

UC San Diego School of Medicine 50th Anniversary Communications Campaign

Marketing and Communications
UC San Diego Health

Goals

Leverage this opportunity to:

- Modernize school's brand and website, bringing it in line with other UC medical schools and UC San Diego academic campus
- Provide anniversary-related branding and content that can be adapted by any faculty member or campus group
- Leverage all relevant owned communications channel to raise local awareness of UC San Diego School of Medicine, **not just as a research powerhouse, but as a place where top physicians learn from an innovative curriculum designed to improve patient care**



Strategy and Challenges



- Started in early 2017
- No additional budget
- Piggyback on existing communications channels and events
- Spread out campaign efforts and integrate them within regular job duties
- Tapped the talents of staff members from:
UC San Diego Health
Communications/Media Relations,
Marketing, Web, Creative Design, Events,
Internal Communications,
Photography/Video



Where discoveries are delivered.

UC San Diego School of Medicine has long been known as a place where discoveries are made. Today, we are known as a place where discoveries are delivered. Established in 1968, we are the region's only medical school. Our goal is to improve health through innovative research, education and patient care.

Likewise, as the only academic health system in the region, UC San Diego Health delivers outstanding patient care through commitment to the community, groundbreaking research and inspired teaching.

Bench to bedside.

We have long been at the forefront of translational — or “bench-to-bedside” — research, transforming patient care through discovery and innovation leading to new drugs and technologies. Translational research is carried out every day in the hundreds of clinical trials of promising new therapies offered through UC San Diego Health, and in the drive of our researchers and clinician-scientists who are committed to having a significant impact on patient care.

- UC San Diego School of Medicine comprises 509 students, 73 MD-PhD students, 913 fellows and 1,516

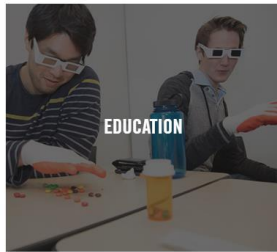
Branding



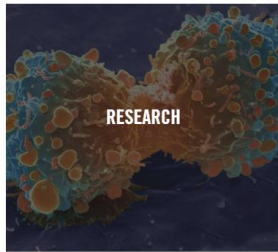


For 50 years, UC San Diego School of Medicine has trained a different kind of doctor in a different kind of way.

[EXPLORE OUR HISTORY](#)



EDUCATION



RESEARCH



PATIENTS

WHERE DISCOVERIES ARE DELIVERED

Medicine has evolved since the inaugural class entered in 1968, but our goal is constant: Create physicians and scientists who are as compassionate as they are brilliant.

[ABOUT THE SCHOOL OF MEDICINE](#)



medschool.ucsd.edu/50



CELEBRATING OUR FIRST 50 YEARS

ANNIVERSARY ALUMNI WEEKEND: OCTOBER 12-14, 2018

Join us for a weekend reconnecting with fellow alumni and see how the UC San Diego School of Medicine continues to lead the way in medical education and training. We will be honoring all classes, including the charter class of '72.

[RSVP](#)

A DIFFERENT DOCTOR

For 50 years, UC San Diego School of Medicine has trained a different kind of doctor in a different kind of way. This is what that difference looks like.

[READ](#)

DISCOVERIES MAGAZINE: SPECIAL 50TH ANNIVERSARY ISSUE

This issue of *Discoveries*, our annual research magazine, celebrates the thousands of faculty, staff and students who have labored and learned together to create something remarkable.

[EXPLORE THE ISSUE](#)



Web



50TH
1968
2018
ANNIVERSARY

UC San Diego
SCHOOL OF MEDICINE

Video

50TH
1968
2018
ANNIVERSARY | UC San Diego
SCHOOL OF MEDICINE

ORAL HISTORIES

We're proud of the many faculty, students, trainees and staff who have helped make UC San Diego School of Medicine a leader in education and research. We asked some of our earliest faculty members and other leaders what brought them here, what they are most proud of, and what makes our school unique. Here's what they said.



