

## General Message Platform for UC San Diego

### ***How to Use This Message Platform***

*These suggested message points are based on the market research portion of our university-wide branding and messaging initiative, along with data from UC San Diego's Economic Impact Report. This messaging, featuring themes that our research indicates would resonate best with your target audiences, was created to assist you in sharing current information and facts about the university and your specific area. We recommend that you incorporate this information into all of your communications efforts, from email messages and phone calls to websites and brochures. To help generate national recognition for the campus and differentiate UCSD from other local institutions with similar acronyms, we encourage you to refer to the university as UC San Diego, where appropriate.*

### **Overarching Message: Local Impact, National Influence, Global Reach**

The University of California, San Diego is one of the nation's most accomplished research universities, widely acknowledged for its local impact, national influence, and global reach. A leader in climate science research, UC San Diego is one of the greenest universities in the U.S. and works with communities, governments, businesses, and organizations to promote sustainability solutions throughout the region and the world.

With a majestic view of the Pacific Ocean, this distinctively beautiful campus is both a magnet and a catalyst for acclaimed institutes and Nobel laureates. The university's award-winning scholars are experts at the forefront of their fields with an impressive track record for achieving scientific, medical, and technological breakthroughs. Renowned for its collaborative, diverse, and cross-disciplinary ethos that transcends traditional boundaries in science, arts, and the humanities, UC San Diego attracts exceptional faculty, stellar students, and outstanding staff.

### **Proof Points—Local Impact**

- **UC San Diego contributes more than \$7.2 billion in direct and indirect spending and personal income each year to the California economy and generates 39,000 jobs**, according to an independent study conducted by CBRE Consulting based on FY 2006-07 data.
- Companies started by UC San Diego faculty and alumni create an even more powerful impact, contributing more than \$37 billion annually and nearly 130,000 jobs. In San Diego County, these start-ups add approximately \$32 billion in direct and indirect spending and personal income to the economy, and create nearly 115,000 jobs in the region.
- In San Diego County, UC San Diego's annual contribution to the economy is \$5.7 billion in direct and indirect spending and personal income; the university generates more than 33,600 jobs locally.
- For every \$1.00 the campus spends, an additional \$0.92 in spending occurs in San Diego County.

- UC San Diego is the third largest employer in the region. In FY 2006–07, the university’s annual revenues were \$2.3 billion; the campus paid more than \$1.1 billion in salaries and wages to nearly 27,000 faculty, staff, healthcare, and student workers.
- In FY 2006-07, the combined economic impact in San Diego County of the university’s 26,880 undergraduate and graduate students was \$405 million in direct and indirect spending, the creation of 3,670 jobs, and \$130 million in personal income.
- The UC San Diego Medical Center—ranked among the nation’s best in eight specialties—admits more than 21,000 inpatients and serves 476,000 outpatients per year. The Medical Center invests \$800 million annually in the local economy through purchasing and payroll
- A wide range of collaborative efforts by faculty, students, and administrators have created a campus dedicated to environmental sustainability including UC San Diego’s plan to generate 10 to 15 percent of its annual electrical needs from renewable power sources, such as solar panels, wind farms, and fuel cells.
- Our alumni and faculty have created at least 193 start-up companies, including many of our local biotech businesses.
- Exciting partnerships occur with other research centers near the campus, such as the Sanford Consortium for Regenerative Medicine—a collaboration between UC San Diego, Burnham Institute for Medical Research, Salk Institute for Biological Studies, and The Scripps Research Institute.
- UC San Diego Extension, the university’s continuing education arm, had a record 22,616 students enrolled in more than 4,200 courses for the 2007-08 academic year, contributing more than \$8.4 million to the local economy in San Diego County.
- UC San Diego’s distinctive architecture, facilities, and unique public art collection distinguish the university and enrich campus life. Renowned structures include the iconic Geisel Library, the stages of the Tony Award-winning La Jolla Playhouse, the Student Services Center, the state-of-the-art Molly and Arthur Wagner Dance Facility, the Moores UCSD Cancer Center, and the Powell Structural Research Laboratories, which include massive, one-of-a-kind earthquake-testing equipment.

### **Proof Points—National Influence**

- In the 2008 *U.S. News & World Report* rankings, UC San Diego is recognized as the 7<sup>th</sup> best public university in the nation and in the top 35 of all private and public universities.
- UC San Diego, a leader in scientific and technological research, is also a leader in providing undergraduate students with valuable, hands-on research opportunities outside the classroom. Students can work one-on-one with internationally distinguished researchers, participate in cutting-edge projects, and make important contributions to their field of interest.

