

CENTENNIAL GOALS

1. Raise the overall profile and stature of UC Davis, increase visibility solidifying confidence and pride in advance of the comprehensive campaign.
2. Increase engagement and reinforce campus connections for all UC Davis constituents: alumni, donors, academic peers, opinion leaders, residents of the local communities and region, students, faculty and staff.
3. Establish institutional priorities for the next century and convey a renewed identity for UC Davis.
4. Recognize and celebrate a century of achievement in everything from research findings to prominent alumni, and articulate the results of public and private investment in UC Davis.

THE FOUNDING VALUES

Every element of the Centennial program will highlight three major attributes of UC Davis. These attributes are extensions of the founding values:

SERVICE TO SOCIETY: UC Davis infuses the 'land grant mission' of service to society in all that it does. We'll briefly tell the story of the land grant founding.

and

MULTIDISCIPLINARY SOLUTIONS: The world demands solutions that cut across boundaries to create social, economic, and environmental health. UC Davis is built on a foundation of multidisciplinary collaboration, and strongly positioned to contribute solutions to the multidimensional challenges that we face in the future.

Lead to today's UC Davis . . .

POSITIVE IMPACT FROM OUR CAMPUS COMMUNITY TO THE GLOBAL COMMUNITY: UC Davis has a positive impact at all scales of community, from our campus community to the global community, including regional, state, and national levels in between. These include the contributions of our faculty, staff, students, and alumni.

CENTENNIAL IDENTITY

The objective of the Centennial Visual Identity Program, using our existing logo and brand equity as its foundation, is twofold. The first is to create visibility, excitement, and identity for the Centennial year and for UC Davis. The second objective is to create a unifying visual framework for UC Davis Centennial Year communications, within which schools, colleges, and other units can personalize their identities and messages. Centennial Identity will succeed if it supports schools, colleges, units and the overall university achieve strategic goals.

THE CENTENNIAL LOGO: Centennial provides the UC Davis-wide framework with a bold "100" stencil. We will work with schools, colleges and units to reinforce their own identities using images behind the "100" that capture their personality. Together we paint a picture of cohesiveness and lively diversity.

CENTENNIAL BANNERS will mark thoroughfares in the City of Davis and the City of Sacramento as well as on our campuses in Davis and Sacramento. Major destinations on the Davis campus, the Sacramento campus, in the host communities, and other strategic locations will be marked with banners that will sport the Centennial logo, raising visibility for UC Davis and the Centennial.

CENTENNIAL HISTORY: We will ask alumni, students, faculty, staff, emeriti, retirees, community members and friends to share their stories and photos via our Web site. A format will be provided to make information gathering and dissemination easier and more logical. The Davis Enterprise has agreed to run a piece each day featuring a fact, discovery or other UC Davis highlight or contribution.

THE CENTENNIAL VIDEO will reinforce the 'campus to global' impact of the campus by using a 'Google Earth' type platform. We will spin the globe and zoom in to various locations around the world—local, regional, statewide, national and global—to tell stories of UC Davis positive impact.



THE CENTENNIAL BOOK: We will tell a few, visually rich, emblematic stories that emphasize our areas of authentic strength. The book will begin with an image and description of the original multidisciplinary professional—the 1908 farmer. We will expand this theme through history, setting the stage for today's multidisciplinary campus. Together these stories would reinforce our main themes of service, multidisciplinary practice, and positive impact across scales of community. The goal is to create an engaging work that tells the stories of our strengths in their holistic, interdependent ways. Each story should combine elements of our teaching and research with elements of our prized community character. Lively, illustrated explanations of our lore will be included—who was Gunrock? Where's Wyatt?—how did a livestock pavilion become a performing arts venue, what else and where else has it been? We envision a print-on-demand book. We are looking at a Web-based company with no charge incurred until you order a book. You can order one or as many as you would like, with discounts beginning with as few as 25 books.

CENTENNIAL POSTERS: The Centennial Poster Project will highlight areas of comprehensive UC Davis strength and reinforce our positive impact from the campus community to the global community. This approach builds upon, and will continue to build upon the work of University Communications, school and college communications and marketing efforts from the Davis and Sacramento campuses. Our current working group of UC Davis Strength Areas includes:

1. Understanding Today's World
2. Advancing Human Health
3. Powering the Future, Protecting the Environment
4. Linking Healthy Economies and Healthy Food
5. Educating the Next Generation
6. Improving Quality of Life

CENTENNIAL PRODUCTS: A wide array of products with the Centennial logo, adding wine and strawberries to the current offerings of olive oil, athletic apparel, and bookstore merchandise will heighten visibility for the Centennial and UC Davis. These products also extend the range of the UC Davis identity into the homes of friends, family and campus (and Web site) visitors. Additionally, we have been talking to Athletics and they will be working with us to get decals and patches on appropriate athletic gear and apparel.

EVENTS

The Centennial allows us to develop celebratory events that demonstrate how far we have come in 100 years and how we will advance in the coming years. In addition to showcasing our premiere annual events we also have the opportunity to work with our community partners to help celebrate UC Davis as a regional, statewide, national and global asset.

