



Brandeis University
National Women's Committee

May 6, 2008

Dear Leaders,

The Strategic Plan — a significant collaborative effort occurring over nearly two years — is now complete and has been approved by the BUNWC Board, the Steering Committee, the University Group, and the University President. In a letter to us, the co-chairs of the Steering Committee, President Reinharz notes that this is "fine work. . .in charting a clear future for one of Brandeis University's most important volunteer organizations, whose history spans the life of the University."

With a focused philanthropic mission and a new name, the new Brandeis National Committee is continuing its extraordinary legacy of supporting the University. On behalf of the Steering Committee, we call on you to help us communicate about the strategic themes. Along with the increase in membership dues — necessary to begin to cover the costs for member services from the national center — will also come an increase in innovative and high-quality programming, including more visits from faculty.

You are the crucial conduit in bringing important information about these changes and the vision and rationale behind them to the chapters and members. We've prepared a short summary of these in an accessible form for you to use when speaking with boards and individuals. (See attached.) We hope you will find this helpful in your daily efforts. Please let us know if there are other tools or information you need.

Thank you for being part of the vision and the action.

With warm regards,

Dottie and Michaela