



Ken Goldberg, Ph.D.

Professor, Industrial Engineering &
Operations Research

“Robots, Gardens, and Social Media”

Saturday, January 21, 2012

The Faculty Club

The phrase “Renaissance Man” is often used to describe someone who has many interests and considerable expertise in the arts as well as the sciences. The phrase comes to mind after a short time skimming Professor Goldberg’s CV and his Web page which literally dazzles your eyes with information and thought-provoking images.

His presentation will deal with the question of whether Social Media tools can be adapted to help us discover solutions to today’s problems in economics, politics, healthcare, and the environment. Goldberg points out that the processing of brainstorming has changed little since the term was coined in 1953, while the world has undergone significant change. Together with his students, he is working on a new approach to online brainstorming. To achieve scale and speed, their Collaborative Discovery Engine employs techniques from robotics: non-linear spatial models that present a broad range of ideas and higher-order statistical filtering to extract the most valuable ideas (the signals) from the noise. The system is being used by the State Department as well as GM, Unilever, and Humana.

Professor Goldberg joined the UC Berkeley faculty in 1995 where he is craigslist Distinguished Professor of New Media. He holds secondary appointments in the Departments of Electrical Engineering, Computer Science, and the School of Information. Add to that, an appointment as Professor of Radiation Oncology at UC San Francisco Medical School. He has published more than 150 peer-reviewed papers on robotics, automation, and social information filtering. In fact, these words--automation, robotics, and new media—surface repeatedly in looking at his education and distinguished career path.

The broad academic interests surfaced early as Goldberg earned dual degrees in Electrical Engineering and Economics from the University of Pennsylvania (1984) and MS and PhD degrees in computer science from Carnegie Mellon University (1990). However, it is equally accurate to view Ken Goldberg as an

- **Artist:** International exhibits at venues such as the Whitney Biennial, Berkeley Art Museum, SF Contemporary Jewish Museum, Pompidou Center, Buenos Aires Biennial, and the ICC in Tokyo.

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Berkeley Emeriti
TIMES

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Robots, Gardens, and Social Media, Continued...

He has co-written three award-winning films - one entitled *The Tribe*, was written with his wife, Tiffany Shlain (who also directed and produced the film). It was selected for two Film Festivals in 2006: Sundance and Tribeca. The Ballet Mori project, performed by the San Francisco Ballet, won an Isadora Duncan Award in 2006.

- **Writer:** author of five books on robots and motion planning in medicine
- **Inventor:** eight U.S. patents awarded

As Director of UC Berkeley's Automation Science Lab, Goldberg is involved in research related to Medical Robotics, Algorithmic Automation, Geometric Algorithms, and Internet Applications and Collaborative Filtering. He serves as Editor-in-Chief of the IEEE Transactions on Automation Science and Engineering (T-ASE), Co-Founded the Berkeley Center for New Media, and served as Director from 2007-2010. He was elected IEEE Fellow in 2005.

Ken Goldberg lives in Mill Valley with his daughters and wife, filmmaker and Webby Awards founder Tiffany Shlain.

President's Message

MAKING UCBEA MEANINGFUL FOR YOU!

This academic year, UCBEA has initiated several programs, which hopefully, will encourage you to participate more fully in the Association's activities and thereby enhance the value of your membership.

Emeriti Mentorship Program

Beginning Spring Semester, we are undertaking our mentorship program, which will pair emeriti faculty with students enrolled in the SAGE Scholars Program. The SAGE program prepares first generation, low-income undergraduates of all majors for the professional world. Students are admitted to the program based upon their academic performance and demonstrated strong work ethic. Faculty and students will be matched based on mutual interests. We intend to initiate, by mid-semester, the second component of our mentorship program intended for junior faculty and colleagues newly arrived at Berkeley desiring advice regarding their teaching and research activities and adjustment to the Campus and community.

While each mentorship experience is unique, the article on p.3 outlines basic expectations of mentors. Mentoring provides a wonderful opportunity for emeriti to share their wisdom and experi-

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President's Message, Continued...

ence with younger members of the Berkeley community and by so doing derive the satisfaction that comes from assisting others.

