



2022-23 Annual Report

Prepared in May 2023

Executive Summary

This 2022-23 academic year marks another year of the institute delivering the best and most inclusive technical leadership education with the 12th MEng cohort, 6th Fung Fellowship cohort, and laying the foundation for several new program developments.

The Fung Institute continued to grow and evolve over the past year as we met the year's challenges and opportunities. In this report you will see how we have built a stronger institute that is well-positioned for the future by beginning the implementation of our strategic vision for Fung Institute 2.0, centered on five pillars:

1. *Improve Team Culture*
2. *Strengthen Department and Degree Program Partnerships*
3. *Enhance Fundraising and Program Revenue Generation*
4. *Build Scalable Hybrid Programs*
5. *Increase Diversity, Equity, Inclusion, and Belonging*

As of April the Institute is nearly full-staffed with 19 full-time team members and 7 student assistants. Our newest team members represent roles within facilities, data analyst, and the Fung Fellowship. Currently we are filling the executive director position after Stephany Baker served in the role the past 3 years. We thank Stephany for her dedication and commitment to the institute's mission during the highly unpredictable pandemic years and wish her the best in her next career chapter at Stanford University. While we don't have a new executive director to announce yet, the search is underway and is progressing well.

An organization is only as strong as its individuals and we recognize the importance of creating a positive and nurturing team culture. With that, we implemented several initiatives to support team building and community engagement, through events, creating mental health digests, and revamping our team break room to make it more conducive for staff for rest and connection.

As part of our efforts to build stronger department and degree program partnerships, we worked with the College of Engineering (CoE) departments and units across campus. Within CoE we provided support to departments on complex student issues and facilitated the opportunity grant process. This past year we deployed a new capstone matching process to streamline the process of matching students with projects and to ensure that there is a balanced portfolio of projects across all CoE departments. We also launched the [PhD Minor in Technology Entrepreneurship, Leadership & Strategy](#) in partnership with former faculty director Lee Fleming.

Executive Summary

To enhance fundraising and program revenue generation, we recently organized a very successful Big Give 2023 fundraising event. In just 24 hours, we raised \$8,275 from 20 donors for the Fung Fellowship. We have also been working with campus leadership to develop a sustainable fundraising strategy to ensure the long-term sustainability of our Fung Fellowship program.

Finally, we are deeply committed to promoting diversity, equity, inclusion, and belonging within the institute. In support of this effort we have introduced a new elective course; *"The Power of Diversity and Inclusion for Engineering Leaders."* This cycle we focused on expanding access and affordability through reducing barriers to applying, new targeted grants, and diversity focused recruitment efforts and events. To evaluate our efforts within our student cohort, we designed a student feedback survey that focuses on the sense of belonging within our MEng and Fung Fellowship programs. Additionally, we expect our work with the MAS-E program will provide benefits and access for groups such as working parents and those individuals who cannot afford the high cost of living associated with a residential academic program in the Bay Area.

Our team is energized and excited about the progress we have made in these pillars in the past year and we all look forward to continuing to build the Fung Institute 2.0 for our team and students.

Anthony D. Joseph
Fung Institute Faculty Director

Marketing and Communications

The digital marketing landscape is constantly evolving, driven by rapid advancements in technology, shifting consumer behavior, and increased competition. The marketing/communications team has centered these insights into our efforts this year.

MASTER OF ENGINEERING MARKETING & RECRUITMENT

Our goal was to recruit at least 4,175 applicants by January 2023 to yield a class of 450 students. In January, we saw a 3% overall increase with 3,734 total applications (specifically an increase in MEng applicants for BioE, EECS, MSE, ME and NE; decrease in IEOR and CEE). Our comprehensive recruitment efforts were concentrated in Fall 2022 while the application was open and were focused on in-state and domestic students who fall under first-generation, low-income, and/or historically underrepresented populations.

Digital marketing/recruitment efforts included a 5-email drip campaign, a multi-channel social media campaign, paid advertising, and 1:1 emails with 483 student clubs and organizations across 26 colleges and universities. We held 19 MEng recruitment events which led to 1,728 new leads in conjunction with Student Affairs. To meet our goal, we focused 65% of recruitment events on the CA/US market. Yield marketing efforts included a 6-email drip campaign, Instagram takeovers by current MEng candidates, an Instagram Ask Me Anything, 10+ virtual visit video recordings, and more.

- **Paid Advertising:** 100% of our paid advertising (Facebook, Instagram, Google Search, YouTube) focused on reaching domestic US and CA prospective students with a focus on select HBCUs and HSIs and UC Berkeley students/recent alumni.
- **Student Stories:** We've published 27 articles —8 of them feature women-identifying students/alumni.



[Kristen Delgado, MEng '23 \(BioE\): "It is now or never to pursue my dreams."](#)



[Patrick Cheng, MEng '22 \(ME\): "You can't grow without facing uncomfortable situations."](#)



[Zhihao Deng, MEng '22 \(EECS\): "We are the people making the world a better place."](#)

- **Brand Competitor Analysis:** Our team compared the brands of Stanford's MSE, one of our main competitors to Berkeley's MEng and compiled recommendations for how we can continue to set ourselves apart: [Stanford MSE vs Berkeley MEng](#)

FUNG FELLOWSHIP MARKETING & RECRUITMENT

Our goal was to recruit at least 230 applications in the first round and 65 applicants to yield a cohort of 110 fellows, specifically focusing on technology, health, conservation, and underrepresented groups on campus. In February, we received 162 applications with 55% health leaning, 20% conservation leaning, and 11% with no preference.

