

L&S and UGBA C12 / C196C:
The *Berkeley Changemaker* Gateway (BCG)
Summer 2024 July 1st - August 9th

Course Overview



Individuals driven to make a positive impact have found a sense of belonging at UC Berkeley for generations. This course—hereafter referred to as "BCG"—is rooted in the belief that all Berkeley students are on a journey to become Berkeley Changemakers.

BCG serves as a discovery experience where students explore their authentic leadership styles, learn how to create teams and take action to effect meaningful change.

The course emphasizes *Berkeley Changemaker's three pillars*: **critical thinking**, **collaboration**, and **communication**. It helps students envision better futures and equips them to mobilize others to bring those visions to life.

Learning Outcomes

By actively participating in this course, you will:

1. Develop a changemaker mindset, applying innovative approaches to address complex societal issues.
2. Explore processes to transform ideas into measurable, sustainable impacts using academic frameworks, practical tools, and insights from accomplished changemakers.
3. Apply critical thinking skills across multiple disciplines to analyze and solve problems effectively.
4. Communicate clearly and persuasively, crafting messages that inspire others to take action.
5. Prepare to collaborate effectively in diverse teams by learning principles of high-performance teaming and strategies for leveraging diversity, equity, and inclusion to achieve excellence throughout your time at Berkeley.
6. Utilize Artificial Intelligence (AI) ethically, transparently, and proficiently to enhance your changemaking efforts.



Course Instructor

Dr. [Christyna Serrano](#), known to her students as Dr. C, is an accomplished educator and entrepreneur specializing in learning innovation and technology. She is a “triple bear,” having received her BA, MA, and PhD from UC Berkeley.

Dr. C holds faculty appointments at UC Berkeley's Haas School of Business, the Sutardja Center for Entrepreneurship & Technology (SCET) in the College of Engineering, and the Berkeley School of Education. She teaches several [Berkeley Changemaker Courses](#):

- [W141](#): *Exploring Digital Pedagogy* (Summer 24)
- UGBA C196C/C12: *The Berkeley Changemaker Gateway* (Fall 24, Spring 25)
- [W190](#): *Critical Studies in Education* (Fall 24, Spring 25)
- [ENGIN 183C](#): *SportsTech: Entrepreneurship & the Future of Sports* (Spring 25)

In addition to her role at UC Berkeley, Dr. C is the Director of Early Career Online Business Education at Stanford University's Graduate School of Business. She also founded Critically Conscious Design, LLC, which creates educational programming to develop change agents for entrepreneurship and the future of education and work.

Berkeley Changemaker Chats

'Berkeley Changemaker Chats' feature videos of esteemed guest speakers, primarily from the UC Berkeley faculty, who provide insights into the nature of Changemaking within their respective disciplines. Through conversational interviews, they share what it means to be a changemaker, spanning fields from electrical engineering to theatre. This exposure will help you envision your distinctive path as a Berkeley Changemaker, regardless of your chosen study area.

Please see a complete list of our Berkeley Changemaker video contributors at the end of the syllabus or by clicking [HERE](#).

Course Contributors

This course is uniquely exceptional due to the collaborative efforts of its founding creators and the diverse, distinguished faculty from UC Berkeley. Designed by [Alex Budak](#), author of [Becoming a Changemaker](#); [Laura Hassner](#), Executive Director, Innovation & Entrepreneurship, and the Berkeley Changemaker; [Mariana Somma](#), professional faculty, Haas; and [Dr. Brandi Pearce](#), High Impact Teams & Research, Haas.

The course integrates expertise from various disciplines. Esteemed faculty members from multiple departments, including Public Health, Engineering, Social Sciences, and the Arts, have contributed their knowledge and insights, ensuring a rich and multifaceted learning experience. Their collective contributions make this course a comprehensive and inspiring journey, equipping students with the tools and perspectives needed to become impactful Berkeley Changemakers. You can check out a complete list of the contributors in this syllabus section: [Course Contributors](#).

We further extend our gratitude to the esteemed faculty whose invaluable contributions have made this course possible:

Faculty Course Creators

- ❖ Alex Budak // Haas School of Business
- ❖ Laura Hassner // Haas School of Business
- ❖ Mariana Somma // Haas School of Business
- ❖ Dr. Brandi Pearce // Haas School of Business

