

Message to Campus

April 15, 2013

To: SDSU Faculty, Staff and Students

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

We would like to thank the many members of the university community who participated in the strategic planning process. Through your collective input the steering committee has finalized the strategic plan. "Building on Excellence" establishes a clear direction and priorities for the next several years.

The plan focuses our efforts for success by building on areas of excellence and the values we share at SDSU. Through this process it has become even clearer that there are many areas in which we, as a university community, can take great pride and already have momentum. The plan reflects the entrepreneurial spirit that is a hallmark of San Diego State University.

"Building on Excellence" focuses on three broad institutional goals:

- Student Success
- Research and Creative Endeavors
- Community and Communication

The strategic planning process, which began in July 2012, was completed in time to help shape priorities for the 2013-2014 budget process. Areas of investment of financial resources, as well as mechanisms to assess success, are presented in the plan. Included as well is a suite of approaches for securing the necessary financial resources to support the initiatives.

The process, however, is not over. We encourage you to review "Building on Excellence" and continue to be a part of the conversation. Further, as part of the plan's implementation, a number of task forces will be formed to pursue the plans initiatives. We encourage broad participation on these task forces. Updates and additional information will be provided in the near future. Read the full strategic plan.