Digital marketing/recruitment efforts included a 6-email drip campaign, FAQ Fridays, an Instagram giveaway contest, Instagram takeovers by current fellows, and 1:1 emails with 275 UC Berkeley student clubs and organizations. We have also profiled 8 fellows since August 2022. Events included one virtual and one in-person info session featuring current student panels and one coffee chat totaling 86 registrants.

Marketing and Communications

While the quality of applications was high, the admissions committee observed lower interest in the conservation track and did encounter AI-generated answers. We plan to meet the 230 application goal with a second round of applications for the conservation track in April-May preceding the transfer recruitment cycle, which will take place from May-July.



Yessenia Reynoso Rodriguez, Health + Tech '23 (Interdisciplinary Studies): "I've been giving myself the opportunity to dream."



Holly Pilling, Honors '23 (Psychology): "I need to feel like my work has the possibility to make real change."



Tavleen Bhatia, Health + Tech '23 (Data Science, MCB): "I gravitate towards an opportunity to learn anything new."

WEBSITE IMPROVEMENTS

We launched a website redesign to create separate domains for Fung Institute and MEng content to improve user experience and site performance. The web redesign is set to launch in Fall 2023.

BIG GIVE 2023

In 24 hours, we raised \$8,275 from 20 donors for the Fung Fellowship. This was an institute-wide collaboration to promote this day of giving. The staff were satisfied with the student stories shared via video and social media as well as the support from the Fung community. There is much consensus to continue participation in this event in the future, with the hopes of more advisory board participation and securing a matching donor for increased incentive.

EVENT MARKETING AND POST-COVID OBSERVATIONS

This year marks a return to form with our in-person events, including MEng Orientation, Alumni & New Student Happy Hour, and our in-person MEng info session for Berkeley students, all of which were well attended. However, we have observed disengaged students post-COVID. Students are not signing up for events or frequenting our building at the same rates as pre-pandemic. We have also observed that even when they sign up for events, there is a low chance of them attending due to a last minute health issue or conflicting event. It has been challenging to find new ways to engage the students and provide adequate programming that is worth the staff time.

SOCIAL MEDIA

To keep in line with social media best practices, we are working closer with student leaders to produce more authentic, first-hand user-generated content through series like Day in the Life and Instagram Ask Me Anythings.



Sean (EECS)...



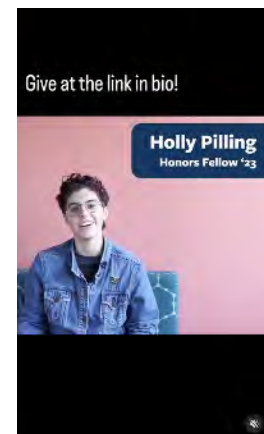
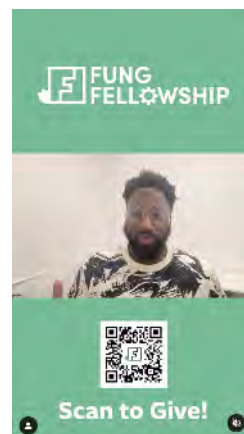
Colin (ME) '23



April (IEOR)'

VIDEO

In the upcoming year, a primary goal is to develop more short-form video content to visually represent the values and rich student experience (cohort experience, capstone project, technical skill depth, leadership, career advancement) within the Fung Institute, Fung Fellowship, and Berkeley MEng programs. Below are examples of recent short-form video content produced this year. Click to view.





