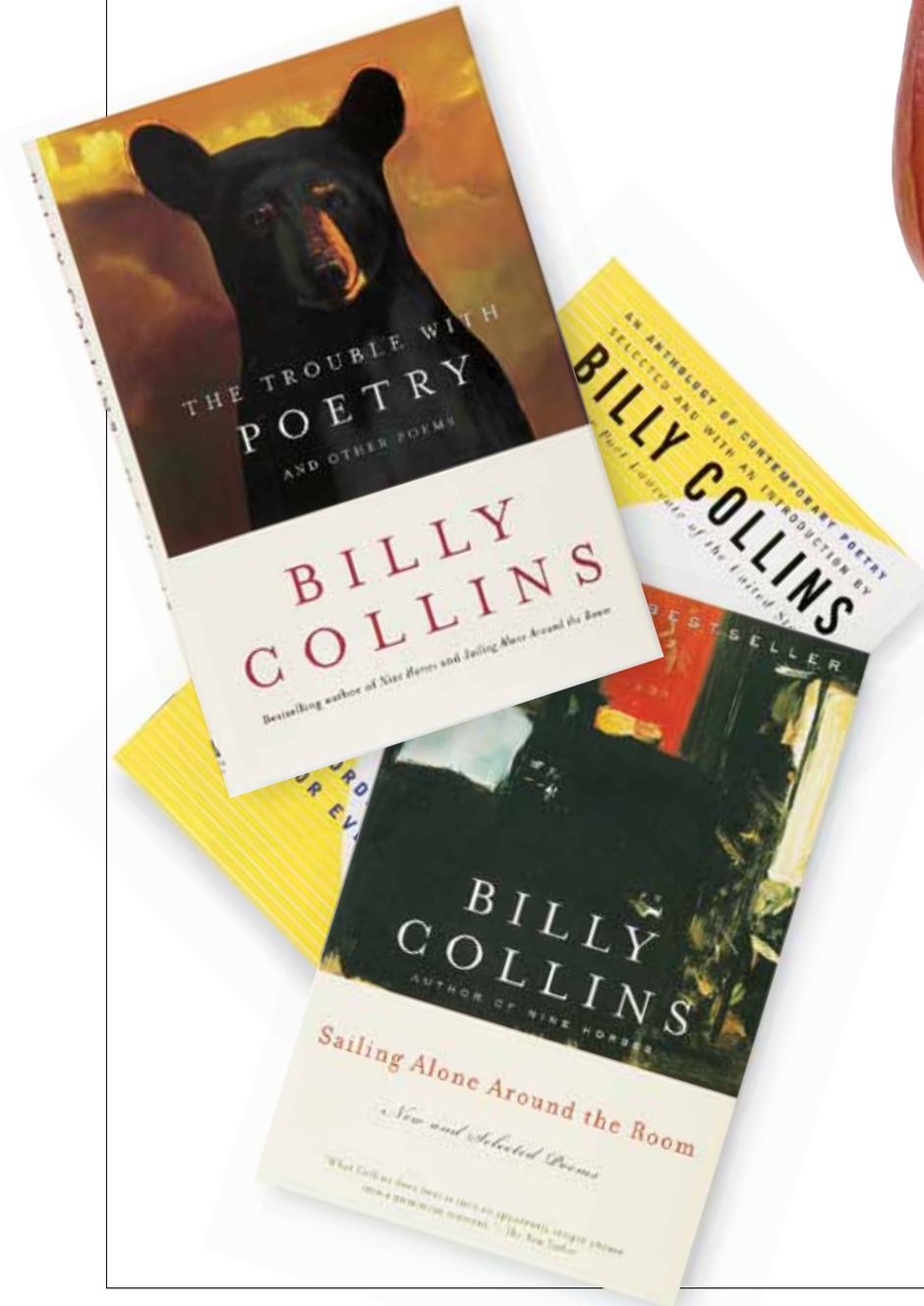
What She's up to: Professor Cochran has a nifty idea to predict earthquakes with the help of everyday people using their home laptops. Because newer laptops are equipped with motion sensors, Cochran realized they could become a giant network of earthquake monitors if equipped with software to communicate to an early warning system. Called Quake-Catcher Network, the system is being developed by Cochran and colleagues at Stanford.

What She Says about Her Research: "[The system] potentially could be a great benefit to our understanding of how earthquakes actually rupture, how much slip occurs on a fault, and how fast it goes."

44. A Poet and We Know It

For most of his life, **Billy Collins**, who graduated with a doctorate in Romantic Poetry from UCR in 1971, considered himself a professor who happened to write poetry. That was before he was named poet laureate of the United States for two terms from 2001 to 2003, transforming Collins into a poet who's also a professor.

As laureate, Collins launched an initiative to have poems read along with high school announcements, to call attention to the sound of poetry and encourage students to study it. "It's kind of like dropping poetry behind enemy lines," he says.



45. The Professor and Pandora

Audiences around the globe were floored by the amazing 3-D look of the blockbuster, AVATAR. That look was achieved in no small part due to the contributions of UCR plant physiology professor and distinguished scientist, **Jodie Holt**. Holt served as a consultant on Pandora's plant life and even mentored lead actress Sigourney Weaver who plays a botanist in the film!

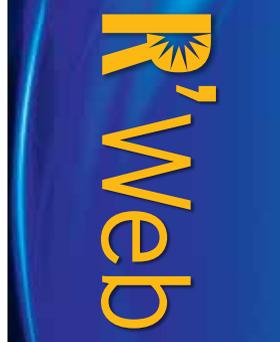
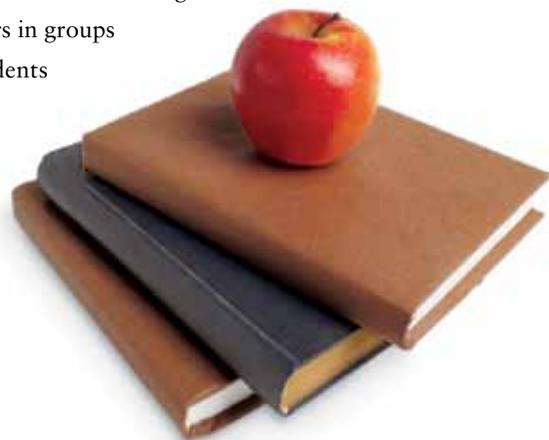
46. At a Glance: Graduate School of Education

Culture: The coming generations of teachers and education scholars will face many unknown challenges. UCR's Graduate School of Education is combining research and service in an environment of collegial instruction to develop the creative thinkers and leaders this future will require. Our cohort teacher preparation program ensures personal attention and professional network building by placing students in groups of only 10 to 12 with one supervisor.

Career Watch: UCR was the first UC campus to offer lower-division education courses and to create a pathway from more than 70 community colleges to UCR's teacher credentialing program.

Fact to Remember: Our cohort teacher preparation program ensures personal attention and professional network building by placing student teachers in groups of approximately 12 students with one supervisor.

education.ucr.edu



47. Get Caught in R'Web

UCR's digital hub allows you to access Growl, iLearn, and Webmail as well as check on campus events and happenings. Connect to Facebook from R'Web so you can leave wall comments and posts and still check your R'Mail without the hassle of leaving the site.
rweb.ucr.edu

48. Your UCR is My.UCR.edu

Get online! As a prospective student, applicant or admitted student, you can create a personal "MyUCR" portal for learning more about the university. Just go to www.My.UCR.edu right now and create your account.

My.UCR.edu

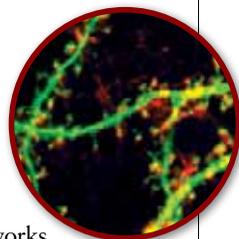


49. The Professor and Perturbations

Associate Professor of Biomedical Sciences Iryna Ethell

What She's up to: Associate Professor Ethell is studying how neuronal networks develop in the brain at both the cellular and molecular levels with the goal of applying this knowledge to understanding how perturbations within this developing network can lead to mental retardation and autism.

What She Says about Teaching: "Coming to UCR from a research institute environment without a lot of teaching experience was a challenge that I had to overcome by working long hours on my lecture notes and presentations. Even with all of the challenges I find teaching to be rewarding and fun."



