A Great School at a Great Price

U.S. News & World Report named Pacific one of 50 “Great Schools at Great Prices” for 2009.

UNIVERSITY OF THE PACIFIC
Office of Admission
3601 Pacific Avenue
Stockton, CA 95211

Go there!
Schedule a visit to campus, and see for yourself: go.pacific.edu/visit

Words describe Pacific.
So do numbers.

口 1,126 Freshmen and transfer students enrolling in fall 2009. That’s up 4.4% over fall 2008.
口 6,824 All-time high total enrollment on the Stockton, San Francisco and Sacramento campuses. That’s 3.4% more than the previous record from fall 2004.
口 15,000+ Applicants for fall 2009. That’s up 300% from fall 2008.
口 3.55 Average high school GPA for admitted freshmen, up from 3.45 in 2008.
口 $46.6 Millions spent on financial aid in 2009, a $3.2 million increase from 2008.
口 14% Proportion of Latino students in all classes, up from 7% in 2007.
口 50 U.S. News and World Report selection in 2009’s “Great Schools at Great Prices.”
Words describe Pacific. So do numbers.

- **1,126** Freshmen and transfer students enrolling in fall 2009. That's up 4.4% over fall 2008.
- **6,824** All-time high total enrollment on the Stockton, San Francisco and Sacramento campuses. That's 3.4% more than the previous record from fall 2004.
- **15,000+** Applicants for fall 2009. That's up 300% from fall 2008.
- **3.55** Average high school GPA for admitted freshmen, up from 3.45 in 2008.
- **$46.6** Millions spent on financial aid in 2009, a $3.2 million increase from 2008.
- **14%** Proportion of Latino students in all classes, up from 7% in 2007.
- **50** *U.S. News and World Report* selection in 2009’s “Great Schools at Great Prices.”
Experience counts

Pacific’s students beat Wall Street.

At Pacific’s Eberhardt School of Business, real students are making real investments that yield real money—with a record that’s twice as good as Wall Street.

The three-year-old Eberhardt Student Investment Fund (SIF) has more than $1.4 million in assets. One of only 200 student investment funds in 9,000 business schools worldwide, it operates as a class and is managed by some 15 MBA and undergraduate business students who undergo a formal application process.

“We’re doing really well,” says member Amanda Marchini, who received her MBA in December. “With the recession, we took a hit. But we only lost about 18 percent compared to an average of 38 percent marketwide. We were able to hedge our investments through a defensive stance, and it worked well for us.”

Beating the Street

Comparable performance between fall 2007-spring 2009

-18%

Eberhardt Student Investment Fund

-38%

Stock Market Average

It’s great training for the real world. Students are divided into senior analysts and junior analysts within market sectors—health care, financial services, technology and manufacturing, among others. Each semester, analysts recommend hold or sell, based on a company’s financial statements, modeling and projections as well as the industry. Sell-or-hold decisions are made by majority vote, as are new investments.

The fund’s board includes the dean of the business school, Pacific’s vice president of business and finance and four investment professionals. The students produce an annual report of investment activities and results; their work, transactions and report are audited by an independent accounting firm.

The Student Investment Fund is also an exercise in giving back. Each year, 4 to 5 percent of the fund’s net assets is distributed in equal portions to benefit speech-language pathology, the water polo team and the Eberhardt School of Business.

Perhaps the best return on investment is the experience gained. Marchini, who earned an undergraduate math degree at Pacific and has worked in several businesses, points out that SIF students have an added level of credibility in the marketplace.

“A lot of my friends who have no work experience talk primarily about the Student Investment Fund during job interviews,” she says. “Dealing with real-world issues and real money as part of investing in the real market—it’s a definite advantage.”

Previous members of the quintet have gone on to be sidemen with jazz greats like Terence Blanchard, Roy Hargrove and Kenny Garrett.

Learn about the Brubeck Institute:
go.pacific.edu/brubeckinstitute

There’s jazz, but what about the rest?

With 120 performances a year by students, faculty and guest artists, Pacific’s nationally known Conservatory of Music gives fans lots to see and hear.