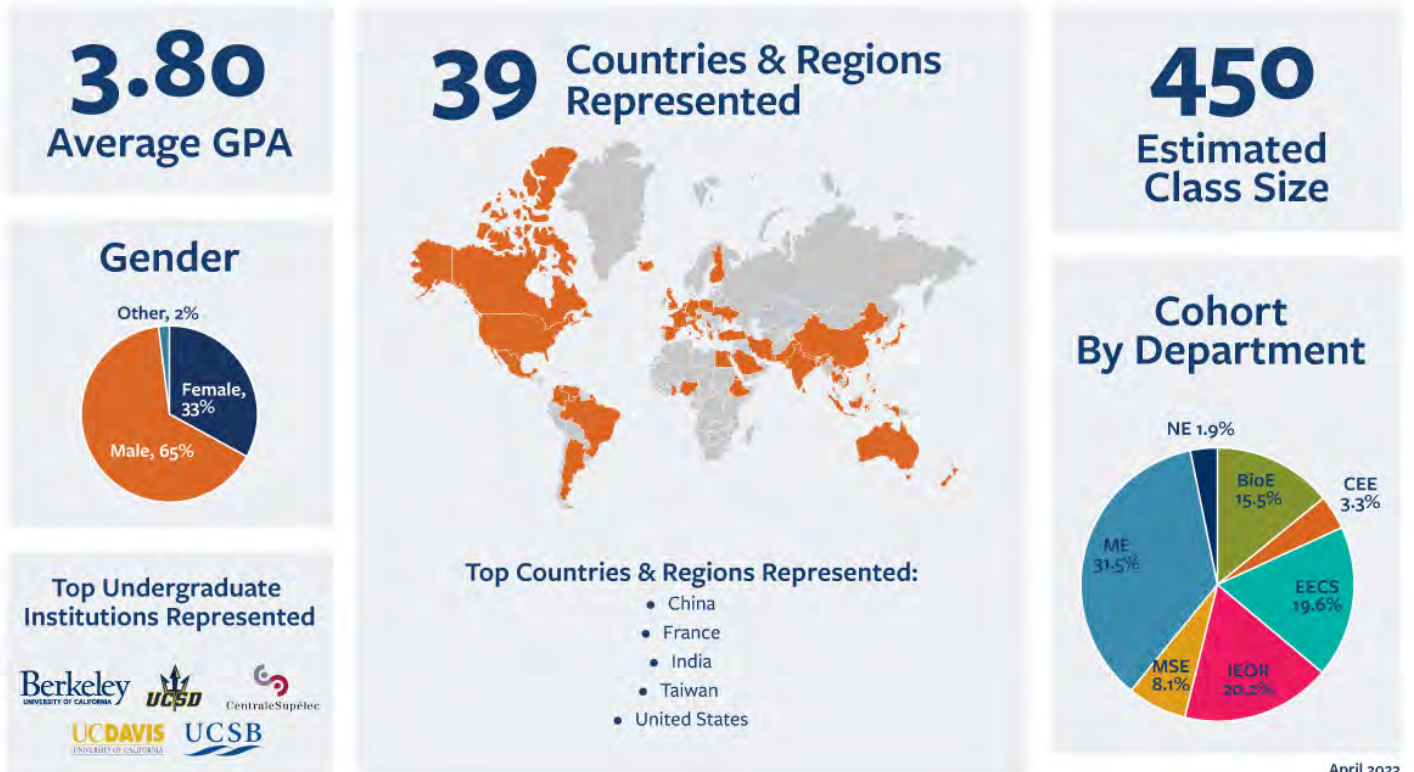
ACADEMIC & STUDENT SERVICES HIGHLIGHTS

Academic & Advising:

- This Spring we added a new elective to our engineering leadership courses: *The Power of Diversity and Inclusion in Engineering*.
- Advising staff added online drop-in office hours to the in person and virtual student advising appointment schedule.
- The enrollment team created a new, more automated and equitable system for enrolling in classes, reducing student complaints and enrollment wait times.

Admissions & Events:

- This cycle we focused on Expanding Access and Affordability by reducing barriers to applying, new targeted grants, and events, including:
 - Eliminating the GRE and third letter of recommendation requirement in 6 of 7 MEng department applications.
 - Expanding MEng GEM fellowships to 5 full scholarship offers, from 2 in AY22-23.
 - Creating a new Dean's full Fellowship and partial Grants for California Residents who are UC/CSU.
 - Establishing a relationship with the Society of Hispanic Professional Engineers (SHPE), sponsoring a student ambassador at the annual conference, and hosting a Bay Area SHPE mentoring workshop at the Fung Institute.
 - Adding interactive sessions and leadership course previews to Virtual Visit week.
 - Relaunching in-person admit day with a focus on uniting current and new students and recruiting UC Berkeley/Bay Area admits.



INCOMING CLASS PROFILE

The recently admitted Berkeley MEng Class of 2024 is expected to be class size of 450-470 students for a Fall 2023 start. This year sees a 40% yield with increase in representation of CA residents and female-identifying students. Figures are as of April 17, 2023.

Highlights of Incoming Class:

- 19% CA Residents (up 5% from 2022)
- 69% International (down 8% from 2022)
- 32% Admit Rate (up 4% from 2022)
- 33% Female (up 3% from 2022)
- 16% UC undergraduates (down 4% from 2022)

Top 16 Undergraduate Schools—7 are UCs

1. University of California, Berkeley
2. University of California, San Diego
3. CentraleSupélec (Top French Engineering School)
4. University of California, Davis
5. University of California, Santa Barbara
6. University of Michigan
7. University of Wisconsin-Madison
8. National Tsing Hua University
9. University of Toronto

10. Tied for 10th place:

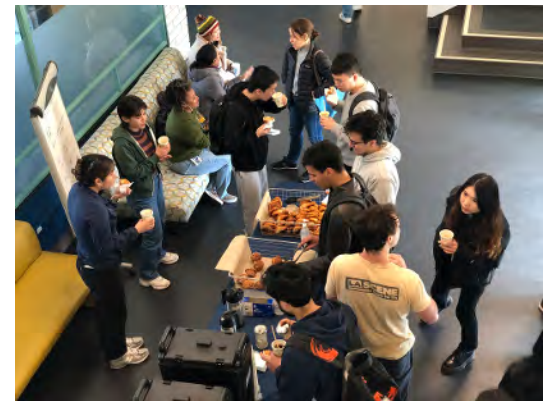
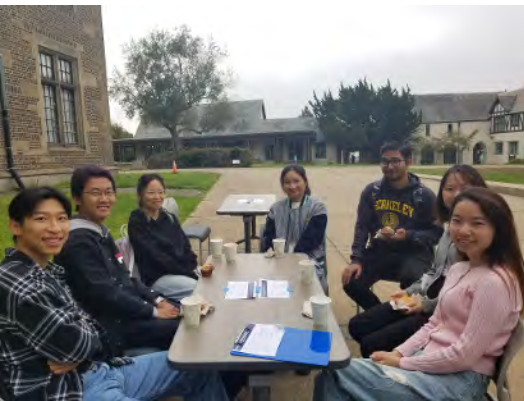
- a. University of California Irvine
- b. University of California Los Angeles
- c. Georgia Institute of Technology
- d. National Taiwan University
- e. Purdue University
- f. University of Illinois at Urbana - Champaign
- g. Virginia Polytechnic Institute and State University

EXPERIENTIAL LEARNING

Program Improvements

Focus Groups: We hosted our inaugural student focus groups to get feedback from our recent cohort on everything from curriculum to final showcase event. This sparked our team to hire our first-ever two capstone ambassadors. The capstone student ambassadors work closely with program staff to help co-design the capstone experience through curriculum improvements, capstone and teaming focused events, and community building and belonging throughout the year.

