

Implementation Plan - Goal 5: Amplifying Local & Global Engagement and Reputation

Legend: Implementation	Goal 5: Amplifying Local & Global Engagement and Reputation <i>Further develop a local and global reputation as a university that facilitates democratic partnerships and builds solidarity to foster greater inclusion, prosperity, and social justice.</i>
Initiate	
In Progress	
Complete	
Continuous USD Practice	

Metrics: Campus wide Community Engagement Data, Carnegie Community Engagement Classification, Mulvaney Center Annual Reports, National Rankings, Mapping the Pathways strategic initiative data, Partnership data, Stakeholder group feedback, Branding Business survey and focus group results, Innovative Initiative Outcomes

Strategic Initiative: National Branding and Marketing Plan

		F17	Sp18	F18	Sp19	F19	Sp20	F20	Sp21	F21	Sp22	F22	Sp23	F23	Sp24	F24
Actions	Research and Discovery Phase															
	Brand Council Review & Recommendations															
	Creative Development Process															
	Bring the Brand to Life															

Strategic Initiative: Centralized Documentation of Engagement

		F17	Sp18	F18	Sp19	F19	Sp20	F20	Sp21	F21	SP22	F22	Sp23	F23	Sp24	F24
Actions	Mapping the Pathways															
	USD Community Engagement Survey															
	Mulvaney Center															

Strategic Initiatives: Awarded Innovative Initiatives

		F17	Sp18	F18	Sp19	F19	Sp20	F20	Sp21	F21	SP22	F22	Sp23	F23	Sp24	F24
Actions	Religious Educators Certificate															
	STEAM Academy and Youth and Community Conference															
	Torero Ventures Initiative															
	The Social Fabric Initiative - Youth Changemaking in San Diego County															
	Bridging Town & Gown															
	Discovering the Engineer Within															
	E2E Stem Incubator															
	Engineering Exchange															
	Turning Wheels															

Strategic Initiative: Promote International Experiences

		F17	Sp18	F18	Sp19	F19	Sp20	F20	Sp21	F21	Sp22	F22	Sp23	F23	Sp24	F24
Actions	Madrid Center															
	Study abroad															
	Regional border															