

UC SANTA BARBARA

# THE *Current*

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## **The Campaign for UC Santa Barbara**

UC Santa Barbara has received a \$1 million gift from UCSB Foundation Trustee Mark Bertelsen, and his wife, Susan, that will foster entrepreneurial education in the College of Engineering and support research at the Center for Information Technology and Society.

"Mark and Susan Bertelsen already have given so much to UCSB as alumni, benefactors, and through Mark's involvement and visionary leadership as past chair of The UCSB Foundation," said UCSB Chancellor Henry Yang.

"Their extremely generous gift will help strengthen the Technology Management Program in the College of Engineering and will also help advance our Center for Information Technology and Society, under the leadership of Dr. Bruce Bimber, as it strives to be a world leader in understanding the social impact of technology."

UCSB is in the midst of its first comprehensive campaign to generate \$350 million in private gifts by 2007 to ensure UCSB's excellence for future generations.

The Bertelsens' recent gift brings to \$269 million the total already contributed by generous alumni and friends.

Mark Bertelsen, a leading corporate attorney for the technology business sector, graduated from UCSB with a degree in political science.

"UCSB has been a fabulous university for a long time, and it gave me a wonderful educational foundation," said Bertelsen.

"My whole professional work life has been dealing with technology companies that foster innovation in the United States, so there is a connection between our gifts to the College of Engineering, which fosters entrepreneurialism, and the Center for Information Technology and Society."

Of the total, \$750,000 will provide essential unrestricted support for priorities in engineering, with an emphasis on building the college's Technology Management Program.

The comprehensive educational program is designed for graduate and undergraduate students from the sciences, engineering, and the liberal arts seeking careers with leading technology companies.

Mark Bertelsen is an advisor and volunteer for the program.

In honor of the leadership gift, the conference room and adjoining terrace in the new Engineering Science Building has been named for the couple.

"Mark Bertelsen's gift is a tremendous asset for and vote of confidence in the College of Engineering and its innovative programs in research, development, and technology management," said Matthew Tirrell, Auhll Professor and dean of the College of Engineering.

The Bertelsens also contributed \$250,000 to the Center for Information Technology and Society.

The research center brings together talented faculty across the disciplines to study the human dimensions of the Information Age.

Mark Bertelsen also serves on the center's advisory board.

The Bertelsens' gift will enable the center to launch a research program on culture and cultural change in today's digital society, and to expand its public communication program to disseminate research findings to the media, the academic community, and the private sector.

"Our long-range goal at the Center for Information Technology and Society is to help make UCSB one of the top places in the world where people turn for knowledge about digital society," said Bruce Bimber, associate professor of political science and communication and director of the center.

"This generous gift is an important step toward that goal."

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#### About the Donors

Mark and Susan Bertelsen are partners in their philanthropic support for public higher education and programs related to technological innovation.

Mark Bertelsen is a senior partner of the law firm of Wilson Sonsini Goodrich & Rosati, of Palo Alto, one of the premier legal providers to technology and growth business enterprises.

He joined the firm in 1972 and became a partner in 1977.

He was managing partner from 1990-1996.

His practice focuses on advising senior management and boards of directors on matters relating to corporate governance, corporate finance and mergers and acquisitions.

His clients range from start-up ventures to Fortune 500 companies.

He currently serves on the boards of directors of Autodesk and Informatica.

At UC Santa Barbara, Mark Bertelsen has been a trustee of The UCSB Foundation since 1994.

Last year, he served as chair of the foundation.

He is a volunteer leader for the Technology Management Program in the College of Engineering where he serves as an advisor of the dean.

He also is a member of the advisory board for the Center for Information Technology and Society.

Mark Bertelsen graduated from UCSB in 1966 with a bachelor's degree in political science.

He went on to earn a law degree from Boalt Hall School of Law at UC Berkeley in 1969.

Susan Aas Bertelsen graduated from UCSB in 1967 with a degree in physical education and dance.

She danced professionally with the Mason Kahn Dancers, and was a member of the Bay Area Lutheran Chorale for many years.

She is an active community leader and volunteer.

The Bertelsens are members of UCSB's Chancellor's Council, Lancaster Society, and Sapphire Circle, which recognizes cumulative donors of \$1 million and above to the campus.

They are also life members of the UCSB Alumni Association.

They reside in Palo Alto.

Related Links

[College of Engineering](#)

[Center for Information Technology and Society](#)

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## **About UC Santa Barbara**

The University of California, Santa Barbara is a leading research institution that also provides a comprehensive liberal arts learning experience. Our academic community of faculty, students, and staff is characterized by a culture of interdisciplinary collaboration that is responsive to the needs of our multicultural and global society. All of this takes place within a living and learning environment like no other, as we draw inspiration from the beauty and resources of our extraordinary location at the edge of the Pacific Ocean.