

## UCSF's PRIDE Values

During his State of the University Address on Oct. 4, 2016, Chancellor Sam Hawgood announced that UC San Francisco is embracing a [common set of values](#) to set a clear direction for all members of the UCSF community as we work together to fulfill our mission.

On Oct. 25, 2016, members of the Chancellor's leadership team endorsed the set of overarching values at its retreat, believing in and reinforcing the concept of "One UCSF" that unites us in our shared purpose and promise.

Originally adopted by UCSF Medical Center 16 years ago, these set of values are organized under the acronym PRIDE, which stands for Professionalism, Respect, Integrity, Diversity and Excellence. These are important core values for everyone who works, learns, teaches and discovers at UCSF.

Although we never formally verbalized PRIDE as campus values, they are UCSF values and, in many ways, are demonstrated daily throughout the University. This set of overarching values aligns with UCSF's [Principles of Community](#) and [Code of Ethics](#).

The word 'pride' means a feeling of satisfaction from one's achievements or, collectively, the achievements of those with whom one is closely associated, such as our UCSF community.

The word 'pride' is an integral cultural concept within the Lesbian, Gay, Bisexual, Transgender, Queer, Intersex (LGBTQI) community, representing solidarity, collectivity, and identity as well as resistance to discrimination and violence. Its associated symbolism (e.g., rainbow colors) communicates to individuals that LGBTQI members are welcome as valuable members of the community.

As a flagship institution and second largest employer in San Francisco, UCSF fully acknowledges and appreciates the significance and symbolism of the word pride to the LGBTQI community and their allies around the world.

Building a collaborative culture that is unified in its shared values is important for UCSF today and positions UCSF well for the future. As a unifying set of beliefs, values help set expectations, drive decision-making and build a culture that inspires our actions. As UCSF continues to grow in size and scope, and expands the many efforts and extraordinary projects we do together, it is increasingly critical that all faculty, staff, students and trainees understand and act upon common core values.

Described in more detail, UCSF's PRIDE Values and how they can be enacted through our daily lives are:

**P** - Professionalism: To be competent, accountable, reliable and responsible, interacting positively and collaboratively with all colleagues, students, patients, visitors and

business partners.

**R - Respect:** To treat all others as you wish to be treated, being courteous and kind, acting with utmost consideration of others.

**I - Integrity:** To be honest, trustworthy and ethical, always doing the right thing, without compromising the truth, and being fair and sincere.

**D - Diversity:** To appreciate and celebrate differences in others, creating an environment of equity and inclusion with opportunities for everyone to reach their potential.

**E - Excellence:** To be dedicated, motivated, innovative and confident, giving your best every day, encouraging and supporting others to excel in everything they do.