

JCC DAVIS

Coffee Talk:

DIGITAL ENGAGEMENT FOR STUDENTS

Strategic Communications



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Lead UX/Visual Designer

UC DAVIS

DESIGNING FOR THE YOUNGSTERS

Tom Watts - Lead UX/Visual Designer, UC Davis

A medium shot of Mr. Kruger, played by John Wood, in a school hallway. He is wearing a red beanie, a red zip-up hoodie over a grey t-shirt that says "MUSIC ⚡ BAND", and is holding a skateboard with a graphic of a blue devil and a sugar skull. He has a weary, slightly pained expression on his face. In the background, a student in a blue shirt is walking away.

HOW DO YOU DO, FELLOW KIDS?

BIG. SIMPLE.

PRETTY.

BIG

BIGbuttons

BIGtitles

BIGimages

BUTTONS

Traditional in-text link



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**Fast
Fact**

Student Employment

Be one of 10,000 student employees who develop excellent career skills — not to mention references for your résumé.

► **See More Facts**



MEN'S BASKETBALL

UC Davis competes in the Big West Conference, one of the toughest leagues in the country outside the Power Five. In the past 3 seasons, men's basketball has finished at the top of their conference twice. The chase for another conference championship begins November 7th when William Jessup visits the Pavilion.

Full Schedule

Get Tickets

**Students Free with ID*



UC DAVIS

Science & Climate

Science

Impacts

Solutions

What Can I Do?



BECOMING ARIZONA

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3-7 choices

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Facts

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Cost

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Majors

Minors

Graduate Programs

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Partnerships

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Calendar

Explore Campus

Housing

Athletics

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Latest News

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Blogs

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Read the Full Series



Part One: This Arid Life

As Sacramento heats up, how might our landscape change in the coming decades?

[Read Part One](#)

Part Two: Lessons from Phoenix

How Phoenix tracks, confronts, and reduces heat-related death and illness, what we can learn from them, and the challenges that remain.

[Read Part Two](#)

Part Three: Urban Heat Islands

These islands are no escape. They arise in our most disadvantaged communities. It's time to stop thinking about trees as beautification and more as a health and social equity solution.

[Read Part Three](#)

CTAS



Explore our campus

PRETTY

PRETTYimages

PRETTYcolors

PRETTYlayouts



POLARIZED DEBATE



65
SHARES



COLORS



MAJORS



ACADEMICS



COST



CALENDAR



VISIT



APPLY

UC DAVIS



Lee's Ferry

River Mile **0**



North Canyon

River Mile **20.7**



Vasey's Paradise

River Mile **32.2**



Redwall Cavern

River Mile **33.2**



Nautiloid Canyon

River Mile **35**

Grand Canyon

- **2016** -

Join UC Davis students and faculty on their journey of science, education and discovery.

→ Start the journey



Watch the Trailer

RESOURCES

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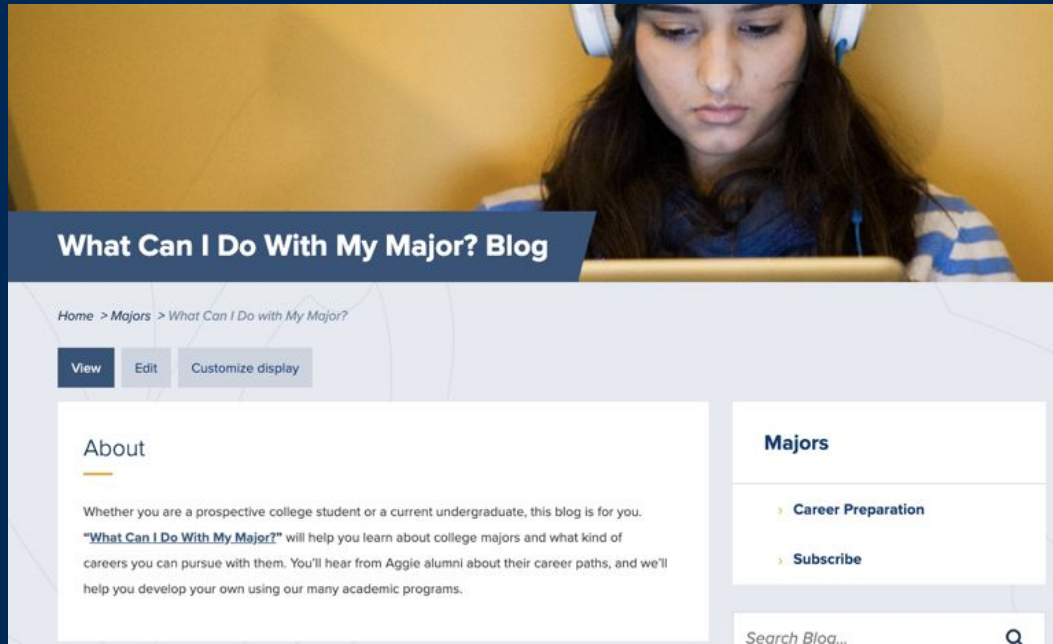
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REACH STUDENTS WHERE THEY ARE