Capstone Connect: We launched a beta version of our new internal capstone matching platform built in collaboration with two graduate students. This resulted in a reduced cost of using external platforms and we were able to build the tool to our specific program needs. We learned a lot in this process about how to improve the platform when we launch version 2.0 this upcoming academic year. We have been collecting input from stakeholders (students, industry partners, faculty) to improve the platform and process next year. Also, we are exploring how better to eliminate bias in the team and project selection process.

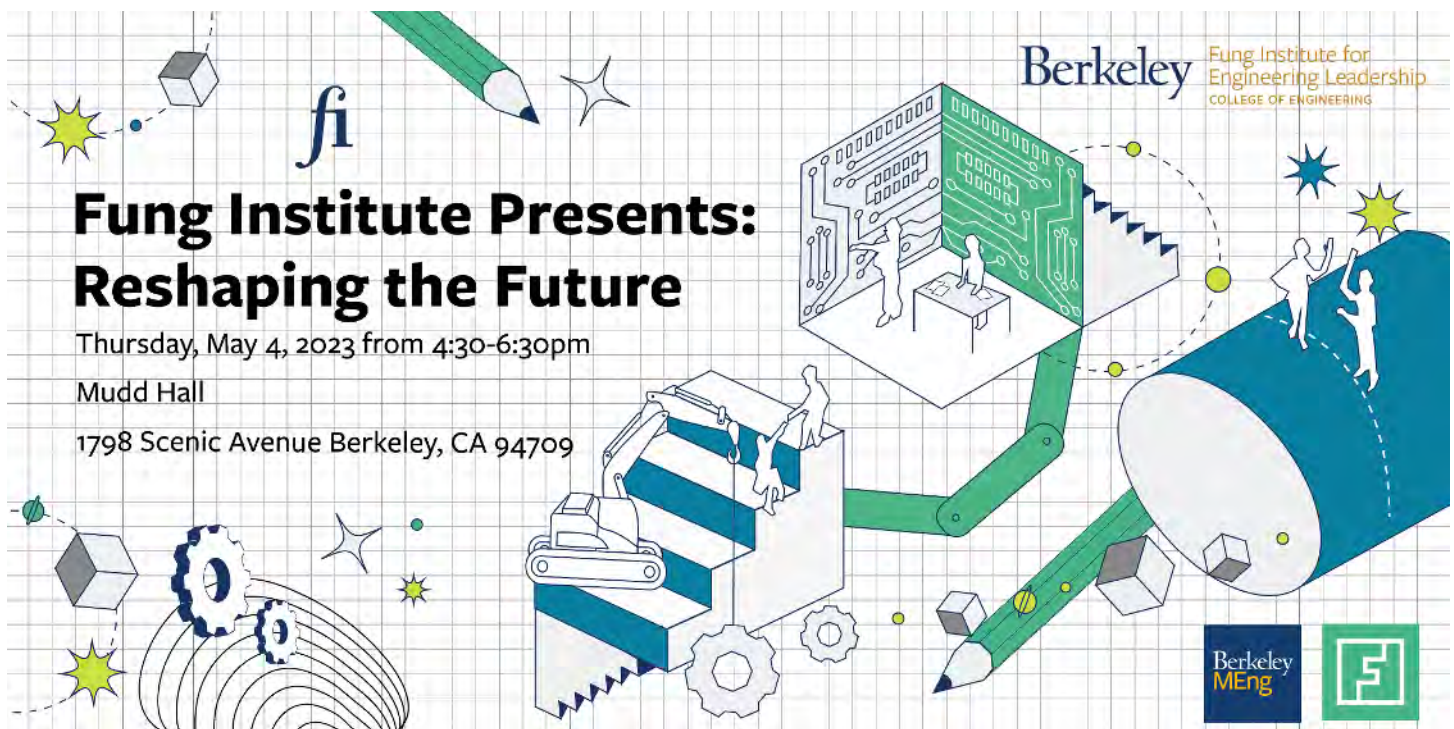


Building Community

One of the needs we realized in our capstone teams was for more support and cross-learning within the cohort and across project teams. We hosted two coffee hour events that focused on capstone to support students launching and scoping their projects in early Fall 2022. Our ambassadors will work with us to host workshops and other community events to develop more opportunities for community engagement and peer to peer learning.

Student Feedback: Our team has made great progress in streamlining our student experience surveys. This includes the capstone pulse survey to track how students are progressing on their project and determine whether they have the necessary resources. A new addition to our surveys is the focus on belonging: How “AT HOME” do you feel at the Fung Institute? Almost half of our student cohort (46%) feel very or quite at home; another third (35%) feel somewhat at home.