50. Cool Alumni Careers

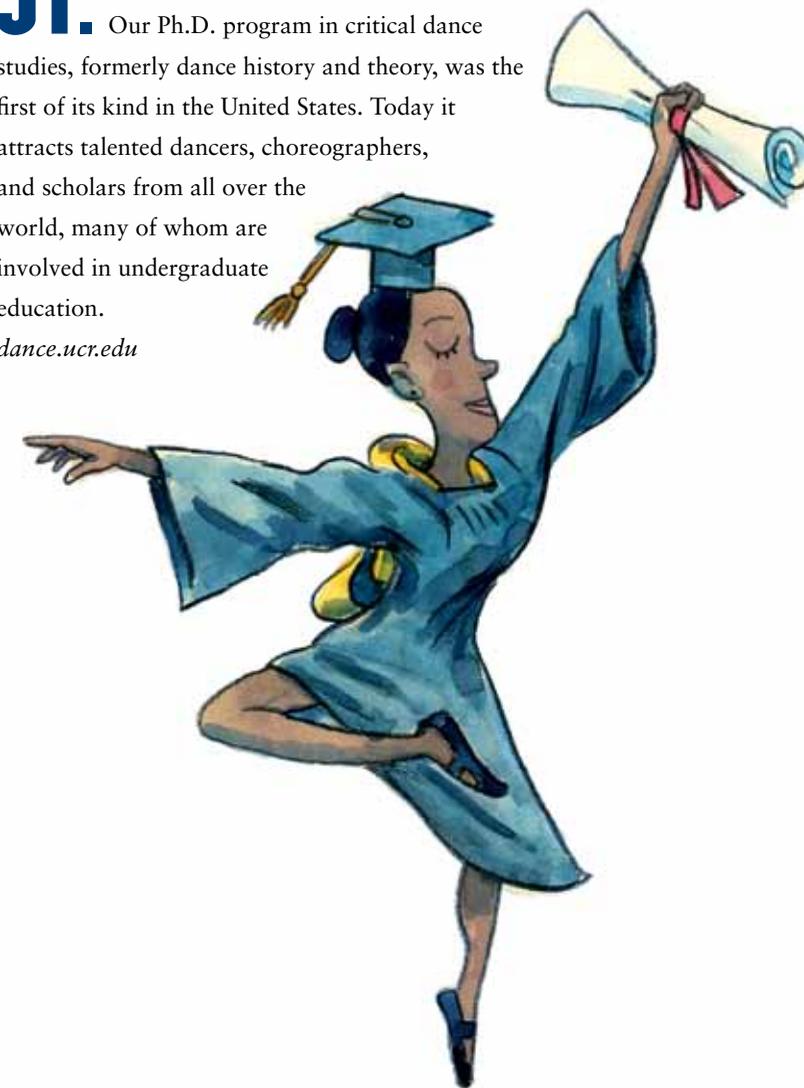
Jerry Swain, '89 is making mouths water with the confectionary creations of his company, Jer's Handmade. If you're on a diet, don't even think of checking out his Web site (www.iwantchocolate.com) because his products are nearly impossible to resist. When he's not out winning awards for creations like the Pretzo Change-O (a sinful combination of gourmet pretzel and peanut butter surrounded by your choice of milk, dark, or white chocolate), Swain works with nonprofit organizations and on charitable events. Pick up some of these yummy treats in the UCR Campus Store!



51. Dr. Dance

Our Ph.D. program in critical dance studies, formerly dance history and theory, was the first of its kind in the United States. Today it attracts talented dancers, choreographers, and scholars from all over the world, many of whom are involved in undergraduate education.

dance.ucr.edu



52. Homecoming

Honor your Alma Mater and "Party Like a Highlander" during Homecoming week festivities at the Lighting of the Belltower, Barn events, Bonfire, basketball games, and UCR's biggest music festival, Heat (HEAT performers have included Lupe Fiasco, Moby, N.E.R.D, Shiny Toy Guns and Taking Back Sunday).

homecoming.ucr.edu, heat.ucr.edu

Heat
music festival

HOMECOMING 2010

53. The Professor and the Sloan Center for Internet Retailing

Donna L. Hoffman is Professor of Marketing, Chancellor's Chair, and Co-Director of the Sloan Center for Internet Retailing

What She's up to: Professor Hoffman is the co-founder of eLab, a pioneering corporate-sponsored, virtual research lab that the New York Times has called one of the "premiere research centers in the world for the study of electronic commerce." The UCR Sloan Center for Internet Retailing is the world's leading university research center dedicated to improving the effectiveness of online retailing.

What She Says about Research: "Probably the most important lesson is that it is very important to follow your heart and passions. Our early research efforts were met with derision and disbelief. But if you work on problems that interest you and that you believe in, you can't go wrong."

sloan.ucr.edu, elab.ucr.edu



54. The Best Idea Under the Sun

UCR has taken a major step toward sustainability with the new Southern California Research Initiative for Solar Energy (or SC-RISE). SC-RISE leverages the many years of environmental research performed by the Bourns College of Engineering - Center for Environmental Research and Technology (CE-CERT). The goal of SC-RISE is to stimulate the addition of green solar energy across Southern California and to identify barriers to the full embrace of solar technologies in our regions.

www.scrise.ucr.edu

55. Hoops Happenings

Thanks to a strong finish in the Big West Tournament, UC Riverside's women's basketball team was crowned as the 2010 Big West Champions and advanced to a national post-season tournament for the fourth time in the past five years. Meanwhile, in 2009, the men's hoops team set the program's Division I-era record for wins in a season.

gohighlanders.com



Alyssa Morris

56. Art Matters!

One of just three programs of its type in the United States, UCR's Gluck Fellows Program in the Arts provides fellowships to exceptional UC Riverside undergraduate and graduate students, faculty, and visiting guest artists to conduct arts-related presentations, performances, and workshops in the Riverside community.

gluckprogram.ucr.edu



57. At a Glance: College of Humanities, Arts, and Social Sciences (CHASS)

Culture: CHASS uniquely combines the arts, humanities, and social sciences into a single college so that students can explore human life and meaning from many perspectives. Our motto is "At Home in the World." Our students are the most diverse in the UC system. They bring the world to campus and we study it together.

Career Watch: UCR's Global Studies major prepares students to live and find careers in an increasingly interconnected world. Students study transnational interactions and engage in the designs for cosmopolitan governance.

Fact to Remember: Along with Stanford, Carnegie-Mellon, USC, and Brown, UCR is one of the few universities in the United States to offer an undergraduate major in public policy and the only UC campus to offer an undergraduate degree in creative writing.

chass.ucr.edu



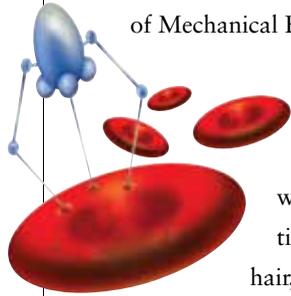
58. Real Roots

During more than a century of discovery, scientists at UCR's Citrus Research Center-Agricultural Experiment Station have earned worldwide recognition for the study of plant sciences, environmental and natural resources, and pest management. Every orange, lemon, lime, and mandarin orange found on your grocer's shelf has a genetic connection to the trees at our Citrus Research Center, which was established in 1907. We're also home to the Citrus Variety Collection, a living citrus museum with some 900 varieties of citrus, the largest collection in the world. So that sweet and juicy California navel orange you had for lunch today had its roots right here at UCR!



59. The Professors and the Nanobots

Professors Mihri Ozkan of Electrical Engineering and Cengiz Ozkan of Mechanical Engineering



What They're up to: Husband and wife engineering team Mihri and Cengiz Ozkan, who build nanodevices 25,000 times thinner than a human hair, are part of a major effort to detect and treat cancer from inside cells. The married couple hopes to “listen” for the subtle electrical cues that cancerous cells emit and deliver chemotherapies with such precision that only the cancerous cells are affected.

What They Say about Research: “Imagine having the ability to find the very first cancer cell in your body and killing it with targeted therapies. We have a lot of capabilities in our nano-toolbox. It’s time to apply them to cancer therapy.”

