University of California, San Diego
50th Anniversary Celebration
Strategic Marketing and Communications Plan

Introduction
In 2010, the University of California, San Diego will celebrate its 50th Anniversary. This is a unique opportunity to share the university's historic milestones, myriad achievements and many innovative firsts since its founding in 1960. This is also a unique opportunity to build support for the future by reengaging alumni, cultivating new and potential supporters and making a powerful case for investing in the university's next 50 years.

UC San Diego will celebrate this milestone anniversary during the 2010-2011 academic year. The overarching 50th Anniversary theme is "Achieving the Extraordinary," and the theme and branding will be integrated into all campus efforts. A sub-theme could be "Looking Toward the Future." Messaging about UC San Diego's impact as a research powerhouse and economic engine will be targeted to the university's various stakeholders and communicated with a variety of internal and external media.

Featured during the year of celebration will be key "signature" events, along with already occurring "overlay" events with 50th Anniversary themes and information. Also, plans call for the launch of the Volunteer 50: Chancellor's Call to Service, inviting individuals and campus groups to perform at least 50 hours of volunteer service in the San Diego community. It is anticipated that this year-long service activity will segue into an ongoing university volunteer program.

Goals
- To celebrate UC San Diego's many accomplishments over the past 50 years, including the university's impressive growth and prosperity that have positively impacted the San Diego economy and its cultural and community organizations;
- To build and enhance the university's base of support, including alumni, parents, faculty, staff, students and friends, and to generate excitement that will lead to additional opportunities for private philanthropy/gifts;
- To strengthen the brand of UC San Diego by increasing the visibility and prominence of the university; and
- To set the stage for UC San Diego's next 50 years of achievements.

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Audiences

- Alumni;
- Parents;
- Faculty and staff;
- Students and prospective students;
- Loyal donors;
- Corporate and other development prospects;
- San Diego community;
- State and local elected officials; and
- National and international community

Messages/Themes

- Main theme and tagline: Achieving the Extraordinary
  - UC San Diego has a rich history of groundbreaking achievement from scientific research to technology to entrepreneurial startup companies to the arts.
- Sub-theme: Looking Toward the Future
  - Through the Invent the Future student support campaign, UC San Diego will continue to sustain and educate the leaders of tomorrow—students who will become the next generation of innovators, trained to lead the region and nation in achievement, including advancements in sustainability.
- New initiative: Volunteer 50: Chancellor’s Call to Service
  - The faculty, staff and students of UC San Diego are encouraged to give back to the San Diego community in many meaningful ways.

Key Events

- Signature Events: Three key events will be used to anchor the launch of the 50th Anniversary activities, to observe various milestones and efforts during the year and to close the celebration, including
  - November 18, 2010 – Founder’s Day Celebration (includes recognizing Chancellor’s Medal recipients);
  - February 25, 2011 – Innovation UC San Diego Day; and
- Overlay Events: Academic areas, Organized Research Units, other areas of campus and the UCSD Alumni Association will be responsible for organizing and implementing activities and events overlaid with 50th Anniversary logos and messages to showcase their respective accomplishments. To assist, a marketing toolkit will be posted on the 50th Anniversary website.
  - Grants from $250 up to $1,000 to cover expenses could be awarded to encourage participation. The following is a sampling of possible overlay events and activities:
• June 2010 – San Diego County Fair Exhibit (unofficial public launch of the 50th Anniversary celebration and Chancellor’s Challenge)
• August 20, 2010 – UC San Diego Staff Picnic (official internal campus launch);
• September 19, 2010 – Student Welcome Week Convocation (official public launch);
• January 17, 2011 – Martin Luther King Day of Service/UC San Diego Service Day;
• April 16, 2011 – Earth Day Activities at UC San Diego;
• June 9, 2011 – All Campus Graduation Celebration
• June 17-19, 2011 – Alumni Weekend and Celebration (official conclusion of the 50th Anniversary celebration)

50th Anniversary Web Site
The focal point of communications efforts for the 50th Anniversary celebration is the Web site at www.50th.ucsd.edu. A strategically planned launch of the site will involve “teaser” content added on a regular basis until the complete, fully robust site is posted in time for the official internal launch of the 50th Anniversary Celebration at the Staff Picnic. Content will include a celebration overview, downloadable planning documents, interactive functionality, Volunteer 50 micro website, historical information, events, news and more. The site will include an area for visitors to register for more information; that data will be captured, analyzed and utilized for future university marketing efforts.