“The Fung staff provided a safe space for me to voice my concerns and provided me with productive solutions to address the conflict. Overall, I feel that Fung staff have been incredibly supportive throughout my capstone project, both individually and at the team level.”



Annual End of the Year Showcase

Our second-annual joint program showcase is happening on Thursday, May 4, 2023 at Mudd Hall in Berkeley, CA. Students from both programs will come together to showcase their work. The theme this year is Reshaping the Future.

“We believe that emission-free renewable energy is vital in not simply reshaping the future, but ensuring that there is one. We would love to show the community how our device is cost-effective, simple, and powerful enough to improve the health of humanity and the world that we inhabit.” —Team #215 with Prof. Reza Alam

“We are excited to present to the public and other MEng students about the future of in-space manufacturing. We want to show attendees parts we printed in zero-g using the payload hardware our team designed and flown in parabolic flight simulating microgravity.” —Team #196 SpaceCAL



Alumni Capstone Partners

This year, four Berkeley MEng alumni advisors have partnered up with current Berkeley MEng candidates on their two-semester capstone.

- Celeste Castillo, MEng' 22 (ME) Project: Thermpack, Contrast Therapy Device
- Janelle Lines, MEng' 20 (EECS) Project: Neuralines Analytics
- Scott Ziegler, MEng '22 (ME) Project: Space Kinetic
- Vu Vuong, MEng ' 22 (ME), Project: Stealth Start-Up

READ: The value of the MEng capstone experience, as told by MEng alumni advisors.

CAREER DEVELOPMENT PROGRAMMING

Our services and programming merge the concepts of Career Design and the Changemaker philosophy to empower students to move towards a meaningful and impactful future upon graduation and throughout their careers.

For the 2022-23 academic year we focused our programming in three main areas: Professional Skill Development, Career Exploration, and Networking. Within that framework we focused on mentorship, experiential learning, and professional storytelling. The team refreshed leadership, mentorship, and experiential programming which resulted in more leadership opportunities, connections, increased industry connections and career growth opportunities.

Professional Skills Development Highlights:

- Seven pre-orientation professional development webinars were conducted from June-August along with recruiting programming partners
- Orientation programming included speed resume reviews at the Capstone Info Fair, increased career coaching appointments, and increased collaboration with student affairs
- 40+ career and professional development opportunities and events offered August-May
- Fall Career Lab series was offered hybrid and focused on job search fundamentals
- Career materials, resources, job postings, events were hosted on our networking platform: FI Connect
- Online tool, JobScan, supports resume reviews and knowledge about Applicant Tracking Systems



"I want to thank the (MEng Career Coach) for helping me last Friday overcome some insecurities I had before my interview. I was able to answer all but one question with confidence, and I felt confident throughout the interview. The help positively impacted me during my interview..." —MEng student, Class of 2023

Career Exploration and Mentorship

- FI Career Coaches engaged with 71% of MEng graduating students
- Leadership Lecture Series continued in Spring 2023 with 9 industry speakers
- Programming included supporting 14 student-led Affinity Groups with 27 student leaders and 19 alumni mentors. Affinity Groups led 25+ unique career-focused events to build community, develop networks, and offer professional development opportunities. Highlights include:
 - Two site visits to the Tesla Factory in Fremont, CA
 - Coffee chats with Alumni and Mentors focused on transportation, sustainable energy, and AI
 - Film screening and discussion of "Coded Bias" (a film focused on issues of bias and representation in AI) co-led by three Affinity Groups
 - Career talks with industry experts in medical devices, product management, and venture capitalism
 - Collaborative events and partnerships with student organizations such as Berkeley Entrepreneurship Association (BEA) and Berkeley Energy and Resources Collaborative (BERC)
 - Community building events included pizza socials, hikes, and day trips around the Bay Area

Affinity Group Photos and Impact

September 2022

Inclusive Technology Affinity Group, Pizza Social



December 2022

Product Management Affinity Group, Introduction to Product Management featuring Dr. Sara Beckman, Faculty Director, Product Management Program, Haas School of Business, UC Berkeley



January 2023

Robotics Affinity Group, Tesla Site Visit



February 2023

Entrepreneurship & Start-Ups Affinity Group, Social featuring Darren Cooke, Exec. Director of Life Sciences Entrepreneurship Center, UC Berkeley



February 2023

Sustainability & Energy Affinity Group, Tesla Site Visit



“As an Affinity Group Leader, I am developing an array of leadership skills. I have been able to enhance my communication skills, by being able to clearly and effectively communicate with members of the affinity group and other stakeholders regarding event planning, and member wants/needs and how to do community outreach. I have also improved my organizational and time management skills, by not only being able to plan and lead affinity group related events, but also by being able to effectively balance the responsibilities associated with being an affinity group leader, with my academics and other commitments. I’ve improved my ability to adapt and meet the demands of a wide range of people from different backgrounds.



The MEng program is incredibly diverse, with students from many walks of life. As a student leader within this community, I have observed that people are able to confide in me, feel more comfortable talking to me, and affords the opportunity to interact with people I ordinarily would not have interacted with.” —MEng Affinity Group Leader, Class of 2023

Industry Mentorship Initiative

167 students received mentorship from 88 alumni mentors this year. Each semester included a mentorship kickoff event and a wrap-up event.

Fall 2022

- Alumni Mentors: 92
- Mentees: 15
- Active Matches: 86% (reciprocal communication)

Fall 2022 Mentee:

“I just had my first meeting with [my mentor] yesterday and it went well! He shared a lot of great insight to answer my questions and I’m looking forward to more conversations with him.”