Tom Watts - Lead UX/Visual Designer, UC Davis



Majors Blog

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5 Steps to Career Prep as a First Generation College Student

Home » 5 Steps to Career Prep as a First Generation College Student

Home

5 Steps

» Clicking this link opens

Photo courtesy of the University of California, Davis. A first generation college student, a student leader, and a student athlete, this student is a member of the University of California, Davis, Student Union.

By Luke Peterson on October 28, 2016

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Many students who discover when they register to attend college are planning a career. As a first generation college student, you might experience struggle to learn how best at the same time.

First generation college students often have academic, financial and cultural challenges. You may also face unmet educational learning. Career planning may not be on the forefront of your mind because you're planning these immediate needs and priorities.

The beginning of your college process early can set you up for long-term career success. For example, students who engage with the [University and Career Center \(UCC\)](#) during freshman year are three times more likely to have a job after they graduate than are those who can do so in their senior year as a first generation college student.

1. Build community as a first generation college student

Photo courtesy of the University of California, Davis. A first generation college student, a student leader, and a student athlete, this student is a member of the University of California, Davis, Student Union.

Building community is important for your overall college success. Your community can take pressure off you and the support you need while at UC Davis and help you find a home away from home. Use resources or organizations, participate in more study aids, and sharing knowledge to actively engage yourself on college. Major events of integration are connected to college orientation and courses. [Summer@UC Davis, 2016](#)

You can explore additional organizations, groups and activities, connect those with educational, professional and career interests related to yours. Visit the [Center for Student Involvement](#) to get involved with existing student organizations and opportunities. In addition, the [First Generation Initiative at UC Davis](#) was established to help foster community by connecting first generation students with faculty, peers and advisors.

2. Visit your career center early and often

Photo courtesy of the University of California, Davis. A first generation college student, a student leader, and a student athlete, this student is a member of the University of California, Davis, Student Union.

What Can I Do With My Major?

Career Preparation

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Top 10 MAJORS in Career Prep as a first generation college student

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Students from more than 100 majors to choose from at UC Davis, including [Academic and Professional Degree and Career and Career Center](#)

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Explain the basics of a major online.

Classics for medical school



Cornie Blum, associate professor and pediatric neurologist, talks with UC Davis School of Medicine students. (Debbie Aldridge/UC Davis)

Many of our students have gone on to work in the health industry or become doctors. Since 2015, the MCAT includes a new section testing knowledge and comprehension from the humanities and social sciences. On average, humanities majors outperform those from the biological sciences on total GMAT scores and achieve the highest scores of any major for critical analysis and reasoning.

In addition, many medical schools are moving towards competency-based admissions, rather than mandatory prerequisites. This change makes a double-major in a humanities subject like classical civilizations a valuable asset.

Several course offerings in the major directly investigate the history of science and medicine in antiquity, or its lasting impact on our current vocabulary — including CLA 30: Greek and Latin Elements in English Vocabulary, CLA 50: Ancient Science, and CLA 51: Ancient Medicine — not to mention upper division seminars on the birth of biology and ancient atomism.