60. A Capital Idea

Want to understand “inside-the-Beltway” thinking? You’ve got it. Through UCR’s Washington Center or Sacramento Program, you can intern with federal or state agencies, research and advocacy organizations, nonprofits, or the media in our nation’s or our state’s capital cities. ucdc.ucr.edu



61. Aliens Among Us

Our libraries’ J. Lloyd Eaton Collection of Science Fiction, Fantasy, Horror, and Utopian Literature is the world’s largest publicly accessible collection of its type: more than 100,000 science fiction and fantasy titles, hundreds of thousands of magazines, fanzines, comic books, VHS and DVDs, including Manga and Anime, as well as archival materials of some of the greatest Science Fiction writers. We’ll beam you up, wherever your imagination takes you. eaton-collection.ucr.edu



62. The Professors and the Tar Pits

Researcher Jong-Shik Kim and Professor David E. Crowley, Department of Environmental Sciences

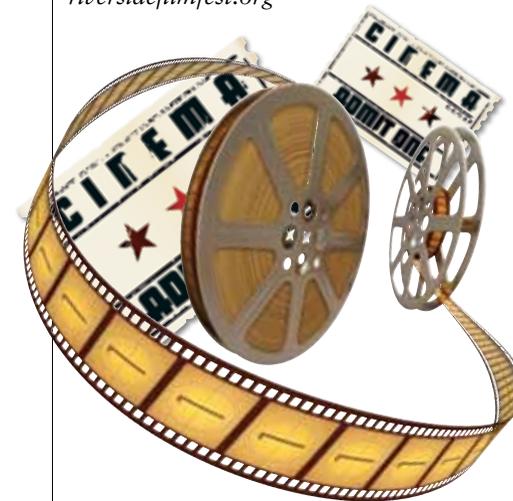
What They're up to: They uncovered hundreds of new species of bacteria with unusual properties that allowed them to grow in the oil and asphalt muck of the La Brea Tar Pits. The bacteria could be useful for cleaning up oil spills.

What They Said about the Research: “We were surprised to find these bacteria because asphalt is an extreme and hostile environment for life to survive,” Kim said.



63. World-Class Cinema

Grab some popcorn while you take in the Riverside International Film Festival, which features the best in independent film from around the globe. With a strong international community in Riverside, the festival often draws on relationships with sister cities in China, India, Japan, and Korea. riversidefilmfest.org



64. One-Stop Shop

Registration shouldn't require a roadmap. Highlander One-Stop Shop (HOSS) combines your most frequently visited offices such as Undergraduate Admissions, the Registrar, Financial Aid, and Student Business Services under one roof. HOSS is conveniently located on the ground floor of the new, three-story Student Services Building.

HOSS

65. A Culture Of Student Success

Easily one of the most diverse campuses in the nation, UCR ranked 4th in *U.S. News and World Report's* 2010 listing of the most ethnically diverse universities, and 15th among the most economically diverse campuses. But UCR not only attracts a diverse student population, we have the programs in place to help our students succeed.

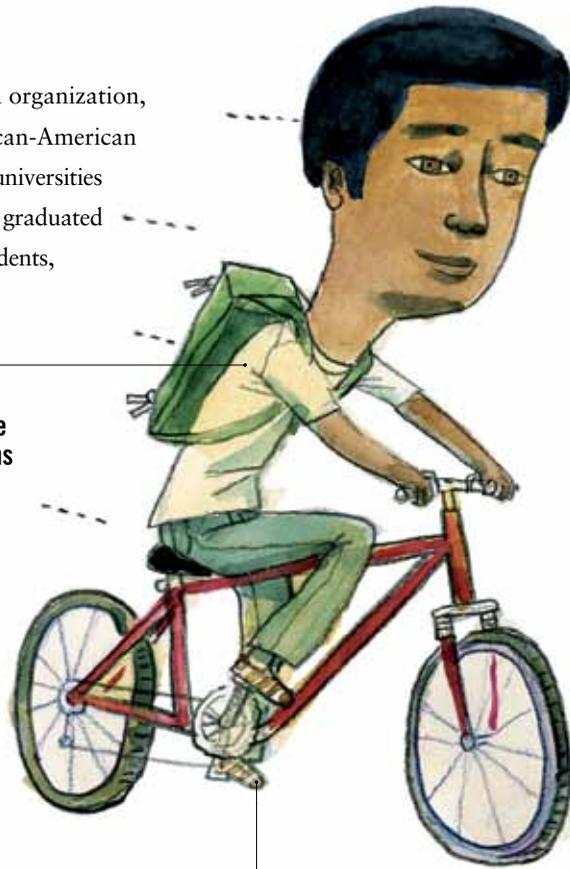
A "Model" Campus

The Education Trust, an educational research organization, describes UCR as a model for educating African-American and Latino students. UCR was one of only 11 universities nationwide at which black and Latino students graduated at about the same or higher rate than white students, the report found.

Graduation Rates*

Ethnicity	UCR	National Average Public Institutions
African American	66.9%	43.3%
Hispanic	63.4%	47.6%
Caucasian	62.4%	59.5%

*Graduation rates are three-year averages (2006, 2007, 2008) for first-time full-time freshmen. (*The Education Trust*)



Who We R!

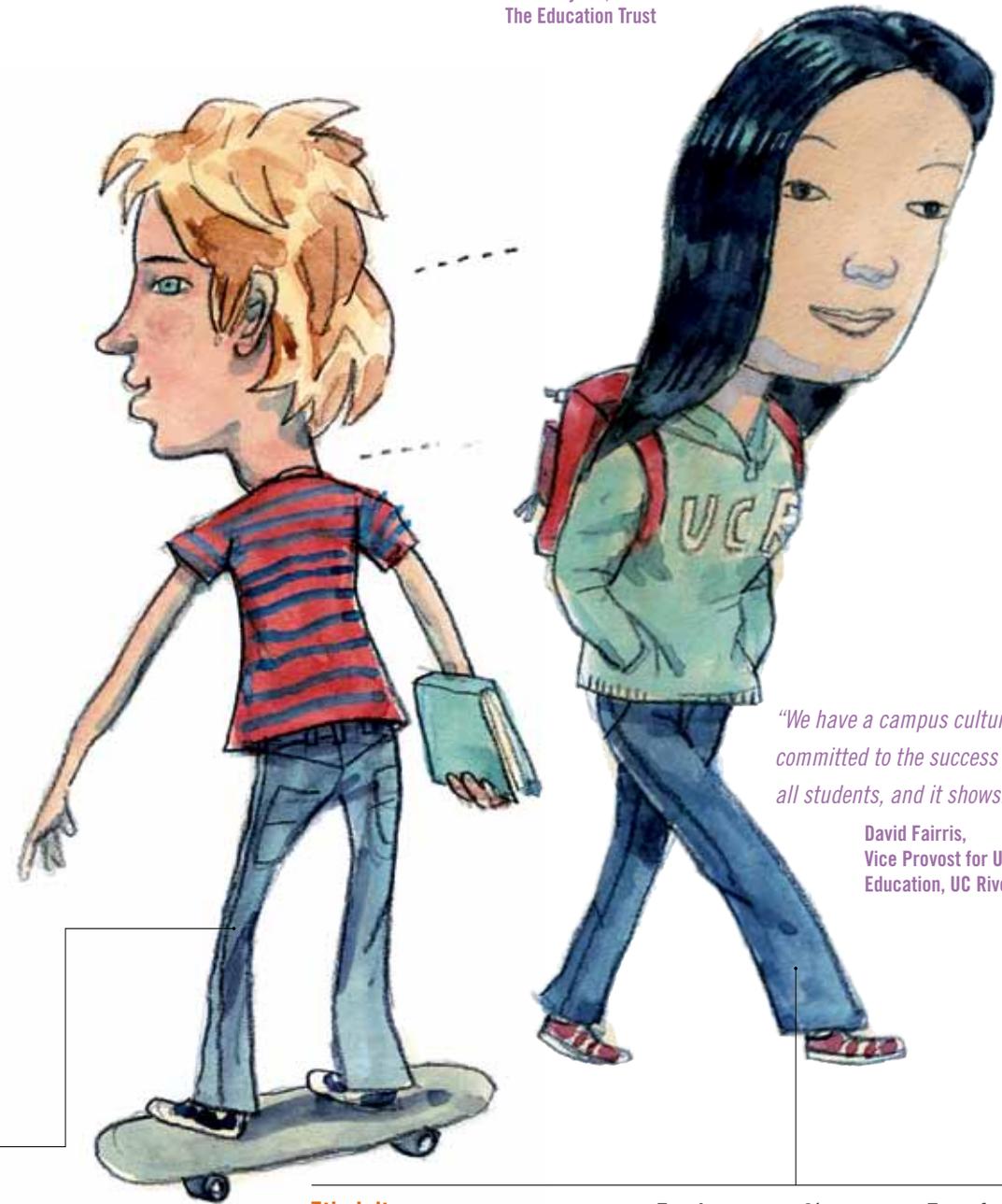
Profile of new students entering UCR in Fall 2010!

