

UC San Diego

Division of Arts & Humanities



DIVISION OF ARTS & HUMANITIES
history | literature | music | philosophy | theatre & dance | visual arts

UC San Diego
Division of Arts & Humanities



Cynthia Dillon, Director of Communications
Alma Palazzolo, Assistant Dean

OVERALL GOALS

- Increased enrollments
- Additional faculty
- Greater support on and off campus



COMMUNICATION STRATEGY

NEW DIVISIONAL MESSAGE

- The Arts and Humanities are:

- Foundational
- Transferable
- Enduring

NEW TALKING POINTS

- To be a leader in the field by:
 - Understanding the human condition and improving the common good
 - Producing and promoting targeted excellence
 - Articulating the distinctiveness of the Arts and Humanities at UC San Diego, affirming their significance in the American university of tomorrow
- Intellectual priorities:
 - Practical Ethics
 - Humanities and Global Cultures
 - Technology and the Arts
- We shape the “not-yet”
- We are “distinctive, daring and diverse”



A&H COMMUNICATIONS: BASIC TALKING POINTS, PROTOCOLS AND STYLE GUIDE

NEW PROMOTIONAL VIDEO

- <https://drive.google.com/file/d/oBzYHQgZ12dJKNHBtYod1djld3c/view?usp=sharing>

NEW MARKETING MATERIALS

WHY ARTS & HUMANITIES
at UC SAN DIEGO?

Foundational. Transferable. Enduring.

The arts and humanities teach students to think critically, express creatively and communicate clearly—skills favored by employers.

UC San Diego arts and humanities is listed among the top 35 in subject rankings (*U.S. News Best Global Universities* 2016 edition).

The arts and humanities help students make sense of the world and imagine the future.

UC San Diego
Division of Arts & Humanities

REASONS TO STUDY THE ARTS & HUMANITIES

At UC San Diego, the arts and humanities are the foundation of holistic education. Majoring in or taking classes in the arts and humanities helps prepare students for successful careers.

UC San Diego arts and humanities is listed among the top 35 in subject area rankings (*U.S. News Best Global Universities*). The division offers one of the quickest times-to-degree on campus.

Excellent faculty, diverse programs and interdisciplinary research offer students emergent scholastic experiences.

Studying the arts and humanities helps us make sense of our world and imagine our future.

UC San Diego
Division of Arts & Humanities

WHY ARTS & HUMANITIES at UC SAN DIEGO?

HISTORY
LITERATURE
MUSIC
PHILOSOPHY
THEATRE & DANCE
VISUAL ARTS

Foundational. Transferable. Enduring.

UC San Diego
Division of Arts & Humanities

DIVISION OF ARTS & HUMANITIES
University of California, San Diego
9500 Gilman Drive, #0406
La Jolla, CA 92093-0406

2015 SNAPSHOT

UC San Diego
Division of Arts & Humanities

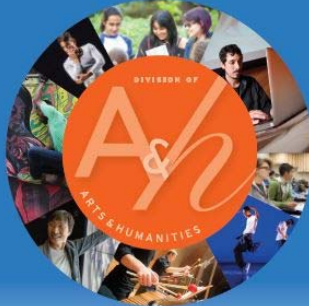
DIVISION OF ARTS & HUMANITIES

FACULTY	Over 240
Distinctive and Diverse	
More than 240 faculty members that include: Academy members; MacArthur Fellows, Pulitzer Prize and Tony Awards winners; endowed chair holders.	
Faculty includes women and other underrepresented scholars.	
STUDENTS IN THE DIVISION	Over 1,100
TIME-TO-DEGREE	4.3 yrs/13.1 qtrs
One of the quickest on campus entering from high school	
PROGRAMS	Over 100
History. Literature. Music. Philosophy. Theatre & Dance. Visual Arts.	
More than 100 undergraduate and graduate programs	
Three institutes for interdisciplinary collaboration	
Top 35 for Arts and Humanities in subject area rankings (<i>U.S. News Best Global Universities</i>)	
UNIVERSITY OF CALIFORNIA, SAN DIEGO	
Faculty	Over 1,800
Endowed Faculty Chairs	Over 180
Undergraduate Students	Over 23,800
Graduate Students	Over 6,500
Research Funding (last year)	Over \$1 billion
Research-focused. Student-Centered. Service-Oriented.	
Top university in the nation for contribution to the public good (<i>Washington Monthly</i>)	
Top 10 public university in the nation (<i>U.S. News & World Report Best Colleges guidebook</i>)	
Top 20 public university in the world (<i>Academic Ranking of World Universities</i>)	