Pacific students get performing experience in band, orchestra, chamber ensembles, choral groups, the jazz ensemble and the opera group. And the music department is gearing up for a music tour of Italy in March.

Pacific’s range of majors goes beyond what most schools offer—only performance and teaching degrees—to prepare you for other music-based careers. You can major in music history, composition, music therapy and more.

Listen to the University Symphony Orchestra:go.pacific.edu/symphony

Hear the Symphonic Wind Ensemble:go.pacific.edu/windensemble

Learn about Pacific music majors:go.pacific.edu/musicmajor

Pushing Pencils

In a course on “Applied Entrepreneurship: Growing a Niche Brand Business,” Eberhardt undergraduates and MBA students manage the day-to-day operations of pencils.com, as well as lead, manage and focus on new initiatives to grow the business in the long-term. It’s not a business simulation, a hypothetical business planning competition or a one-shot one-semester project. It’s a chance to learn by running and growing an ongoing $100,000 web business.

More at go.pacific.edu/pencils
On the town

The Miracle Mile

It’s two minutes by car, 1,800 steps on foot.
And worth the commute. You don’t have to travel far to break out of the mall mentality! For a more unique shopping and dining experience, explore the local stores and cafés along Stockton’s Miracle Mile. This pedestrian-friendly district just off campus is a fun intro to the local community.

Photographers Randall Gee ’09 (San Francisco) and Jessie Lucas ’09 (Livermore)—both new Pacific grads—give you a glimpse into this super strip.

1. Sparrow
When you’re ready for a fashion leap forward or a cool party costume, check out the vintage styles at Sparrow. You could pick out a 1960s shift for an Audrey Hepburn look or spacey duds for a Lady Gaga style.

2. Cocoro sushi
Sample all your sushi faves—especially the signature prawn tempura and avocado roll topped with spicy tuna and walnuts—in a stylish setting. For prime people-watching, ask for a seat outdoors.

3. Southern Exposure Day Spa
Treat yourself like a queen (or king) in the Miracle Mile’s day spa. Try a relaxing massage before tomorrow’s dreaded chem test, or get a snappy haircut for your weekend date.

4. Yogurt My Way
Who says a dessert can’t express your personality? Start with a base of Chocolate Obsession and then go to town with toppings—you can add cheesecake bites, jelly beans and dinosaur sprinkles if that’s what makes you happy.

5. Al’s Comics
This local legend has fed the needs—and sparked the imaginations—of comic geeks for decades. It’s got a deep selection of Marvel and DC titles all organized like a serious library. If your Batman collection is only missing a few key issues, this is the place to hunt.

6. Matinee Lounge/Cibo di Vino Café
Housed in the former Royal Movie Theater, this cool hang-out serves up old-school classics: pizza, pool, and pinball. Good jukebox, too!

7. Empire Theatre
This deco theater, a Miracle Mile icon, showed Hollywood blockbusters in the 1940s. These days it presents live jazz, hit musicals and dance troupes, along with classic films. With free wireless Internet, the theater’s Empresso coffee shop is a primo off-campus place to bust your brain reading Plato—and feed your soul with triple choco-chip cookies.

Explore the Miracle Mile: www.stocktonmiraclemile.com/
When it comes to school spirit, Pacific’s water polo team makes a big splash. The team’s notorious outfits and antics—familiar to anyone who’s attended a Pacific basketball game—debuted during an ESPN bracket-buster two years ago. According to team captain Grant Hollis ’10, a civil engineer and engineering management major from Redlands, Calif., it was time to bust out the swimsuits.

“We all went in Speedos and full-on body paint,” he said. “We were lifting our friends up and doing crowd push-ups. We were shown on ESPN a bunch of times. After that, everybody’s Facebook picture was of us throwing our friends up in the air and going crazy.”

It might seem that orange-slathered goofing doesn’t mesh with the hit-the-books mentality needed to succeed in engineering. But Grant, a national finalist for the prestigious Rhodes scholarship, says the two go hand in hand.

