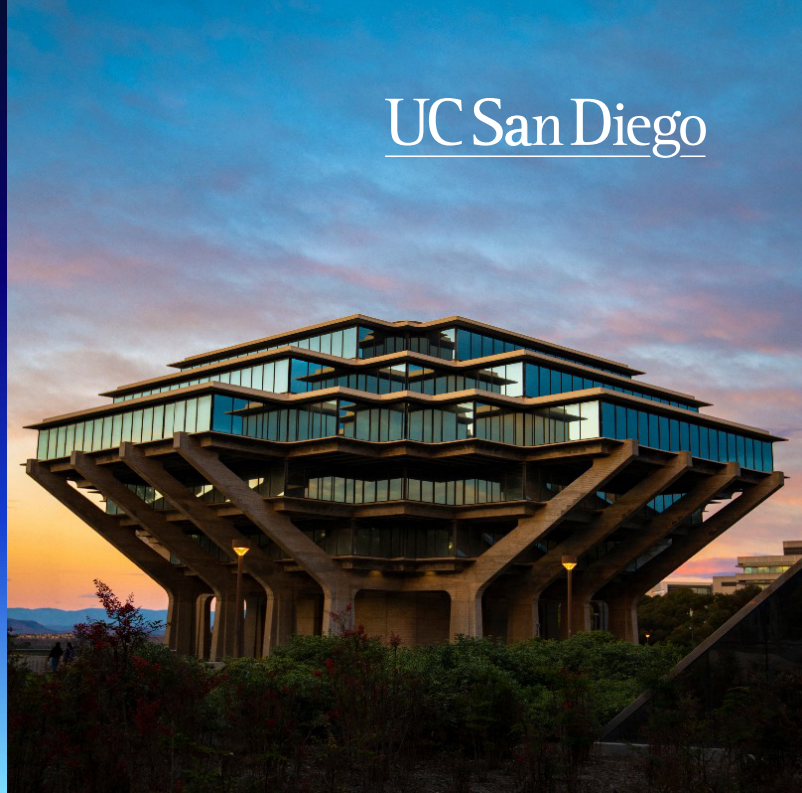


How UC San Diego Engaged 10,000+ People in Strategic Innovation



Challenge

- Maintaining engagement after a university-wide strategic planning initiative
- Breaking down silos across faculty, staff, and students
- Translating broad strategic goals into measurable action



Business Impact

10,000+

Contributors to Strategic Planning

34,000+

Faculty and Staff Invited at Launch



Strategic Pivot

- UC San Diego launched IdeaWave, a campus-wide collaboration platform that connected innovation activities directly to strategic priorities and enabled large-scale participation in solving institutional challenges.

65,000+

Participants Reached in Campus-Wide Campaigns

1,000+

Active Contributors in a Single Major Campaign



Final Thought

“We have to find ways to break down walls, reduce silos, and make the right thing to do the easy thing to do.” — Bob Neuhard, Executive Director, Office of Strategic Initiatives

[Read the full case study](#)