

Draft Refreshed True Bruin Values

UCLA Connects: Campus Community Conversations Toolkit

*Hosting small-group conversations on the draft of our refreshed [True Bruin Values](#)
Fall 2025 Edition*

Purpose of this Toolkit

Thank you for your interest in facilitating a UCLA Connects: Campus Community Conversation about the draft of our refreshed True Bruin Values! This guide is designed to support you — UCLA students, staff, faculty and alumni — in hosting small-group conversations to reflect on and provide feedback.

These dialogues aim to center community voices in refining our shared values: after engaging in conversation with fellow Bruins, you are invited to share the themes and feedback that arose to contribute to the next phase of the refresh process.

Background

Originally created two decades ago, the True Bruin Values are being refreshed for a new era of boldness at UCLA. Through a broad, inclusive process from 2024 to the present — via community surveys and collaborative dialogue with thousands of Bruins — a dedicated steering committee of students, staff and faculty worked to develop a new draft set of values that reflect who we are today and who we aspire to be.

Now we want to further engage with the Bruin community to finalize these values, and hosting a UCLA Connects: Campus Community Conversation is one way to do so. At the end of this pilot year, we will refine the values, make sure their definitions are responsive and reflective of Bruins' lived experiences, and have a series of activations that meet the community's vision of what True Bruin Values look like in action.

Questions?

- Contact the Campus Community Conversations Team:
 communityconversations@ucla.edu

Toolkit Contents:

- [Pre-Conversation Tools](#)
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Pre-Conversation Tools

Quick Overview

- **Group Size:** 4–12 participants
- **Duration:** 45–75 minutes
- **Who Can Host?:**
 - Anyone affiliated with UCLA (students, staff, faculty, alumni)
- **Who Should be There?:**
 - All participants should be UCLA-affiliated. Otherwise, the details are up to you! We encourage you to get together with people in your UCLA community.
- **What Will I Need?**
 - This guide, the draft of our refreshed True Bruin Values and the digital feedback form link
- **How Will our Feedback be Collected?**
 - This toolkit contains instructions for collecting major themes and submitting them via our [feedback form](#).
 - At the end of this year, all feedback from these conversations will be analyzed to inform the final revision of the True Bruin Values.

Session Planning Checklist

- Review the draft of our refreshed True Bruin Values
- Choose a date, time and location (physical or virtual)
- Invite participants — aim for diversity across roles and experiences; see [APPENDIX](#) for invitation template
- Optional: Appoint a notetaker to gather comments and consolidate themes
- Print or share the draft values and prompts in advance
- Have this guide and the Feedback Form link ready to share

Tools for During the Conversation

Conversation Guide (and Suggested Facilitator Talking Points)

1. Opening (5–10 minutes)

- **Welcome participants:**
 - i. Thank you all for being here today. This space is for us to explore and give feedback on the draft of our refreshed True Bruin Values — our community’s shared principles. Your voice matters here.
- **Explain the purpose of the session:**
 - i. UCLA’s True Bruin Values, originally created two decades ago, are being refreshed for a new era.
 - ii. These values were developed with input from thousands of Bruins over the past year, but are still in draft form while we gather more feedback.
 - iii. Today’s session is our opportunity to provide that feedback.
 - iv. Our goal is to reflect on these values together — what they mean, what may be missing, and how they show up in our lives at UCLA. This is a safe space for honest, respectful dialogue.
 - v. Our group’s input will help craft the final refreshed True Bruin Values.
 - vi. After this conversation, I will be filling out a group survey with major themes from our conversation. (OR: We have a notetaker present who will consolidate themes from our conversation and submit them via a survey).
- **Review Group Agreements:**
 - i. **Speak from your experience:** You are not being asked to speak “on behalf” of anyone but yourself.
 - ii. **Listen generously:** Strive to listen to and understand each other in fullness.
 - iii. **Honor confidentiality:** While themes and suggestions about the values are meant to be shared via the feedback form, identifying information about participants would only be shared with explicit permission.
 - iv. **Disagree with respect:** Difference and disagreement are natural and expected. Strive to practice the values you hope to promote at UCLA in how you engage with each other across difference.
 - v. **Any others?** Are there any other agreements you would like to set so everyone can participate fully in the conversation?

