



DEPARTMENT OF PSYCHOLOGY
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Dear Alumni and Friends,

Before joining UC Berkeley, the prospect of coming here was enhanced by our knowledge of the exciting Psychology Department faculty. Only after a few years did it become clear that the high quality of our academic experience came equally from the exceptional students who arrived in Berkeley, year after year and generation after generation. Our time here has been greatly enriched by the wonderful students we have known and with whom we have shared our intellectual lives.

While we believe that our splendid faculty will continue to be a magnet for outstanding new students, those students will only come if they are provided with a living stipend, especially when these are provided by other prominent universities. It is the threat of increasing expenses and declining resources that has prompted us to take the initiative in starting an emeritus faculty fund for graduate student support. We are writing to urge our colleagues to join in this effort.

This idea grew from a discussion in which we noted that while our current contributions to various worthy organizations are important, we would be willing to move some of those donations into support of graduate education in Psychology. In this spirit, both of us have agreed to make annual pledges to a new Graduate Support Fund the next 10 years.

The Graduate Student Fund is not intended to replace current sources of funding; rather it should be viewed as a supplement source for graduate support. If enough of us give what we can on an annual basis, the numbers can make a significant difference even if the individual gifts are modest. For example, the Department has started offering summer graduate fellowships. We all know that \$3,000 - \$5,000 in funding can make a big difference, allowing students to continue their work during the summer, rather than pursue another job to make ends meet. We expect this fund will allow the Department to maintain this important and progressive initiative.

Chair Rich Ivry and Vice Chairs Silvia Bunge and Frédéric Theunissen have suggested that our emeritus faculty campaign serve as the launching pad for a larger fundraising drive, what will be called the Friends of Cal Psychology Campaign. We believe this is a wonderful idea, and have now been joined by a number of our emeriti to support this campaign, including Phil Cowan, Carolyn Cowan, Karen DeValois, and Steve Palmer.

We write to ask that you join us in this campaign.

Warm regards,

Erv Hafter, Al Riley, and Shelly Zedeck
Emeriti Faculty

Christina Maslach
Professor

Department of Psychology