UC San Diego School of Medicine
50th Anniversary Communications Campaign

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Goals

Leverage this opportunity to:

• Modernize school’s brand and website, bringing it in line with other UC medical schools and UC San Diego academic campus

• Provide anniversary-related branding and content that can be adapted by any faculty member or campus group

• Leverage all relevant owned communications channel to raise local awareness of UC San Diego School of Medicine, not just as a research powerhouse, but as a place where top physicians learn from an innovative curriculum designed to improve patient care
Strategy and Challenges

• Started in early 2017
• No additional budget
• Piggyback on existing communications channels and events
• Spread out campaign efforts and integrate them within regular job duties
• Tapped the talents of staff members from: UC San Diego Health Communications/Media Relations, Marketing, Web, Creative Design, Events, Internal Communications, Photography/Video
### SOM 50th Anniversary Timeline: January 2018 - June 2019 (Based Upon First Entering Class)

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#### Marketing and Communications Activities

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#### Campus Signage

| Launch of Discoveries Magazine |
| Fundraiser Proposal |
| SOM Alumni Event |

| Special Issue of SOM Magazine |
| SOM Alumni Event |

#### SOM Alumni Activities

| UC San Diego Medical Alumni Night |
| SOM Alumni Event |

| SOM Alumni Event |
| UC San Diego Medical Alumni Night |

#### SOM Educational Events

| March Event: March 19 |
| Commencement Ceremony |

#### Chancellor/Alumni Engagement Activities

| Endowed Chair Announcement April 25 |
| SOM Alumni Event |

| SOM Alumni Event |
| SOM Alumni Event |

| St. Anthony’s Gala November 10 |
| SOM Alumni Event |
Branding

Where discoveries are delivered.

UC San Diego School of Medicine has long been known as a place where discoveries are made. Today, we are known as a place where discoveries are delivered. Established in 1968, we are the region’s only medical school. Our goal is to improve health through innovative research, education and patient care.

Likewise, as the only academic health system in the region, UC San Diego Health delivers outstanding patient care through commitment to the community, groundbreaking research and inspired teaching.

Bench to bedside.
We have long been at the forefront of translational — or “bench-to-bedside” — research, transforming patient care through discovery and innovation leading to new drugs and technologies. Translational research is carried out every day in the hundreds of clinical trials of promising new therapies offered through UC San Diego Health, and in the drive of our researchers and clinician scientists who are committed to having a significant impact on patient care.
For 50 years, UC San Diego School of Medicine has trained a different kind of doctor in a different kind of way.

WHERE DISCOVERIES ARE DELIVERED

Medicine has evolved since the inaugural class entered in 1968, but our goal is constant: Create physicians and scientists who are as compassionate as they are brilliant.

ANNIVERSARY ALUMNI WEEKEND: OCTOBER 12-14, 2018

Join us for a weekend reconnecting with fellow alumni and see how the UC San Diego School of Medicine continues to lead the way in medical education and training. We will be featuring all classes, including the charter class of `72.

A DIFFERENT DOCTOR

For 50 years, UC San Diego School of Medicine has trained a different kind of doctor in a different kind of way. This is what that difference looks like.

DISCOVERIES MAGAZINE: SPECIAL 50TH ANNIVERSARY ISSUE

This issue of Discoveries, our annual research magazine, celebrates the thousands of faculty, staff, and students who have labored and learned together to create something remarkable.
ORAL HISTORIES

We’re proud of the many faculty, students, trainees and staff who have helped make UC San Diego School of Medicine a leader in education and research. We asked some of our earliest faculty members and other leaders what brought them here, what they are most proud of, and what makes our school unique. Here's what they said.

Ellen Back, MD
Clinical Professor of Family Medicine and Public Health
Director, Student-Run Free Clinic Project

"Our greatest accomplishment has been seeing our community partners, passionate students and myself and other physicians and faculty work together to create the Student-Run Free Clinic Project. I think UC San Diego is unique in having an equal passion for wonder, wisdom and justice."

Jean Helie Brown, PhD
Distinguished Professor of Pharmacology
Chair, Department of Pharmacology

"Whether they are faculty, students or students when I describe the atmosphere, I tell them it’s like being a kid in a candy store – it’s the best you can possibly have."

David Charness, PhD
Vice-Chair for Research and Development, Department of Pathology
Associate Dean, Institute of Engineering in Medicine (IEM)
Associate Director of Innovation and Industry Alliances, Moores Cancer Center

"What we try to do as scientists is not only make new science, but also work towards making it accessible to the public."

Jack Drake, PhD
Distinguished Professor of Pharmacology, Cellular & Molecular Medicine, Chemistry & Biochemistry

"When I came down to visit if this was going to be a good place for me, what really sunk was that there were lots of terrific faculty here. This was a place where the action was."

Video

50TH 1968-2018
UC San Diego
School of Medicine
School of Medicine Turns 50

For 50 years, the UC San Diego School of Medicine has trained a different kind of doctor in a different kind of way. This is what that difference looks like.

Read More »

School of Medicine Turns 50:
The Doctrine of Doctors

In a few months, a new class of students will begin studies at UC San Diego School of Medicine—future doctors in pursuit of future careers. They will look a lot like the inaugural class that opened the school 50 years ago. But this new generation will be working toward much different goals.