Emeriti Luncheon Table

Enjoy the company of your emeriti colleagues at the Emeriti Luncheon Table in the Great Hall of the Faculty Club the second and fourth Thursdays of the month. Gather with long-time friends and meet emeriti faculty members from across the campus who you had not met previously. There is no agenda; expect enjoying stimulating conversations and good food. Try it; you will love it! Upcoming dates are January 12th and 26th and February 9th and 23rd;

Write for the Emeriti Times

Do you have insights or questions that are relevant to your emeriti colleagues? Publish them in forthcoming issues of the Emeriti Times. Your contributions can help make the ET a forum for thoughtful exchange about subjects of interest to our colleagues.

Attend Emeriti Luncheons

We at Berkeley are fortunate to share the campus with so many talented colleagues engaged in important scholarships and teaching. There is much we can learn from them. Our remaining luncheon speakers for the academic year are:

- January 21, 2012: Professor Kenneth Goldberg, Industrial Engineering and Operations Research, and Center for New Media
- March 17, 2012: The Honorable Goodwin Liu, California Supreme Court and Professor of Law, UC Berkeley
- May 5th, 2012: Professor Paula Fass, Department of History

In addition to a stimulating group of speakers drawn from diverse intellectual backgrounds, the Saturday luncheons offer a wider array of food choices than in the past together with improved service thanks to the cooperation of the Faculty Club.

Suggest and Help Create New Programs

Do you have ideas about initiatives the Emeriti Association should undertake to better serve the needs and desires of our members? My Executive Committee colleagues and I encourage your suggestions and participation in innovating new endeavors and improving upon what we already do. Contact any member of the Executive Committee or the Retirement Center with your suggestions.

I wish all of you and yours a joyous holiday season and a healthy and peaceful New Year.

*Ed Epstein
President, UCBEA*

Jumpstarting the Mentoring Project

The first meeting of the 15+ volunteer mentors for the Mentoring Project will take place on January 17; the objective is to help new students AND new faculty. The project will start in earnest in early Spring with the SAGE Scholars Program and its students. Enlisting new Assistant Professors and facilitating their emeriti faculty is expected to occur by early March.

What is expected of those participating? The answer may allow more to feel comfortable volunteering. This effort is envisioned to be mutually enriching to mentor and mentee in addition to being fun and useful to mentees. Those of us helping mentees to navigate the unwritten rules of the campus will meet with them at least monthly and communicate with them more often by whatever means is most suitable for the two parties.

Mentors/mentees will be matched by UCBEA members Caroline Kane and Ed Epstein after volunteers and potential mentees complete an information form. A workshop to inform mentors and mentees about possible issues that might surface will be held prior to the first mentor/mentee meetings. Then, a reception ice breaker will be scheduled to facilitate introductions. Mentors will introduce mentees to campus leaders as well

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Mentoring Program, Continued...

as leaders in their disciplines and also facilitate networking. At the introductory meeting, it is hoped that both parties will articulate expectations and mentees' concerns might be explored.

The mentor is a coach, a sounding board, an experienced veteran of academic culture. Both students and new professors are entering an environment with multiple expectations so embedded in the community that they are often not explicitly articulated. UCBEA's goal is for students and new professors to be wildly successful in their careers. For those who have already made the commitment to participate and to those still "pondering," mark your calendar for late afternoon January 17.

*Caroline Kane
First Vice President*

The University in Hard Times

The University in Hard Times: Radical Changes or Stay the Course was the subject of two Learning in Retirement lectures presented by a very knowledgeable group of speakers with a wide scope of experience in the University. Steven Weiner, former Dean, School of Education, former Executive Director, Western Assn. of Schools and Colleges was joined by Larry Hershman, former Vice President for Budget, University of California in the first lecture.

The second included Charles E. (Chuck) Young, former Chancellor, UCLA; Judson King, Director, Center for Studies in Higher Education, former Dean College of Chemistry, former Provost for Professional Schools and Colleges UCB, former Vice President for Academic Affairs, University of California and Henry Brady, Dean, Goldman School of Public Policy and Professor Dept. Political Science. Not surprisingly, there was a wide range of opinion expressed about the University and its future.