CAMPUS BANNERS

UC San Diego
Division of Arts & Humanities

**WHY
ARTS & HUMANITIES
at UC SAN DIEGO?**



Division of
A&H
ARTS & HUMANITIES

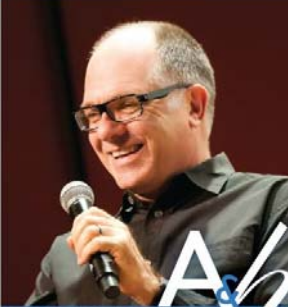
We help students make sense of the world
and imagine the future.

Foundational. Transferable. Enduring.
artsandhumanities.ucsd.edu

UC San Diego
Division of Arts & Humanities

CONDUCTOR,
PERCUSSIONIST &
DISTINGUISHED PROFESSOR
**STEVEN
SCHICK**
Department of
MUSIC

Reed Family Presidential Chair



A&H
DIVISION OF
ARTS & HUMANITIES
Foundational. Transferable. Enduring

WHY ARTS & HUMANITIES

We offer a holistic, “foundational” education that transfers to many career options

Employers are looking for people who can think critically, express creatively and communicate clearly – people with intellectual and interpersonal skills who contribute creatively to the work place ; PLUS:

- *Humanities majors score higher on the MCAT*
- *Humanities majors score better on the GMAT*
- *Humanities majors are among the strongest performers on the LSAT*
- *Humanities majors show the highest level of verbal skill on the GRE*
- *Time-to-degree in the Division of Arts & Humanities at UC San Diego averages 4.3 years – one of the quickest on campus!*

Slide 10

AP1 feedback from College advisors: more qualitative measures of what coursework we offer that prepares students

Alma Palazzolo, 11/23/2015

ACTION STEPS

ART PORTFOLIO FOR FRESHMAN APPLICANTS

- Goal: increase enrollments in Arts majors (Music, Theatre & Dance and Visual Arts) and increase quality and diversity of undergraduate student body
- Year 1 of pilot: success! Received over 765 art portfolio submissions via SlideRoom portal that yielded 37 new arts majors
- Year 2 of pilot currently underway
- Optional submission that could enhance applicants' admission
- Students must meet UC eligibility requirements to be admitted with optional art portfolio

STUDENT ADVISING INNOVATION AWARDS

1) Basic Writing Program embedded mentors program

2) A&H Student Affairs Workgroup

- Undeclared major fair
- Partnering with Colleges to share information about A&H programs and brainstorm processes regarding students pending disqualification
- Partnering with Career Services to help students find their path and find more internship opportunities for A&H majors

A MAJOR DECISION: A MAJOR SUCCESS!



Resource Fair for UnDecided and UnDeclared Majors

A Major Decision

Explore Arts & Humanities

- 11:00 a.m. Arts & Humanities Division Video Presentation
- 11:15 a.m. Dean's Welcome: Dean Cristina Della Coletta
- 11:30 a.m. **MUSIC:** red fish blue fish percussion Ensemble
Steve Reich's "Music for Pieces of Wood"
- 11:45 a.m. **HISTORY:** Professor Mark Hanna
"Why Study History?"
- 12:00 p.m. **VISUAL ARTS:** Video presentation of student work
- 12:15 p.m. Speed Advising: History, Literature, Philosophy
- 12:30 p.m. **THEATRE:** Stage presentation by Theatre students
- 12:45 p.m. Raffle announcements
- 1:00 p.m. **PHILOSOPHY:** Professor Monty Johnson
"The Unexamined Life is Not Worth Living:
Why you should study philosophy."
- 1:15 p.m. **DANCE:** Stage presentation by Dance students
- 1:30 p.m. Speed Advising: Visual Arts, Music, Theatre & Dance
- 1:45 p.m. **VISUAL ARTS:** Video presentation of student work
- 2:00 p.m. **MUSIC:** UC San Diego Gospel Choir performance
directed by Ken Anderson
- 2:15 p.m. Raffle Announcements
- 2:45 p.m. Arts & Humanities Division Video Presentation
- 2:55 p.m. Closing remarks

UC San Diego
Division of Arts & Humanities

This event is made possible by the UC San Diego Arts and Humanities Division and made possible by an UnDecided/UnDeclared Student Initiative.

