Play the game. Make the future of UCSF. MAP THE FUTURE OF EDUCATION, RESEARCH, AND HEALTH
UCSF2025 THE GAME

Get Ready

The UCSF2025 game is a 36-hour game on IFTF’s Foresight Engine to uncover the boldest and most innovative ideas to help UCSF transform education, research, and health in the next decade and beyond. Players and participants will have an opportunity to post their best ideas in short, twitter-length contributions. Points are earned by building on other players’ ideas to create chains of innovation.

WAYS TO ENGAGE:

• Win special achievements: awards for the best-in-game contributions
• Participate in challenges: focused competition and collaboration on key themes

WAYS TO GET READY:

The game seeks to inspire urgent optimism for a fast-paced interaction online, with game moderators highlighting the boldest ideas to push beyond the obvious. Remember, the game launches on September 11th, 2013 at 8 a.m. Pacific and runs for 36 hours. Here are a few ways to get ready:

• Pre-register for the game now at UCSF2025.org
  Pre-registering early will ensure that you get all the information you need to play the game and take on challenges. Whether you pre-register or not, you can create your official player profile on the game site when it goes live.

• Check out the game blog at blog.UCSF2025.org for updates and challenges to inspire your thinking
  Visit the game blog as the game gets started for updates on the leaderboard, themes that are surfacing, and new challenges for players to tackle.

• Visit UCSF.edu to see the big picture context

• Look for social media updates
  Follow @UCSF on Twitter and UC San Francisco on Facebook. Look for the hashtag #UCSF2025.
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How to Play

Whether you only have five minutes or find yourself addicted to playing the game for hours on end, we need your ideas about the future of education, research, and health.

HERE'S HOW:

1 | Watch the video at UCSF2025.org
   Immerse yourself in the future by exploring a scenario from the year 2025.

2 | Post your twitter-length ideas—140 characters or less
   Click “Play Card” to add your idea and start a chain, or visit the dashboard to see the ideas of others and build on them.

3 | View the game dashboard (and blog) to see the ideas and discussions of other players
   Track your favorite ideas, how others are building on yours, and keep an eye on the leaderboard!

4 | Build on other players’ ideas
   This is the best way to build points—and build new approaches to the future of UCSF. When someone builds on one of your cards, it starts a chain reaction. The longer the chains, the more points you win—and the deeper your conversations with other players.
UCSF 2.0: THE PROJECT
The Big Picture

THE PROJECT | Today, UC San Francisco is at the forefront of patient care, discovery in biomedical research, and education. As each of these domains evolve, UCSF must pursue bold innovations, evolving to navigate the changing opportunity landscape. UCSF needs foresight and insight generated through innovative tools and provocative future scenarios, combined with expert and group facilitation to map the bold new ideas that will make UCSF a leader in the next decade and beyond.

The goal of The UCSF 2.0 Initiative is to engage the broad UCSF community in generating ideas that transcend current strategic plans to

- Tap the wisdom of the broad network at UCSF—including internal and external constituents—using a cutting-edge game platform.
- Engage key stakeholders—including both senior and junior leaders—in a series of facilitated discussions to identify, define, and develop winning ideas for the university to pursue.
- Co-create a bold visualization of these ideas that can be used to drive vision and action.

PHASE 1 – A GAME OF IDEAS | The first phase of the project is a broad call to action. UCSF will launch a 36-hour event to uncover thousands of new ideas that can reinvent the very concept of a health sciences university. This event will take place in classrooms, department offices, and even public lounges across the university. The event itself is a cutting-edge gaming platform called Foresight Engine. It’s designed to spark new ideas and inspire collaboration among hundreds of people.

Expect a tone of urgent optimism as participants share rapid-fire tweet-like contributions to build long chains of visions and strategies. Game moderators will highlight the boldest ideas to push beyond the obvious.

THE CHANCELLOR’S CHALLENGE | In her TEDMED talk in May 2013, Chancellor Susan Desmond-Hellmann said: “We have unprecedented ways of connecting big data and sciences to where our patients are. Could we make a Google map for health—a more flexible dynamic system” for health innovation and health care delivery?

What if you could build a new map of human health around the world—to track everything from the smallest molecules to global indicators of the wellbeing of billions? What if there were a Google map for health, and everywhere you clicked on it, you found a UCSF innovation? This is the call to action for faculty and students, researchers and care providers, alumni and stakeholders from the broader community: to imagine a new map of human health and the leading role that UCSF will play in building that map around the world. We need your help in engaging not only to build this map, but also to explore a vision for the future of education and research.

THE OUTCOME | The UCSF2025 game is the first step in reinventing UCSF’s leadership role in the next decade. It will produce volumes of ideas that will help shape all the visions and strategies to follow. In addition, it will

- Take the pulse of the community by surfacing themes that matter
- Identify new voices of leadership and outlier insights
- Build a new literacy in thinking about the future of the university

While the UCSF2025 game is the first step, it’s not the only step. Follow-on workshops and collaborative mapping exercises will build on what we start with the game.

You can pre-register to play UCSF2025 and map the future of UCSF by signing up at UCSF2025.org. Join us September 11th–12th to make your future at UCSF and to map UCSF’s place in the world of 2025.