

UC San Diego

# UC San Diego News Center

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By Malinda Danziger

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## UC San Diego Earns Nine Awards from CASE Recognizing Innovative Campaigns, Publications, Events



The Council for the Advancement and Support of Education (CASE) has awarded UC San Diego's Alumni and Community Engagement department nine awards – including five gold awards – in the 2014 CASE District VII Awards of Excellence, recognizing best practices at educational institutions in the western United States. As a unit of UC San Diego's Advancement team, Alumni and Community Engagement projects the mission of the university and delivers meaningful experiences for the Triton Family to inspire service, advocacy and philanthropy.

“This year’s recognition of our alumni programs, marketing, and publications reflects our collaboration with many campus partners,” said Armin Afsahi, associate vice chancellor, Alumni and Community Engagement. “We share this special recognition with our partners as together we reflect UC San Diego’s ideals in our communities.”

UC San Diego’s 2014 CASE District VII Awards of Excellence winners include:



## **ALUMNI RELATIONS PROGRAMS**

### ***Alumni Relations Programs – Annual Alumni Programs***

*Gold: Alumni Weekend*

Alumni Weekend, hosted by Alumni and Community Engagement, encourages alumni to return to campus for an opportunity to reconnect, experience campus growth and learn about what their alma mater offers today. Annual events

include Taste of UCSD, Family Night at the Birch Aquarium, Career Boost Camp, Triton 5K, Alumni Celebration and True Triton Brunch. University Communications and Public Affairs helped to generate visibility for the distinguished alumni honorees to the campus community and in local and national media.

### ***Alumni Relations Programs – Marketing and Branding***

*Gold: Alumni Weekend*

Alumni and Community Engagement developed a comprehensive and sophisticated new theme and visual identity for the fifth annual Alumni Weekend, IMAGINE MORE, to strengthen its brand promise and quickly communicate the value of returning to campus for the annual event.

### ***Alumni Relations Programs – New Program Initiatives***

*Gold: Triton 5K*

The Chancellor’s 5K Challenge was reimagined in 2013 as the Triton 5K: *Race for the Future*, highlighting the UC San Diego mascot, while encouraging the entire Triton Family, including students, staff, faculty, alumni, friends and community members to participate in the 3.1 mile scenic run/walk through campus, while raising much-needed scholarship support for current students. This event’s success was made possible through a variety of campus collaborators including Development, University Communications and Public Affairs, Housing and Dining, RIMAC Operations, Campus Police Department, Staff Association and Retirement Association.

### *Silver: Beyond the Brew*

The Beyond the Brew series of events, hosted by Alumni and Community Engagement was developed after several local alumni were identified in the San Diego microbrew industry. The event is a one-of-a-kind experience, blending the science and creativity of beer making that includes education about the brewing process through brief lectures, behind-the-scenes tours and, of course, tastings. The Oktoberfest event, part of the Beyond the Brew series, was hosted at the Ida and Cecil Green Faculty Club.

### **Alumni Relations Programs – Programming for Special Constituencies**

#### *Silver: Triton Day - Shanghai*

Triton Day Shanghai, hosted by Alumni and Community Engagement and the Undergraduate Admissions Office, provides a unique opportunity to increase international enrollment, develop meaningful relationships with Chinese parents, and strengthen the UC San Diego brand in China by encouraging admitted students to select the university, provide opportunities for these students and their parents to interact with each other, as well as alumni and faculty, and strengthen the Triton network for those living abroad.

## **MAGAZINES**

### **General Interest Magazines – Circulation: 75,000 or More**

#### *Gold: Triton Magazine*

The tri-annual publication, published by Alumni and Community Engagement, informs, engages and inspires the Triton Family about successful alumni entrepreneurs, scientists and innovators; celebrates the transformative power of student scholarships; and entertains and engages its readers, while delivering information about the growing importance of UC San Diego's research in the local and national economy. University Communications and Public Affairs staff members contribute to the content for each issue.

## **MARKETING**

### **Branding Programs**



*Silver: Beyond the Brew*

Alumni and Community Engagement, the host of the annual Beyond the Brew series of events, developed a strong and consistent brand identity inclusive of a logo mark, new slogan, digital assets and event signage, which were motivated by the popular AMC TV series, “Breaking Bad,” for the chemistry-inspired logo mark.

## **PUBLICATIONS**

### ***Internal Audience Publications – Digital Internal Audience Publications***

*Silver: 5,000 Meeting Report*

In June 2013, the Alumni Discovery Initiative, managed by Alumni and Community Engagement, completed its 5,000<sup>th</sup> face-to-face meeting with a UC San Diego graduate. The “5,000 Meeting Report” was developed for internal campus leadership to share and inform readers about what was learned during these meetings in just under four years.

## **WRITING**

### ***Best Articles of the Year***

*Gold: “The Best Ride of Our Lives”*

*Triton* magazine, the UC San Diego alumni publication, featured alumnus Nick Woodman, founder and CEO of GoPro, one of the world’s fastest growing camera companies, in the September 2013 issue. The article reintroduces Woodman to the campus, both generally, and as an inspiration to students, and as role model to young alumni entrepreneurs. The magazine partnered with UCSD Housing & Dining to print an extra 10,000 copies to be placed in each of the dorm rooms during Welcome Week with a special pre-printed message from Woodman.

For a complete list of 2014 Awards for Excellence winners for CASE District VII, please visit [the CASE website](#).

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