Schools	Freshmen	%	Transfers	%
Bourns College of Engineering	829	19.0%	43	3.6%
College of Humanities, Arts, and Social Sciences	1,967	44.0%	868	73.6%
College of Natural and Agricultural Sciences	1,673	37.0%	137	11.6%
School of Business Administration	-	-	132	11.2%

California Origin	Freshmen	%	Transfers	%
Los Angeles County	1,704	38.0%	391	34.1%
Riverside County	734	16.0%	301	26.3%
San Bernardino County	578	13.0%	115	10.0%
Orange County	456	10.0%	115	10.0%
San Francisco Bay Area	451	10.0%	58	6.4%
San Diego County	264	6.0%	73	5.1%
Other Counties	259	6.0%	93	8.1%

"There's a culture of student success that has become ingrained at UCR"

Mamie Lynch,
The Education Trust



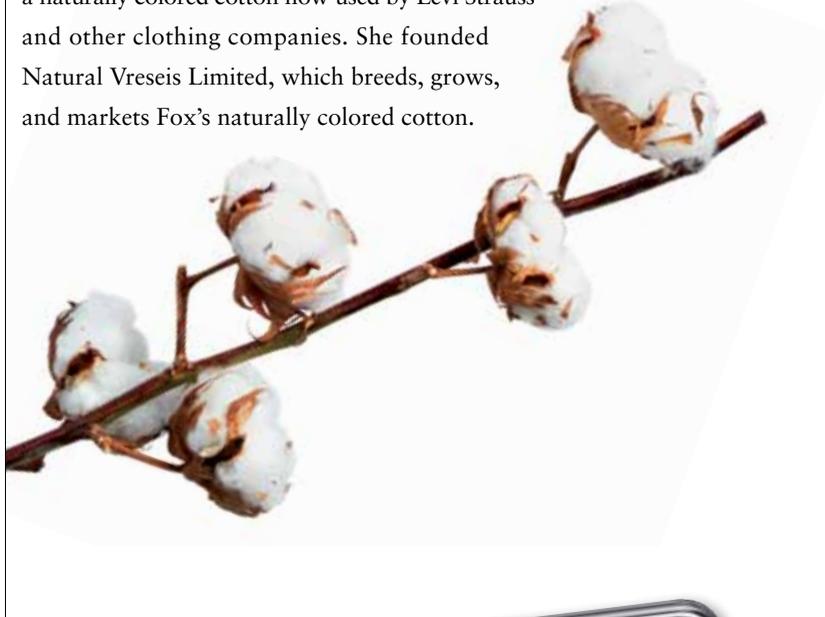
"We have a campus culture committed to the success of all students, and it shows."

David Fairris,
Vice Provost for Undergraduate Education, UC Riverside

Ethnicity	Freshmen	%	Transfers	%
Asian	1,783	41.4%	324	30.2%
Hispanic	1,598	37.1%	338	31.5%
Caucasian	606	14.1%	296	27.6%
African American	303	7.0%	108	10.1%
American Indian/Alaskan Native	20	0.5%	8	0.7%
Not Reported	111	2.5%	55	4.7%

66. Cool Alumni Careers

Sally Fox, '82 used her UCR master's degree to invent a new look for one of America's most popular fibers: cotton. Before Fox, the only color available for natural cotton fabric — not bleached or dyed with environment-harming chemicals — was beige. Then Fox created and patented Foxfibre®, a naturally colored cotton now used by Levi Strauss and other clothing companies. She founded Natural Vreseis Limited, which breeds, grows, and markets Fox's naturally colored cotton.



68. Chill.

Technology is hot. But self-heating is a major problem for modern computers. Electrical Engineering Professor **Alexander Balandin** is investigating ways to use graphene (which reveals extraordinarily high thermal conductivity) to cool things down. Balandin's work was featured in an episode of "The Loh Down on Science," a nationally syndicated radio program on National Public Radio. Learn more at:

ndl.ee.ucr.edu

GRAPHENE

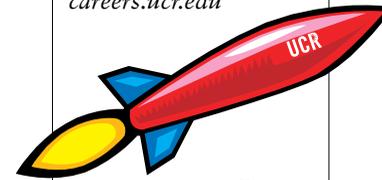
67. Don't Worry. Live Happy.

Sonja Lyubomirsky, a UC Riverside psychology professor and nationally recognized expert on happiness, has teamed up with Signal Patterns to create an iPhone App called "Live Happy." The app will guide users through a set of daily activities intended to boost happiness. How can that not be a good thing?



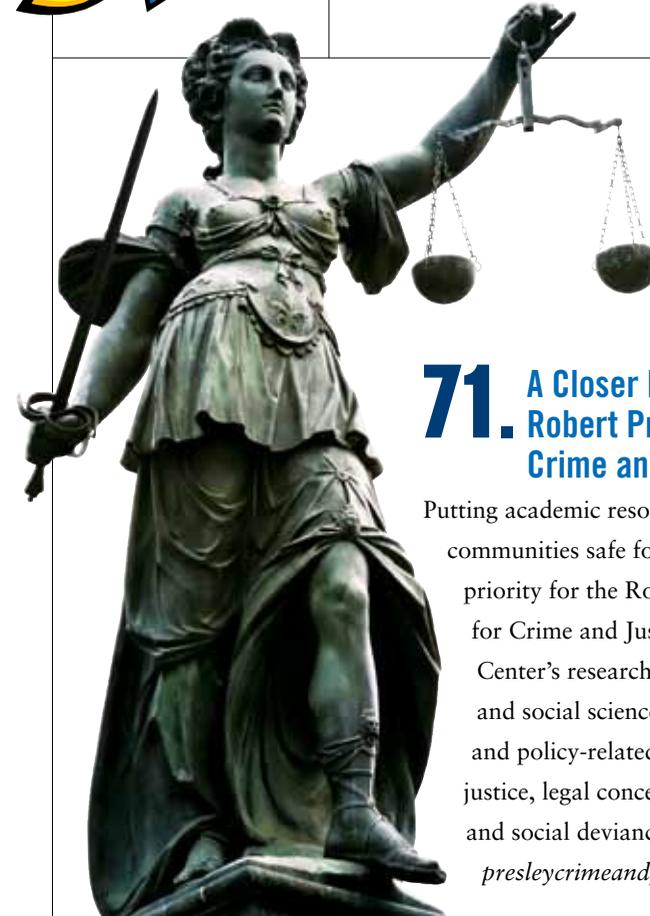
69. Ready! Set! Network!

Starting with Meet The Firms in the fall and ending with the Last Chance Job Fair in the spring, UCR's Career Center provides a series of on-campus events where you can meet recruiters from top corporations. It's your career. Prepare to launch! careers.ucr.edu



70. Hot Program: Media and Cultural Studies

Today more and more information and communication take the form of images — still or moving. To accommodate fresh new thinkers and carve out a leadership niche in this growing academic field, UCR has launched its own Department of Media and Cultural Studies, facilitating the interdisciplinary examination of film, video, television, multimedia, gaming, and visual culture. mediaandculturalstudies.ucr.edu



71. A Closer Look: Robert Presley Center for Crime and Justice Studies

Putting academic resources to work to make communities safe for young people is a priority for the Robert Presley Center for Crime and Justice Studies. The Center's research in the humanities and social sciences focuses on basic and policy-related questions regarding justice, legal concepts and processes, and social deviance and control. presleycrimeandjusticecenter.ucr.edu

72. Mascot Mayhem

Scotty the Highlander mascot snagged the "Mascot Mayhem" trophy at the 2009 Big West tournament competing against other conference mascots in feats like arcade horse racing, arm wrestling, and Hula Hoops. Go Scotty!



73. The Professor and Reading Research

Professor of Special Education **Rollanda O'Connor**

What She's up to: Professor O'Connor is devoted to finding better ways to teach reading especially to children with disabilities. Her innovative research on how children learn to read has resulted in better practices and techniques for reading specialists and special education teachers.



What She Says about Teaching: "In a graduate school of education, research and teaching go hand-in-hand. We discuss existing research and our findings from the studies we're doing here in the Inland Empire. Together with our graduate students, we infuse this new knowledge into local school improvement efforts and generate new questions and problems that fuel continuing research efforts."

74. Cool Alumni Careers

David Albers, '90, is the founder and president of BioEnergy Solutions – a provider of innovative renewable energy solutions to power generators, farmers, and others in the agricultural industry. (*Which is a fancy way of saying that they make natural gas from... well... natural gas.*) Cow Power!