Read More »

School of Medicine Turns 50:
Seeing is Understanding
UC San Diego medical school reaches for the top as it turns 50

Fifty years after it enrolled its first medical students, UC San Diego is reaching with optimism, having created one of the country’s most respected medical schools in a comparatively short period of time.

UC San Diego is celebrating the 50th anniversary of its School of Medicine, which is ranked among the top in the country by U.S. News and World Report.

A look at some of the school’s key moments and accomplishments.

1968: University of California Regents approve a medical school for UC San Diego, feeding a science boom in La Jolla that includes General Atomics and the Salk Institute. The university expresses its need for a hospital to operate the medical school, but to open in Hillcrest.

Celebrating 50 Years of UC San Diego School of Medicine

Timeline: The illustrated history of the UC San Diego School of Medicine

UC San Diego Medical School 50 Years

50TH ANNIVERSARY

UC San Diego School of Medicine

Media
Celebrating UC San Diego School of Medicine's First 50 Years

A visionary past and an innovative present create a revolutionary future.

David A. Brenner, MD, vice chancellor for Health Sciences and dean of the School of Medicine, invites you to attend the 50th annual Dean's Spring Symposium, featuring TED videos, panel discussion and Q&A with four of our leading physician-scientists, who will talk about how their diverse disciplines intersect and continue to intersect, and what they envision ahead.

Wednesday, May 2
5:30 to 8:30 p.m.
School of Medicine, T. Denny Sanford Medical Education and Telemedicine Center Main Auditorium

Registration required. RSVP by April 25 at healthsciences.ucsd.edu/symposium.

UCSDMedSchool ucsdSOM50

Events
School of Medicine 50th Anniversary Toolkit

IN THE NEWS

- UCSD reaches for the top as it turns 50 - San Diego Union-Tribune
- Timeline: The Illustrated History of the UCSD School of Medicine - San Diego Union-Tribune
- Back Story: As it turns 50, UCSD reaches for the top - San Diego Union-Tribune

TOOLS

- Anniversary logo and use guide (zip file)
- Timeline template
- Word template
- PPT template
- Dean’s Symposium flyer
- Historical facts and figures

For more content, please visit these external sites:

- Anniversary site: medschool.ucsd.edu/SOM50
- Dean’s Symposium - May 2
- Alumni Weekend - October 12-14
- Video
- Discoveries magazine special issue
- Trium magazine article

Follow us on Twitter:
@UCSD50School #ucSDOM50

For questions, please contact healthcomm@ucsd.edu
Measures of success

• Lots of positive feedback from Discoveries recipients and Dean’s Symposium attendees

• Digital Metrics
  Approximate cumulative values January – May 2018
  • Visits to new School of Medicine homepage, compared to old page over same period last year: **+108%**
  • Visits to new medschool.ucsd.edu/50 anniversary microsite: **2,050**
  • Visits to Discoveries magazine online, compared to old site over same period last year: **+69%**
  • Visits to new intranet toolkit: **1,950**
  • Views of “Hello, Doctor” sizzle video: **1,400**
  • @UCSDMedSchool Twitter followers: **+400**
Communications team

With HUGE thanks to...
Web: Tim Ciraolo, Amber Shaffer, Sung Yeo, Melanie Peters
Visual Media Group (VMG): Mike Sterner, Eric Neri
Photography/Videography: Kyle Dykes
Creative Design: Scott Parish, Eric Mattei, Jen Kelley
Events: Reyna Stallings, Keri O'Leary, Esthefania Roacho

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**Kim Kennedy**
Chief Marketing and Communications Officer

**Jackie Carr**
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Jackie.Carr@ucsd.edu
858-249-0420

**Beat Areas**
- Cross communications / issues management
- Hospital affiliations and sponsorships
- Infectious diseases
- Jacobs Medical Center
- Labor Relations
- Radiology
- Regulatory Affairs
- Surgery (general and abdominal transplant)
- Weight management and weight loss surgery
- Volunteer Services

**Heather Busehman, PhD**
Senior Public Information Officer
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858-249-0417

**Beat Areas**
- Anesthesiology and pain medicine
- Biometrics / data science
- Cellular and molecular medicine (research)
- Drug discovery
- Microbiology
- Nanomedicine
- Orthopedic surgery and sports medicine
- Pathology
- Pharmacy and pharmacology

**Yadira Galindo**
Public Information Officer
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**Beat Areas**
- Bone marrow transplantation
- Cancer
- Dermatology
- Diabetes and endocrinology
- Hematology
- Metabolic diseases
- Neurology (cancer)
- Radiation oncology
- Surgery (cancer)
- Urology

**Michelle Brubaker**
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858-249-0418

**Beat Areas**
- Cardiovascular and heart surgery (includes transplant and endovascular surgery)
- Eating disorders
- Family medicine and public health
- Gastroenterology
- Nephrology
- Obstetrics and gynecology
- Pediatrics
- Primary care
- Pulmonary and critical care medicine

**Gabrielle Johnston, MPH**
Public Information Officer
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**Beat Areas**
- Allergy, immunology and rheumatology
- Emergency medicine
- Global health
- Hepatology
- Nephrology
- Neurology (stroke)
- Psychiatry
- Trauma and burn care