

Ensuring UCI's Academic Reputation & Visibility Equals its Excellence

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Lee Bardwell
Miriam Bender
Vladimir Kefalov
Young-Suk Kim
Angela Jenks
Tim Rupert
Devin Shanthikumar
S. Ama Wray
Roxane Cohen Silver

School of Biological Sciences
Sue & Bill Gross School of Nursing
School of Medicine
School of Education
School of Social Sciences
Samueli School of Engineering
Paul Merage School of Business
Claire Trevor School of the Arts
Advisor

Background and Motivation

- UC Irvine has built a **stellar reputation** for supporting the American Dream for our **students**.
- What about our **faculty/academic reputation in research/scholarship excellence?**
 - Recognition among our peers - academics, including ranking and prestigious awards
 - Recognition more broadly - media, general public
- Academic reputation and visibility have real impacts:
 - Overall university rankings
 - Faculty and graduate student recruitment & retention
 - Development efforts
 - Applications



#1 University
doing the most for the
American dream
— *The New York Times*

Upward Socioeconomic Mobility

Almost half of UCI bachelor's degrees awarded in 2021 went to **first-generation college students**. This large percentage of traditionally underserved students is one reason why UCI has twice earned the **No. 1 spot in a *New York Times* ranking of universities** "doing the most for the American dream."

#FIRSTGEN COLLEGE GRAD

#2

Public University
for upward
social mobility

— *U.S. News & World Report*



 **TOP 10**
"Cool School"
in the U.S. for Sustainability
by *Sierra* magazine for 12 years


200,000+
Anteater alumni



Data/Findings on Academic Reputation

- The facts

- Data gathering
- Conversations with colleagues within the unit (Deans, communications directors) and other universities
- Conversations with UCI Senior Director of Communications & Media Relations
- Cross disciplinary group discussion

- The overarching finding

UCI's faculty research/scholarship excellence is as notable as its student success but not reflected by its national/global reputation

WE CAN DO BETTER



Considerations for Recommendations

1. Concrete and fast-to-implement initiatives
2. Strengthening and better connecting existing resources related to marketing and strategic communications at the university/school/department levels
3. Stretch ideas requiring bigger resources for bigger impact



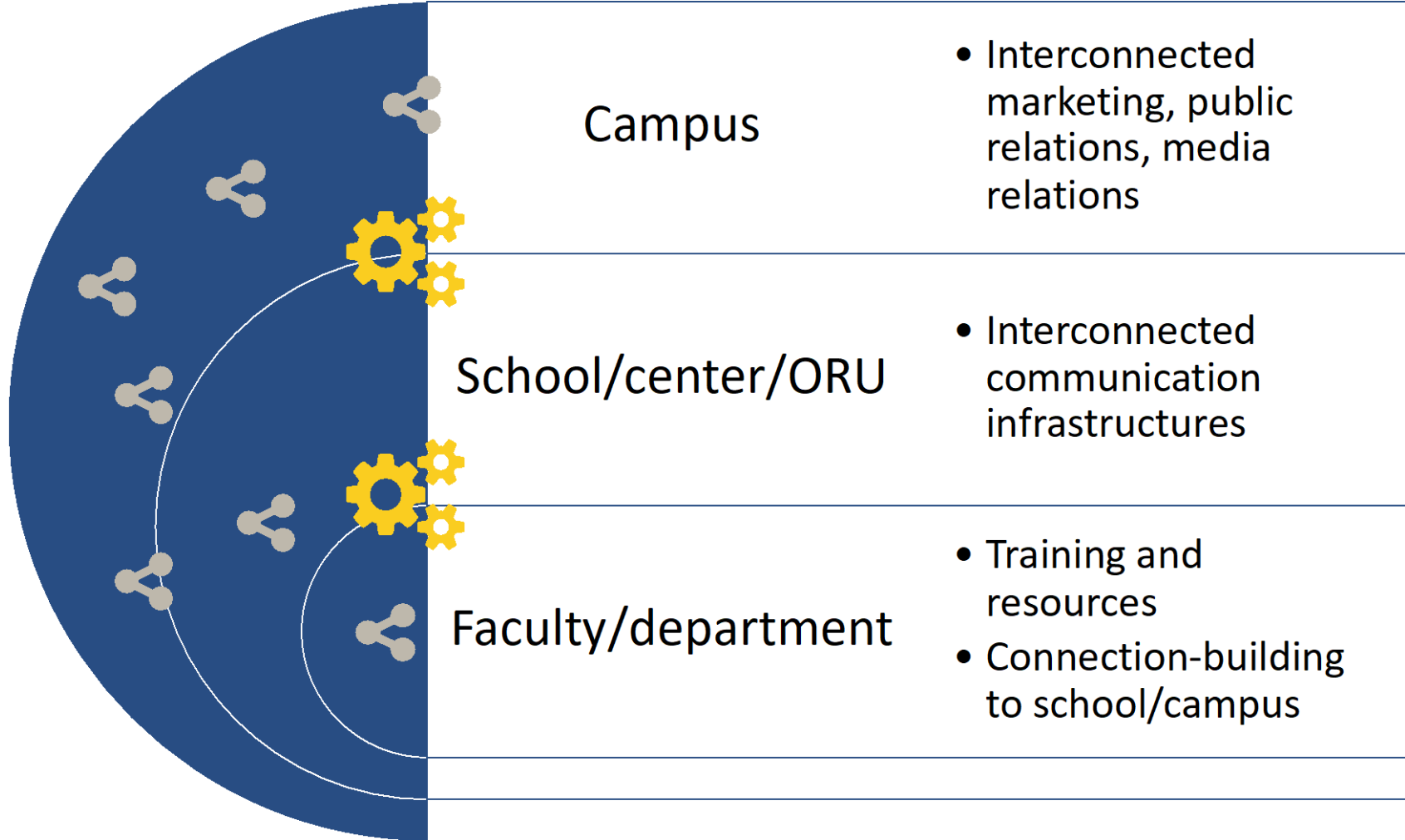
Recommendation 1: Easy but essential solutions

- Commission a series of articles in or special issue of UCI Magazine that focuses on faculty research and department/center/ORU/academic initiative programs of research/scholarship
- Launch research/scholarship excellence focus across other UCI media such as Spotlights, digital media, and video
- Elevate partnerships with local and national media
- More comprehensive searchable “expert” site for media looking for research/scholarship faculty expertise for their stories



Recommendation 2: Strengthen & Connect

- Refocus existing marketing and communication strategies towards creating broader visibility for faculty/school scholarship excellence



Recommendation 3: Stretch Ideas

- Communication of research/scholarship excellence as an integral part of our brilliant future
- A focus on research/scholarship excellence as robust as our focus on student uplift
- Concrete Example: Yearly internationally-marketed colloquia/symposia to leverage UCI's research/scholarship breadth and multidisciplinary excellence across faculty/departments/schools
 - e.g.* climate conference that includes climate science, relevant technologies, business cases to drive adoption, analysis of human, societal, and cultural drivers and impacts, etc.



THE FUTURE IS BRIGHT.
STOP AT NOTHING TO MAKE IT BRILLIANT.

Implications

We are already doing a great job reaching prospective students, families, and guidance counselors.

We have diversified our student population and attracted first generation students to UCI in pursuit of the American dream.

Now is the time to leverage our existing marketing strengths to highlight UCI's outstanding interdisciplinary research and graduate programs.

Elevating our reputation will ensure that we can recruit outstanding faculty, students, and staff to UCI for decades to come.

