

**Wednesday, September 30, 2020**

8:30 – 10 a.m.

Zoom

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| **AGENDA:** **1. Introductions** | **Erika Johnson (Chair)**Media Communications Specialist, University Communications |
| **2. Welcome** **3. Return to Learn Program Overview****4.  How to Find and Share Information About Return to Learn****5. Return to Learn Marketing Toolkit****6. Marketing Council Member Updates** | **Anne Buckley, APR**Chief Communications and Marketing Communications Officer, University Communications**Natasha Martin, Ph.D.**Associate Professor of Medicine at UC San Diego School of Medicine**Melani Roberson**Senior Strategist, Operational Strategic Initiative**Erin Shepler**Marketing Manager, Creative Services and Publications**Led by Rachel Hommel**Marketing Strategist, Office of Innovation and Commercialization |

**Meeting Minutes**

***Key Takeaways***

* The most updated information about [Return to Learn is on the website](https://returntolearn.ucsd.edu/), please use this information. If you are creating new information for your website, newsletter or other communications, it must go through an approval process with Operational Strategic Initiative. Send content for review to rtlcomms@ucsd.edu.
* A [robust public health marketing toolkit is now available](https://ucsandiego.photoshelter.com/galleries/C00006uGmGwuNra8/Public-Health-Campaign-Toolkit), with digital signage, posters, social posts, logos, email headers and more.
* [A new campus COVID-19 Dashboard has launched](https://returntolearn.ucsd.edu/dashboard/index.html), and it is updated each weekday.
* Reminder: all employees (on-campus and remote) are able to participate in [no-cost asymptomatic testing](https://returntolearn.ucsd.edu/return-to-campus/testing-and-screening/index.html). UC San Diego recommends testing twice a month, every 12-16 days.

**Anne Buckley, APR**

**On general campus communications:**

Pivot was the word of the year in March. Now it’s resilience.

We have RFPs out for a media buyer and ad agency. Vitro is our current group, but we are opening up after six years, as is standard practice.

**On the Return to Learn program:**

It’s been a result of tremendous partnerships. Colleagues at Operational Strategic Initiative. All of our communicators. It’s been breathtaking.

Return to Learn website: It is a beautifully branded repository.

We have created some very strategic social media campaigns. And some fun ones too.

We have a robust branding toolkit, as well as physical messaging around campus

**Dr. Natasha Martin**

**Overall perspective of the campus COVID model:**

Our goal from the beginning has been to make data-driven decisions that are iterative.

We have tried to stay ahead of what is going on. See where the puck is going, not where it’s been. What’s neat about this model is it incorporates these unique networks we have on campus. The model also includes off-campus faculty and staff, which is unique.

**What we are focusing on in terms of housing:**

* Peak isolation housing needs
* More testing leads to more isolation housing
* Wastewater testing

**More on water testing:**

Example of wastewater testing: We found a positive in Revelle area. We were able to test residents and found an asymptomatic positive case. We test a little bit of wastewater every hour and do a daily composite. If a positive is found, we can quickly pinpoint it and take action.

**Summary of approach:**

* Real time intelligence system
* Daily dashboards that we monitor
* Symptom screening
* We can make data-driven decisions

**Questions for Dr. Martin:**

*Has our plan changed based on other institutions, such as SDSU?*

We have been optimizing how we are implementing our programs throughout the summer, so we were ready for students. SDSU unfortunately did not test students when they returned.

We are testing when they return, then 10 days later. We want to start our term with as few infections as possible. It enables us to start with a very strong approach. Start with a very low number of infections. Duke is a very good example.

*How do you calculate how many people are in a lab at once?*

Defining density. Square footage basis.

*How many in-person classes are permitted?*

Less than 10 percent of Fall 2020 undergraduate class sections will be offered in-person. The remaining courses will be conducted remotely. Class size is limited to fewer than 50 students per class, or 25% of classroom capacity, whichever is smaller; many in-person classes will have fewer than 25 students.

**Melani Roberson**

There is so much information to disseminate. We knew getting all of this information out would be a challenge all of the time. We want to make sure it’s consistent and accurate.

If you are going to post content related to Return to Learn on your department or unit website, newsletter, etc., it has to go through a review process. It shouldn’t take more than a couple hours to get approved. Please email rtlcomms@ucsd.edu for approval.

**Questions:**

*What is considered RTL content?*

Anything related to the program. Wastewater testing. Screening and testing. Anything branding related. Signage.

*What are the expectations for each school about how to best communicate all of this information and among which audiences?*

We want everyone to take info from the RTL website, which has already been vetted. Also the [public health campaign toolkit is available here](https://ucsandiego.photoshelter.com/galleries/C00006uGmGwuNra8/Public-Health-Campaign-Toolkit).