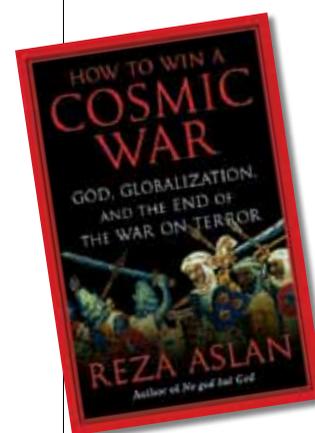
75. More Room for Fun (and Fitness)!

Open 18 hours a day, UCR's Student Recreation Center has 80,000 sq. ft. for recreational use. And we're about to expand! By 2014, the SRC will have added a huge swimming pool and spa, more multi-purpose rooms and cardio/weight space, a state-of-the-art fitness lab, plus an indoor jogging track, climbing wall, and more. That means more ways for you to get fit. And more ways for you to have fun. recreation.ucr.edu



76. Cosmic War. Grounded Professor.

Known for his many appearances on *The Daily Show with Jon Stewart*, *Meet the Press*, and *Anderson Cooper*, UCR professor of creative writing and noted author (*How to Win a Cosmic War*), **Reza Aslan**, has become one of the most recognizable faces in the public discussion of Middle East issues. Aslan helps to bridge the gap between east and west with clarity, practicality, and humor.



77. Research Opportunities for Undergrads!

Why wait till you're a graduate student, a science professional, or a professor to make a difference through research? At UCR, opportunities abound for students to get their hands dirty in the lab — and make a difference through real research, working side by side with faculty mentors. Undergraduate research opportunities — on campus and off, in all fields, for the academic year or just for the summer — are posted online. Whatever your field of interest, the Office of Research Affairs can help you start your search. Or, as students will tell you, you can always just chat with your professor. At UCR, there are many doors to open; all you have to do is knock.



78. In the Neighborhood

Michael Robb, a graduate student in psychology, has taken a shine to cardigans after winning the \$10,000 Fred Rogers Memorial Scholarship to pursue a career in children's media that furthers the values reflected in "Mister Rogers Neighborhood."

79. Amazing Undergrad Research

Student and Major: Alan DeHope, Chemistry

Research Project: "Synthesizing a new carbene. If successful, I hope to use it as a ligand on a transition metal catalyst and test the catalytic activity with Dr. Guy Bertrand."

How it Happened: "I took organic chemistry with Dr. Bertrand, so when I heard about the Dean's Summer Fellow Research Internship, I asked him if I could work in his lab."

My Perspective: "Working in a lab is an opportunity to really learn science. I enjoy being able to take things I learned in class and apply them in the lab. Taking a reaction that was in the textbook and using it in a complex synthesis is very rewarding."

75 Re Rhenium 186.207	34 Se Selenium 78.96	18 Ar Argon 39.948	6 C Carbon 12.011	1 H Hydrogen 1.0079
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80. Bagpipes and Beyond

What's the deal with the Highlanders? No, the UCR founders weren't Scots. A write-in campaign in the 1950s, led by the men's basketball team, was begun for the name "Hylanders," suggested by freshman Donna Lewis. The name was changed to its current spelling and won easily. Turned out to be a pretty good choice, since the Box Springs Mountains were known as the Highlands, and UCR has the highest-elevation campus of the UCs. Scottish street names — Aberdeen, Inverness — began sprouting all over campus. Plus, it's fun to be a Highlander — who else has a bear with a kilt to cheer teams to victory? And what other school has a 33-member bagpipe and drum corps? Don't worry, you can still nosh a bagel, a burrito, sushi, or pizza and remain a Highlander. Consuming haggis (a Scottish pudding made of you-don't-want-to-know-what, boiled in the animal's stomach) is not required.



81. Cool Alumni Careers

So you think you can choreograph? **Nakul Dev Mahajan**, '02 has choreographed several Bollywood numbers for the hit Fox TV series, "So You Think You Can Dance." Nakul has also worked with the likes of Steve Carell, Natalie Portman, and David Schwimmer on shows like "Passions" and "The Office."



82. The Professor and Invention on the Half-Shell

Chemical and Environmental Engineering Professor **David Kisailus** studies nature to produce new materials that are stronger, lighter, tougher, smoother, and thinner. His lab is full of huge tanks filled with beautiful coral reefs and other exotic sea creatures where he maps the techniques and structures nature uses to produce some of the strongest materials known. Cars covered with similarly designed "shells" would be safer and burn less fuel.



What He Says about Teaching: "My hope is that we can truly learn from these organisms how to design, optimize, and synthesize engineering materials that display properties that we as engineers can only dream of."

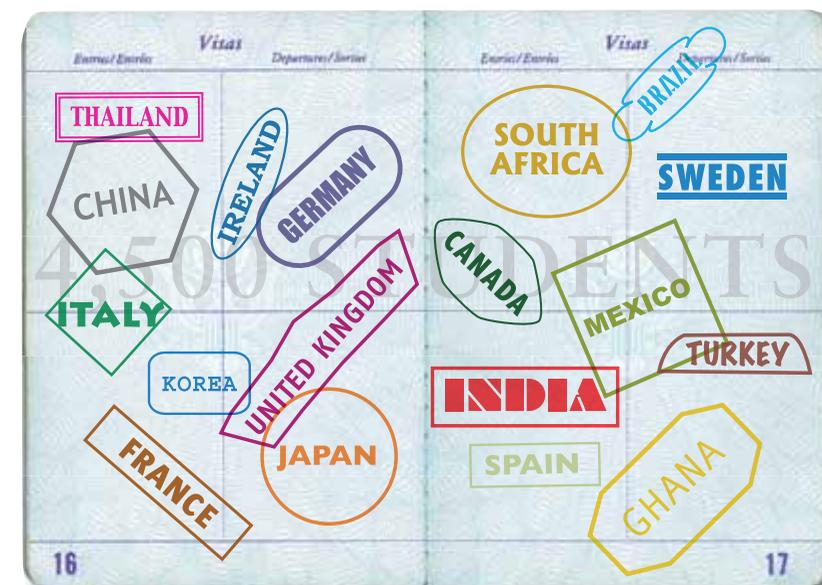
83. Cool Alumni Careers

UCR alum and rising star, **Jamie Chung**, '05 was discovered (by MTV "The Real World" producers) while working as a waitress at a Riverside restaurant – leading to roles in *Samurai Girl*, *Dragonball: Evolution*, and the upcoming blockbusters, *Sucker Punch* and *Hangover 2!*



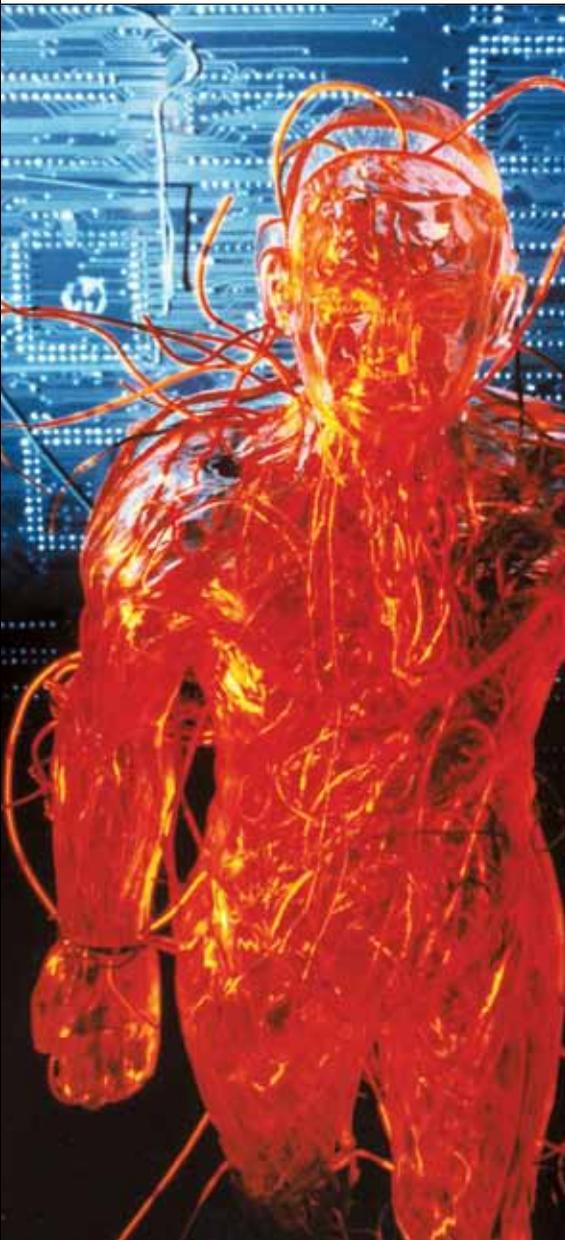
84. Worldly Students

Get your passport and join the thousands of UC students who study abroad each year in 32 countries! Pursue cultural enhancement, personal growth – and really good spaghetti carbonara or bird's nest soup – through the Education Abroad Program. internationalcenter.ucr.edu



85. A Closer Look: UCR's Center for Research in Intelligent Systems

Computers have become ultra fast but what will it take for them to become “smart?” The Center for Research in Intelligent Systems (CRIS) is developing technology to create computers and robots that are flexible, adaptive, intelligent, and able to communicate with other systems and humans. CRIS's efforts span all of the communications sciences, and include researchers from seven different UCR academic departments. cris.ucr.edu



86. UCR's World-Class Faculty Recognized!

Our overachievers can take on anyone else's overachievers! In the past decade, UCR has often led the nation in faculty members inducted as Fellows of the American Association for the Advancement of Science. To date, 180 UCR Fellows have been named to this prestigious list.