Special Thanks to:
Caitlyn DeLuca, Chair of the Division
April J. Gaudin, Vice-Chair of the Division
Barbara Savary, Assistant Vice-Chair of the Division
Suzanne Harwood-Rogers, Director of the Division

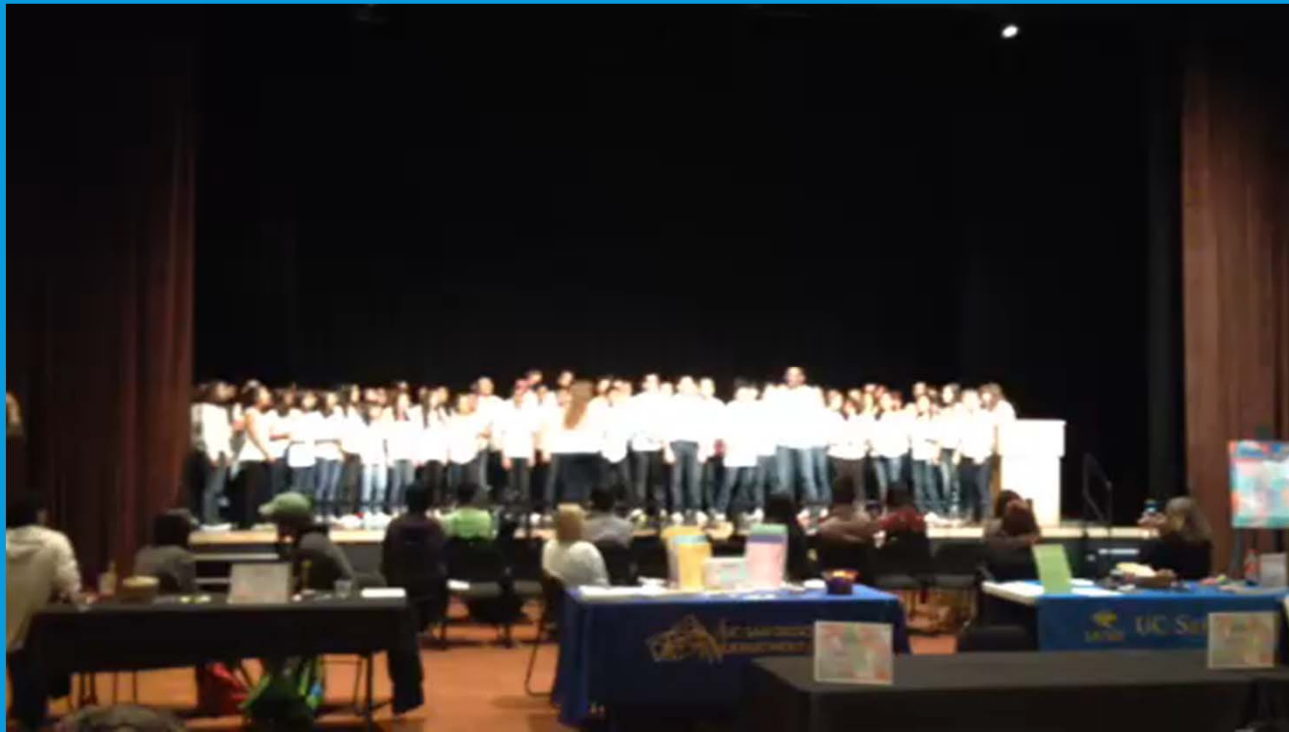




*“Technology alone is not enough.
It’s technology married with the liberal arts,
married with the humanities, that
yields us the results that
make our heart sing.”*

-Steve Jobs

CATCH THE SPIRIT OF THE ARTS & HUMANITIES



The Gospel Choir performs at the Nov. 4 Undeclared Majors Fair

UC San Diego

Division of Arts & Humanities

artsandhumanities.ucsd.edu