STATE FAIR

Saturday, August 16 to Monday September 1, 2008

The opportunity to be an exhibit partner gives UC Davis a unique chance to celebrate our centennial and build awareness among the Fair's nearly 1 million visitors during its 16-day run.

This local, regional, and statewide purposeful outreach effort will highlight the strategic strengths of the campus in a fun and engaging way to a large audience through an interactive "big fun" hands-on experience. The 6000 square foot educational pavilion will

feature UC Davis on the leading edge of innovation in agriculture, health, energy, environment, healthy food, information technology, quality of life improvements, education as well as provide our colleges, schools, departments and units a chance to collaborate on innovative displays for a distinct venue. In addition we will host a preview reception before opening day for campus leadership, state officials, legislators, friends and supporters.

FALL WELCOME WEEK

Saturday, September 20 to Friday, September 26, 2008

Fall Welcome week officially begins the new school year with student-centered campus and community events including the Aggie Pack Fall Welcome Rally; Downtown Community Block Party; The Buzz is the official student party held on the Quad that features music, live entertainment, casino, carnival inflatable games, food, prizes, and giveaways.

CONVOCATION

Wednesday, September 24, 2008

The Fall Convocation, marking the official opening of the new academic year, is open to all member of the campus community. The Chancellor's address is the traditional launch of the new academic year and an ideal opportunity to welcome the Centennial class and have some birthday cake!

FALL FESTIVAL

Thursday, October 9 to Sunday October 12, 2008

The Fall Festival and Homecoming provide an opportunity for an extended weekend celebration featuring multiple events providing a variety of opportunities for all constituents to reconnect and re-engage. The Fall Festival provides an opportunity to "centennialize" and leverage current annual and ongoing events. Student and community centered events include an expanded Davis Chamber Day on the Quad on Thursday and a new regional event developed in partnership with the City of Davis, Yolo County Visitors Bureau, and local chambers of commerce held on Sunday. For alumni and the general public we will offer an Academic Showcase featuring distinguished campus speakers, and coordinated with University Extension and the alumni association. Friday evening the College of Agricultural and Environmental Sciences will host their annual College Celebration and other schools and colleges may consider hosting events for their respective constituents. Saturday is the football game and that evening there will be a Mondavi Center performance. The weekend also features the opening of the Robert Mondavi Institute for Wine and Food Science, the unveiling of the Centennial Walk and the ground breaking for the City Arts GATEway.

THURSDAY October 9	FRIDAY October 10	SATURDAY October 11	SUNDAY October 12
<p>Davis Chamber of Commerce Day on the Quad</p> <p>Banners placed throughout the region</p> <p>Yom Kippur</p>	<p>UC Davis Foundation Board of Trustees meeting</p> <p>Opening of the Robert Mondavi Institute for Wine and Food Science</p> <p>RMI/Foundation lunch</p> <p>Academic Showcase featuring campus speakers</p> <p>4:30-8:30 p.m. College of Agricultural and Environmental Sciences College Celebration</p> <p>School and College events</p> <p>Mondavi Center performance</p>	<p>Academic Showcase featuring campus speakers</p> <p>Centennial Walk unveiling</p> <p>Golden Society Brunch</p> <p>2:00 p.m. Football Homecoming vs Southern Utah</p> <p>Mondavi Center performance</p>	<p>Noon-6:00 p.m. Regional Community event that might include: City Arts GATEway events, community birthday cake</p>

SPRING FESTIVAL EVENTS, 2009

We will "centennialize" and leverage current annual and ongoing events.

CENTENNIAL INITIATIVES

The Centennial Initiatives are about the future. These are the 'centennial-sized' steps UC Davis is taking to ensure that the contributions of the past and the present continue into the future.

THE CENTENNIAL SERVICE PROJECT: We embrace the land grant mission of service to society in all that we do. The objective of the Centennial Service Project is to capture the extraordinary efforts that our students, faculty, and staff extend every year to make their community a better place. The Centennial Service Project could be a focused effort to rally the campus community behind certain service projects, or it could be a 'bundling' of the vast array of volunteer efforts and good works that the UC Davis community already undertakes. This is the 'Show me, don't just tell me' approach to communicating our dedication to Social Responsibility and Service to Society. Potential partners include: Human Corps, Student Affairs, the Health System, Campus/Community Relations, Government and Community Relations, Office of the Chancellor and Provost, and many others.

GATEways LAUNCH: The Arboretum GATEways project (Gardens, Art, and the Environment) is a new vision for a university garden, and a new front door for UC Davis. We hope to have exciting new designs for the first phase of implementation, the City Arts GATEway, to celebrate our connection to the Davis community.

FUTURE INITIATIVES: We will closely track the upcoming academic planning exercise to make sure we capture the big new moves the campus is making in all of the strategic strength areas. The opening of the RMI and the founding of the planned School of Public Health are such initiatives. Others might include...energy research initiatives, our commitment to community through West Village, a campus 'moonshot' for sustainability, K-12 initiatives, student-directed initiatives, etc.