“You need a mental break sometimes. I’ll go to a basketball game for two hours, and then I’ll go back to studying. I’m a jock and a sports lover, so that’s a perfect break for me.”

The team’s striking appearance always gets a reaction.

“We were at a field hockey game wearing these paper loincloth thingamajigs over our suits, and there were parents from the other team wanting to take their pictures with us,” he said. “They were saying, ‘Our daughter will love this!’”

Some reactions can be uncomfortable, such as Grant’s second introduction to President Pamela Eibeck during a soccer game. Let’s just say it was awkward.

“When the team scored we ripped off our shorts and tore off our shirts,” he said. “We were running around the field in our Speedos. And then I was like, ‘Uh, hi, Dr. Eibeck. How’s my recommendation letter coming?’”

Yes, in the crazy world of body paint and skimpy suits, there is an etiquette to follow. One must always endeavor to preserve one’s sense of decorum.

“It’s OK to dress like that going to a sporting event,” he said. “But it’s not OK going that way to Starbucks!”
3 Join the Orange Army
Buy a $5 Orange Army shirt, patterned after military issue, and join the crowd.

4 Learn the lyrics to the alma mater song
Or read them off the Cliff’s Notes in front of you: some years the Orange Army shirts have the words printed on the back.

5 Show up!
And bring a friend. More than anything else, athletes want to see bodies at their games!

Feed your sports need!
Ready to get off the sidelines? Join one of 13 club sports or 12 RecSports. Unscramble the words to see the team name.

Watch the pep band in action:
go.pacific.edu/pepband

Check out Orange Army photos on Facebook:
go.pacific.edu/orangearmy

Check out more club and recreation opportunities:
go.pacific.edu/recreation
Whatever floats your boat

For Pacific engineers, the annual Cardboard Regatta can be a case of sink or swim.

Freshmen in the Dean’s Seminar class use their knowledge of physics and construction techniques to design canoes made of cardboard (and generous amounts of duct tape). The boats have to carry two riders for two laps in the Pacific pool. It’s harder than it sounds. Only about half the entries succeed.

This year many boats featured peaked noses like traditional rowboats. Some were square and clunky. One looked like a coffin.

And it’s not just the construction that was creative. Boats had names like A Lotta Regatta, Noah’s Ark or Shake’N Bake. Some were covered in neon stripes, decked out with pirate skulls and crossbones or tagged with graffiti. One stylish boat had tailfins, but it went down as soon as the riders got in. (Note to self: engineering first, style second.)

What were the common design flaws? Some boats lacked interior stabilization to keep the structures from caving in from the exterior water pressure. Other boats weren’t deep enough to withstand the amount of water they displaced.

For Morgan Juran ’13, a biomechanical engineering major from Salinas, Calif., the team strategy was to start with a classic triangle-shaped nose for better dynamics. But her group needed something innovative to make the craft more buoyant.

“We also added buoyancy boxes, which were almost-weightless, air-filled boxes just taped to the boat,” she said. “We hoped they would help keep it afloat in the back and keep water out.”

In the moments before the race started, you’d expect the competitors to be hyper-focused on the competition. Not so for Morgan.

“I was thinking about how long it had been since I swam last,” Morgan said, “and how I couldn’t wait to get back into the water”!

A few moments later, she got her wish.

Pacific ranks among the nation’s best

The Fiske Guide to Colleges, an exclusive college guidebook, picked Pacific for its list of 19 “small colleges and universities with strong engineering.” Pacific is the only private school in the Western U.S. also cited as a “Best Buy.” And U.S. News and World Report ranks Pacific in the top 25 percent of all non-doctoral engineering and computer science programs in the country.

Why Pacific? You’ll thrive in classes that average 14 students, you can take part in co-op programs that mix real work experience with professional preparation and personal development.


So visit the campus. Get to know us. And then you’ll understand the power of Pacific.

The Power of P’s

Enrollment head Rob Alexander points out some particulars of Pacific.

Place The campus combines a historic, red-brick feel with modern technology. Read more about our beauty in this magazine—and see why so many movies come here to film.