[Ellen Beck, MD](#)

Clinical Professor of Family Medicine and Public Health

Director, Student-Run Free Clinic Project

Came to UC San Diego in 1997

"Our greatest accomplishment has been seeing our community partners, passionate students and myself and other physicians and faculty work together to create the Student-Run Free Clinic Project. I think UC San Diego is unique in having an equal passion for wonder, wisdom and justice."



[Joan Heller Brown, PhD](#)

**Distinguished Professor of Pharmacology
Chair, Department of Pharmacology**

Came to UC San Diego in 1975

"Whether they are faculty, postdocs or students, when I describe the atmosphere here, I tell them it's like being a kid in a candy store – it's the best you can possibly have."



[David Cheresh, PhD](#)

**Vice-Chair for Research and Development,
Department of Pathology**

**Associate Director, Institute of Engineering in
Medicine (IEM)**

**Associate Director of Innovation and Industry
Alliances, Moores Cancer Center**

Came to UC San Diego in 2005

"What we try to do as scientists, is not only make



[Jack Dixon, PhD](#)

**Distinguished Professor of Pharmacology, Cellular
& Molecular Medicine, Chemistry & Biochemistry**

Came to UC San Diego in 1971

"When I came down to visit to see if this was going to be a good place for me, what I really saw was that there were lots of terrific faculty here. This was a place where the action was."

Video

50TH
1968
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UC San Diego
SCHOOL OF MEDICINE



50TH
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Tweets 376 | Following 395 | Followers 376 | Likes 43 | Lists 1

UC San Diego School of Medicine

@UCSDMedSchool Follows you

The region's only medical school. Passion and compassion in teaching, research and patient care. (For clinical news and events, follow @UCSDHealth.)

La Jolla, Calif.

Joined January 2018

Born on January 01

Tweet to

Message

Tweets | Tweets & replies | Media

Pinned Tweet
UC San Diego School of Medicine @UCSDMedSchool · Jan 22
In 1968, 47 young pioneers took a chance on a new #medschool made up of one building in a field and a former county hospital. Today we're among the 20 best med schools in the country, says @usnews.

Check out our new site & join us in celebrating 50 years medschool.ucsd.edu



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Social

50TH
1968
2018
ANNIVERSARY | UC San Diego
SCHOOL OF MEDICINE



School of Medicine Turns 50

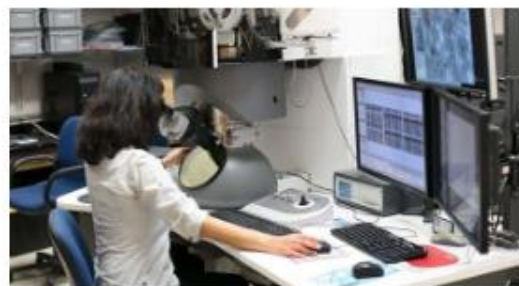
For 50 years, the UC San Diego School of Medicine has trained a different kind of doctor in a different kind of way. This is what that difference looks like.

[Read More »](#)



School of Medicine Turns 50: The Doctrine of Doctors

In a few months, a new class of students will begin studies at UC San Diego School of Medicine—future doctors in pursuit of future careers. They will look a lot like the inaugural class that opened the school 50 years ago. But this new generation will be working toward much different jobs. [Read More »](#)



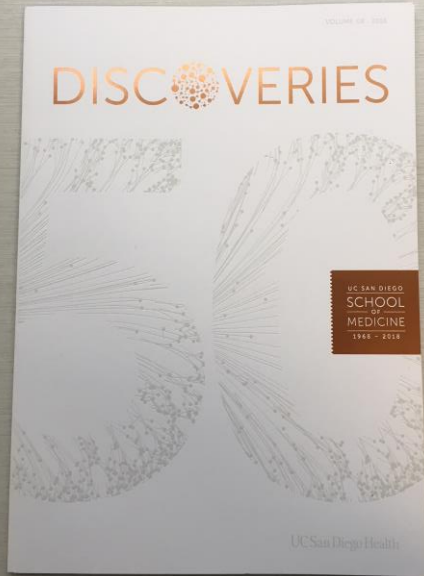
School of Medicine Turns 50: Seeing is Understanding



This year marks the **50th** anniversary of UC San Diego School of Medicine. Our first class in **1968** comprised **39** men and **8** women. The class that entered in **2017** has **64** men and **70** women. We currently have a total of **520** medical students and **800** trainees (residents and fellows), taught by more than **1,500** physician and scientist faculty members in **18** academic departments. Last year, we were ranked the **12th** Best Medical School for Primary Care and **18th** Best Medical School for Research in the nation, according to U.S. News & World Report.

