## Brandeis University Strategic Planning

### Our Time to Dream

Make no little plans, they have no magic to stir the blood and probably themselves will not be realized.

Make big plans; aim high in hope and work, remembering that a noble vision once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency.

» **Daniel Burnham, Architect and Planner**

### Why a Strategic Plan?

- A focused and comprehensive strategy that positions the institution for mission-success in the future
- A proactive approach to addressing the highly competitive higher education and economic environment
- A framework for ongoing decision-making and planning throughout the institution
- A mechanism to strengthen & unify the institution