2. Group Discussion Prompts (40–50 minutes):

The following questions are designed to spark your conversation. Feel free to move through each of these questions one by one, to skip around as the conversation develops or to ask participants to address their top questions. The feedback form has space to provide participant responses to each of these questions.

- **Transition to discussion:** “I’ll offer a few questions to spark our dialogue. Feel free to share honestly and respectfully.”
 - i. Which of these refreshed True Bruin Values resonate most with you? Why?
 - ii. Are there any values or concepts you feel are missing?
 - iii. How have you seen these values in action at UCLA — or not? Feel free to tell a story.
 - iv. What would it look like to uphold these values during times of conflict or harm?
 - v. What commitments should we make to one another as Bruins living out these values?

3. Wrap-Up (5–10 minutes):

- Before we close, I invite each of you to share one word or phrase that captures what you’re taking away from today.
- Share one hope and/or a question you are sitting with.
- I will submit our group’s input; you may also share your individual feedback through [the survey](#) on the True Bruin Values website.
- Thank you for helping shape the future of our campus community.



Tips for Hosting Inclusive Conversations

- Facilitators should hold space for everyone to express themselves in fullness.
- Ask questions to deepen your and other participants’ understanding of one another.
- Reflect back to participants the main themes and pieces of feedback as you hear them to make sure you (and the notetaker) are understanding and capturing them correctly.
- Some other best practices include:
 - Embrace pauses and silence, as they can allow participants time to think.
 - Acknowledge emotions with care.
 - Invite participants who have not yet had a chance to share to do so without pressure. You might also give everyone equal time to share in response to a particular question.
- If the conversation gets off track, 1) acknowledge the reason or subject matter at hand, 2) remind participants about the purpose of the conversation and 3) ask a question to bring participants back to the True Bruin Values refresh.

- For example, “It sounds like people have a lot of energy/frustration/excitement/thoughts to share about _____. This is an important and worthy subject for discussion. That said, our primary purpose today is to focus on our feedback related to the True Bruin Values. How does your perspective on _____ inform how you think about these values?”

Post-Conversation Tools



Feedback Collection Instructions

- After your session, please submit feedback via this form: [Campus Conversations Feedback Form](#)
- You may also invite each participant, or those who could not attend, to submit [this form to provide individual feedback](#).



Optional Follow-Up & Reflection

- Follow up with participants to thank them.
- Consider a second session to reflect on revised values.
- Keep conversations going beyond the toolkit!

APPENDIX:

I. Invitation Template

Subject: Join a UCLA Campus Community Conversation on the True Bruin Values


Dear [Names or “Team”],

I’m reaching out to invite you to join a UCLA Connects: Campus Community Conversation to share your thoughts on the **draft of our refreshed [True Bruin Values](#)**.

These small-group dialogues are part of UCLA’s effort to center community voices in shaping our shared values — the principles that guide how we learn, work and engage with one another as Bruins.

 **When:** [insert date and time]

 **Where:** [insert location or Zoom link]

 **Duration:** [45–75] minutes

During our conversation, we will:

- Reflect on the **refreshed True Bruin Values: *Integrity & Accountability, Service with Purpose, Belonging Through Action, Curiosity & Growth, and Collaboration with Humility***
- Share what resonates most with us and what might be missing
- Discuss how these values show up in our daily UCLA experiences

Your voice matters in this process. The feedback collected from these conversations will directly inform the final revision of the True Bruin Values before their full launch in 2026.

If you’d like to participate, please RSVP by [insert deadline] to [insert facilitator email or RSVP link]. Feel free to bring along a colleague, classmate or fellow Bruin. All UCLA-affiliated participants are welcome.

Thank you for helping shape the future of our UCLA community and for living the True Bruin spirit of reflection, inclusion, and purpose.

With appreciation,

[Your Name]

[Your Role/Department, if applicable]

II. Draft Refreshed True Bruin Values Flyer

[!\[\]\(d263118e0bfd47dc6bc704167d936b83_img.jpg\) Download the flyer](#)

True Bruin Values: Distinctly UCLA

Striving together for a university of purpose, inclusion, and integrity.

Integrity & Accountability

We speak with honesty and take responsibility for our impact.

Service with Purpose

We use our roles to support and uplift our communities.

Belonging Through Action

We create spaces where every Bruin feels seen and valued.

Curiosity & Growth

We stay open to new ideas, people, and possibilities.

Collaboration with Humility

We build across differences with respect and shared purpose.