People A great university is more than bricks and mortar. The interaction among faculty, students and advisors makes the Pacific experience different from bigger schools with bigger classes and a more anonymous feel.

Yes, our faculty are world-renowned scholars—but their first priority is personal attention to the undergraduates they teach in small classes and mentor in independent research. Yes, our students have great high school grades and test scores—but they’re also leaders in and out of class. People are the glue that binds the Pacific community.

Programs Pacific is the size of a small liberal arts college, but with the breadth and depth of academic offerings you find at a much larger university. Do research. Study abroad. Gain practical experience. Have fun, too. Pacific is ranked in the national top 20 for “more to do on campus.”

And you can do it all without breaking the bank. Our aid programs make a private school education competitive with public school prices. More than 80 percent of students receive aid; the average package adds up to about half of the total cost of education.


So visit the campus. Get to know us. And then you’ll understand the power of Pacific.

Pacific’s new Facebook application puts together everything you need in one place. Here’s what you can do:

- Check out photos and videos of campus
- Ask probing questions of Pacific students
- Schedule a campus visit
- Apply for admission and talk with an admissions counselor
- Coolest of all: you can send Pacific gift pennants and T-shirts to your Facebook friends.

See the application: go.pacific.edu/facebookapp

TV Go there!

Watch the video: go.pacific.edu/cardboardregatta

(You can spot Morgan at the 2:19 mark. She’s wearing a white headband and carrying a boat with a red stripe.)
Orange goes to green

Pacific takes the LEED in getting REELL in green and sustainable projects.

Building green
All Pacific construction that costs over $1 million will meet silver-level certification for Leadership in Energy and Environmental Design (LEED) or an equivalent. “This policy was driven by the desires of our students, staff and faculty who want the university to be a role model for the community,” said Tom Zuckerman, chairman of the university’s board. “Our investment in green buildings will produce long-term savings for the university in heating, cooling and water costs, and we will produce less waste.”

Pacific’s first LEED-certified building, the Don and Karen DeRosa Student Center, opened in 2008; the John T. Chambers Technology Center, under construction, will also seek LEED certification.

Living green
Last spring, more than 700 Pacific students signed a pledge not to use disposable water bottles, receiving a refillable water bottle in return. In the fall, freshmen were offered the same opportunity.

That’s just one of the ways some two dozen students who live in the Residence for Earth and Environmental Living and Learning (REELL) are making a difference.

The National Science Foundation-funded REELL project, led by Assistant Professor of Earth and Environmental Sciences Laura Rademacher, is in its second year.

The water-bottle endeavor saw students lined up to sign the no-disposable-plastic pledge every day of “Water Week,” which also featured water-related movies, speakers and a taste test comparing bottled water, filtered water and tap water. Tap water won.

Rademacher says tap water offers an economic as well as an environmental advantage. “In some cases, bottled water per gallon is more expensive than gasoline. On campus, tap water is essentially free.”

This year, the students want to eliminate the use of disposable plastic bags on campus. Next year, they will move to their own residence hall with room for 35, applying research projects directly to that building.

Rademacher points out that students in the earth and environmental sciences department work on other initiatives, including developing a green handbook to highlight Pacific programs and conducting a solid waste inventory to discover how much recyclable material is in campus dumpsters. “A group of students weighed out waste,” Rademacher says. “They found that 85 percent of the material could have been diverted.”

Students for Environmental Action sponsors Earth Day activities; other movements focus on starting a campus garden and composting organic waste. “There are lots of opportunities here for creative students to get green things started,” Rademacher says.

Ready for the real world
They’re user-friendly, easy on the environment and an instant conversation-starter.

New electric “chariots” give Pacific public safety officers better visibility and easy movement throughout the campus. Because the vehicles’ unusual appearance sparks a lot of curiosity, officers also talk more with students as they patrol. The chariots join safety initiatives including bike and foot patrols, 44 campus “blue-light” security phones and a safety-trained student group called STRIPE that offers late-night escort service. STRIPE members, with gray uniforms, flashlights and radios, also act as extra security eyes and ears.

