

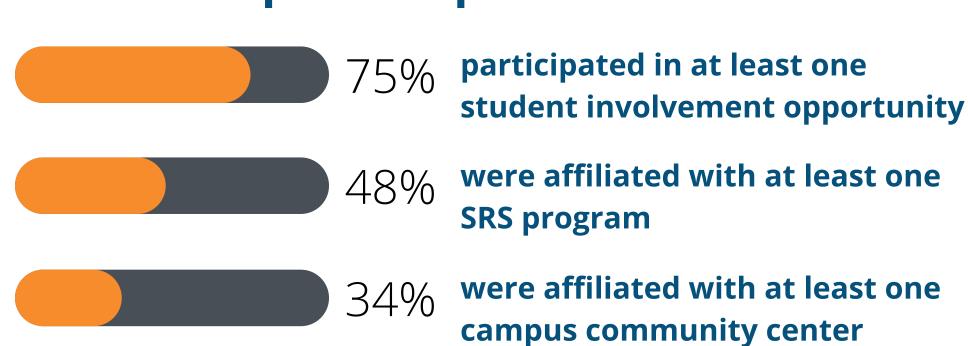
2021 First-Gen Virtual Recognition Site

The "Triton Firsts" Initiative at UC San Diego compiled an online recognition and celebration for graduating First-Generation college students. This online campaign aimed to celebrate and showcase the accomplishments of UCSD's first-gen community with their peers, family, loved ones, and the global first-gen community.

Total Profiles Posted: 115

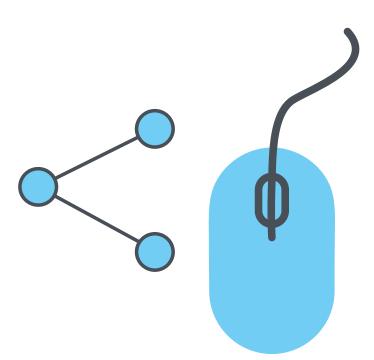


Of the 115 profiles posted:



Overall Audience: 1,700 Users Mobile View 62% Desktop 37% Tablet 2%

Acquisition Channel:



1,300 Users - Direct Link: Newsletter, Constant Contact, Unknown to Google

561 Users - **Social Media Link:** Facebook Post, Instagram link tree, LinkedIn

624 Users - Referral Link: Hyperlinks on SRS website, etc.

4 Users - Organic Search: Typed Directly into web browser

3 Users - **Email:** Forwarded Emails

Geographic Location:

Reached a total of 25 different countries with the top 10 being:

1. United States 6. Myanmar (Burma)

2. Mexico 7. India

3. Singapore 8. Iran

4. Germany 9. Ireland

5. Hong Kong 10. Ukraine





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Student Involvement

First gen grad profile participants expressed affiliations and involvement in these organizations, Resource centers, and programs.

Cultural/Resource Centers:

Raza Resource Centro: 38

Women's Center: 20

Cross Cultural Center: 5

APIMEDA: 2 LGBTQ: 3

Sustainability Center, The HUB: 2

SRS & Student Success Programs

SSCP: 25

OASIS -SummerBridge: 13

OASIS - 2Excel: 12

CASP: 8

OASIS - TRIO: 8

OASIS - Hope Scholars: 1

Tri-Alpha - 3

Triton Transfer Hub: 13 URS - McNair: 3

URS - TRELS: 10

URS - Summer Research: 1

USS: 4

SVRC: 1

TCLI - 3

- Academic Community for Engineering Success
- UC Affirmative Action Diversity and Equity
- Alpha Chi Omega
- Alpha Phi Omega
- Alternative Breaks Education Site Leader
- American Institute of Aeronautics and Astronautics
- American Medical Student Association
- Anthropology Club
- Art Committee
- ArtPower
- Ascension Dance Team
- Associated Students
- Ballet Folklorico La Joya De Mexico
- Beta Theta Chapter of Phi lota Alpha Fraternity
- Biological Sciences Department
- Biological Sciences Student Association
- Bright Prospect
- C.A.R.A.S.
- CalFresh Outreach
- Cal-Soap Representative
- Cancer Outreach Team
- Chancellor's Associates Scholars Program Intern
- Center for Student Involvement
- Chicanx/Latinx for Community Medicine
- Chinese Union Student Organization
- Community Service Officer with UCSD Police Department
- UCSD Cycling Team
- UCSD Design Co
- Design/Build/Fly Team
- Discover the Law Program
- Diversity in Data Science
- Ecology Behavior and Evolution Club
- Empowerment and Development for Girls in Engineering