Berkeley Changemaker Chats - Faculty

- ❖ Carol Christ // Chancellor of UC Berkeley & English Professor
- ❖ Janet Yellen // Former Chair of Federal Reserve & Business/Economics Professor
- ❖ Cathy Koshland // Engineering, Public Health, & Energy and Resources Group & Executive Vice Chancellor and Provost (former)
- ❖ Maximilian Auffhammer // Agricultural & Resource Economics & Int'l & Area Studies
- ❖ Linda Burton // Social Welfare
- ❖ Anthony Cascardi // Rhetoric, Comparative Literature, and Spanish
- ❖ Lisa García Bedolla // Education
- ❖ Ron Dahl // Public Health
- ❖ Ken Goldberg // Engineering
- ❖ Ron Hassner // Political Science
- ❖ Glynda Hull // Education
- ❖ Bob Jacobsen // Physics
- ❖ Terry Johnson // Bioengineering
- ❖ Jennifer Johnson-Hanks // Demography and Sociology
- ❖ Michael Lu // Public Health
- ❖ Oliver O'Reilly // Vice Provost for Undergraduate Education & Engineering

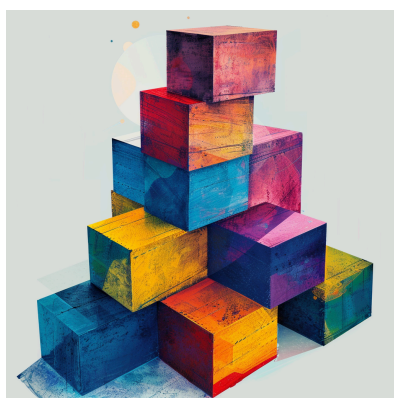
- ❖ Jasper Rine // Molecular and Cell Biology
- ❖ Erica Bree Rosenblum // Environmental Science, Policy, and Management
- ❖ Ula Taylor // African American Studies
- ❖ Steve Weber // School of Information and Political Science
- ❖ Lisa Wymore // Theater, Dance, and Performance Studies

Guest Speaker Videos

- ❖ Dania Matos // Vice Chancellor of Equity and Inclusion, UC Berkeley
- ❖ Shaun Carver // Executive Director of International House at UC Berkeley
- ❖ Chelsea Gregory // Dept of Theater, Dance, and Performance Studies // Equity Committee, Season Planning & Social Impact Consultant for TDPS

Berkeley Changemaker Chats - Alumni & Special Guests

- ❖ Nanxi Liu // CEO, Enplug & Co-Founder, Nanoly Bioscience
- ❖ Jerry Luk // Co-founder & COO, firework.tv
- ❖ Olufemi Ogundele // Assoc. Vice Chancellor Enrollment, UC Berkeley
- ❖ Rob Solomon // Board Director & Former CEO, GoFundMe
- ❖ Leigh Steinberg // Chairman, Steinberg Sports
- ❖ Liza Wang // Founding & Managing Partner, Silicon Ventures



Course Structure

This course is organized into weekly modules with several interactive sessions. These modules are thoughtfully structured to create a coherent and engaging learning journey.

Modules will be published weekly by Sunday at 11:59 p.m. PT. Check out the [Weeks-at-a-Glance section](#) in the syllabus for an overview of the learning journey and topics covered each week.



Pre-recorded Video Lectures

To supplement your readings and assignments, we provide recorded multimedia lectures. These lectures, presented by Dr. C and the original creators of the BCG course—Alex Budak, Laura Hassner, Mariana Somma, and Dr. Brandi Pearce—are divided into digestible sections and delve deeper into the course material. Key topics include:

- **Changemaker Mindset and Leadership:** Developing the traits and attributes of successful changemakers, including questioning the status quo, cultivating a growth

mindset, practicing resilience, and exploring modern leadership qualities such as humility, trust, collaboration, and adaptability.

- **Problem Framing:** Identifying and defining complex problems using critical thinking frameworks.
- **Persuasive Communication:** Articulating ideas and inspiring others effectively.
- **Effective Teamwork:** Building, participating in, and leading collaborative teams.



AI Philosophy, Use, and Policies

AI Philosophy

AI technologies are evolving rapidly, introducing new products at an unprecedented pace. As future professionals and leaders, it is critical for you to stay informed about these advancements and become proficient and ethical users and influencers of AI.

Consider this course a starting point for a more extended conversation about AI. I aim to expose you to various AI tools through assignments and activities, answer your questions, explore potential applications, and foster a dialogue about the affordances, limitations, and implications of AI use. Becoming truly comfortable and effective with these tools requires continuous practice and a commitment to lifelong learning.

How AI is Used in This Course

In this course, AI is used extensively and thoughtfully. I use AI as a creative and technical thought partner, developing my prompting skills and leveraging this tool to create the best learning experience possible for you. Specifically, AI is used for:

- **Lesson Planning:** Designing and organizing course content and structure.
- **Developing Assignments:** Creating and refining assignments and projects.
- **Scaffolding Learning Experiences:** Building frameworks to support your learning journey.
- **Creating Materials:** Generating instructional materials and resources.
- **Grading Rubrics:** Formulating rubrics to ensure fair and consistent assessment.

