Brandeis Strategic Planning Process

*The following to be accompanied by a well-orCHEstrated communications strategy*

- Collect Information – Internal & External
- Review Data, Reports, Trends, Projections
- Initiate Campus Wide Engagement
  *Launch Strategic Planning Steering Committee*
- Confirm Brandeis Mission
  And Values, Core Strengths/
  Challenges/Opportunities/Aspirations
- Explore Strategic Questions
  Propose Vision & Emerging Priority
  Areas
  *Launch Subgroups in Priority Areas*
  *Launch Financial Planning Task Force*
- Develop Preliminary 5-Year Framework
- Propose Initiatives/Strategies
  *Consider Recommendations of Subgroups*
  *And Financial Planning Task Force*
- Produce Preliminary Planning Document
- Consider Resource Implications and Financial
  Strategy, Propose Time-Related Milestones,
  Ensure Appropriate Linkage between Strategic
  Plan and Capital Campaign
- Produce Final Draft
  Campus-wide Review/Refine/Confirm

*Implement, Measure Progress and Renew*