Through a program called “Adopt-A-Cop,” each residence hall is assigned a specific police officer from the security force. That officer knows students who live in that residence, builds relationships with them, can recognize if someone doesn’t belong there and coordinates crime-prevention programs and presentations.

Department-sponsored programs have resulted in a 29 percent overall reduction in incidents during the past year. Pacific is one of only two campuses in California where officers earned full police powers. They are truly professionals—and they will even help you jump-start your car!

Beauty and brains
The Pacific campus gets national shout-outs.

A soaring white tower. Colorful rose gardens. Traditional collegiate red-brick architecture. Manicured lawns and impressive trees. These are just a few of the reasons Pacific is #5 among the nation’s most beautiful campuses, according to a fall 2009 ranking by The Penn Group.

Pacific is positioned just above Yale and just below Harvard. The top three are Pepperdine, University of Hawaii at Manoa and Princeton. Princeton Review also rated the campus #6 in its beauty listing.

Pacific’s 175 acres are kept pristine by 19 hard-working and dedicated groundkeepers, whose efforts pay off in all kinds of different ways.

And did you know that Indiana Jones works here?

In Raiders of the Lost Ark, the University of the Pacific stands in for the exterior of the college where Jones is a faculty member.

The Ivy-league environment has also been a setting for other films, including Cool Hand Luke, The Sure Thing, Dead Man on Campus and Dreamscape.

A “Thumbs Up” article in the October 27 issue of the Record, the Stockton daily newspaper, put it this way: “It’s great to have a pretty college campus. It’s better to be recognized for academics and dollar value. Pacific keeps showing up on those national lists, too.”

Go there!
Keep up with green initiatives: go.pacific.edu/sustainability

Go there!
Get a glimpse of Pacific right now through our five webcams: go.pacific.edu/webcams
Check out some gorgeous photos: go.pacific.edu/photos

Visit Pacific
www.u-pacific.org/freshman

Apply now
www.u-pacific.org/freshman
In a word

Pacific's One Word project—and its cool photo-heavy website—helps students find their voice as leaders. So who are you?

If someone said you had to trade in your name for a word that best describes your ideal self, what word would you choose—and why?

This simple question was the genesis of One Word, an innovative student-led project begun in fall 2008. The project gives first-year students a common point of personal reflection that helps them express their self-awareness and connect to future aspirations. They think about what they stand for—and then boil it down to just one word.

The list of chosen words demonstrates the range of Pacific personalities. They're bold, ambitious, magnetic and epic. They're iridescent, ambitious and quirky. One student is even swashbuckling.

“Our view of leadership at Pacific is that it lives in everyone, based on their unique blend of skills and experiences. Our goal for One Word was to help students find their voice by asking them to declare who they are and what they stand for,” said Theo Nishimura '12, a graphic design major and One Word’s art director. “Sure, their word may change over time, but at least this experience gets them thinking about a bigger-picture end game. After all, leadership starts at home with you. It’s tough to lead or influence others if you aren’t sure of who you are in the first place.”

Pacific design and photography students were recruited to capture these honest statements of self-expression. The result is a cool website overflowing with stylish portraits that make Pacific students look like celebs. Theo credits the success and quality of the photography and editing to design team members Kegan Snyder and Jessie Lucas.

“I’m really proud of our work and appreciative that we were given the opportunity to lead this project as undergraduate students,” Theo said. “It’s given us all a chance to flex our unique talents and skills as we prepare for professional life after college.”

After shooting more than 700 Pacific students and faculty, what’s been Theo’s biggest surprise?

“I’ve learned more about the diversity, playfulness, passion and, in general, the personality of the Pacific community,” he said. “Talking with students from such different backgrounds, colors, cultures and countries, you learn so much more about the people you walk by every day.”

“In my 20 years, many people have made positive imprints on who I am today.” - Theo Nishimura ’12

Check out One Word: www.pacificoneword.org

Find Us

go.pacific.edu/findus

Find Us