Join us as we celebrate a half-century years of innovative teaching, research and patient care at [UC San Diego School of Medicine](#).

Email



THE DOCTRINE OF DOCTORS

The art and science of medicine evolves, but the School of Medicine's goal is constant: Create physicians who are as compassionate as they are brilliant.

IN A FEW MONTHS, a new class of students will begin studies at UC San Diego School of Medicine, future doctors in pursuit of future careers. They will look not just at the inaugural class that opened the school 50 years ago.

But this new generation will be working toward much different jobs. They will become trained clinicians, of course, but also stewards of society's resources, medical economists, efficiency experts, disparities reductionists and big data gurus. Some will possess a CEO's business acumen.

They will enter a world as complex as the diseases they treat.

With each scientific discovery, there is more to know every year, said Jess Mandel, MD, former associate dean for undergraduate medical education at UC San Diego School of Medicine. The way medical care is delivered is more complex, requiring more technological interventions and teamwork. Learning to become a doctor is harder than ever.

"Since 1968, UC San Diego School of Medicine has evolved in innovative ways with its curriculum and training," said Mandel. "Back then, you mastered a body of knowledge through lectures. Now medical students need to know more than there is time to teach. Back then, patients took on faith recommendations for care. Now, patients want to understand their treatment based on their physician's perspective and their own research. These shifts have radically altered medical education."

—JESS MANDEL, MD

MODERN STETHOSCOPES

Not everything about medical school has changed. Students still attend lectures and still dissect human cadavers. To understand anatomy in three dimensions, the body's structures are best experienced with the eyes and hands. With modern simulation technology, physicians-in-training can now also test procedural skills, including laparoscopy, robotics and endoscopy.

"In medicine today, there is an increasing use of ultrasound-based imaging," said Mandel. "It is a critical tool used in many standard-of-care procedures. Ultrasound serves the dual role of teaching anatomy, but also as a point-of-care device for placing central lines, drawing abscesses and locating blood clots."

"Our goal has been to introduce ultrasound use to first-year medical students without making it overly disease-focused," said Anthony Minkin, MD, associate professor. "They learn ultrasound from many houses of medicine, including emergency and internal medicine, cardiology, urology, critical care and OB/GYN. Ultrasound training is part of the preclinical curriculum in approximately 80 percent of U.S. medical schools."

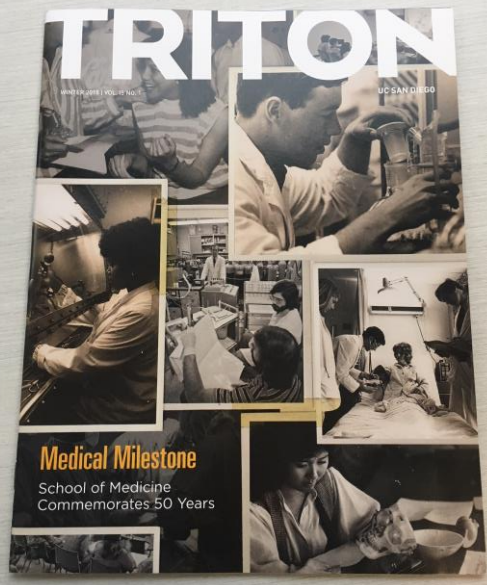
"It's not trying to make these doctors professional competitors. We're trying to introduce them to a safe, portable, inexpensive tool that can be used at almost any specialty to answer a variety of clinical questions."

Minkin said ultrasound helps students develop a better understanding of anatomy and physiology. The students serve as models, learning themselves and each other to look at the heart, lungs and musculoskeletal system.

"It's amazing to see the students focus light up when we look at the joints, intestines and hands," said Minkin. "With ultrasound, the students can see the texture of the heart move dynamically as the fingers extend and flex. It comes together visually in real time."

