GOAL 5: OWNERSHIP

- Beginning with admission, students are actively engaged as lifelong members of the Triton family
- Students are actively involved in affinity & class groups
- Events that unite the colleges are a rallying point & source of pride for UC San Diego students
- Graduating students indicate they plan continuing involvement with UC San Diego
- Parents & families support each other in large & small group communication
- Parents, families & alumni are a vital source of career development & employment opportunities
- UC San Diego giving rates are competitive with the best public research universities
- External community members are stakeholders in the university & are engaged in the recruitment of HURS
- UC San Diego is a vital partner throughout the San Diego community
- UC San Diego is well recognized & viewed as highly positive by the San Diego community & beyond
- Athletic, cultural and other campus-wide events serve as a source of pride & community gathering
- UC San Diego parents & families, alumni, & community members actively support UC San Diego through advocacy

GOAL 5: Engage students, parents and family members, alumni, and UC San Diego and external community members in experiences that ignite a sense of pride, ownership and personal investment in the ongoing success of UC San Diego

5.1. ENHANCED STUDENT ENGAGEMENT WITH UC SAN DIEGO

5.1.A. Students are knowledgeable & can articulate the accomplishments of their peers, colleges & the university

5.1.B. Students involved in community activities are aware of & recognized as being UC San Diego ambassadors

5.1.C. Nationally recognized family programs empower parents as teachers, career coaches, informational contacts, & employers of UC San Diego students

5.1.D. Increased opportunities for campus engagement by alumni affinity groups

5.1.E. Alumni are actively involved in generating interest & career opportunities for UC San Diego students

5.2. ENHANCED ENGAGEMENT WITH UC SAN DIEGO

5.2.A. Parent & family giving will increase annually by 10%; Career development & employment opportunities generated from parents increases 10% annually

5.2.B. UC San Diego alumni giving is at the UC midpoint by 2015; 5.2.C. The number of alumni who connect with students increases by 10% annually

5.3. ENHANCED ALUMNI ENGAGEMENT WITH UC SAN DIEGO

5.3.A. Alumni activities & events show 20% increase in annual participation by 2015; 5.3.B. UC San Diego alumni giving is at the UC midpoint by 2015; 5.3.C. The number of alumni who connect with students increases by 10% annually

5.4. COMMUNITY ENGAGEMENT WITH UC SAN DIEGO

5.4.A. The number of students applying from SD & Imperial Counties doubles from 2010 to 2015; 5.4.B. SD community sees UC San Diego as an innovative partner in schools & community development

5.5. ALL GROUPS: ENHANCED PARTICIPATION IN ACADEMIC, ATHLETIC, CULTURAL, RECREATIONAL & SOCIAL PROGRAMS THAT APPEAL SIMULTANEOUSLY TO ALL GROUPS/WHOLE COMMUNITY

5.5.A. Advocates for UC San Diego increases by 10% annually

METHOD

- Student Life – Gary Ratcliff
- Parent & Family Programs – Laci Weeden
- Parent Life – Gary Ratcliff
- Ticket distribution and actual attendance
- Student Life – Gary Ratcliff
- Various department heads depending on event in close coordination with Alumni Affairs project manager for the event
- Experience Learning Cluster Anxiety Capacity
- CCLA – Cynthia Davalos in partnership with Alumni Affairs

ASSOCIATE DIRECTOR/PROJECT MANAGER

- Parent & Family Programs – Laci Weeden
- Parent Life – Gary Ratcliff
- Student Life – Gary Ratcliff

PERSON

- Student Life – Gary Ratcliff
- Parent & Family Programs – Laci Weeden
- Parent Life – Gary Ratcliff
- Various department heads depending on event in close coordination with Alumni Affairs project manager for the event
- Experience Learning Cluster Anxiety Capacity
- CCLA – Cynthia Davalos in partnership with Alumni Affairs

KPI’S

- Student Life – Gary Ratcliff
- Parent & Family Programs – Laci Weeden
- Parent Life – Gary Ratcliff
- Various department heads depending on event in close coordination with Alumni Affairs project manager for the event
- Experience Learning Cluster Anxiety Capacity
- CCLA – Cynthia Davalos in partnership with Alumni Affairs

