San Diego State University depends on private support to help fund innovation and excellence. The President’s Leadership Fund has a track record of ensuring that our president has the resources to enhance our educational progress, conduct research that addresses real-world challenges, support our community and foster the entrepreneurial spirit that defines SDSU. The PLF provides academic opportunities for meritorious students and faculty, supports groundbreaking programs, and recruits exceptional faculty to meet our university’s needs.

Your partnership is essential. The president must rely on unrestricted contributions to provide the seed money necessary for strategic opportunities that often become major initiatives at SDSU. Please join our visionary group of alumni and friends to help SDSU reach new heights of academic and research excellence.

The President’s Leadership Fund supports our campus initiatives:

- Student Success
- Research and Creative Endeavors
- Community and Communication

As a partner in the President’s Leadership Fund you will be recognized in our donors honor roll, receive VIP invitations to special PLF and campus-wide events, and be included in regular updates from the president.
**The President’s Leadership Fund Spring 2013 Highlighted Investments**

**SWAG (Students with Academic Goals)**
*Student Affairs, Dr. Reginald Blaylock, Educational Opportunity Program*

The SWAG program provides a comprehensive approach to preparing underrepresented, African American and historically low-income students for higher education. In addition to SAT test preparation, the program provides campus tours, admissions, financial aid workshops, team building, social engagement, and mentoring as well as enrichment activities that foster each student's academic, personal and social development.

**Commercialization of an Inexpensive Balance Assessment Device to Prevent and Diagnose Concussions**
*College of Health and Human Services, Dr. Daniel Goble, Exercise and Nutritional Science*

The purpose of the project is to continue the development of the balance assessment device that Dr. Goble has designed in the biomechanics laboratory at SDSU. The portable device improves the validity and reliability of the widely used BESS protocol for concussion assessment. The President’s Leadership Fund will help fund the prototype.

**Inside Smartphones: An Outreach Program for High School Students**
*College of Engineering, Dr. Amir Alimohammad, Electrical and Computer Engineering*

The primary goal of this project is to motivate and introduce high school students to the multifaceted world of wireless communications and inspire them to pursue engineering at SDSU. This weeklong summer outreach program will be hosted in the "Reconfigurable Computing" laboratory in the Department of Electrical and Computer Engineering. Through interactive lectures and hands-on projects, attendees will learn about the intriguing world of wireless communication.

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