"Time and time again, we can see that ultrasound leads to a better patient experience. We want medical students to understand that ultrasound impacts safety. It can help remove guesswork, differential diagnosis from a doctor's possibilities to perhaps three. As these young doctors become more clinically oriented, the safety of patient care ultrasound becomes increasingly clear."

UC SAN DIEGO HEALTH



A Different DOCTOR

For 50 years, UC San Diego School of Medicine has trained a different kind of doctor in a different kind of way. This is what that difference looks like.

By Heather Buchholz, Ph.D. '04

IN 1968, BILL RESSE, MD '72, RECEIVED acceptance letters from two medical schools: UCLA, a well-established and respected institution in a thriving metropolitan city, and UC San Diego, which consisted of one partially constructed building on a former Marine Corps base and a newly acquired County Hospital miles away from campus. But that wasn't the only difference between the schools.

"The letter from UCLA was just a micrograph—the picture in the stethoscope," Resse says. "From UC San Diego, I received a personal letter from the deans, the association dean for student affairs. I knew then that UC San Diego would give me the kind of personal attention I wouldn't have found elsewhere."

Resse decided to take a chance on the new medical school, despite the lack of history or reputation. He and 45 others recognized the chance that had. "It was a risk," Resse admits, but one he thought worth taking. It was an opportunity to take part in a completely new type of medical education—one where he was going to help develop the curriculum.

"It was a selling point that if you want to do something new, there's no precedent in my career," Resse said. "We had a lot of flexibility to pursue whatever interested us."

50TH 1968 2018 ANNIVERSARY

UC San Diego SCHOOL OF MEDICINE

Print

50TH 1968 2018 ANNIVERSARY

UC San Diego SCHOOL OF MEDICINE

The San Diego Union-Tribune

UC San Diego medical school reaches for the top as it turns 50



The medical school is turning 50 at the same time the university is wrapping up a \$1.6 billion expansion in the health sciences.



By Gary Robbins · Contact Reporter

MARCH 18, 2016, 3:00 AM

Fifty years after it enrolled its first medical students, UC San Diego is crackling with optimism, having created one of the country's most respected medical schools in a comparatively short period of time.

Timeline: The illustrated history of the UC San Diego School of Medicine



UC San Diego began building its School of Medicine in the 1920s, during a science boom on the Torrey Pines Mesa in La Jolla. (Health Sciences Communication, Special Collections and Archives, UC San Diego)



By Gary Robbins · Contact Reporter

MARCH 10, 2016, 9:00 AM

UC San Diego is celebrating the 50th anniversary of its School of Medicine, which is ranked among the 20 best in the country by U.S. News and World Report.

Here's a sample of some of the school's key moments and accomplishments.

1958: University of California Regents are asked to build a medical school in San Diego as part of the science-oriented campus they're creating in La Jolla. The request comes from San Diego County Hospital, which needs help meeting the needs of the region's soaring population.

1962: Regents approve a medical school for UC San Diego, feeding a science boom in La Jolla that includes General Atomics and the Salk Institute. The county pressures the university to operate the hospital it is about to open in Hillcrest.

San Diego Physician
Celebrating 50 Years of UC San Diego School of Medicine

UC San Diego School of Medicine
50 Years
BY HEATHER BUSCHMAN, PhD

in a publication called "American Man of Science."

There were many more scientists who came in those early years. Robert Thurston Laing, MD, the first professor and dean of the Department of Neurosciences, is credited with building the concept of neurophysiology of the human brain. John S. O'Brien, MD, second dean of the school, discovered the genetic cause of Tay-Sachs disease and developed the first tests for the disease. David Steinberg, MD, PhD, founding head of the Division of Molecular Diseases, was one of the first to determine that high cholesterol is a major risk factor in the development of atherosclerosis and coronary heart disease. Elizabeth Russell-Cohen, MD, founded the Ramon Baruch Heart and Coronary Disease Study in 1971, a landmark project that tracked thousands of participants over more than 40 years.

MORE THAN MEMORIZATION

From the beginning, Hoken and his fellow faculty believed the basic science part of the medical school curriculum shouldn't be taught in isolation. They thought it should be taught by other campus departments, such as biology from the Division of Biological Sciences.