- English-in-Action Conversation Program
- EnVision Maker Studio
- ERC Family Orientation
- Exercise is Medicine Initiative
- Expanding Visions for Health
- External and EDI Affairs
- First-Gen Initiative
- First Gen Student Alliance
- Flying Samaritans
- Gamma Zeta Alpha Fraternity Incorporated
- Gates Millennium Scholar
- Guided Engineering Apprenticeship in Research
- Geisel Library
- Global Business Brigades
- Revelle College Graduation Committee
- Green New-Deal at UCSD
- HDH Student Sustainability Ambassador
- Healing Hands at UCSD
- Health Frontiers in Tijuana
- Her Campus at UCSD
- Hermanas Unidas
- Hermanos Unidos
- Hispanic Association of College and Universities
- Hispanic Scholarship Fund Scholar
- Hope Scholars Mentor Program
- Housing-Dining-Hospitality EcoNauts
- IGNITE at UCSD
- ilead Program
- Imperial Valley Society of Outreach and Leadership Inc.
- Interaxon at UCSD Nano engineering department
- Intermission Orchestra
- Intern for LCLAA and Todd Gloria
- International Studies Student Association

- It's on Us at UCSD
- Jacobs Medical Center
- Jon Muir's Welcome Week CommitteeKaibigang Piliping Student Organization
- Korean Athletic Networking
- Korean-American Student Association
- Kyrie Eleison
- Lambda Chi Alpha
- Lambda Theta Alpha
- Large-Scale Design Optimization Undergraduate Researcher
- Seventh College Market Lead
- Legislative Advocacy Program (USS)
- LGBT Resource Center Intern
- Logistics Coordinator of Destino
- Marshall College Resident AssistantMarshall College Senior Week Committee
- Marshall College Orientation Leader
- Mechanical and Aerospace Enginneering Department
- Medical Educational Missions and Outreach
- Minority Association of Predmedical Students
- Movimiento Estudiantil Chiacnx por Activismo
- Muir College House Advisor
- Muir Honors Program
- Multicultural Greek Council
- Mustard Seed Project
- National Society of Leadership and Success
- Nitz Systems Neuroscience LabNo Lost Generation at UCSD
- Nu Alpha Kappa Fraternity, Inc
- Office for Students with Disabilities
- Office of Student Advocacy
- Other People Magazine Design Team
- PAL Mentor



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- PERC Community Outreach
- Phi Lambda Rho
- Preuss School Tutor
- Project Happiness
- Psi Chi International Honor Society
- Psychology Club
- Public Health Undergraduate Student Assistant
- RAZA Living and Learning Community Resident Assistant
- Raza Resource Centro Volunteer
- Raza Resource Centro Writing Collective
- re:make Student Organization
- Revelle Judicial Board
- Revelle Resident Assistant
- Rocket Propulsion Laboratory
- Seventh College Resident Assistant
- Sharp Mary Birch Neonatal Intensive Care Unit
- Sixth College Orientation
- Sixth College Residential Office
- Social Cognitive Development Lab
- Social Entrepreneurship Association
- Society of Civil and Structural Engineers-Seismic Design, Concrete Canoe
- Society of Women Engineers
- Sorority and Fraternity Life
- Speech and Debate
- Student Success Coaching Program Peer Mentor
- SSSP-OASIS
- Student Advocates for Interdisciplinary Learning
- UCSD Urology Department
- Student Affairs Assistant
- Student Health Advocates
- Student Involvement Leadership Consultant
- Student Lead at Cafe Ventanas
- Student Lobby Conference: University of California Student Association
- Newman Catholic Community-Student Minister
- School of Medicine-Student Researcher
- Students Against Mass Incarceration
- Students for Global Health
- Study Abroad-UCEAP
- Summer Engineering Institute
- Sun God Archery
- Tau Beta Pi

- Teaching and Learning Commons tutor
- The Brain Exercise Initiative
- The Daugherty Lab
- The Triton
- The UCSD Guardian
- The Writer's Cove @ Undergraduate Communication Society
- The Writing Hub
- Thurgood Marshall College Honors Program
- Thurgood Marshall College Student Council
- Transfers and Non-traditionals for Pre-Health
- TRIO Student Support Services Program
- Triton Al Student Organization
- Triton Day Committee
- Triton Food Pantry Mobile Pantry
- Triton Freshman Scholars Program
- Triton LinkedIn Group
- Triton Research Involvement Initiative
- Triton Television
- Tritons Film Society
- UC Leads
- Summer Training Academy for Research Success
- UC San Diego Provost Honors
- UCDC Program
- UCSD Admissions
- UCSD Autism Center of Excellence
- UCSD Health Frontiers in Tijuana
- UCSD Moores Cancer Center
- UCSD Recreation
- UCSD School of Medicine
- UCSD Student Run Free Clinic Interpreter
- Women's Lacrosse Team
- World AIDS Day Planning Committee
- Dr. Ayers Lab-Undergraduate Research
- University of California Advocacy Network
- Rady School of Management
- Vietnamese Student Association
- Warren College Student Council
- Women in Business
- Yonder Dynamics