Other academic and unit websites will be encouraged to post information about the 50th Anniversary activities and news and a link to the official 50th site. In addition, the Alumni Association website will serve as a key facilitator of alumni interaction with the 50th programs.

Volunteer 50: Chancellor’s Call to Service
This initiative encourages all students, faculty, staff, alumni and university friends to perform 50 hours of community service during UC San Diego’s 50th Anniversary celebration. In addition to supporting the university’s mission of service, Volunteer50 will highlight the widespread and diverse contributions of the UC San Diego community, and the remarkable work being done by our partner agencies throughout the region.

The volunteer challenge will last 10 months, from the external launch of the anniversary celebration in August 2010 at the staff picnic to the close in June 2011. A page on the 50th Anniversary Web site will allow volunteers to search for organizations, log hours and track their service. Each month a service theme will be featured online – such as environment, education, arts and social justice – and five local specially selected organizations that fit the month’s theme will be showcased. Incentives will be offered for individuals and groups who reach a high level of service.

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Outreach and Involvement of Elected Officials

UC San Diego government relations staff will brief elected officials about the 50th Anniversary celebration, and solicit their support for official forms of recognition on the federal, state and local level. Elected officials will also be invited to participate in 50th Anniversary activities to help amplify the university messaging back to their unique constituencies. Outreach to elected officials will include, but is not limited to:

- Volunteer 50 – Briefing and soliciting involvement in their regional communities;
- Official forms of government recognition – resolutions, congressional record, etc.; and
- Invitations for signature events

Earned Media

Strategic public relations and media relations efforts embracing key messages and themes will be implemented to generate (free) media coverage in targeted internal as well as local, regional and national print and electronic media. The UCSD Alumni Association/Alumni Affairs is planning a special 50th Anniversary edition of the @UCSD alumni magazine. In addition, outreach will include web-based social media outlets such as Facebook and Twitter, which will also play a role in distributing the 50th Anniversary message.

Paid Media

If the budget allows, ads will be produced and placed (for a fee) in a variety of local San Diego print and broadcast outlets, in the Padres and Chargers programs and at the airport. The campus could also take advantage of an opportunity to include the UC San Diego story in a new book expected to be published in early 2011, “San Diego: Paradise in America’s Finest City.”

Proposed advertising placements could also reach individuals in feeder markets such as Los Angeles and Orange County; and influencer markets such as Sacramento and throughout the nation. To get the most reach for the amount of dollars expended, it is proposed that an advertising blitz be incorporated over a two- to four-week period during the 2010-2011 academic year.

Internal Communications to Campus Constituents

Various campus communications vehicles, such as the Chancellor’s Notices and UCSD Flyers, will be used to spread the word to faculty, staff, students and alumni. In addition, various campus groups such as Development officers, Alumni staff and Communications directors will be provided marketing toolkits to generate excitement and encourage participation with regard to the 50th Anniversary.
Social Media Networks
To help generate visibility for UC San Diego during our 50th Anniversary celebration, we will leverage existing campus social networking sites such as Facebook and Twitter. This could include publicizing contests, challenges and Volunteer 50 activities. The Alumni Association’s active virtual communities will be leveraged to extend the message and increase the visibility of 50th-related programs, events and content.

Sponsorships/Partnerships
Outreach to targeted corporations and organizations – including current UC San Diego corporate donors and vendors – will seek to secure support of the university’s 50th Anniversary programs and events. A tiered giving menu will clearly identify benefits of support. An effort will also be made to obtain media partners such as KPBS to help publicize programs and events.

Merchandise/Commemorative Gifts/Collateral
50th Anniversary logo materials should be developed for distribution to key audiences, including commemorative gifts for recognized alumni, donors and other individuals. An architecture book is currently in the works, as well as the Alumni Association’s 50th Anniversary history book. The UC San Diego Bookstore and 50th Anniversary Web site will be important access sites.