87. Presidential Lichen

U.S. presidents have been honored in many ways. But **Kerry Knudsen**, the lichen curator in the UCR Herbarium, found a unique way to honor **President Barack Obama**. He named a lichen after him! Lichens are a plant-like growth that look like moss.

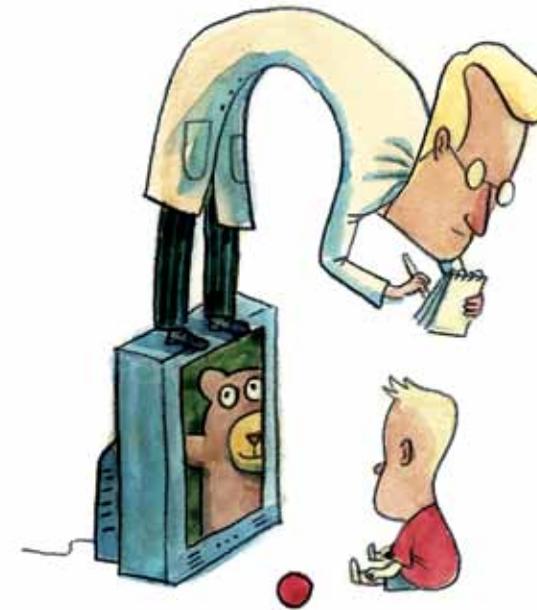
Knudsen's discovery was named *Caloplaca obamae* to show his “appreciation for the president's support of science and science education.”



88. Top-notch Psychology

UCR has one of the country's strongest concentrations of psychologists working on health and human development in the nation, including many award winners. Distinguished professors take on diverse topics, from doctor-patient interaction and cultural variation in parenting to the effect of television on children — and you can learn side by side with them.

psychology.ucr.edu

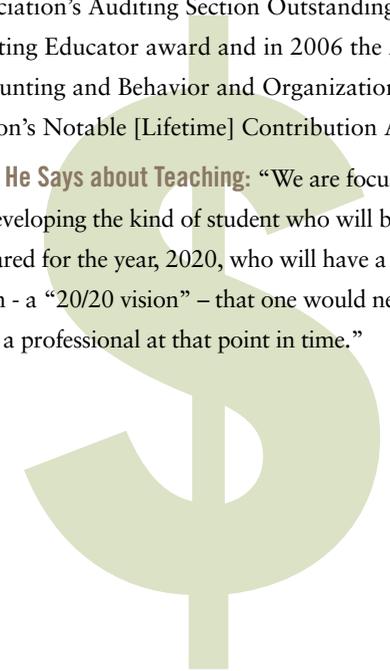


89. The Professor and the World of Accounting 2020

Distinguished Professor of Audit and Assurance **Theodore J. (Ted) Mock**

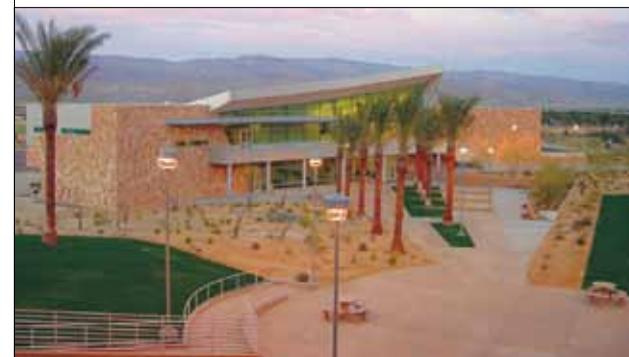
What He's up to: Under sponsorship by Ernst & Young, Professors Mock and Department Chair Michael Moore are designing a new curriculum for accounting that will put UCR in a leadership role in the years ahead. In 2003, Mock received the American Accounting Association's Auditing Section Outstanding Auditing Educator award and in 2006 the AAA Accounting and Behavior and Organization Section's Notable [Lifetime] Contribution Award.

What He Says about Teaching: “We are focused on developing the kind of student who will be prepared for the year, 2020, who will have a vision - a “20/20 vision” – that one would need to be a professional at that point in time.”



90. Diversification in the Desert

The UCR Palm Desert Graduate Center serves as a vital partner in the Coachella Valley, bringing the promise and power of a great research university to the region through innovative MBA and MFA graduate degrees, research, and public service. The Center is a catalyst for growth and economic diversification: through



projects and events like The Wilson Center Symposium on Sustainability which will bring together research, industry, and public policy sectors to learn about the latest developments in sustainability and renewable energy.

palmdesert.ucr.edu

91. Full of Soul

What does it take to be a Highlander?

Tartan Soul. Four qualities that make UCR students stand out: integrity, accountability, excellence, and respect.

The Tartan Soul campaign encourages students to carry out these values at UCR and throughout life.

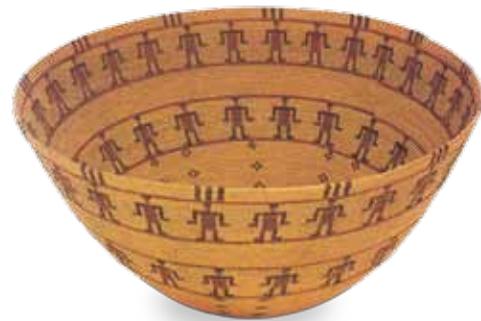
For more soul, visit: tartansoul.ucr.edu



92. A Closer Look: UCR's Center for California Native Nations

Interested in the rich and diverse history of Native American culture? Check out UCR's Center for California Native Nations. Policymakers rely on the center's research and resources to keep up with the revolutionary rates of change in Indian Country, especially in California. The center currently focuses on new opportunities for economic development and tribal government.

ccnn.ucr.edu



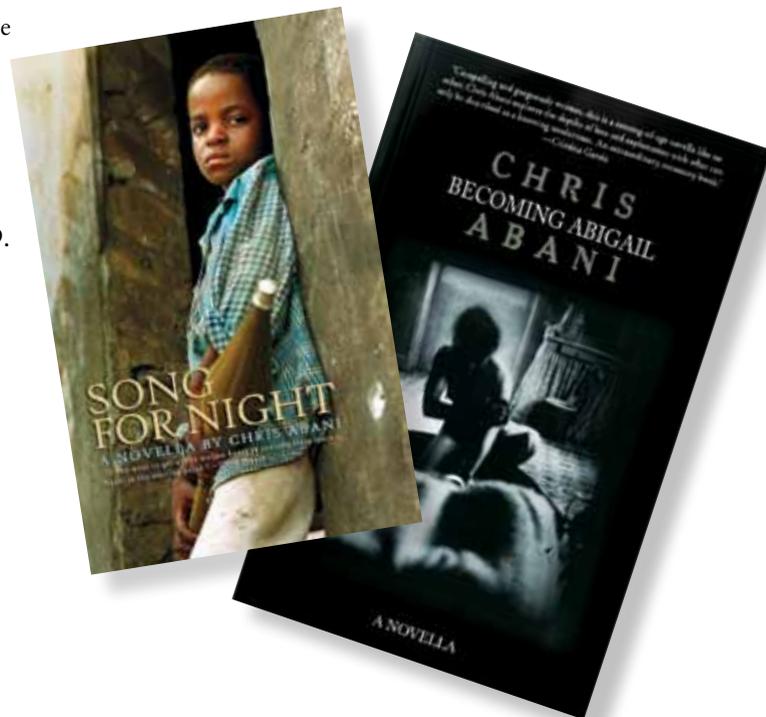
93. The Professor and His Poetry

Associate Professor of Creative Writing Chris Abani

What He's up to: Associate Professor Abani was awarded the prestigious Guggenheim fellowship for fiction for 2009.

