

## New Year, New Students, New Look



Photo/Erik Jepsen

Notice something new this year? As UC San Diego welcomes our many new freshmen and transfer students along with faculty and staff additions, we are also ushering in a new look and feel for *ThisWeek@UCSanDiego*—the university’s weekly enewsletter that reaches more than 60,000 members of our vibrant campus community.

Founded in 2004, the goal of *ThisWeek*, which is emailed each Monday during the academic year, is to share the latest news of the campus with the very community that contributes to our recognition as one of the top 10 public universities in the nation and No. 1 for our positive impact on the country.

The entire newsletter has been retooled with an enhanced design that is easier to navigate and offers a better organization of content. Fresh, original stories will

### UC SAN DIEGO FOUNDERS’ CELEBRATION EVENTS

Innovation is central to who we are and what we do at the University of California, San Diego. From our founders to today’s campus community, the desire to explore, create and achieve is a common bond we all share.

be featured each week, accompanied by graphics and photos that are sharper and more dynamic. You'll still find your favorite sections—People, @Work, Headlines, the Chancellor's Letter and more—but with a streamlined layout and updated look. And we've added UC San Diego Athletics stories, scores and upcoming games. Look for the UC San Diego News Center site to be updated as well in the coming months. We'll be adding features that will allow more customization of the news homepage and new tools for finding stories that interest you.

## UC San Diego

You might also have noticed our new UC San Diego logo appearing in this issue of *ThisWeek* and on various campus collateral materials. Last year, the campus introduced the 50th Anniversary logo and encouraged all schools, divisions, departments and programs to feature it with pride as we celebrated 50 years of historic milestones, remarkable achievements and innovative firsts. But now we're entering our 51st year of excellence—you could call it UC San Diego's "Era 51." And with that, we present a redesigned and refined campus logo. To request the logo for your website, publications, collateral and other communications efforts, please visit UC San Diego's [Creative Services and Publications](#) website. New business card formats will be available from Imprints beginning in October.

An ongoing tradition that becomes more important each year is the philosophy of "giving back" embraced by Chancellor Fox and our students, faculty, staff, alumni and university friends. Our commitment to community service was acknowledged by *Washington Monthly* again in 2011, recognizing UC San Diego as the No. 1 college in the nation in rankings measuring "what colleges are doing for the country." Last year, during the university's 50th Anniversary milestone celebration, the Chancellor launched Volunteer50: *The Chancellor's Call to Service*. The initiative encouraged the entire campus community to

Throughout our history, UC San Diego alumni, faculty and staff, parents and families, donors and friends have helped to create the traditions that make our university an academic powerhouse and economic engine.

Join us in celebrating today's innovations and tomorrow's traditions at our UC San Diego Founders' events:

### **Founders' SYMPOSIUM** **Thursday, November 17, 2011**

- Medical Education and Telemedicine Learning Building, UC San Diego
- 4:30 p.m. Doors Open
- 5 p.m. Program
- Cost: Free, open to the campus and community

Learn from UC San Diego's visionary academic leaders how new transformative interdisciplinary initiatives are shaping the campus' future in education and research.

### **Founders' DAY** **Friday, November 18, 2011**

- Town Square, UC San Diego
- 11:30 a.m. Affinity booths and seating open
- Noon-12:30 p.m. Program
- 12:30-1:30 p.m. Celebration
- Cost: Free, open to the campus and community

Commemorate the day the campus was officially founded in 1960 and celebrate the many innovations that have led to the traditions we share today.

### **Founders' DINNER** **Saturday, November 19, 2011**

- RIMAC Arena, UC San Diego
- 6:00 p.m. Cocktails
- 7:00 p.m. Dinner

perform 50 hours of volunteer service during the 2010-2011 academic year. By the end of the last academic year, Volunteer50 participants had logged more than 60,000 hours as of June 30, 2011. The program will continue this year as one of our newest campus traditions.

Innovation is central to who we are and what we do at UC San Diego. Here, students learn that knowledge isn't just acquired in the classroom—life is their laboratory. This year, we're introducing a new theme highlighting our campus values, "Learn it. Live it." The theme focuses on UC San Diego's sense of community, quality of life and commitment to creating a better world for generations to come. Faculty, staff and students will have a chance to celebrate "Learn it. Live it." with events that include the 2nd annual Founders' Celebration, Nov. 17-19. For more information, go to [learnlive.ucsd.edu/founders](http://learnlive.ucsd.edu/founders),

- Cost: Ticketed event to benefit UC San Diego's *Invent the Future* student support campaign

Celebrate a magical evening with the UC San Diego community as we pay tribute to individuals whose outstanding support is integral to making innovations possible.

#### **2011 Chancellor's Medal Awardees**

- Richard and Rita Atkinson
- John and Ann Davies
- Sheldon and Susan Engelhorn
- Anne Ratner
- L.S. and Aline Skaggs

For more information, go to [learnlive.ucsd.edu/founders](http://learnlive.ucsd.edu/founders), call (858) 534-6386 or email [sep@ucsd.edu](mailto:sep@ucsd.edu).

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