- **Creating Activities:** Designing interactive and engaging learning activities.

Policies for Student AI Use

All assignments in this course will incorporate AI in some way. If you prefer not to use AI, alternative options will be provided. When using AI, you are required to cite its use. Below are four ways students will do that:

1. **In-text Citation:** Mention your use of AI directly within your text where applicable.
 2. **Reference Page/Section:** Include a dedicated section at the end of your assignment detailing how and where AI was used.
 3. **Footnotes:** Use footnotes to indicate specific instances of AI use throughout your assignment.
 4. **Usage Reflection:** Reflect on your use of AI in your assignments, discussing how it supported your learning and critically analyzing its effectiveness. This ensures that AI is used as a tool to enhance your development as a changemaker.
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Course Policies

In addition to the AI policies above, please review this [Course Policies](#) document for a more extensive list and overview of BCG's academic policies.



Assignments

The summer session of the BCG course is an accelerated version, combining 15 weeks of content and activities into six weeks. To manage this condensed schedule effectively, the course is organized into specific types of assignments that will help you stay engaged and on track:



Engagement Activities (60%)

Each week, you will complete various engagement activities designed to deepen your understanding of and application of course concepts. These activities may include:

- **Creative Projects:** For example, creating slides or visual representations of changemakers and key concepts.

- **AI-Assisted Exercises:** For example, journaling exercises facilitated by AI chatbots to explore personal strengths and identity superpowers.
- **Surveys and Feedback:** For example, completing surveys to provide content for course activities (e.g., composite personas for the final project), feedback on course content, self-assessments, and peer evaluations.
- **Discussion Posts:** For example, sharing your work and engaging with peers through structured discussions.
- **Reflective Essays:** For example, writing brief essays that apply key concepts to personal experiences, such as reflecting on a leadership experience or a challenge overcome, demonstrating your growth, and applying changemaker principles.

These assignments are designed to be flexible and varied, ensuring you can engage with the material in multiple ways and develop a broad set of skills relevant to changemaking.



Midterm Project: Effectively Framing a Problem (20%)

For the midterm assignment, you will create a proposal that:

- **Illustrates a Problem:** Identify and clearly describe a problem you want to address.
- **Proposes a Process:** Outline an initial process for exploring potential solutions.

Your proposal will be presented in a slide deck format and submitted by the end of Week 3. Detailed instructions and templates will be available on bCourses.



Final Video Project: Exploring Solutions to a Problem (20%)

For the final assignment, you will create a video that:

- **Explores Solutions:** Discuss how you apply critical thinking tools and leadership concepts to explore solutions to the problem identified in your midterm.
- **Interactive Component:** You can choose between using an AI chatbot trained with composite personas to simulate interviews or conducting interviews with at least two real people to practice critical thinking methods.

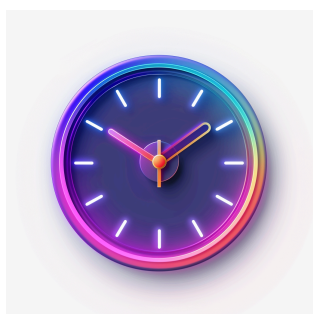
Your video should be 6 minutes long and highlight your problem overview, insights gained from the interactions, and proposed solution. Your final is due by August 9th, Week 6. Detailed instructions and submission guidelines will be available on bCourses.

Grading

- Late assignments will receive a penalty of 10% of total assignment points per day that it is late.
- Anything turned in one minute or more after the deadline will count as late.
- Assignments submitted more than ten days after the due date will receive no credit.
- If you need an extension on your assignment, you must request it from your reader by 24 hours before the deadline or late penalties will apply.
- Assignments in this course build upon each other. Therefore, submitting your assignments on time is in your best interest.

Final grades will be based on a standard 100% scale:

- **A:** 90%-100%
- **B:** 80%-89%
- **C:** 70%-79%
- **A-, B+, etc.:** + and – are awarded based on the upper and lower 3% of the above grade ranges (e.g., B- = 80-82.9%, B = 83-86.9%, B+ = 87-89.9%).
- Please note that an A+ grade is not awarded in this course due to the large class size and asynchronous nature, which make it challenging to fairly assess levels of engagement that exceed the standard criteria.



Office Hours and Support

Reader Sections

By Week 2, you will be assigned to a Course Reader and placed in their section for this course. If you join the course late, please email Dr. C to be assigned to a Reader. Your designated Reader will be responsible for grading your assignments and providing feedback.

For questions, assignment clarifications, or extension requests, please direct your inquiries to your Course Reader rather than Dr. C. They are here to support you throughout the course.