He received the PEN Beyond the Margins Award for "Song For Night" in 2008.

What He Says about Teaching: "Here, I have really hungry students. There is a real sense of hunger. And then they become my friends."



94. 80,000 Alumni and Growing

They may live in every state and dozens of countries around the world, but they're still Highlanders. UCR's alumni network remains closely linked to the campus and today's students. Take **Ronald E. Neumann, '66, '67 M.A.**, who served as Ambassador Extraordinary and Plenipotentiary of the United States of America to the Islamic Republic of Afghanistan. Or **Kevin Kanokboriboon** (Chemical Engineering '96), who works in Thailand as a Research and Development Engineer with Cemethai Chemicals Corporation. Kevin is responsible for developing new resins and compounds. alumni.ucr.edu

80,000

95. Child Leader. Global Leader.

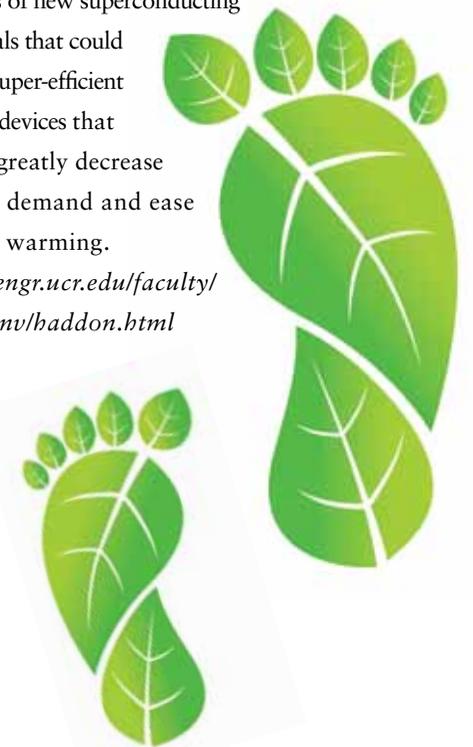
The Child Leader Project (CLP), a nonprofit organization founded by UCR's **Samantha Wilson** (a junior at the time), was highlighted at the Clinton Global Initiative University. CGIU organizers called Wilson's organization an "exemplary approach to addressing a specific global challenge." The CLP is a student-run leadership and higher education program in a rural, lower-caste school in the South Indian state of Tamil Nadu.

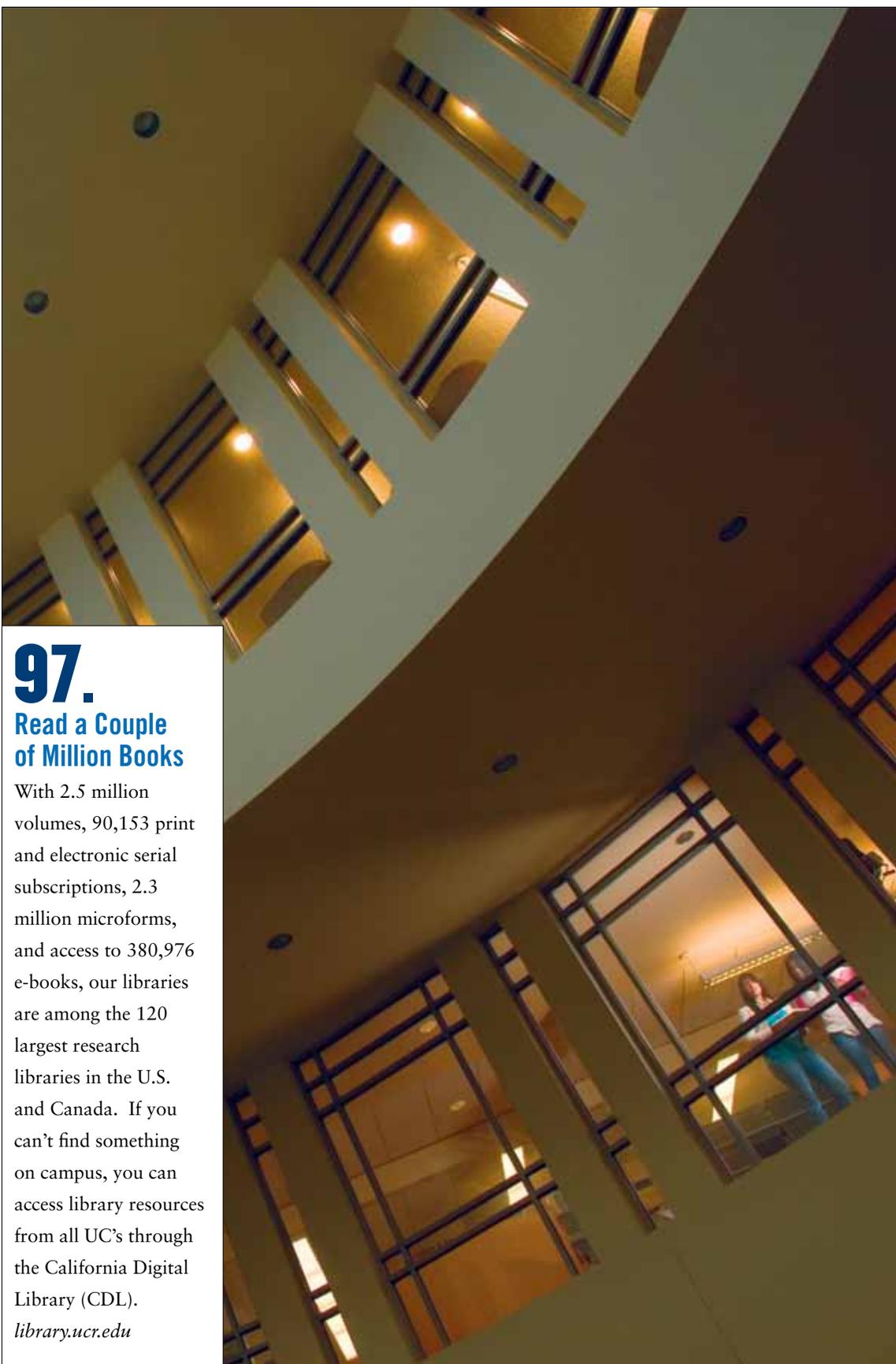


96. We've Got the Power

There is no Nobel Prize in Engineering, but there is the James C. McGroddy Prize for New Materials won by Distinguished Professor of Chemistry and Chemical and Environmental Engineering **Robert Haddon**. He was recognized for discovering high temperature superconductivity in non-oxide systems, opening the door to vast potential sources of new superconducting materials that could mean super-efficient power devices that could greatly decrease power demand and ease global warming.

www.engr.ucr.edu/faculty/chemenv/haddon.html





97. Read a Couple of Million Books

With 2.5 million volumes, 90,153 print and electronic serial subscriptions, 2.3 million microforms, and access to 380,976 e-books, our libraries are among the 120 largest research libraries in the U.S. and Canada. If you can't find something on campus, you can access library resources from all UC's through the California Digital Library (CDL).
library.ucr.edu



98. A Truly International University

We welcome the world to Riverside. Today, UC Riverside has over one thousand graduate and undergraduate students from approximately sixty countries seeking degrees in every UCR college or school: CHASS, CNAS, BCOE, SoBA, and the Graduate School of Education. As one of the nation's most diverse colleges, our campus fosters an atmosphere of multi-cultural excellence.

But we are also known for the impact we have throughout the world. Through research projects, community involvement, international business, and humanitarian ventures, UC Riverside students, faculty, and alumni are making a difference in the world. From our attempts to breed pest- and drought-resistant cowpeas for farmers in famine-stricken Africa to designing the National Olympics Museum in Beijing, Highlanders are making significant contributions to the people of the world and to the global marketplace.

99. Music to Our Ears!

UCR junior Pricilla Chavez Lara has received the prestigious Presser Foundation award. Born in Baja, Mexico, Pricilla is the first member of her family to complete middle school, high school and attend college. She plans to use her scholarship to start a community orchestra in her hometown of Hemet, CA.