*If we are reposting/sharing RTL content shared through the UC San Diego social media accounts or the UC San Diego social media slack, can we assume that this is vetted and we can re-share or does it still need to be submitted for review?*

Usually yes, but you always want to make sure you are using the most timely information (for example, be careful using content from an old social media post).

*Can you share that Slack channel you mentioned for RTL content approval?*

If you would like to be added to our R2L Slack channel, please send Erika Johnson an email at erjohnson@ucsd.edu.

**Erin Shepler**

**Marketing Toolkit:** <https://ucsandiego.photoshelter.com/galleries/C00006uGmGwuNra8/Public-Health-Campaign-Toolkit>

We want to promote health and safety in the community: Wear a mask, social distance, add the California COVID Notify app to your phone.

**Add California COVID Notify to your phone:**

<https://returntolearn.ucsd.edu/return-to-campus/exposure-notification/index.html>

CA COVID Notify, published by the State of California, uses the Exposure Notifications System from Google and Apple to alert you when you’ve been exposed to COVID-19. It will quickly notify you if you’ve likely been exposed, allowing you to seek medical attention and reduce risk for your loved ones.

**Questions:**

*Can non-UC San Diego affiliates download CA COVID Notify?*

Yes, but it’s not really designed for them.

*Have floor decals been created?*

Not in our office, but others have. HDH and others have done this. If that’s a need, we can facilitate.

**Member Updates**

Erika Johnson

[A great campus photo library is available here on PhotoShelter](https://ucsandiego.photoshelter.com/index).

[Return to Learn-related images here as well](https://ucsandiego.photoshelter.com/galleries/C0000xpKRmEfc3qA/G0000OKWJI88ftN0/Photos).

Debi Gianni

International Education Week is November 16-20 this year. If you have any event/talk/etc. that involves global issues, please let me know so I can include it on the IEW calendar. And our first iCafe starts next Friday! Everyone is invited. [icafe.ucsd.edu](http://icafe.ucsd.edu). Also, Fulbright webinar on Electing the President: the Electoral College and the National Popular Vote, date is 10/16. More info [fulbright.ucsd.edu](http://fulbright.ucsd.edu).

Autumn Monteforte

Thurgood Marshall College has launched it's celebration for our 50th Anniversary year! This will be a year-long celebration for AY 2020-21. We invite the campus community to join us in honoring the history and legacy of the college with the events and programs we have planned. More info will be available on our webpage (marshall.ucsd.edu) and SM channels!

Jessica Roswell

[Dirty Birds is OPEN](https://www.dirtybirdsbarandgrill.com/)!

We will be doing Triton Mania REMIX for alumni, faculty, and staff!

Maria Zuniga-Bel

[For Triton Firsts we created a branding kit for our welcome week campaign](https://srs.ucsd.edu/initiatives/triton-firsts/events.html).

Follow us on our new Instagram @ucsd\_firstgen!

William Armstrong

I wanted to thank the Marketing Council team for their valuable assistance in helping in getting the word out about the UCUES survey. Our campus received almost 10,000 surveys (N=9,921)-one of our highest response rates ever. Our new COVID-19 Remote Learning and Basic Needs items provided timely data in preliminary dashboards over the summer to campus leadership. We will have final UCUES 2020 dashboards up in a couple of weeks on the IR website. Again, thanks to all of you for your expertise, resources, and helpful guidance!

Stuart Volkow

Quick questions for anyone. I have a few “gap year” students that are staying home in SD from other Universities. Is there some way of getting them some kind of visiting student status so they can intern/work in labs? Gwen Guzman: yes, please email me at geguzman@ucsd.edu we have a program for visiting students for gap year...I'm with Extension International Programs

Jeff Grantham

Homecoming registration is closing in on 5,000 -- leadership's goal this year and a record. THANK YOU everyone for helping get the word out. And, make sure to check out the free Triton Tailgate Party featuring SWITCHFOOT on Sat, Oct 24. Drummer, Chad Butler ’97 (History), is bringing his bandmates back to where it all started. It's going to be fun!

Melissa Ewart

AS Graphic Studio: [Join the UC San Diego-KPBS Mayoral Issues Forum](https://www.eventbrite.com/e/uc-san-diego-kpbs-san-diego-mayoral-issues-forum-registration-121620892363?fbclid=IwAR3khf6BiDG0UUMyCzG5LGDbcbHlgpp2s3EiZ3qMoQ5XyQC3YDxVxCXDuOA) featuring the two candidates in the San Diego mayoral election, Barbara Bry and Todd Gloria.

Thursday, October 8, 2020 from 6:00pm - 7:00pm

Mark Hersberger

[Find out what it takes to pull off a virtual homecoming](https://soundcloud.com/user-704861873/episode-128-homecoming-goes-virtual):

***Next meeting: Wednesday, Oct. 28***