

Strategic Plan 2007

September – October 2007

Since the strategic planning process was first introduced this past May, we have been committed to keeping you, BUNWC's leaders, informed of the key developments and recommendations during each phase of this comprehensive initiative.

BUNWC's Strategic Plan will create a five-year roadmap to help us realize our fundraising potential and connect members to the University. Through this collaborative process, BUNWC will be revitalized to reflect the best of Brandeis University.

The 17 members of the Strategic Planning Steering Committee have been in regular contact with one another through conference calls and meetings to accomplish the plan's ambitious agenda. From its inception, the process was designed to be inclusive and capture the multiple perspectives of our various constituencies. The Committee, led by co-chairs National President Dottie Pierce and Vice Provost of Academic Affairs Michael Whelan, has assembled a dynamic and committed group of volunteers, University representatives, and national center staff, all of whom are successfully collaborating to develop the components of a consensus-based plan.

Subcommittees

Dottie Pierce and Michael Whelan have created a number of subcommittees to develop recommendations and strategies for the major components of fundraising, governance, structure, study groups, and membership. This issue of *Strategic Plan 2007* will describe how these subcommittees were formed, who their members are, and explain their respective mandates. All Subcommittee recommendations will be reported to the Strategic Planning Steering Committee, the University Strategic Planning Group, and the BUNWC Board for their feedback and review before being presented to University President Jehuda Reinharz for his approval.

Just as the Steering Committee is comprised of representatives from BUNWC's diverse constituencies, so are the Subcommittees. Each Subcommittee is led by co-chairs and includes volunteers, University administrators, and professional staff. BUNWC volunteers have been selected from among national, regional, and chapter leaders.

Fundraising Subcommittee

Co-chairs: Cynthia Shulman (former National President), Myles Weisenberg (Vice President of Development)
Members: Janice Fineman (Associate Executive Director), Barbara Katz (Office Manager), former National Presidents Carol Kern and Joyce Krasnow, Shirley Pollock (Honorary Board member), Rosalind Schacknow (National Board), Micki Schnier (member of Boca Raton Chapter), Bobby Starsky (National Vice President)

Because fundraising is BUNWC's core mission and *raison d'être*, the Fundraising Subcommittee is analyzing current BUNWC approaches to fundraising and making recommendations to increase gifts to the University. The Subcommittee is gathering and evaluating historic and current giving data in order to assess the efficacy of current fundraising efforts at all levels of the organization. It will identify areas of strength and recommend how best to leverage the potential of chapters and individual donors.

Governance Subcommittee

Co-chairs: Steve Reiner (National Board), Charlotte Schiff (National Vice President)
Members: Ellen Atlas (former National President), Shari Meehan (Executive Director), Carol Rabinovitz (Honorary National Board), Bernice Smilowitz (Treasurer)

This Subcommittee is focusing on creating guidelines for a model of national governance that will be shared with the University. They are reviewing nominations for officers and also the current structure of the board. They will propose recommendations for the following: the nominating process itself; giving levels for board participation; roles and responsibilities of the president, other officers, and board members; term limits and board rotation.

Structure Subcommittee

Co-chairs: Janice Fineman (Associate Executive Director), Joan Roude (National Board)
Members: Lydia Axelrod (Vice President, Florida Region), Edith Einhorn (President, Las Vegas Chapter), Dorothy Katz (National Vice President), Ellie Levingston (Executive Administrator)

The Structure Subcommittee will propose new models for volunteer participation that will help BUNWC fulfill its mission. They are analyzing data to evaluate current chapter and region structures and are discussing such topics as: the identification and development of leadership, criteria for being chartered as a chapter, criteria to maintain chapter status, and the purpose of regions.

Study Group Subcommittee

Co-chairs: Beth Bernstein (Director of Programming), Gayle Wise (former National President)

Members: Sondra Albers (President, Western Region), Zita Fine (Presidium, NY/NJ Region), Arlene Heyman (President, Mid-Atlantic Region), Carolyn Latz (National Vice President), Leslie Pearlstein (National Board, and President, Boston Chapter), Nancy Shaplin (Co-President, Florida Region)

The Study Group Subcommittee is creating guidelines in relation to study group topics and categories, Brandeis content, instructional materials, pricing, and duration. They are surveying BUNWC chapters and examining the results across the national spectrum.

Membership Subcommittee

Co-chairs: Phyllis Perkal (National Vice President), Joanie Small (National Board)

Members: Arlene Cohen (President, Somerset Chapter), Lori Gans (former member, National Board), Barbara Selwyn (Director of Marketing), Judy Stern (former President, Wellworth Chapter)

This Subcommittee is studying BUNWC membership data and dues. They will create guidelines for recruitment and retention and will also recommend dues and membership levels.

Strategic Plan Timeline 2007-2008

September 2007

Subcommittees will submit draft reports and recommendations for review first by Steering Committee co-chairs and then by the full committee.

October 2007

Members of the Steering Committee and University Group will review and provide feedback on all Subcommittee draft reports and recommendations. Subcommittee recommendations will be presented to the National Board for feedback and discussion at the board meeting on October 29, 2007.

November 2007

The Steering Committee and the University Group will consider all feedback.

December 2007

The *Strategic Plan 2007* will be sent to chapter leaders with an overview of the Subcommittees' recommendations. All feedback will be considered by the Steering Committee and the University representatives.

January – February 2008

The final plan, after endorsement by the Steering Committee and University representatives, will be presented to the University President for his feedback and approval.

July 1, 2008

The Strategic Plan for the Brandeis National Committee (BNC will become effective).

Communications Plan

We continue our commitment to send you, our 1700 chapter and region leaders, timely communications regarding the planning process, its highlights, and ensuing results. Our communications are designed to provide multiple opportunities for feedback and review by all interested parties to the plan. We invite you to e-mail your comments to Barbara Katz at katz@brandeis.edu and she will ensure that your feedback is forwarded to the Steering Committee.

Our next issue of *Strategic Plan 2007*, to be published later this fall, will present the Subcommittees' recommendations.

Presorted
First Class
US Postage
PAID
Permit No. 55310
Boston, MA

Brandeis University National Women's Committee
Mailstop 132
PO Box 549110
Waltham, MA 02454-9110

Strategic Plan 2007