David Hoken, PhD, founding dean of the Department of Biology, once said, "There is no such thing as a science major department. There is only good or bad science."

That philosophy led to a major success as the "Senior Plan." Practically, UC San Diego medical students would take a higher-level course in biochemistry, physiology and pharmacology. They would then take a clerkship devoted to those fields. Second-year medical students took their own clerkship pathology courses with clinical faculty, but could continue working in labs and taking classes in general concepts graduate department.

The Senior Plan was the stage for an unparalleled collaboration and basic science in a medical school. Clinical Cofield, PhD, the school dean when the first dean died in 1968, continued that tradition. Cofield was a collagen physiologist and it was unusual at that time to have a medical school dean who was not a physician. But it was consistent with the concept of a strong basic science foundation.

"We've always had a strong and different," said John Ward, MD, PhD, DSc, a pioneer in physiology who has been at the

School of Medicine almost since the first day — and who still teaches today. "From day one, medical school students are taught by clinical scientists and working scientists. There's a strong, long-standing, measurable connection here between the science and the art of medicine. The curriculum has always been about making it real — and about making really good doctors and scientists."

That's exactly what attracted interdisciplinary Cofield, GIL, MD, who joined the faculty in 1974 and is now Eminent Scholar Professor of Medicine at UC San Diego School of Medicine. He was selected to become chief scientist at Yale University, but research discovery that changed the direction of his research's lab changed his mind, and the course of his career.

"I was very excited about continuing my

own research, which is what I came to UC San Diego," GIL said. "I had never been to San Diego before, but I knew I would be my own scientist. It's hard to describe the thrill of original research discovery. They are all-consuming. It doesn't matter if it's a big discovery or the most important. It's new and original and if it's yours, you can't wait to find answers. In the early years, we worked in an era of great technological advances in biology and cellular sciences — and we took advantage of them. The second to arrive on biomedical sciences at UC San Diego has been that entrepreneurial spirit."

INTERVIEWS RESEARCH AND PATIENT CARE

But Hoken, Cofield and his other founding faculty didn't shy at research.

"One of the things that has made our medical education at the time was that medical schools were divided into two years in a classroom, two years in the clinic," Hoken said. "These two had little to do with each other, and put them in a collectively different world. We saw that as an opportunity for the faculty to integrate both worlds. They introduced students to patients that week they arrived. And they expected every student to conduct a research project suitable for publication before graduation."

When GIL first passed on the La Jolla campus, there weren't any buildings. He rented his office at the nearby Salk Institute to do his research, and did his clinical work there at the newly opened County Hospital in Hillcrest, near the UC San Diego

17% FEMALE
Class of 1966
of Students

50% FEMALE
Class of 2017
of Students

Source: U.S. News & World Report

50TH 1968 2018

UC San Diego SCHOOL OF MEDICINE

ANNIVERSARY

Media

50TH 1968 2018

UC San Diego SCHOOL OF MEDICINE

ANNIVERSARY

THEN AND NOW

2018 Dean's Spring Symposium



Celebrating UC San Diego School of Medicine's First 50 Years

A visionary past and an innovative present create a revolutionary future

David A. Brenner, MD, vice chancellor for Health Sciences and dean of the School of Medicine, invites you to attend the 10th annual Dean's Spring Symposium, featuring TED videos, panel discussion and Q&A with four of our leading physician-scientists, who will talk about how their diverse disciplines have evolved and continue to interact, and what they envision ahead.

Wednesday, May 2

5:30 to 8:00 p.m.

School of Medicine, T. Denny Sanford Medical Education and Telemedicine Center Main Auditorium

Registration required. RSVP by April 25 at healthsciences.ucsd.edu/symposium.

