

## UC San Diego Earns Four Prestigious CASE Awards



go Annual Report 2013. Photos by Erik Jepsen/UC San  
cations

Nearly 3,000 entries from higher education institutions and nonprofits around the world were considered by the Council for Advancement and Support of Education (CASE) for this year's Circle of Excellence Awards for outstanding work in advancement services, alumni relations, communications, fundraising and marketing initiatives. Only 281 awards were bestowed upon the most innovative and impactful projects that exhibited superior accomplishment and exceptional results. UC San Diego was honored with four awards for excellence in developing personalized means of connecting

and maintaining relationships with donors and alumni and communicating the campus' programs across the county.

"We are proud to acknowledge the outstanding achievements of this year's CASE Circle of Excellence award winners and their impact in advancing and promoting UC San Diego's programs," said Chancellor Pradeep K. Khosla. "I am impressed with the collaborative efforts taking place to maintain a strong connection with alumni and donors, foster new philanthropic partnerships and visually promote campus programs."

UC San Diego's 2013 international Circle of Excellence CASE Award recipients include:

### ***Fundraising Programs***

#### *Stewardship*

Donor Relations and Stewardship

#### *Gold—Donor Impact Reporting*

The Office of Donor Relations and Stewardship (DRS) received a CASE Gold Award for a Donor Impact Reporting Program that includes customized formats, templates, tutorials and a training workshop.

The two main formats for illustrating the impact of the campus supporters' generosity are photo books for top donors and in-house-printed reports in magazine-folio style or bound single sheets. To increase the ability to steward more donors, DRS developed templates that enable Development staff

to customize reports for one donor or a segment of donors. A Stewardship Reports 101 workshop trains staff on the use of templates and tutorials. Today, UC San Diego donors are being thanked with elegant, personalized reports that demonstrate the impact of their giving, while the campus keeps design and production within budgets and resources.

## **General Advancement**

*Collaborative Programs: Single Institutions*

Corporate and Foundation Relations

*Gold—Young Investigators Program*

UC San Diego's [Young Investigator Program](#) was launched in 2012 by the Office of Corporate and Foundation Relations, in collaboration with a number of campus partners. The program connects faculty at the start of their careers to tools, resources and private funding opportunities. Participating faculty are provided tailored strategies to build their careers by establishing relationships with the philanthropic community, including education about the role and importance of stewardship. In its first year, the program has reached out to 250 faculty members and connected 100 private funders, whose information and application deadlines are easily accessible to faculty in a searchable table, to the effort. The program was introduced to incoming faculty at the 2012 New Faculty Orientation and continues to evolve with the participation of faculty and staff.

## **Publications**

*Institutional Relations Publications: Presidents and Annual Reports (Print)*

Creative Services and Publications

*Silver—UC San Diego Annual Report 2013*

A comprehensive look at the plans, progress and potential of UC San Diego, the 2013 Annual Report presents compelling stories, current campus rankings and the financial overview for FY 2012-13. The 2013 edition introduced Pradeep K. Khosla as UC San Diego's eighth chancellor and his initiation of a strategic planning process to map the future success and growth of the campus. The 56-page report also featured stories about healthcare breakthroughs, advancements in technology and exploration in creative expression. Accompanying photographs captured students engaging in community service, revealed the physical growth of the campus, illustrated global connections and depicted research laboratory innovations. The report is published annually by the vice chancellor for External and Business Affairs and is produced by Creative Services and Publications. It is distributed to current and prospective donors, elected officials, industry and corporate partners, alumni and friends of UC San Diego in the community. The report can also be accessed online at <http://www.annualreport.ucsd.edu/2013>.

## **Photography**

*Photographer of the Year*

Creative Services and Publications

*Bronze—Photography by Erik Jepsen*

You may have spotted his photographs in national publications like the *Washington Post* or *National Geographic Magazine*, or on a bus shelter poster promoting UC San Diego initiatives. Erik Jepsen '10, a staff photographer in Creative Services and Publications, creates images that appear on campus banners, the UC San Diego Annual Report and division print publications, websites, and electronic newsletters, including *ThisWeek@UCSanDiego*. From taking portraits of campus leaders and visiting dignitaries such as the Dalai Lama and President Clinton to shooting UCSD Alumni events, Jepsen can be found at the center of the action, capturing that pivotal moment of excitement, celebration and historic achievement. Jepsen's photography assignments have also taken him to international destinations, including China with a delegation from IR/PS and a recent visit to Tijuana, Mexico with Chancellor Khosla. You can see slideshows of Jepsen's work on the [UC San Diego News Center](#).



*Erik Jepsen*

For a complete list of 2013 international Circle of Excellence CASE Award winners, please visit:

[http://www.case.org/Award\\_Programs/Circle\\_of\\_Excellence/2013\\_Winners.html](http://www.case.org/Award_Programs/Circle_of_Excellence/2013_Winners.html)

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