100. Namaste

UCR Extension offers the UC system's first sequential professional-level yoga curriculum developed in consultation with Yogacharya B.K.S. Iyengar. extension.ucr.edu



101. Go Highlanders!

Follow every period, half, match, meet, set, round, and inning of Highlanders Athletics at gohighlanders.com. Sign up online for our athletics text messaging service. Highlanders Athletics Facebook fanatics can become fans of UC Riverside Athletics and befriend UCR mascot Scotty Highlander. gohighlanders.com



102. The Professor and Video Game Innovation

Professor of Computer Science and Engineering Victor Zordan

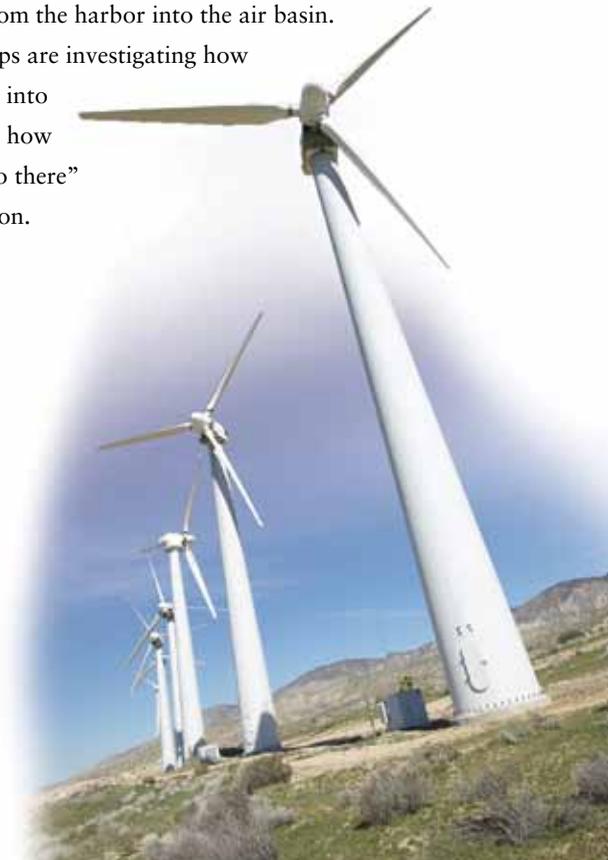
What He's up to: Zordan was named recipient of UCR's 2007-2008 Innovative Teaching Award. He uses advanced animation systems to study how to make video game characters more realistic in how they run, fight, and interact with each other. His work is also used to simulate breathing, laughing, and other physiological processes for realistic gaming and to train doctors. *The Princeton Review* ranked UCR among the Top 50 programs in North America for video game design, and Zordan's students have been hired by gaming and graphics firms like Dreamworks.

What He Says about Teaching: "Gaming is an important and special field that will require careful treatment in academia because of its multi-disciplinary nature. This award gives me the confidence to find the best way to teach games."



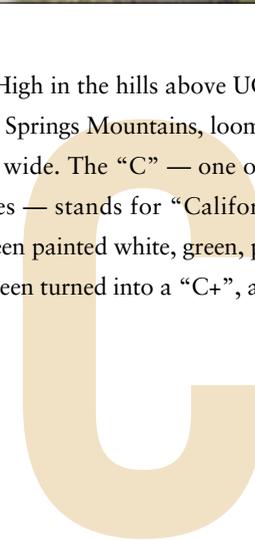
103. A Closer Look: UCR's Center for Environmental Research and Technology

Inside the laboratories at the College of Engineering's Center for Environmental Research and Technology (CE-CERT), engineers and scientists are searching for solutions to some of the world's more vexing environmental problems. While one CE-CERT group measures emissions from ship engines, another studies the chemical changes as those emissions become smog, and yet another studies how that smog disperses from the harbor into the air basin. Other CE-CERT groups are investigating how to turn waste material into fuel and new ideas for how to get us from "here to there" while reducing pollution. www.cert.ucr.edu



104. Giant C

Look up! High in the hills above UC Riverside, about 1,500 feet up the east side of the Box Springs Mountains, looms a huge block-letter "C", 132 feet high and 70 feet wide. The "C" — one of the largest concrete-block letters in the United States — stands for "California." Often a target for pranksters, the "C" has been painted white, green, pink, and, quite memorably, zebra-striped! It has also been turned into a "C+", a "C-", and a zero.



105. These Are Your Stomping Grounds

Need tips on where to go to get the full Riverside experience? Check out *Stomping Grounds*, a guide to the best eats, entertainment, recreation, and culture. And you can trust the source — SG is written by and for college students. Download a copy: riversideca.gov/sg/

BEST BURGER
IN RIVERSIDE



106.

Cool Alumni Careers

Litty Mathew, '91 never liked the burning taste of hard liquors like vodka, so she and her husband set out to do something about it. They founded Modern Spirits and began producing smoother-drinking vodkas infused with fruits and spices. With flavors like Chocolate Orange, Grapefruit Honey, and Candied Ginger, it's no surprise that Modern Spirits has been written up in the likes of *Bon Appetit*, the *Los Angeles Times*, and *Maxim* magazine.



107. The Professor Reaching Across Disciplines

Perry Link, Professor of Chinese Literature, Language, and Culture

What He's up to: Professor Link is the first Chancellorial Chair for Innovative Teaching and a world-renowned expert in Chinese literature and culture. Along with Andrew J. Nathan, Link translated the Tiananmen Papers, which detailed the governmental response to the 1989 democracy protests. In 1996, China blacklisted Link, and he has been denied entrance to the country ever since.

What He Says about Teaching: "The key to an inspired classroom is an inspired teacher. I hope that by talking among colleagues at UCR, together we can see how one another's disciplines can be useful in understanding complex issues and in presenting them to students."



108. FastStart — Great Finish!

Even future doctors need a little help now and then. That's why UCR created FastStart and the UC Riverside Medical Scholars Program (MSP). FastStart is an intensive five-week learning experience for incoming freshmen who are interested in medical careers, while the MSP is a community of highly motivated students who support each other's goals of enrolling in med school. biomed.ucr.edu



109. Entomologist Extraordinaire!

UCR Professor of Entomology **Thomas Miller** (and former UCR Ph.D. student, '67) has been rewarded for a life spent among pink bollworms, desert locusts, and bush crickets! Internationally recognized for his pioneering work in insect physiology, Thomas has been elected a fellow of the prestigious Entomological Society of America.

110. An Evolution Revolution

Student and Major: Swanne Gordon, Graduate Student in Biology

What She's up to: Swanne discovered that evolution can happen in less than 10 years, not the century-long process that has been thought. She and a group of researchers studied two groups of guppies from the Yarra River in Trinidad. One group was protected from predators and the other group wasn't. Only eight years later, the researchers found that the guppies in the low-predation environment had adapted to their new environment by producing larger and fewer offspring with each reproductive cycle.

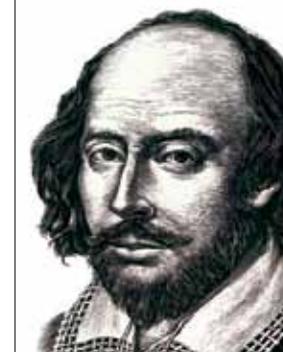
What She Said about the Research: "High-predation females invest more resources into current reproduction because of the high rate of mortality, driven by predators. Low-predation females, on the other hand, produce larger embryos because the larger babies are more competitive in the resource-limited environments typical of low-predation sites."



111.

A Closer Look: UCR's Center for Bibliographical Studies and Research

Love the English literature of yesteryear? The Center for Bibliographical Studies and Research has created a database for all known materials printed in Great Britain or its dependencies from 1473 to 1800. Already substantially complete, the English Short Title Catalogue is an unparalleled resource for scholars. Additionally, The California Digital Newspaper Collection, a project of CBSR, has won the Larry L. Sautter Silver Award for Achievement in University Computing for 2008. cbsr.ucr.edu



So, that's the story on **UCR** – or at least, the first 111 pieces of the story. There's lots more to **know, learn about, and discover**. We hope you're interested, and that you'll be curious enough to start uncovering the next **111 facts** that will be just what you want to know. Here's one fact for the road: What makes the story of UCR especially interesting are the **5,000-plus new students** who joined the **Highlander family** this fall. Maybe you'd like to be a Highlander. Come visit and **check us out**. We're not just a **great university** with a **lot of opportunities**, we're a very friendly place as well. And *that's* a fact you can count on!



Go to www.My.UCR.edu now to create your personal portal to learn about UC Riverside.