- Student Life – Gary Ratcliff
- Parent & Family Programs – Laci Weeden
- Parent Life – Gary Ratcliff
- Various department heads depending on event in close coordination with Alumni Affairs project manager for the event
- Experience Learning Cluster Anxiety Capacity
- CCLA – Cynthia Davalos in partnership with Alumni Affairs

NOTES

- Sample pages are not presented in the same order as in the book
- Skipped because it is a “LL”
- Not now, needs more development as a new initiative
- Not now, needs more development as a new initiative
- Skipped because it is a “LL”
- Skipped because it is a “LL”
- Skipped because it is a “LL”

DRAFT 10-5-12
### 5.1. ENHANCED STUDENT ENGAGEMENT WITH UC SAN DIEGO

#### 5.1.A. Students are knowledgeable about & can articulate the accomplishments of their peers, colleges & the university

<table>
<thead>
<tr>
<th>5.1.1</th>
<th>Increased student participation in senior year activities and throughout undergraduate years in efforts to improve how campus serves UCSD students and community</th>
</tr>
</thead>
<tbody>
<tr>
<td>(P=2)(D=3)</td>
<td></td>
</tr>
</tbody>
</table>

#### 5.1.1.1. ACGC Student participation increases 10% per year; target 90%; B. Annual increase in number of student leaders helping plan Admit Day activities |

<table>
<thead>
<tr>
<th>5.1.1.2</th>
<th>Students involved in community activities are aware of and recognized as being UC San Diego ambassadors (P=2)(D=1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(X)(2)</td>
<td></td>
</tr>
</tbody>
</table>

#### 5.1.1.3. Increase participation in planning of and engagement in marquee events, such as welcome week, MLK Parade & Day of Service, 1st year & senior events (EM, CSI-SL) (N) (3) |

#### 5.1.1.4. Create new opportunities for increased numbers of students (approximately 200 currently) to get involved in the recruitment & yield for HURS (HB, AS-SL) (X)(2) |

#### 5.1.1.4.1. Collaborate with campus entities/students (AA Studies, CLAH, CCC; SPACES, SAAC) to increase recruitment/yield of HURs via Overnight Program (PV, OASIS) (E) (2) |

#### 5.1.1.5. Expand international student participation in Internationalization at Home through the I-Club, English In Action, Peer Leader Program, etc. (IC-EL) (X) (2) |

#### 5.1.1.6. Develop & promote list of campus events where athletic teams & pep band can show support for other student activities. (ICA 2.2.8) (WT-M, ICA) (N) (2) |

#### 5.1.1.7. Increase attendance at the Graduate Studies Commencement ceremony to engage graduate students before they move on to post graduate employment (AB, OGS-DOGS) (E) (3) |

#### 5.1.1.8. Add students to planning committees; can be accomplished with existing resources (VCSC Council) (N) (3) |

#### 5.1.1.9. Educate student-athletes on their role as ambassadors for the University when traveling for their competitions (ICA 2.1) (WT-M, ICA) (X) (2) |

#### 5.1.1.10. Ensure that all students engaged in the broader community are made aware of their de facto roles as UC San Diego ambassadors (e.g. as representatives of the student body or in some cases the administration (CD, VCSA) |

---

**DRAFT** 5-5-12
5.2. ENHANCED ENGAGEMENT WITH UC SAN DIEGO
BY PARENTS/FAMILY MEMBERS

5.2.A. Parent & family giving will increase annually by 10%; Career development & employment opportunities generating from parents increases 10% annually

5.2.1. Nationally recognized family programs empower parents as teachers, career coaches, informational contacts, & employers of UC San Diego students (P=2)(D=1)

5.2.1.1. Parent & Family Programs will create parent/family volunteer structure within the UCSD Family Association (LW, P7FP-VCSA) (N) (1)

5.2.1.2. Establish video interviews & on-campus Career Day opportunities for parents/family members serving in popular career fields (CD, VCSA) (N) (3)

5.2.1.2.1. Distribute CCL news to parents & promote opportunities for parents to serve as speakers or volunteers (LW, P&FP-VCSA) (N) (2)

