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**

**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.

**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.

**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.

**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.

**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.

**DEFINITIONS**

**Examples**

- Racist incidents are on the rise: How to be an active witness
  - Channels: Beyond webstory, Brand social channels, ubc.ca

- Anti-racism witnessing session for Indigenous staff
  - Channels: UBC Today

- UBC-grown biotech companies lead global pandemic efforts
  - Channels: UBC News webstory, News & Brand social channels

- 2021 Distinguished University Scholars
  - Channels: UBC Today

- 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).