Fall 2022 Mentor:

“I’ve met with [my mentor] and we have established goals for myself for the semester. We’ll be meeting next week and afterwards on a biweekly basis. I’m eager to continue working on the goals we’ve discussed and will be sure to reach out if I have any questions.”

Spring 2023

- Alumni Mentors: 35
- Mentees: 52
- Active Matches: 77% (reciprocal communication)

Spring 2023 Alumni Mentor:

“I’m in touch with my mentee and we have had several engaging conversations in the past month. I think for this semester, our main focus will be on job hunting ... I really enjoyed the experience so far.”

Spring 2023 Alumni Mentee:

“I absolutely love and enjoy connecting with current students and learning and growing with them. I hope to be able to continue supporting the next group of students as well.”

Networking

The return of in-person events was very exciting. Over 200 alumni registered to attend our fall alumni happy hour in San Francisco and over 10 alumni gathered in Berlin, Germany.



Coffee & Connections

Themed events included networking with other CoE professional master's programs and local MEng alumni.



Alumni Happy Hour in Berlin, Germany

Organized by Florian Fesch, MEng '19 (IEOR) & Co-Founder & Managing Director of Emidat



Alumni Happy Hour

“Please do it again! Certainly one of the most powerful events to connect and find opportunities.”
—Event attendee



Spring Tech Networking Event

“We’ve started working with an awesome UI/UX designer that we met through the event. Thanks again for a great event.”
—Employer



Affinity Groups

“Organizing a panel interview allowed me to practice my public-speaking, management and planning skills. By interacting and engaging with my group members, I have also improved my active listening skills while feeling more empathetic towards my peers. Balancing different priorities and scheduling events for my Affinity group has improved my time management skills. Furthermore, this [program] has allowed me to become more self-aware of my strengths and work on my weaknesses efficiently.” — MEng Affinity Group Leader, Class of 2023



SkyDeck Happy Hour and Career Fair

MEng students were provided exclusive access to connect and recruit with some of Berkeley SkyDeck's top start-up companies.

SkyDeck Happy Hour:

- 38 SkyDeck companies registered (~15 in attendance)
- 100 MEng students registered (~50 in attendance)

SkyDeck Recruiting Fair:

- 32 SkyDeck companies registered (25 companies in attendance)
- 82 students registered: 79 current MEng, 3 alumni (~55 in attendance)

Campus and Recruiting Partnerships

This year we focused on strengthening campus and recruiting partnerships.

Recruiting

In 2022-23 we saw increased engagement from our alumni in recruitment efforts. 55% of job postings came from alumni, in comparison to 41% from the previous year. This increased engagement was reflected in our career programming as well, with alumni represented in events such as:

- Women in Innovation
- Hiring and Employment Trends
- Industry Trend talks with Affinity Groups
- Spring Tech Networking Event

From August 2022 to April 2023, 58 recruiting partners shared more than 70 new job opportunities with the Fung Institute.

- 21 Jobs and Events Digests were sent between August 2022 to April 2023
- Average of 4 new jobs per digest

Campus

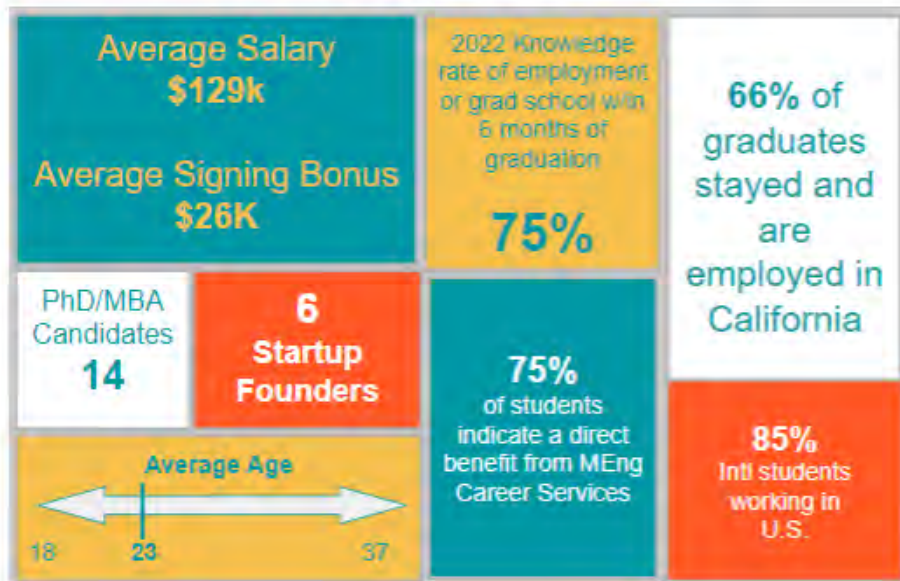
- SkyDeck
- Career Center Career Fair sponsor
- Support of new COE Master of Analytics program, MAS-E launch, and other professional master's programs
- Engaged capstone partners in a variety of career-related programming and events

Communications

Ongoing touchpoints and communication includes Summer Career Goal Survey, Fall Check-In, Affinity Group Lead Survey, Recruiting Partner survey, and the Spring Career Destination Survey. Spring semester's individualized outreach campaign resulted in more personalization and an increase in 1:1 appointments.

