

UCSF
Public Affairs
2007, 2008

Major Diversity Initiatives

1. Creation of diversity website: diversity.ucsf.edu
2. Launched visibility campaign for diversity which included posters at all campuses and on shuttle buses
3. Hosted diversity celebration party to launch web site and *Voices* series
4. Production of *Voices*, a series of videos profiling diverse members of the campus community to emphasize the importance of diversity to UCSF's identity
 - a. *Voices* is featured on the diversity web site and on DVD with distribution at outreach events, including the AAMC
 - b. UC T.V. is interested in broadcasting *Voices* in Spring 2009
5. Creation of diversity brochure used at outreach events
6. Creation of in-depth videos and articles to showcase how UCSF is 'Nurturing Diversity' posted to diversity website
7. Production of videos in showing how UCSF's diversity has a global reach, showing the local/global connection with production of videos in India showing UCSF's impact there
 - a. UCSF Development Office is interested in highlighting these videos to donors
 - b. UC T.V. is interested broadcasting these videos in Fall 2009
8. Public Affairs took lead in publicity for diversity month celebration, including facilitating mural celebrations and producing a historical video honoring UCSF's social justice history and the history of the Black Caucus
9. Uploading at least one diversity related story per week to website
10. Possible creation of diversity postcards for Spring 2009 to drive traffic to web site