



## School of Public Health

### 2026-2028 Strategic Plan

#### Introduction

In the fall of 2025, SDSU's School of Public Health (SPH) engaged in a facilitated process to develop a meaningful, relevant strategic plan. With a rich history of achievement and an ever-changing public health climate, the planning objective was to develop a roadmap that integrates the school's many strengths into a concrete plan to intentionally guide the work of the school over the next three years.

The outcome of the planning work is a purposeful, feasible plan that allows SPH to honor its own identity while at the same time aligning with the recently completed strategic plan developed by the College of Health and Human Services (CHHS). This balance will allow SPH to grow dynamically, using strategies specific to the school's opportunities and needs, while also ensuring synergies and leveraged outcomes with college-level strategies.

#### Mission

To develop public health leaders, advance knowledge on health equity, and collaboratively transform public health locally and globally through education, research, and service.

#### Vision

To be a leader in creating and advancing innovation and excellence in Public Health.

#### Strategic Pillars and Definitions

##### Catalyzing Community Impact

We actively build and sustain trusted, bi-directional relationships that bridge academic and community expertise to advance health, equity and collective wellness.

##### Advancing Innovative Practices

We transform the public health landscape through transdisciplinary education, research and practice.

##### Developing Students for Compelling Careers

We build confident, motivated public health leaders through skills-based training, experiential learning and holistic support.

##### We are SPH

We inspire pride and belonging through our shared mission to promote public health.

## 2026-2028 Strategic Goals and Objectives

### Catalyzing Community Impact

- Goal 1: Improve community trust in public health.
  - Objective 1.1: Increase visibility to showcase applied impact.
  - Objective 1.2: Elevate SPH's role as the trusted voice in the community.
- Goal 2: Strengthen relationships with community members and organizations.
  - Objective 2.1: Diversify community partnerships.
  - Objective 2.2: Promote initiatives to co-create solutions, share resources and ensure partnership sustainability.

### Advancing Innovative Practices

- Goal 1: Increase visibility of SPH innovation.
  - Objective 1.1: Build and sustain comprehensive marketing campaigns.
  - Objective 1.2: Promote transdisciplinary collaborations within the university.
- Goal 2: Deepen capacity for creative impact.
  - Objective 2.1: Strengthen collaborations with innovative partners.
  - Objective 2.2: Develop initiatives that use novel methods, technologies and practices.

### Developing Students for Compelling Careers

- Goal 1: Enhance our student support system.
  - Objective 1.1: Expand practice opportunities.
  - Objective 1.2: Enhance utilization of student resources.
- Goal 2: Bridge theory and practice.
  - Objective 2.1: Expand engagement between students and alumni.
  - Objective 2.2: Strengthen student preparedness for AI.

### We are SPH

- Goal 1: Grow our sense of belonging.
  - Objective 1.1: Generate meaningful student-led initiatives.
  - Objective 1.2: Increase interactions and networking across the school.
- Goal 2: Build a schoolwide culture of our shared purpose.
  - Objective 2.1: Increase internal awareness of SPH impact.
  - Objective 2.2: Create ongoing opportunities to share school successes.