Wednesday, May 30, 2018
8:30 - 10:00 a.m.
Bookstore Conference Room

AGENDA:

1. Welcome and Introductions
   Anthony King

2. School of Medicine 50th Anniversary Communications
   Heather Buschman
   Senior Manager, Communications and Media Relations
   UC San Diego Health
   Yadira Galindo
   Manager, Communications and Media Relations
   UC San Diego Health

3. North Torrey Pines Living and Learning Neighborhood
   Walter Kanzler
   Program Manager
   Derek Jensen
   Senior Project Manager

4. Member Updates
   All

NOTES:

Links:
- 50th anniversary microsite: medschool.ucsd.edu/50

The UC San Diego School of Medicine turns 50 in 2018

Leverage the 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

Marketing Council Listserv: ucsd-marketing-council-l@mailman.ucsd.edu
Strategy and Challenges
- Started in early 2017
- No additional budget for anniversary
- Piggybacked on existing channels

The timeline was front-loaded; a lot was set to launch in January so that the content would be out there for people to leverage.

Founders Day weekend will feature the School of Medicine, including a gala.

Branding efforts included banners, hats and overhauling/reskinning the website.

Videos: medschool.ucsd.edu/50
- Flashback video
- 16 oral histories
  - Team came up with a list of who to reach out to

Launched School of Medicine Twitter account

Other content pieces:
- Three-part series in This Week @ UC San Diego
- Discoveries Magazine and alumni magazine
- Media placements

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Events:
  • 2018 Dean’s Spring Symposium
    o Stitched four TED-talks together in a video, then had speakers sit on panel

Internal communications
  • Intranet: pulse.ucsd.edu/SOM50
  • Newsletter

Measures of success
  • Positive feedback from Discoveries recipients and Dean’s Symposium attendees
  • Digital metrics
    o Visits to new site +108% since January

North Torrey Pines Living and Learning Neighborhood

Links: livinglearning.ucsd.edu; http://livinglearning.ucsd.edu/construction/index.html

Groundbreaking June 18
  • 7 buildings (including Arts and Humanities and Social Sciences) built over P207 and P208
  • 1.5M square feet
  • 2K undergraduate beds
  • 600 seat lecture hall
  • Retail
  • $500M project
  • Two years of construction

For questions regarding parking reallocation, visit transportation.ucsd.edu and sign up for real-time updates.

Goals:
  • Address enrollment growth
  • Integrate living and learning in one community
  • Permanent home for sixth college

Construction hours will be 7:30 a.m. – 3:30 p.m. and there will be dust control and sound monitoring.