Faculty, Staff and Students
School of Veterinary Medicine

This is the first of many Veterinary Medical Center Updates we will provide to you over the next few years. The School’s robust facility plan in progress these past 15 years has brought us new teaching and research facilities, co-located our enterprise in the Health Sciences District and enhanced our mission to advance animal, human and environmental health. Our new Veterinary Medicine Student Services and Administrative Center is scheduled to break ground in early spring, and our California Animal Health and Food Safety Lab has a new South Valley facility under construction, co-located with the Veterinary Medical Teaching and Research Center in Tulare.

The next goal of our facility development plan is expanding and enhancing our clinical programs: the Veterinary Medical Center. This multi-phased, multi-year project includes new and renovated facilities for the Small Animal Clinic, Large Animal Clinic, Imaging, Pharmacy, Isolation, Community Practice, VMTH administration & support services and much more. Detailed facility planning has been underway for the past year. Our planning team consists of school leaders, clinicians, staff, SRG architects, and campus design staff. The planning team is working to refine plans, develop phased options and preliminary cost estimates for each phase. This planning is key to our success, and we will keep you posted on progress.

Meanwhile, our Development and Communication teams have been working on multiple preliminary stages of a capital campaign to fund the new veterinary medical center. The Development team has:

- Created a central database of donors, alumni, and clients potentially interested in supporting this project.
- Conducted a communication audit of our donors to determine which publications or communications they currently receive from the School.
- Begun drafting a short “prospectus” to use during feasibility study phase.
- Engaged the SVM Dean’s Leadership Council in taking a leadership role in the eventual capital campaign.
- Prepared a campaign timeline and a preliminary estimate of campaign related costs/

In the next month, Development, will begin working with the campaign consultant hired by UC Davis to outline and conduct a campaign feasibility study.
The communication team, consisting of development, communication and VMTH leadership representatives, has:

- Identified constituency groups and audiences
- Conducted an audit of communication pieces/channels, audiences, frequency, and developed a 12-month calendar
- Reviewed communication styles and purposes of three key groups: public, administrative, development
- Developed a common repository in CERE for VMC pre-planning communication efforts
- Launched a story bank to collect a wide variety of stories on multiple species that could be repurposed in numerous ways (print, website, speaking points, or examples, solicitations).
- Identified donor/client/prospect communication gaps and developed plan to begin addressing gaps.
- Developed a plan for quarterly internal communications for faculty, staff and students

These foundational planning, development and communication activities will intensify as we move towards a clearly defined facility plan and the related capital campaign. Creating the new UC Davis veterinary medical center is a project that will involve and benefit all of us, and it will further solidify our position as a leader in veterinary medicine for many years to come.

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