UCSDMedSchool #ucsdSOM50

Welcome and Historical Perspective

Richard C. Atkinson, PhD
President Emeritus,
University of California

Professor Emeritus, Cognitive Science
and Psychology, UC San Diego
Former Chancellor, UC San Diego

Seeking Wisdom in Graying Matter

Diip Jeste, MD
Distinguished Professor, Psychiatry
and Neurosciences

Estelle and Edgar Levi Chair in Aging

Director, Center for Health Aging
Senior Associate Dean, Healthy Aging
and Senior Care



Our Microbes Make Us Who We Are

Rob Knight, PhD
Professor, Pediatrics,
Computer Science and Engineering

Director, Center for
Microbiome Innovation

Color-Coded Surgery

Cluyen Nguyen, MD, PhD
Professor, Surgery, Pharmacology,
Neurology and Skull Base Surgery
Director, Facial Nerve Clinic

How Sewage Saved My Husband's Life From a Superbug


Steffanie Strathdee, PhD
Harold Simon Professor and Associate
Dean, Global Health Sciences
Director, Global Health Institute



Events

50TH
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UC San Diego
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 Mon 1/22/2018 8:08 AM
 hs-allhealthsciences-l-bounces@mailman.ucsd.edu on behalf of
 UCSD Health Communications <HealthSciComm@ucsd.edu>
 VC Message: Celebrating UC San Diego School of Medicine's 50th Anniversary
 To: UCSD Health Communications
 You forwarded this message on 1/22/2018 10:06 AM.

This message is sent on behalf of Dr. David Brenner, Vice Chancellor, UC San Diego Health Sciences and Dean of the School of Medicine, to UC San Diego Health Sciences Employees.

In the fall of 1968, 39 men and eight women gathered on campus — the inaugural class of the brand new UC San Diego School of Medicine. There were few buildings back then, but plenty of aspirations and dreams — not just of pioneering students, but of founders and faculty too, who envisioned a different kind of school of medicine: one that would seamlessly blend the science and the art of medicine to create generation after generation of highly trained, innovative and compassionate doctors and scientists.

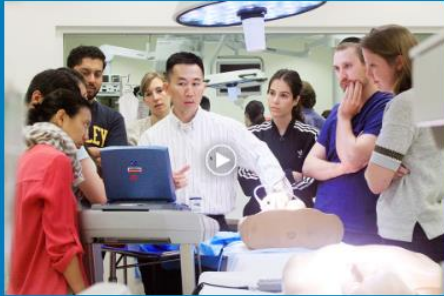
In just half a century — a blink of time, really — UC San Diego School of Medicine has established itself among the best in the nation in both research and primary care. Our faculty and students have been consistent leaders in both basic medical research and in translating those discoveries into real-world remedies.

Over the next 12 months, we will regularly take note and celebrate our golden anniversary. You can begin by visiting the School of Medicine's new home page at medschool.ucsd.edu, which enthusiastically embraces our tripartite mission of excellence in teaching, research and clinical care. Within this site, look also for a link to our [50th anniversary page](#), which will be periodically updated with news and features and which includes a new video and celebratory edition of our *Discoveries* magazine. Special kudos to the designers, writers and editors at UC San Diego Health Marketing and Communications, who devoted much time and talent to the effort.

In May, there will be a unique edition of the Dean's Symposium discussion of where we've been and where we're going of Medicine classes. More details are available at [http://medschool.ucsd.edu](#).

And last but not least, check out the School of Medicine's new home page at medschool.ucsd.edu.

January 31 – February 13, 2018
 Forward to a Friend
MAKING THE ROUNDS
 UC San Diego Health Employee Newsletter



Medical students learn current techniques at the Simulation Training Center. The School of Medicine is celebrating its 50th anniversary. Watch the video and read more below.

Hi Eileen,

See the many ways the School of Medicine is celebrating half a century. Looking for a new ride? Learn about transportation options for employees. Discover which new facility recently opened and learn about the soon-to-open Outpatient Pavilion.

FROM THE CEO

Through the extraordinary efforts of team members and physicians, advanced research and state-of-the-art facilities, UC San Diego Health fulfills its mission and vision every day. With the anticipated February opening of the Outpatient Pavilion on the La Jolla campus, we will further expand the care options available to our communities.



Patty Maysent

The Outpatient Pavilion will offer the best of clinical care and translational medicine in one location, with an array of integrated outpatient services that include multi-specialty clinics for breast, urology, sports medicine and spine care. By aligning these multidisciplinary teams of specialists and comprehensive services in one facility, patients will not need to travel from site to site for different phases of treatment.