5.2.1.3. Colleges will conduct family/parent orientation programs (COD) (E) (3)

5.2.1.4. Develop a gratitude campaign for parents/Family members who list internships & jobs (CD, VCSA) (N) (3)

5.2.1.5. Partner with Development to create Parent & Family Development Council (CD, VCSA) (N) (2)

5.2.1.6. Create a Parent Council for Athletics. (ICA 2.5 & 7.1) (WT-M, ICA) (N) (2)

5.2.1.6.1. Notify hometown newspaper of any academic & athletic awards & send letters to notify parents of Athletic Director’s Honor Roll (ICA 1.1.8 & 1.1.9) (WT-M, ICA) (X) (1)

5.2.1.7. Create a resource website for parents of incoming international students & parents of study abroad students (IC-EL) (X) (2)

5.2.1.7.1. Create a parent-to-parent database connecting parents of study abroad alumni with parents of prospective students (IC-EL) (X) (2)

5.2.1.7.2. Host a parent-to-parent database connecting parents of international student alumni with parents of prospective international students (IC-EL) (X) (2)

5.2.1.8. With campus partners develop online/virtual transition educational workshops for families (CD, VCSA) (N) (2)

5.2.1.9. Affinity groups, parents & families are engaged in the outreach, recruitment, & retention of HUR student (CD, VCSA) (N) (1)

5.2.1.9.1. Host affinity luncheons to connect with HUR parents. (LW/CD, VCSA) (X)
5.3. Alumni Participation in Student Affairs Activities & Events Increases by 20% Annually through 2015

5.3.1. Increased opportunities for campus engagement in Student Affairs programs and events by alumni affinity groups
   (P=3)(D=3)

5.3.1.1. Plan & Implement Find Your Founders initiative in partnership with UCSD Alumni Association. (EM, CSI-SL) (X)
5.3.1.1.1. Expand numbers & involvement of Greek alumni chapter advisory boards (EM, CSI-SL) (X)
5.3.1.2. Colleges will recruit alumni to participate in Admit Day programs (COD) (E) (2)
5.3.1.3. Create a study abroad alumni scholarship fund by Fall 2011. Build this around the tradition of study abroad and the cultivation of alumni and future alumni (IC-EL) (N) (3)
5.3.1.3.1. Create opportunities for study abroad alumni to mentor students considering study abroad (IC-EL) (N) (1)
5.3.1.3.2. Survey study abroad returnees and alumni and have them rate their study abroad experience at UCSD (IC-EL) (X) (1)
5.3.1.3.3. Create an alumni fundraising plan for the new International Center by Fall 2011 (IC-EL) (X) (3)
5.3.1.3.4. Host a graduation celebration for study abroad returnees & international students & their families (IC-EL) (X) (1)
5.3.1.4. Alumni participate in panels, workshops with ASCE, Up&Coming Film Festival. Alumni showcased in ArtPower!, ArtPower! Film & The Loft initiatives (MW, UEO-SL) (E) (3)
5.3.1.5. Create a Triton Student-Athlete Alumni Club (WT-M, ICA) (N) (2)
5.3.1.5.1. Athletics teams have at least one alumni game per year & invite their alumni to ICA events in their region (WT-M, ICA) (X) (1)
5.3.1.6. Collaborate with Alumni Affairs to identify graduate student alumni to give the commencement address (AB, OGS-DOGS) (E) (3)
5.3.1.7. Increase involvement of CCL alumni in programs and events offered by the Center for Communication and Leadership, including CommunicateUCSD and Practice with a Professional (EM, CSI-SL) (X) (3)
5.3.1.7.1. Increase membership in the CCL Affinity Groups through Alumni Affairs and communicate regularly with alumni about current CCL news and events (EM, CSI-SL) (X) (3)
5.3.1.8. University Centers to partner with Student Life & Alumni Association to develop the Alumni marker campaign at the Triton Steps (SVB, UC-SL) (N) (3)
5.3.1.9. Deliver advising services & online resources to alumni through the Alumni Career Plus (ACP) subscription program (AC, CSC-EL) (E) (3)

5.3.2. Alumni are actively involved in generating internship & career opportunities for UC San Diego students
   (P=3)(D=1)