You can find your reader by going to our [bCourses] > [People] tabs > [Reader Sections] tab. A quick way to find your reader is to expand each group and use CTRL+F. Type in your name, which will be highlighted on the page – the category your name is in will be your reader for the semester!

Office Hours

Starting in Week 2, the Course Readers will host virtual weekly office hours. The specific times will be announced during Week 1. Dr. C will be available for office hours by appointment.

All office hours meetings will occur via Zoom, ensuring easy accessibility for remote participation. While office hours appointments typically last for 15 minutes, the duration can be extended if needed, depending on the complexity of the topic to be discussed.

Optional Live Sessions

Starting in Week 2, Dr. C will also conduct weekly and optional one-hour live sessions on Zoom. A schedule of live sessions will be provided by the end of Week 1.

Weeks-at-a-Glance



Week 1 | July 1 - 7

Session 1: What is a Changemaker

Introduction to the concept of a changemaker and exploring various avenues for creating positive change.

Session 2: Becoming a Berkeley Changemaker: Mindset

Understanding the traits and attributes of successful changemakers, including questioning the status quo, growth mindset, and resilience.

Week 2 | July 8 - 14

Session 3: Critical Thinking: Asking the Right Questions

Exploring critical thinking approaches and methodologies, including the scientific method and systems thinking.

Session 4: Critical Thinking: Selecting and Framing Problems

Learning to frame and reframe problems to open possibilities for innovative solutions.

Session 5: Critical Thinking: Crafting Solutions

Shifting focus from problem framing to designing alternative futures through empathy mapping and user understanding.

Week 3 | July 15 - 21 | Midterm Project Due**Session 6: Communicating: Persuasion and Storytelling**

Techniques for effective communication and storytelling to mobilize support for change efforts.

Week 4 | July 22 - 28**Session 7: Collaboration: Designing High-Impact Teams**

Launching and developing high-impact teams, including crafting goals and fostering inclusive solutions.

Session 8: Collaboration: Diversity as an Asset

Recognizing the importance of diversity in driving innovation and effective changemaking.

Session 9: From Team Member to Team Leader

Exploring modern leadership qualities such as humility, trust, collaboration, and adaptability.

Week 5 | July 29 - August 4**Session 10: You are a Berkeley Changemaker**

Reframing leadership as a shared responsibility and learning to influence without formal authority.

Session 11: Become the Leader You Wish You Had

Find your unique leadership style and encourage others to find their voice through inclusive and servant leadership.

Session 12: Intrapreneurship: Leading Positive Change

Strategies for leading change from within organizations and overcoming common barriers to change initiatives.

Week 6 | August 5 - 9 | Final Projects Due

Session 13: From Idea to Action

Developing confidence and skills to move from idea generation to actionable changemaking.

Session 14: Your Berkeley Changemaker Journey

Reflecting on the course learnings and exploring opportunities to continue being a changemaker on and beyond campus

DSP Accommodations

If you require accommodations due to a disability, please contact the Disabled Students Program (DSP) at (510) 642-0518. DSP also provides support for students experiencing significant stress, anxiety, or mental health challenges.

Please contact Dr. C at christynaserrano@berkeley.edu to discuss your accommodation needs. I will collaborate with you and your Reader to ensure that the accommodations specified in your DSP letter are implemented effectively.



Attention

By enrolling in this course beyond the add-drop deadline, the [Berkeley Changemaker](#) Program will include you as a *Berkeley Changemaker* in our systems. Specifically, our student data record will include your Student ID, first, last, and middle name, email, registration status, and list of courses taken. We will use this information to:

1. Identify you as a *Berkeley Changemaker* so that we can share relevant courses, programs, and opportunities with you while you are enrolled as a UC Berkeley student and after you graduate.
2. Better understand the trajectory of students who enroll in Berkeley Changemaker courses so that we can continue to offer courses that our students find most relevant and interesting.

Your permission can be revoked anytime via an email request to changemaker@berkeley.edu.



Berkeley Changemaker Certificate

Once you've completed this course, you are well on your way to earning a Berkeley Changemaker Certificate of Completion. This valuable credential showcases your commitment to critical thinking, communication, and collaboration. To earn the certificate, you must complete a minimum of three approved Berkeley Changemaker courses totaling at least five units, achieving a grade of C or above in each course.

The Gateway course introduces you to being a Berkeley Changemaker. I highly recommend exploring other courses that delve deeper into changemaking topics across different disciplines. You can check out all of our Berkeley Changemaker courses [HERE](#).

This certificate enhances your resume and professional profile by highlighting your skills in leadership and changemaking, which are highly valued by employers. Additionally, it provides recognition for your dedication to effecting positive change. For more details, visit the [Berkeley Changemaker Certificate of Completion page](#).
