

TALKING POINTS ONE SHEET

Inspiring changemaking for a just and equitable future

As Triton changemakers, we welcome and invite change, emboldening our campus ecosystem. What is your commitment this year?

Key Messaging

- Only 45 universities around the world have been designated as an Ashoka U Changemaker Campus. UC San Diego is the only University of California campus to be recognized in 2017.
- UC San Diego's Changemaker Institute will champion, oversee and reinforce changemaking efforts throughout UC San Diego, advancing efforts to solve society's most urgent issues.
- This institute will serve as the nucleus of UC San Diego's ecosystem for changemaking and changemaker education.
- Lasting change cannot be achieved alone. The Changemaker Institute is dedicated to equipping the community with the knowledge, skills and collaborators needed to step into action and drive significant impact.
- A changemaker is anyone who has the courage to do things differently and takes creative action to solve social problems.
- Ashoka U and the Changemaker Institute envisions a world where every student acquires the skills, confidence, and motivation to create change for the good of all.
- Ashoka U invests in the innovators who are pushing the boundaries of higher education and helping colleges and universities achieve this vision.
- Recognized as one of the top 20 research universities worldwide, UC San Diego's culture of collaboration sparks discoveries that advance society and drive economic impact.

Is your event or program co-labeled as a Changemaking event?

*Check out our Social Media Toolkit and Style Guide for your next event & visit:
<https://changemaker.ucsd.edu/>*

Style Guide on Referencing the Designation:

Changemaker: Use as one word, no quotes.

Capitalization:

- When referring to the designation, **Changemaker** should be capitalized.
- When describing ourselves or campus members, **changemaker** should be lowercase

[LOGO DOWNLOAD](#) - Please contact changemaker@ucsd.edu before using logo.

Ashoka: When referencing Ashoka, always make sure to use it alongside “UC San Diego” to avoid confusion that Ashoka is an education institution of its own.

Changemaker Institute at UC San Diego for first reference. Second reference would be Changemaker Institute.

For questions regarding UC San Diego Changemaker Campus messaging and branding, please contact Amanda Rubalcava in University Communications, arubalcava@ucsd.edu.

Social Media Toolkit

Handles:

<https://twitter.com/ucsdchangemaker>

<https://www.instagram.com/ucsdchangemaker/>

<https://www.facebook.com/ucsdchangemaker/>

Sample Social Media Posts:

<https://drive.google.com/drive/folders/10OY7Q9-a2LpCTUYZ5UnZjbxLalmMVJHn?usp=sharing>

YouTube Video on Changemaker Institute:

<https://youtu.be/9WIMYf0ydOE>