Measurement Tools
The measure of success of the 50th Anniversary Celebration efforts could include tracking of:

• Landing page traffic on the 50th Anniversary Web site;
• Media coverage, including media outlet reach and circulation;
• Gifts following 50th Anniversary related appeals and stewardship efforts; and
• Volunteer 50: Chancellor’s Call to Service
• Number of fans, followers, comments, etc within social media outlets
• Number of attendees at signature and key events
• Number of click-throughs to website from social media outlets

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Appendix A:
50th Anniversary Talking Points

- Fifty years ago, University of California, San Diego founder Roger Revelle had one criterion for the UC San Diego campus: “It must be distinctive.”

- Next academic year (2010 – 2011), UC San Diego will celebrate
  - 50 years of “achieving the extraordinary” in higher education and academic research;
  - The achievements of our stellar students, alumni, faculty and staff;
  - UC San Diego’s economic impact in the region and beyond; and
  - The university’s emergence as a local, national and global leader

- This milestone year will offer UC San Diego an opportunity to
  - Celebrate the university’s many accomplishments over the past 50 years, including UC San Diego’s impressive growth and prosperity that has positively impacted the San Diego economy and its cultural and community organizations;
  - Begin to collectively envision the next 50 years as we look forward to the future;
  - Honor our founders and our supporters, our partners and our community members who shaped the university’s history and continue to shape our future;
  - Build and enhance our base of support including: alumni, parents, faculty, staff, friends ... and most importantly, creating an enduring connection to UC San Diego for current students;
  - Celebrate and strengthen 50 years of partnership and pride with the San Diego community, campus constituencies and our national and global partners; and
  - Strengthen the brand of UC San Diego. Increase visibility and prominence of the university; share our message with one voice to many audiences.

- The 50th Anniversary celebration activities will help to promote the many cultural and diverse activities and resources available through UC San Diego, including
  - La Jolla Playhouse
  - Wagner Theatre
  - UC San Diego Athletics
  - RIMAC
  - Stuart Collection
  - UC San Diego Libraries
  - Conrad Prebys Music Center
  - The Loft
  - UC San Diego Medical Center
Serves 21,000 inpatients and 476,000 outpatients annually
- Scripps Institution of Oceanography
- Birch Aquarium

- Sustainability is a key philosophy embraced by the university:
  - UC San Diego scientists were among the first to study the rise of carbon dioxide in the atmosphere;
  - That research continues today, and is now a multidisciplinary effort;
  - Students also participate in climate research and have helped "green" the campus; and
  - One highlight of the yearlong, half-centennial celebration is a "green" open house in April 2011 showcasing UC San Diego's multifaceted, campuswide energy-sustainability program.

- UC San Diego is an economic engine:
  - Total economic impact of UC San Diego in San Diego County: $5.7 billion
    - $3.7 billion in direct and indirect spending
    - Nearly $2 billion in personal income
    - More than 33,600 jobs
  - Total economic impact of UC San Diego in the state: $7.2 billion
    - $4.6 billion in direct and indirect spending
    - $2.6 billion in personal income
    - 39,000 jobs
  - UC San Diego is a magnet for state and federal funding, including federal stimulus money.
  - Our alumni and faculty have created more than 200 startups.
  - UC San Diego is the third largest employer in the county.

- Help Us Invent the Future
  - UC San Diego is one of the top universities in the nation and ranked second in the U.S. for its positive impact on the region, state and country. Our ability to advance research and to impact the regional economy is directly related to the quality of our faculty and student body;
  - Yet the current fiscal climate makes it difficult to offer financial aid packages that ensure both access and affordability for talented students of all social and economic backgrounds:
    - 55 percent of all undergraduates need financial assistance
    - Only 16 percent of our graduate students receive fellowships
  - To address this current, critical need for undergraduate scholarships and graduate fellowships, the campus has launched Invent the Future: the UC San Diego Student Support Campaign, a three-year, $50 million fundraising effort.
• Here is just a sampling of the many ways our various stakeholders can get involved with UC San Diego:
  o Become a UC San Diego advocate and spread the word about our university and the importance of higher education;
  o Get involved in UC San Diego’s 50th Anniversary celebration activities;
  o Participate in campus events, including the Chancellor’s 5k Run/Walk for Scholars; and
  o Support a student scholar, a faculty researcher or another philanthropic project.