

# UC San Diego

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## Marketing Council

Wednesday, December 2, 2020  
9 – 10 a.m.

### AGENDA:

#### 1. Introductions

**Erika Johnson (Chair)**  
Media Communications Specialist,  
University Communications

#### 2. Changemakers Presentation

**Amanda Rubalcava**  
Marketing Communications Specialist  
University Communications

**Wendy Hunter Barker**  
Assistant Dean, Rady School of Management

#### 3. Marketing Council Member Updates

**Led by Rachel Hommel**  
Marketing Strategist, Office of Innovation  
and Commercialization

### CHANGEMAKERS PRESENTATION NOTES

#### QUICK LINKS

Marketing Council meeting video:

<https://ucsd.zoom.us/rec/share/0ffPy6RrSgg81fgVOC2gABPtZIWA0BEcbjJJyroKTKLWj5T1PhYyaZTgZf931F2-.E4LkBIAQSH5Tq8DL>

(Access Passcode: \$BEFb63f)

Changemaker website:

<https://changemaker.ucsd.edu/>

**Speakers:** Amanda Rubalcava and Wendy Barker

UC San Diego is one of only 45 universities in the world and the only UC campus designated as a "Changemaker Campus." Ashoka, the largest network of social entrepreneurs, recognized UC San Diego in 2017 with the prestigious honor based on the campus's dedication to social innovation education and research, and its ability to translate that into real-world positive impacts.

The Changemaker Institute, launched Oct. 2020, is designed to advance the UC San Diego ecosystem for changemaker education, research and community engagement among our faculty, staff and students. The organization will leverage valuable expertise, enhance cross-campus and community partnerships and strengthen existing initiatives while catalyzing innovation through transformative teaching, advocacy and collaboration.

Institute leadership model:

Center for Global Sustainable Development (Jacobs School)

Center for Social Innovation and Impact (Rady School)

Teaching + Learning Commons

Student Life

Changemaker Week

Will happen Jan. 16-23, 2021

Some of the events:

Week of Service

- Changemaker 101 - workshop for students to reflect on their changemaking, what they have done and what they can do.
- Dozens more events to come.
- If you want to host an event during Changemaker week, submissions are open through early January.

Our ask of members:

Help promote Changemaker Week through your channels (social, website, other avenues)

**QUESTIONS**

**How long does the Changemaker designation last?**

It goes through a five-year process. There is a site review, part of a large process. We will have our status through 2024.

**Do they provide any support?**

There is an annual exchange. We hosted a few years ago. Staff who are affiliated with the programming allowed us to have conferences among leaders and to share resources. We were given first glance at opportunities for fellowships. We could truly define for ourselves what Changemaking meant. This designation helped us get our institute.

**How many cohorts and when can you apply?**

45. You can apply anytime

**CHAT HIGHLIGHTS**

**Laurel:** Changemaker faculty fellows are listed here

<https://engagedteaching.ucsd.edu/spotlight/changemaker-faculty/index.html>

**Stuart Volkow:** how do you define positive change?

**Wendy Hunter Barker:** Broadly. Defining changemaking is a difficult task and every time we try to do it, we realize just how hard it is. The point is to be broadly inclusive, and it is a bit in the eye of the beholder. Our goal this year is to 'show' a bunch of examples of changemaking and let people decide for themselves.

**Erin Shepler:** UC San Diego Zoom Backgrounds available for download:

<https://ucsandiego.photoshelter.com/galleries/C0000GXkNjxr5mo/G0000PpNgXVG.2.I/Teleconferencing-Zoom-Backgrounds>

**Heidi:** Sixtieth anniversary website: <https://sixtieth.ucsd.edu/>

Erin Shepler: Scroll to the bottom for all of the 60th zoom backgrounds

**Debi Gianni:** Join us for a webinar on The Digital Future of Health on Thursday at noon!

[https://ucsd.zoom.us/webinar/register/WN\\_PtLkJaBASLWiiWUY961NKA](https://ucsd.zoom.us/webinar/register/WN_PtLkJaBASLWiiWUY961NKA)

**Matt Sapien:** Great tool to schedule meetings with others: <https://calendly.com/>

**Roberta Camarena:** <https://staffassociation.ucsd.edu/events/shola-richards/index.html>

**Lisa Armstrong:** Global Seminars are still on track to run this summer, so please encourage students to check it out! <http://globalseminars.ucsd.edu>

**Amy Clay:** Staff Education & Development @ The Women's Center: Drop-in Professional and Career Development Chats are your opportunity to get answers for your professional and career development questions. Monthly, starting January 12, 2021;

<https://tockify.com/ucsdwc/detail/16/1610485200000>

## Next meeting: Wednesday, January 27, 2021

We hope you have a relaxing and safe holiday break. Thank you for your continued engagement and support of Marketing Council! We will see you in January when we return.