- UC San Diego's graduate and professional programs are ranked among the nation's best, including Scripps Institution of Oceanography, School of Medicine, Graduate School of International Relations and Pacific Studies, Center for U.S.-Mexican Studies, Skaggs School of Pharmacy and Pharmaceutical Sciences, Jacobs School of Engineering, and Rady School of Management.
- The campus is currently ranked 6<sup>th</sup> in the nation for federal research funding by the National Science Foundation; UC San Diego expended a total of \$798 million for research and development during FY 2007–08.
- The UC San Diego Medical Center and School of Medicine together contribute \$420 million each year to the local economy in the form of health and medical research.
- Unique campus research enterprises include the San Diego Supercomputer Center; California Institute for Telecommunications and Information Technology (Calit2); Center of Interdisciplinary Science for Art, Architecture, and Archaeology (CISA3); Center for Research in Computing and the Arts (CRCA); Institute on Global Conflict and Cooperation (IGCC); Institute of the Americas; and Center for U.S.-Mexican Studies.
- In 2007, UC San Diego conferred 6,497 degrees; nearly 80 percent of our 120,000 alumni live in California.
- In FY 2006–07, faculty and staff reported 373 new inventions, sixty-four U.S. patents, and eighty-five license agreements—averaging more than a patent or copyright disclosure every day of the year.
- The 67 currently active companies in California started by UC San Diego alumni and faculty employ more than 17,000 people and generate more than \$10 billion in annual sales.
- In the 2008 *U.S. News & World Report* rankings of graduate programs, departments, and schools, the UCSD School of Medicine was 5<sup>th</sup> among the nation's public schools of medicine, and the Jacobs School of Engineering was 5<sup>th</sup> among the nation's public engineering schools.
- UC San Diego continues to be one of the most popular universities in California and the nation. The campus has received 47,025 freshman applications and 11,483 transfer student applications for Fall 2009. Applications of both underrepresented freshman and transfer students increased.
- The Milken Institute credits the university for its leading role in transforming San Diego into one of the largest biotech industry clusters in the country.

### **Proof Points—Global Reach**

- The 2008 Academic Rankings of World Universities conducted by Shanghai Jiao Tong University in China ranks UC San Diego the 3<sup>rd</sup> best public university in the U.S.

- UC San Diego ranks 7<sup>th</sup> nationally among major research universities sending students abroad in full-year programs, and 7<sup>th</sup> among U.S. research institutions in the number of international scholars hosted.
- The work underway on campus underscores both UC San Diego's geographic location and its global perspective, including the internationally focused Scripps Institution of Oceanography, the world's preeminent center for ocean and earth research. Another example is the Graduate School of International Relations and Pacific Studies, which finds solutions to economic, political, social, and environmental challenges in the Baja California-Southern California region.
- The university's graduates and scientists have helped make our region home to the third largest cluster of biotechnology companies in the world, behind the Bay Area and Boston.
- UC San Diego's search for the next generation of biofuels could reduce the global dependence on oil, while our information technology experts may soon find solutions to tame the data deluge caused by the Information Age.
- Research conducted on campus offers medical advancements and breakthrough treatments, such as advanced stem cell research that could cure a variety of diseases and studies finding that sun exposure and vitamin D levels may play a role in the risk of type 1 diabetes in children.
- UC San Diego alumni are leaders in life-changing fields. Craig Venter, founder of Celera Genomics, was the first to read the entire human genetic code; Ansel Keys was featured on the cover of *Time* magazine for discovering the link between cholesterol and heart disease; Susumu Tonegawa won the Nobel Prize in Medicine for work on molecular immunology; and Guy Tribble was principal architect of the original Apple Macintosh computer.
- Scripps Institution of Oceanography at UC San Diego, the world's oldest and largest center for ocean and earth science research, graduate training and public service, currently operates over 300 research programs in 65 countries on every continent, in every ocean worldwide. Sponsored research spending for FY 2006-07 was \$102 million; Birch Aquarium at Scripps receives over 400,000 visitors each year.
- The university's award-winning scholars have achieved scientific, medical, and technological breakthroughs, including the first in utero surgery in Southern California to save the life of unborn twins, the first-of-its-kind computer chip that acts as a miniature electronic satellite dish, the first large-scale proteomics study to map neuronal proteins to better understand brain development, the first to examine the phenomenon that obesity is "socially contagious," and the first to establish an institution devoted to advancing technologies to conserve works of art, buildings, monuments, and archaeological sites.
- UC San Diego's spectacular location at the ocean's edge offers more than just physical beauty. The university, situated near an international border and the Pacific Rim, is a crossroads for intellectual and cultural innovation.

February 2009