

Message to Campus

July 31, 2012

From: **Elliot Hirshman**, President
Bill Eadie, Chair, University Senate
Rob O'Keefe, President, Associated Students

As we begin our 115th year, our university is at a pivotal moment. Our academic and co-curricular programs have recently enjoyed unprecedented successes, yet the continuing reductions in our state appropriations have created significant financial challenges. This juxtaposition creates a special opportunity and need for planning — an opportunity to consider the state of our university and to create plans for our future.

This fall, the university will begin a strategic planning process. This broadly consultative process will consider the state of the university relative to its educational, research and community service missions. The process will consider how we can focus our resources to build on areas of strength and pursue financial strategies that will enhance our resources so we can provide our students, faculty and staff the support their efforts merit.

The planning process will be led by a [Steering Committee](#), co-chaired by Provost Nancy Marlin and Vice President for Business and Financial Affairs Sally Roush. The Steering Committee will coordinate the work of five task forces focused on areas of critical importance to the university. The task forces will focus on Student Success and Academic Excellence, Research and Creative Endeavors, Community Engagement (inclusive of Campus Climate, K-12 partnerships, Alumni Engagement, and Economic Development), Diversity and Internationalization.

University-wide Participation

To support a broad-based process and university-wide participation, the Steering Committee and the task forces will include student, faculty and staff representation. In addition, the Steering Committee and selected task forces will also include community and alumni representatives. To further encourage participation, there will be multiple opportunities for all members of the community to provide comments and input throughout the process. The Strategic Planning website, www.sdsu.edu/strategicplan, will be a place for individuals to share ideas, ask questions, and review draft materials. As we move through this process, this website will also include detailed information about the structure and process of the Steering Committee and the task forces.

To initiate the planning process this fall, the University Senate, in cooperation with the Staff Affairs Committee, and Associated Students will begin the process of soliciting participants in the near future. Nominations, including self-nominations, to the task forces are encouraged. We hope that, if nominated by the University Senate or Associated Students, you will be willing to serve, and that all members of the community will participate in the process by providing ideas, questions and comments.

We are confident that, working collaboratively, we can address our current challenges and emerge as an even stronger university.

Contact

If you have any questions or comments, please send them to strategicplan@mail.sdsu.edu.

Note: documents in Portable Document Format (PDF) require Adobe Acrobat Reader 5.0 or higher to view; [download Adobe Acrobat Reader](#).