- [Midyear Career Survey Highlights December 2022:](#)
 - Alumni networking had positive impact on confidence in helping achieve career goals (21%); MEng Career Services 17%
 - 70% think that networking is an important skill to achieving career goals
 - Top 3 Services: 1:1, Alumni Networking and Opportunities, Career Labs and Workshops
 - 10% received a job offer in the fall and 10% were actively interviewing, 31% actively applying at time of survey.
- Targeted communications include a weekly [MEng Jobs & Events Digest](#) and a [Monthly CareerMail](#) and an active [LinkedIn group](#). We also host resources on the [MEng Portal](#) and [FI Connect](#).

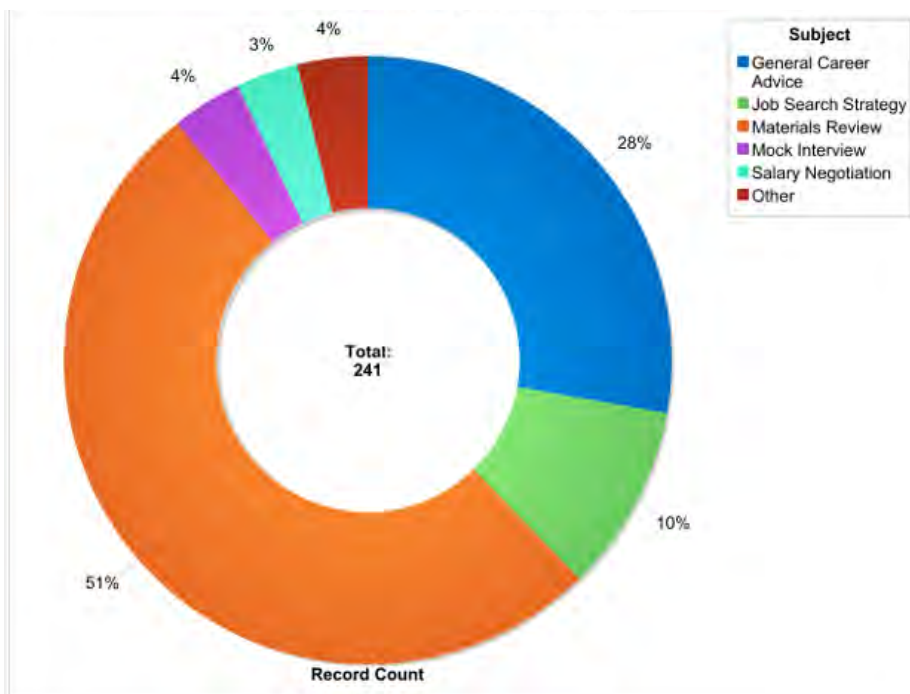
Tracking Student Success and Career Outcomes



By the numbers

- Average salary: \$129K
- Average signing bonus: \$26K
- PhD/MBA candidates: 14
- Start-up founders: 6
- Rate of employment within 6 months of graduation: 75%
- Graduates who stayed and are employed in California: 66%
- International students working in the US: 85%
- Average age: 23

Career Appointments, By Topic

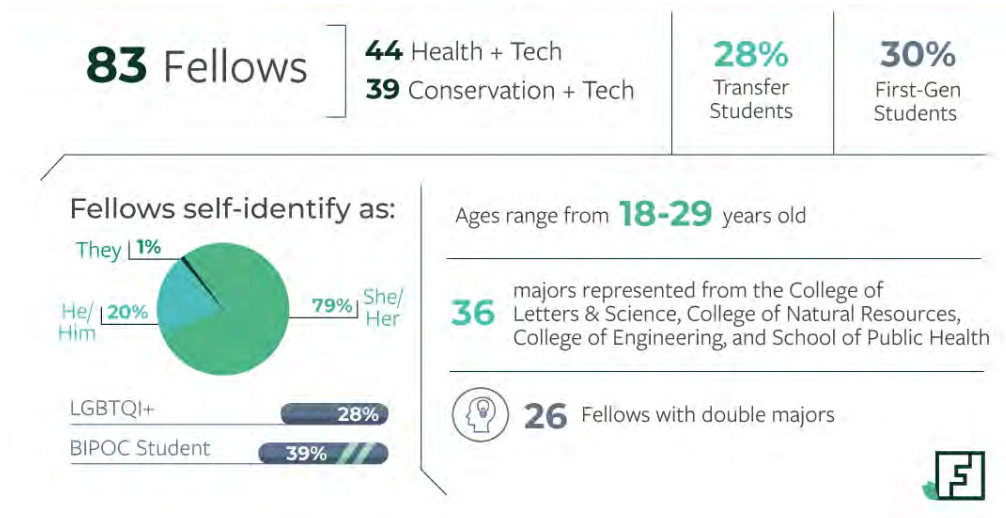


Topics from 241 career appointments:

- 51% - materials review
- 28% - general career advice
- 10% - job search strategy
- 4% - mock interview
- 4% - other
- 3% - salary negotiation

The 2022-23 academic year marks the seventh year of the fellowship. Meet the Fellows.