5.3.2.1. Establish video interview & on-campus Career Day opportunities for alumni serving in popular career fields (AC, CSC-EL) (N) (3)
5.3.2.2. Develop a gratitude campaign for alumni members who list internships and jobs (AC, CSC-EL) (E) (1)
5.3.2.3. Create a study abroad alumni career network with Career Services Center, include in career panels, on-campus events, etc. (IC-EL) (N) (3)
5.3.2.4. Track international and study abroad alumni, especially International Center student employees, for use in outreach efforts (IC-EL) (X) (3)
5.3.2.5. Provide additional internship & career opportunities through alumni student-athletes for current student-athletes. (ICA 7.2.8)(WT-M, ICA) (N) (1)
5.3.2.6. Create a study abroad alumni career network with Career Services Center, include in career panels, on-campus events, etc. (IC-EL) (X) (3)
5.3.2.7. Collaborate with Alumni Affairs to identify graduate student alumni to give the commencement address (AB, OGS-DOGS) (E) (3)

5.3.3. Recognition of alumni leaders in Student Affairs UC publications & awards ceremonies increases 10% annually
   (P=2)(D=0)

5.3.3.1. Showcase accomplished alumni at campus events (e.g., Triton Power Hour, Athletics Recognition Banquet, National Student-Athlete Day) & on ICA website (ICA 2.5 & 7.1)(WT-M, ICA) (E) (2)
5.3.3.2.1. Alumni involvement with Commencement ceremonies, Caledonian Society, leadership programs, & college organizations (PM, MCSA) (E) (1)
5.3.3.3. Highlight study abroad alumni contributions in each newsletter or event (BUCSD Alumni, This Week at UCSD, Emeriti Newsletter, etc.) (ICA-EL) (X) (3)
5.3.3.3.1. Create a Study Abroad Alumni newsletter by Fall 2011 (IC-EL) (N) (3)
5.3.3.3.2. Publish stories about international and study abroad alumni in promotional materials—their accomplishments and contributions (IC-EL) (N) (1)
### 5.4. ENHANCED COMMUNITY ENGAGEMENT WITH UC SAN DIEGO

#### 5.4.1. SD community leaders are regularly engaged in UC San Diego initiatives

- 5.4.1.1. Co-host events on campus & in the community to recognize community-partners who support higher education & promote UCSD to constituents (CD, VCSA) *(N) (1)*
- 5.4.1.1.1. Involve the Chancellor’s Board of Overseers in student life activities & events (CD, VCSA) *(N) (1)*
- 5.4.1.2. Increase attendance at annual CSI Student Organization Community Advisor Reception (EM, CSI-SL) *(X) (1)*
- 5.4.1.3. Expand involvement in community organizations (i.e., La Jolla Rotary, San Diego Sports Council, San Diego Chamber of Commerce) (ICA 2.5) (WT-M, ICA) *(X) (1)*
- 5.4.1.4. Host parent and family workshops for community members on preparing for higher education (LD, Cal-SOAP, AEO, partnering with FP, SPACES, SI, EAOP and TRIO)

#### 5.4.2. SD community leaders request more UC San Diego engagement

- 5.4.2.1. Partner with non-Student Affairs campus departments on high impact community engagement opportunities (CD, VCSA) *(N) (1)*
- 5.4.2.1.1. Identify high impact community organizations for outreach/diversity strategies directed at HURMS. Develop opportunities for their assistance in diversity work at UC San Diego (CD, VCSA) *(X) (1)*
- 5.4.2.2. SA will establish a centralized community service center & clearing house in the Center for Student Involvement (EM, CSI-SL) *(N) (3)*
- 5.4.2.2.1. Partner with non-Student Affairs campus departments on high impact community engagement opportunities (CD, VCSA) *(N) (3)*
- 5.4.2.2.2. Center for Community Service will develop, promote & sustain high profile community service opportunities (EM, CSI-SL) *(X) (1)*
- 5.4.2.2.3. The Center for Community Service & the Volunteer Connection will expand the annual Hands On San Diego volunteer initiative in conjunction with UCSD Cares (EM, CSI-SL) *(X) (1)*
- 5.4.2.2.4. Center for Community Service will develop 5 new k-12 volunteer outreach programs by 2015 (EM, CSI-SL) *(X) (1)*
- 5.4.2.2.5. Collaborate with San Diego organizations such as: International Rescue Committee, Scripps Reserve, United Nations Association, San Diego Women’s Empowerment & Slow Food San Diego to provide community service opportunities for students (PS, ERCSA) *(X) (3)*
- 5.4.2.3. Increase school & student participation in K-12 multi-school outreach programs through ArtPower! Student Matinee & Arts Ambassadors program (MW, UEO-SL) *(X) (2)*
- 5.4.2.3.1. Increase contact; sustain artistic relationship with TranscenDANCE Youth Arts in City Heights with at-risk youth & international dance artists (MW, UEO-SL) *(X) (2)*
- 5.4.2.4. Increase number & promotion of community outreach events by athletic teams & department-wide (ICA 2.4) (WT-M, ICA) *(X) (1)*

