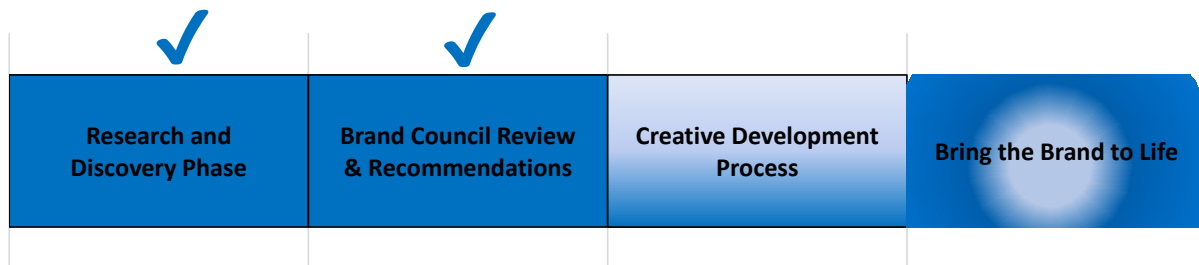




We continue our efforts to further develop a local and global reputation as a university that facilitates democratic partnerships and builds solidarity to foster greater inclusion, prosperity, and social justice.

Progression of National Branding and Marketing Plan



University Communications initiated a process for developing a comprehensive institutional marketing plan to communicate the University of San Diego mission and vision in an engaging and memorable fashion. This multi-year [National Branding and Marketing Plan](#) is designed to secure greater public awareness and understanding of USD as a 21st century, contemporary Catholic university. As shown in the graphic, the first phase (Research/Discovery) and second phase (Brand Council Review/Recommendations) are complete, leaving the remaining two phases (Creative Development and Bringing the Brand to Life).