AY 2022-23 COHORT PROFILE



“Throughout my two fulfilling years in the Fung Fellowship program, the experience helped reinvigorate me during a difficult time for the world and inspired me to pursue a career in climate smart agriculture that centers producer voices.” —Genna Fudin, Environmental Sciences, Class of 2022

HEALTH TRACK UPDATES

Our Health track students met [Veenu Aulakh](#), Director of the Medicaid Innovation Collaborative and former President of the Center for Care Innovations joined us along with [Ella Schwartz](#), Senior Program Investment Officer of the California Health Care Foundation’s Innovation Fund. We talked about innovating across the safety-net, how HCD can ensure the lived experience and needs of underserved populations are represented, and how innovation doesn’t always need to be high-tech.

CONSERVATION TRACK UPDATES

Conservation track students met with Emmy Award-winning film director [Eric Metzgar](#). In September 2022, Fung Fellowship students in the Conservation + Tech course took a field trip to set camera traps with Naturalists Trent Pearce and Anthony Fisher of the Tilden Nature Area, part of the East Bay Regional Park District. With Trent’s and Anthony’s expert help, they hope to capture any number of wildlife species that roam the Tilden area, including the elusive mountain lion. In roughly three weeks’ time, the cameras will be retrieved and the images collected will be analyzed.

“This is different from other experiences at UC Berkeley because there is no set correct answer and we have the freedom to use our imagination and create based on what we believe works.” —Anonymous Student Feedback, Class of 2024



[Rob Conant](#) (VP Software & Ecosystem at Infineon Technologies and CEO at Cirrent) and [Katherine Chou](#) (Senior Director of Research & Innovations at Google) joined the Conservation track as Guest Judges/Panelists for the 2022 Fall Showcase event to hear and give feedback on our fellows' final solution pitches for their Design Challenge with [Rainforest Connection](#).

MENTORSHIP

There are several mentorship opportunities within our program. Our honors students mentor our year 1 students, our honors students are connected with industry mentors, and this year we explored one more by connecting our undergraduate Fung Fellows with MEng students based on project and professional interest. We will be excited to see what other opportunities we have to do more cross institute collaborations.

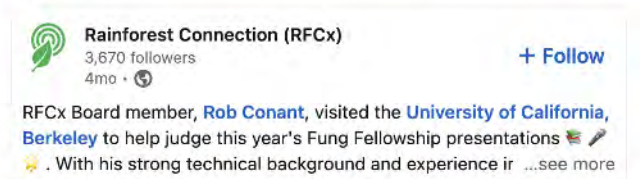
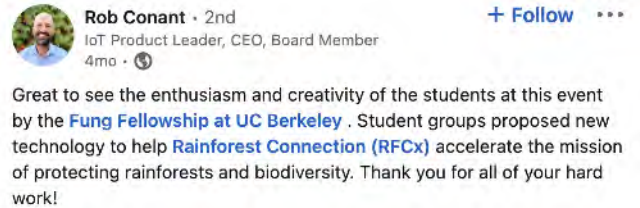
GRANTS AND AWARDS

We presented our NSF work at ASTC in Pittsburgh, PA in September 2022. The Association of Science and Technology Centers (ASTC) is a non-profit organization dedicated to increasing the understanding of and engagement with science and technology among all people.

Our NSF AISL work is now shared on its own landing page on the Lawrence Hall of Science [website](#). Our work was completed in December 2022 and we are working on submitting the final report and will be presenting our work at upcoming conferences this year.

STAFFING

This year, we grew our program staff. [Priyanka Karki](#) joined us as the Fung Fellowship's Program & Student Experience Advisor. With an academic background in Social and Behavioral Sciences and professional experience in nonprofit technology program development, Priyanka embodies a deep passion and respect for community involvement in advancing meaningful and sustainable social impact solutions. Her efforts in empowering communities through resources and education have been demonstrated through her work in improving digital literacy training and access, advocating for mental health, and promoting collective impact initiatives.



Service to Campus

COE Professional Degree Programs

The Fung Institute has a proven track record as a leader in the professional programs space. As a result, the institute is piloting a service model where marketing, student affairs/program development, and career services are consulting and guiding other programs on campus.

- Launched PhD Minor in Technology Entrepreneurship, Leadership & Strategy in partnership with former Fung Institute faculty director, Lee Fleming
- Leading Student & Academic Affairs advising and policy unification across CoE Professional Degree Programs
- Assisting with New Degree Development (MAS-E): 24 unit, asynchronous online degree program partnership with Coursera
- Marketing & Recruitment advising and strategy: We secured a separate marketing budget to support CoE-wide marketing/advertising efforts. Ad spend to-date has focused on GRE list buy and Diversity in Action ad buy to reach a more diverse set of prospective students. We also piloted placing advertisements in-house (instead of using an external vendor) with the MDevEng program. From July 2022 to present, held 36 program-specific advising sessions for current programs and 13 for future programs; sent 7 informational emails
 - Master of Analytics: 10
 - MDes: 2
 - MDevEng: 9
 - MSSE: 5
 - MTM: 11
 - MAS-E: 13

Graduate Division

- Policy Creation: partnering to create New Graduate Academic Misconduct Policy and student communication plan with the Graduate Division
- Piloting program specific module with the Graduate Division for the MEng program end of year survey. Using it as a model for other programs and supporting their development of cross program questions.

MEng Program Recruitment

- Exploring CDSS partnerships through services to new professional degree programs
- Tuskegee University (HBCU)- potential partnership/student pipeline to MEng degree

Fung Fellowship

- Fung Fellowship is partnering with Berkeley Climate Change Network about contributing to possible new undergraduate Climate minor or certification.
- Fung Fellowship Honors program accepted students from other programs for a pilot trial this past academic year.