Classics and law



Law School students in the hall between classes talk with faculty at the UC Davis School of Law. (Gregory Unzuaga/UC Davis)

**Skip to
deeper
advice.**



**Want to write about
your major?**

Please contact scweb-content@ucdavis.edu.

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SOCIAL MEDIA

Karla Fung - Social Media Manager, UC Davis

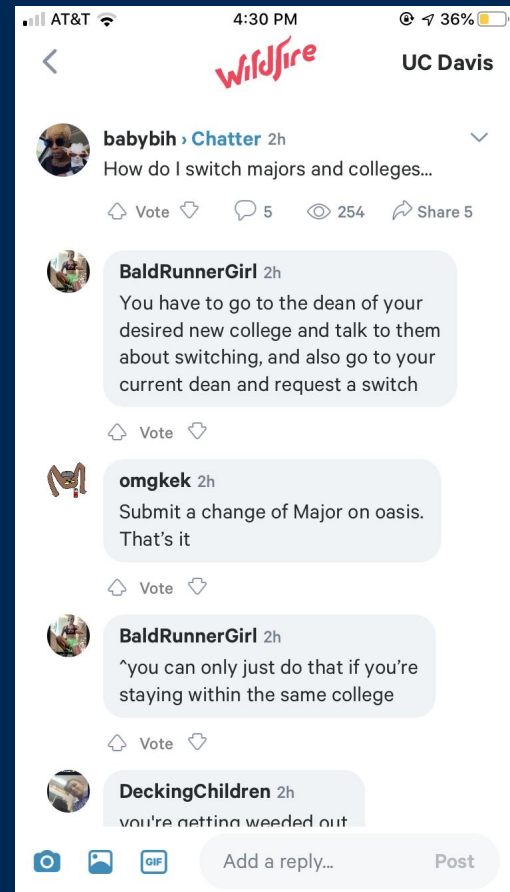
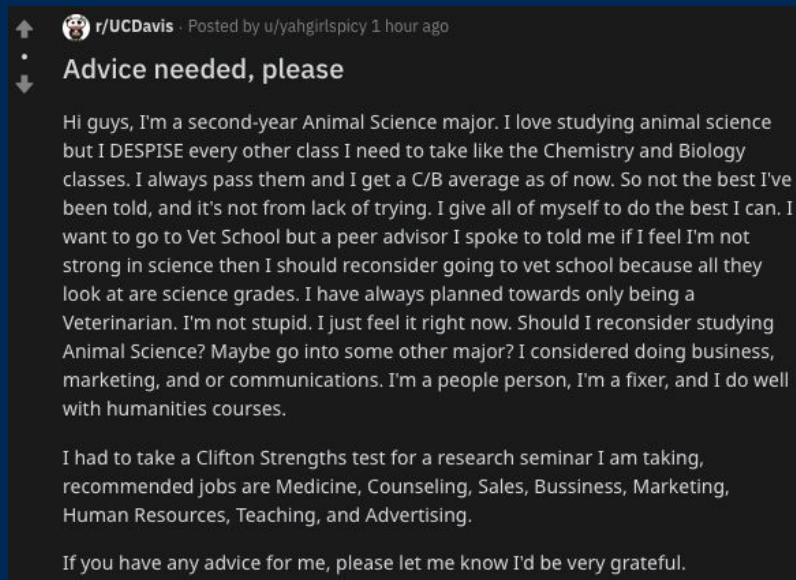
UC Davis Social Media

- Facebook
- Giphy
- Google Post
- Instagram
- LinkedIn
- Reddit
- Twitter
- Snapchat
- Wildfire
- YouTube



Students on Social

- Hyper aware
- Sliding into our DMs
- Seeking peer advice
 - Wildfire
 - Reddit
 - Facebook Groups
- Listen and observe



Social Media Content

- Don't bury the lede
- Iconically UC Davis
- Big. Pretty. Simple.
- NO graphics*
- Student centric channels
 - Stories format is queen
 - Peer to peer
 - Resources
 - Guides
 - Directories
- Work with existing accounts



Additional Resources

- Social Media Braintrust
- Toolbox for communicators
- #HigherEd Comms Slack Channel
- #HigherEdSocial Facebook Group



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QUESTIONS?