STRATEGIC PLAN

PRIORITIES IN PRACTICE GUIDANCE



SDSU | San Diego State University

SDSU's strategic plan serves as a shared roadmap for institutional priorities and long-term impact. Across campus, faculty and staff are advancing work that supports the plan's goals. This guidance is intended to help communicate that work clearly and consistently while recognizing the many ways our community contributes to institutional progress outside of the strategic plan process.

USE THIS GUIDE TO:

- **Describe strategic plan-related work clearly**
- **Highlight strategic plan-aligned efforts appropriately**
- **Support consistent messaging across campus**
- **Help audiences understand how initiatives connect to university priorities**

To help maintain clarity and consistency, avoid referring to strategic plan-aligned work as a strategic plan initiative or part of the strategic plan implementation unless it has been formally designated as such.

KNOW THE DIFFERENCE

Strategic Plan Activities

Strategic plan activities and initiatives are efforts formally identified as part of the strategic plan. These institutionally designated projects are directly connected to strategic plan metrics or reporting.

Recommended language:

"Part of the university's strategic plan implementation"
"Advancing strategic plan priority..."
"As an official strategic plan initiative"

Priority in Practice Activities

Priority in Practice activities includes programs, partnerships, research, events and activities that support the goals of the strategic plan but are not formally designated as implementation initiatives.

Recommended language:

"Aligned with the university's strategic plan, Priority in Practice activities..."
"Supports institutional priorities related to..."
"Reflects the university's commitment to..."