---

**5.4.2.1.1. Involve the Chancellor’s Board of Overseers in student life activities & events**

*CD, VCSA* *(N) (1)*

**5.4.1.4. Host parent and family workshops for community members on preparing for higher education**

*LD, Cal-SOAP, AEO, partnering with FP, SPACES, SI, EAOP and TRIO*
### 5.5. ALL GROUPS: ENHANCED PARTICIPATION IN ACADEMIC, ATHLETIC, CULTURAL, RECREATIONAL & SOCIAL PROGRAMS THAT APPEAL SIMULTANEOUSLY TO ALL GROUPS/WHOLE COMMUNITY

#### 5.5.1. Athletics serves as a rallying point for community engagement

- **5.5.1A. Attendance increases annually for game and pre-and-post events in the aggregate based on box office and other data**
  
- **5.5.1.1. Work with AS and ICA and collaborate on a student fee referendum to compete against like institutions & natural rivalries in NCAA Division I (WT-M, ICA) (N) (3)**
  
- **5.5.1.2. Add pre & post events to athletic games to attract more students & foster student interaction (EE, ICA) (2)**
  
- **5.5.1.3. Increase marketing of the programs, to increase game attendance (ICA 2.5) (WT-M, ICA) (X) (2)**
  
- **5.5.1.3.1. The Associated Students AVP of Athletic Relations will continue to help support the athletic program & increase participation at games (Lead?)**
  
- **5.5.1.4. Colleges will participate in annual Spirit Night program (COD) (E) (1)**
  
- **5.5.1.5. Campus Recreation develops at least one new major community-wide engagement activity annually (DK, Rec) (N) (2)**

#### 5.5.2. Vibrant campus events & programs for all groups increase by 10% annually

- **5.5.2A. Participation increases numerically, measured by attendance for each event**
  
- **5.5.2.1. College-specific traditions will be promoted to the entire campus community (COD) (E) (3)**
  
- **5.5.2.1.1. Broaden promotion of the Cultural Celebration program to span greater San Diego community (TMCSA) (E) (FT)**
  
- **5.5.2.2. Collaborate with the University Events Office on a Diversity Speaker Series to promote community engagement & opportunities for dialogue & reflection (Lead?)**
  
- **5.5.2.2.1. Include international speakers & events during annual Founders Day celebration given UCSD’s maxim of “Global Reach” (IC-EL) (N) (1)**
  
- **5.5.2.3. Develop campus events office for professional management, coordination & evaluation of all campus-wide traditions & high profile events (MW, UEO-SL) (X) (2)**
  
- **5.5.2.3.1. Major campus events increased in size & frequency to attract entire community (LO, SF-VCSA) (X) (1)**
  
- **5.5.2.3.2. Increase ArtPower!, ArtPower! Film & The Loft programming campus & community programs (MW, UEO-SL) (X) (3)**
  
- **5.5.2.4. Expand Comienza con un Sueño / It Begins with a Dream college conference to include more participants (CF, TRIO-SEA) (X)**

#### 5.5.3. Advocates for UC San Diego increases by 10% annually

- **5.5.3.1. Work with AS and ICA and collaborate on a student fee referendum to compete against like institutions & natural rivalries in NCAA Division I (WT-M, ICA) (N) (3)**
  
- **5.5.3.2. Increase  ArtPower!, ArtPower! Film & The Loft programming campus & community programs (MW, UEO-SL) (X) (3)**
  
- **5.5.3.3. Develop campus events office for professional management, coordination & evaluation of all campus-wide traditions & high profile events (MW, UEO-SL) (X) (2)**
  
- **5.5.3.4. Expand Comienza con un Sueño / It Begins with a Dream college conference to include more participants (CF, TRIO-SEA) (X)**

---

5.5.4. Advocates for UC San Diego increases by 10% annually

- **5.5.4A. Advocates for UC San Diego increases by 10% annually**

---

10-5-12 DRAFT