

Message to Campus

March 13, 2013

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

Subject: Strategic Planning

We would like to thank the many members of the university community who have provided input to the strategic planning process to date. We are once again soliciting your input.

The strategic planning task forces represent five areas of critical importance:

- Student Success and Academic Excellence
- Research and Creative Endeavors
- Community Engagement (inclusive of Campus Climate, K-12 partnerships, Alumni Engagement, and Economic Development)
- Diversity
- Internationalization

After gathering input and assessing the recommendations provided by the task forces and working groups, the steering committee has integrated the proposed recommendations into a draft strategic plan. You can access the draft through the strategic planning website (<http://go.sdsu.edu/strategicplan/reports.aspx>).

The three goals outlined in the draft strategic plan are:

Goal 1: San Diego State University will continue to focus on Student Success by emphasizing high-impact practices that produce transformational educational experiences and by fostering an institutional culture that recognizes and rewards student achievement.

Goal 2: San Diego State University will continue to enhance its research and creative endeavors profile, with a particular emphasis on building areas of excellence and addressing national and international challenges.

Goal 3: San Diego State University will become a center of community life and engagement for students, faculty, staff, alumni, and the public through events, activities, and communication designed to bring diverse participants together.

The draft is a work in progress; your feedback on the goals and initiatives outlined in the draft plan is essential and will be used by the steering committee to revise the strategic plan. The draft plan will be available for your review and feedback through Friday, March 22.

An open forum will take place on Tuesday, March 19 at 1 p.m. in Love Library, Room 430/431. You are encouraged to attend the open forum and

provide direct feedback to the Steering Committee.

After taking into consideration the feedback received, the finalized report will be provided to President Hirshman.

Additional information about the Strategic Planning process can be found at <http://go.sdsu.edu/strategicplan/>.

Thank you in advance for taking the time to review the draft report. Your input is greatly appreciated.

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