

Resilience. Designed to Thrive



SDSU is committed to building a resilient and sustainable university through innovative practices. We must develop new revenue streams to meet our scholarly and teaching aspirations, our dedication to community and diversity, and the athletic endeavors of the university. We commit to using our resources with transparency, equity, efficiency, and accountability in alignment with the university's goals. As citizens of a larger global community, SDSU proudly embraces the principles of responsible environmental stewardship.

Goal 1

Diversify and expand revenue streams that support our mission and our scholarly and creative activities, teaching and athletic aspirations.

Accomplishments

Plan Activities Completed:

- Develop a one-year revenue plan for the following entities with immediate areas of opportunity and planning (follow up with an additional four-year plan by Fall 2022).
- Develop and launch a comprehensive brand strategy for SDSU, which will directly benefit our ability to create and generate new financial support for the university. This strategy should build on the strengths of SDSU Athletics, enhance public-private partnerships (P3s) and philanthropy, and would contribute to student recruitment.
- Realign the marketing initiatives led and/or managed by Strategic Communications and Public Affairs (StratComm) with the outcomes of the strategic plan, to include the creation of a centralized brand management portal and a revision of the university's logo.

In progress:

- Develop a structure that promotes entrepreneurial aspirations, which includes a competitive revenue generating proposal process for each college.

Goal 2

Allocate resources with transparency, equity, efficiency and accountability.

Accomplishments

Plan Activities Completed:

- Identify areas to advance synergies for shared services across divisions and other units, and develop an organizational plan.
- Support and enhance the viability and excellence of SDSU's auxiliaries through a plan that continues to enable each unit to provide opportunities for students, faculty, staff, and community partners while invigorating the economic success of the university.

In progress:

- Develop and align a process for Multi-Year Objective Setting and Budget Planning for the university.

Additional Accomplishments

- Increased faculty representation on the President's Budget Advisory Committee (PBAC)
- Created [SDSU Budget Hub](#) as a central location to host budget information including budget committee updates, budget processes, budget dashboards, budget reports, and budget training resources. Continued to provide budget update communications and hosted budget town hall meetings.
- Developed Space and Facilities Advisory Committee (SFAC) to work with a third-party firm on space utilization and allocation policies and practices.
- Hired Director of Shared Services
- Hired Vice President for Information Technology / Chief Information Officer (CIO) and unified the OneIT Community

Goal 3

Invest in organizational practices that prioritize the responsible management of resources with a focus on global and environmental sustainability.

Accomplishments

Plan Activities Completed:

- Designate executive-level leadership to develop and provide oversight of SDSU's Sustainability Efforts.

In progress:

- Update the University Climate Action Plan, inclusive of all campus locations, with defined benchmarks until June of 2025.
- Develop Guiding Principles for Sustainability that include local and international standards (as referenced in the Associated Students Carbon Neutrality by 2030 Recommendations) to be reviewed on an annual basis. Pending approval of committees

Additional Accomplishments

- Commissioned Carbon Neutrality Feasibility Study in collaboration with and financial support from Associated Students
- Developed contractual relationship with third-party partner to install and manage electric vehicle (EV) charges on all SDSU campuses
- Established an annual campus-wide sustainability summit