

# Institutional Content Priorities



The Communications portfolio is aligning original content creation with the following five institutional priority areas, in an effort to further highlight the strategic priorities of the university.

## AREAS OF FOCUS

### DEFINITIONS

### EXAMPLES

## Equity and Anti-racism

This theme includes topics such as workplace equity; UBC measures to broaden inclusion; and diversity and inclusion in education and research.

[Racist incidents are on the rise: How to be an active witness](#)

Channels: *Beyond* webstory, *Brand social channels*, *ubc.ca*



## Reconciliation and Indigenous Peoples

This theme includes topics such as the Indigenous Strategic Plan (ISP); campus events around reconciliation; community engagement; and academic research on related issues to Indigenous people.

[Anti-racism witnessing session for Indigenous staff](#)

Channels: *UBC Today*



## Health Innovation and Community Wellbeing

This theme includes topics such as student health and well-being; and mental health and wellness among the broader public and innovations around Health and COVID-19 that UBC is supporting through its research and engagement.

[UBC-grown biotech companies lead global pandemic efforts](#)

Channels: *UBC News* webstory, *News & Brand social channels*

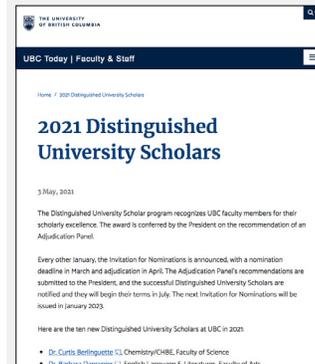


## Teaching, Learning and Research Excellence

This theme includes topics such as external recognition, awards and rankings; notable research achievements and student success stories; prominent new hires and partnerships; expansion of university teaching and research facilities; UBC participation in major newsworthy discoveries; and factors that promote success for post-secondary institutions.

[2021 Distinguished University Scholars](#)

Channels: *UBC Today*

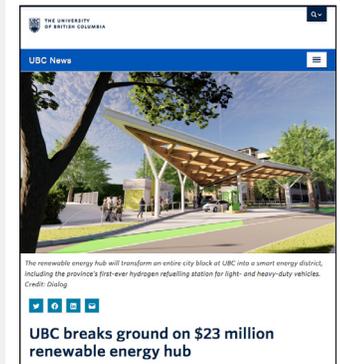


## Sustainability and Climate Action

This theme includes topics such as UBC's sustainability work as a living laboratory; climate change in all its aspects, from climate research to public policy implications; and the university's connection to the broader community, in terms of both engagement and infrastructure.

[UBC breaks ground on \\$23 million renewable energy hub](#)

Channels: *UBC News* webstory, *News social channels*



The five institutional priorities were identified by the Communications portfolio, in consultation with UBC's administrative units. They represent key themes which reflect the strategic priorities of the university at this time (May 2021).