Highlights of the new pavilion include:

- Eight surgery suites
- Basic and advanced imaging
- Physical therapy and pain management
- Infusion and adherence services

All of the services are designed to offer a comfortable and convenient experience for patients who need same-day treatment. They will also enable the health system to extend its reach

CESIP Dashboard

View now

The Adventure Continues




UC San Diego School of Medicine is celebrating 50 years since its founding in 1968. Today, the school is routinely ranked in the top 20 medical schools in the nation for both research and primary care by U.S. News & World Report; it also continues to attract adventurous students. Check out the 50th anniversary page — with links to a celebratory edition of *Discoveries* magazine and a video — and also check out the new School of Medicine home page. Read more here.

School of Medicine 50th Anniversary Toolkit


Last updated: 4/2/2018 11:15 AM



Department Phone Directory | Employee Directory | Epic Resources | Web Paging | Clinical Web Reference



POLICIES
TOOLS & RESOURCES
EVENTS & TRAINING
DEPARTMENTS & SERVICES



50TH ANNIVERSARY

1968 | 2018

UC San Diego SCHOOL OF MEDICINE

[Resources Available Here](#)

QUICK LINKS

- [AZ Site Index](#)
- [At Your Service](#)
- [Web Paging](#)
- [Blink](#)
- [Hours Online](#)
- [Nursing](#)
- [iBoard](#)
- [ServiceNow](#)
- [EPIC Resources](#)
- [Biomedical Equipment Services Workorder](#)
- [Employee Medical Surveillance \(TB/FIT Tests\)](#)

Koman Family Outpatient Pavilion Information

→ [Resources Available Here](#)

Brand Guidelines and Templates UC San Diego Health

→ [Available on the Branding intranet](#)

ALL STAFF EMAILS | **IN THE NEWS**

<p>6/18/2018</p> <p>6/17/2018</p> <p>6/16/2018</p>	<p>Facilities Message: Update: Interstate 5 Overnight Closures Beginning This Weekend</p> <p>Facilities Message: Fire Alarm Testing – Thornton Pavilion</p> <p>Reminder: Diversity Day Celebration Today in Hillcrest</p>
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EMPLOYEE EVENTS & TRAINING

<p>2/23/2018</p> <p>4/27/2018</p> <p>8/22/2018</p>	<p>Padres Partner Appreciation Offer</p> <p>All of Us</p> <p>UC San Diego Green Labs</p>
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Corporate Presentation
PPT Facts & Figures

Making the Rounds
Employee Newsletter

IN THE NEWS

- [UCSD reaches for the top as it turns 50](#) - San Diego Union-Tribune
- [Timeline: The illustrated history of the UCSD School of Medicine](#) - San Diego Union-Tribune
- [Back Story: As it turns 50, UCSD reaches for the top](#) - San Diego Union-Tribune

TOOLS

- [Anniversary logo and use guide](#) (.zip file)
- [Talking Points](#)
- [Word template](#)
- [PPT template](#)
- [Dean's Symposium flyer](#)
- [Historical facts and figures](#)

For more content, please visit these external sites:

- Anniversary site: medschool.ucsd.edu/50
- [Dean's Symposium – May 2](#)
- [Alumni weekend – October 12-14](#)
- [Video](#)
- [Discoveries magazine special issue](#)
- [Triton magazine article](#)

Follow us on Twitter:

[@UCSDMedSchool](#) #usdSOM50

For questions, please contact healthscicomm@ucsd.edu.

pulse.ucsd.edu/SOM50

Internal

50TH
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UC San Diego

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Measures of success

- Lots of positive feedback from *Discoveries* recipients and Dean's Symposium attendees
- Digital Metrics
Approximate cumulative values January – May 2018
 - Visits to new School of Medicine homepage, compared to old page over same period last year: **+108%**
 - Visits to new medschool.ucsd.edu/50 anniversary microsite: **2,050**
 - Visits to *Discoveries* magazine online, compared to old site over same period last year: **+69%**
 - Visits to new intranet toolkit: **1,950**
 - Views of “Hello, Doctor” sizzle video: **1,400**
 - @UCSDMedSchool Twitter followers: **+400**