In the category of "stay the course" the point was made that significant state budget cycles have been experienced before, starting with the Great

Hard Times, Continued...

Depression years of the 30's. The University has always survived these crises. Since public opinion is still strongly supportive of public higher education, it is only a matter of time to restore the University's budget to a reasonable level. In the area of "radical change" two major points were made. First, that California has a disproportionate number of public research universities compared to other states. The University should consider making some of its campuses more in the fashion of comprehensive institutions with emphasis on undergraduate teaching. Second, the role of the Board of Regents should be re-framed, permitting the establishment of *separate* boards for each campus, in line with private institutions whose boards are more directly connected to development of resources.

An additional point made in a letter to the President from the attendees at a former Chancellors meeting held in June proposed that the University be given more freedom from state budgeting control by directing all state resources to financial aid for students.

Despite different views of the University's future, there was no disagreement over the expectation that increased funding from the state in the near term is highly unlikely. The University will have to rely on increased student fees, additional belt-tightening and its own fund-raising efforts.

Finally, as a participant in the Chancellor's meeting cited, I would like to point out that in the letter noted, it was urged that efforts be made to engage the alumni of the University to address three policy areas that have a significant bearing on the resource base for the University: the dysfunctional prison system, the initiative and referendum process, and term limits for elected officials.

Karl S. Pister

In reminiscence my experiences do not fade, they grow more vivid.

-- *Marcel Proust*

Professor Henry's Observations

In his December presentation to the Emeriti Association, Professor Charles Henry, Department of African American Studies, made some observations about the upcoming primary season, identifying three phenomena that he believes will play a roll in the eventual outcome of the 2012 election.

First, he said that the 2008 campaign featured a number of counter-intuitive factors assisting in Obama's election which might help us spot such factors in the upcoming campaign. Next he identified race as the elephant in the room and Obama's attempt to avoid discussions of race. Professor Henry observed with interest the difference between how President Obama dealt with race and how JFK dealt with religion in 1960. In Henry's view if Romney is the Republican nominee, religion will once again be a factor in the general election. Finally, he called the Tea Party and the Occupy Wall Street movements "wild cards" in this election cycle. "We can speculate--but only speculate--on their impact," concluded Henry.

A Little Humor...

Two of the greatest qualities in life:



- 1) Patience
- 2) Wisdom

Retirement Center Briefs

Welcome to 2012!

We hope you enjoyed the holidays and have officially "kicked off" the New Year with gusto!

2011 was a busy year, but 2012 promises to be even busier. Our excitement is increasing as we consider the Center's 15th Anniversary celebratory events. Led by Center Policy Board Chair Richard Sextro and Director Patrick Cullinane, the advisory committee is contemplating activities and venues for properly recognizing this milestone.

We continue our dedication to the retiree community by maintaining the quality programs you are accustomed to enjoying. This semester's programming provides opportunities to anticipate this year's Presidential election, learn about the new Bay Bridge, and perhaps, venture into the volunteer arena. Look for the next issue of *the CenterPiece*, due to your inbox or mail box soon. We look forward to your participation in our many programs.

May 2012 be a good year for you and yours!

Selected Upcoming Center Programs

Advance registration required.

See thecenter.berkeley.edu for details

Learning in Retirement/Faculty Club Present
Previewing the 2012 Presidential Race
Organized by Gerald Lubenow
Friday, January 27, 2012

Learning in Retirement Presents
The Bay Bridge Project
Organized by Marilyn Nasatir
March, 8, 15, 21, 22, 2012

Quarterly Market Update
Wednesday, February 8
This Fidelity class is designed to help you stay informed about the factors affecting recent market performance.

Berkeley Art Museum Tour & Tea
Thursday, April 19
Join us for a free, docent-led tour of *State of Mind: New California Art circa 1970*.

Berkeley Emeriti

T I M E S

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We've Reserved Your Place!

At the Emeriti Luncheon Table

Beginning in January on the
2nd and 4th Thursday of each month

January 12 and 26 from noon until 2 pm
at The Faculty Club

A new informal activity offering an opportunity for
fellowship and information-sharing. Please join us.