

# *We are* SDSU



SDSU will expand its global impact, unifying the university through a common mission and identity. Under a single name, the multi-campus university includes the San Diego campus, SDSU Imperial Valley, SDSU Global Campus, a future SDSU Mission Valley location, regional microsites, and other programs around the globe and online.

## *Goal 1*

Foster an inter-connected and equitable SDSU experience through implementing resource generation and allocation, communication and information-sharing, and systems of transportation.

## *Accomplishments*

### **Plan Activities Completed:**

- Establish a campuswide working group to explore university-industry partnerships that build alliances that benefit all university campuses.
- Ensure that SDSU Imperial Valley and SDSU Mission Valley have representation on university resource planning and recommending bodies.
- Pilot a daily shuttle service between the SDSU and SDSU Imperial Valley campus locations.
- Develop a subsidy program to lower public transportation fare costs between SDSU and SDSU Mission Valley.
- Develop a green transportation plan between the SDSU and SDSU Mission Valley campus locations.

### **In progress:**

- Establish a campuswide working group to assess instructional and information technology to establish an action plan to interconnect campuses, international partners, and the campus community. Proposal submitted
- Develop and implement a Culture of Communication Plan for the university that improves synergy and collaboration between all campuswide communication personnel. Proposal submitted. Partially implemented: Creation of College communication and campus lead positions

## Additional Accomplishments

- Improved synergy and collaboration between all campus-wide communication personnel. Brand launch initiative resulted in new resources and services to aid faculty and staff in amplifying and promoting their programs and initiatives.
- Newly developed brand guidelines, new visual identity system and updated editorial guidelines to drive SDSU storytelling and marketing efforts.
- Redesigned NewsCenter and NewsCenter e-newsletter, creating more opportunities for diversified content highlighting the work and success of faculty, staff and students, with priority focus areas on promoting university research and innovation, student success, community impact, strategic plan progress and university milestones, among other priorities.
- Additional marketing and communications support allocated to SDSU Imperial Valley to assist in efforts to drive greater visibility, student recruitment and also student enrollment. College communication and campus lead positions were introduced to ensure increased communication and cross-collaboration of research and university initiatives, as well as faculty and staff communications support.
- Expanded the scope of the Faculty Instructional Technology (FIT) Center to provide general IT support to faculty and staff across the multi-campus community of San Diego State University.
- Modernization of phone systems at San Diego, Imperial Valley Calexico and Brawley campuses.

## Goal 2

Expand SDSU's academic infrastructure and partnerships to meet the needs of broadly diverse learners in our region, across the nation, and the world.

## Accomplishments

### Plan Activities Completed:

- Establish a plan for continued collaborations for SDSU Georgia.
- Create a Global Strategy Action Plan to address global program infrastructure, international student recruitment, yield and retention with implementation benchmarks, along with a schedule to continually improve the plan. The initial plan to be developed will identify future delivery dates for key implementation benchmarks.

### In progress:

- Finalize a formal partnership agreement for admissions and recruitment with Kumeyaay Community College.
- Establish four new bachelor's programs and two new master's programs at SDSU Imperial Valley. Added 4-year Liberal Studies degree for high school graduates, BA in Mathematics for transfer students, BS in Nursing and Public Health, MS in Homeland Security.  
IN-PROGRESS: Interdisciplinary major

## Additional Accomplishments

Using the general assignment classroom, 10-year Learning Environment Assessment Plan (LEAP) as a baseline, expanded the usage of the previously implemented the Learning Spaces Rating System (LSRS). Through this methodology, developed an equivalent 10-year Learning Environment Assessment Plan (LEAP) for all instructional state-side spaces for San Diego State University. The LSRS, utilizing the EDUCAUSE standard, assesses and scores classrooms to establish a standardized, active-learning-focused environment, guiding a ten-year refresh cycle.