

August 23, 2017

Dear Brooklyn College community:

I write to update you on the Strategic Planning process.

Last fall, I engaged in a Listening Tour that included over 50 meetings and open forums with more than 170 staff members, 150 faculty, 130 students, 100 alums, 40 donors, 20 community leaders, and seven Brooklyn elected officials. The Listening Tour assembled information about the identity of Brooklyn College, the culture of the campus, the key challenges we face, and your hopes for the future. I delivered a [Report on the Listening Tour](#) to those constituent groups to share what I heard and to lay the foundation for the strategic planning process.

Last spring, we convened a Strategic Planning Working Committee to take the next step beyond the Listening Tour and help us develop goals for our new Strategic Plan. The Working Committee was made up of five groups that included 20 faculty members, 19 administrators and staff members, and 10 students. During the spring semester, each group drafted institutional goals with accompanying strategic actions.

To help us garner widespread feedback responsive to the needs of the community, I asked Professor Tammy Lewis to coordinate strategic planning during the upcoming academic year. She has experience working with large educational institutions and nonprofit organizations to develop strategic plans and evaluate their effectiveness. Over the summer, Tammy reviewed the CUNY Master Plan, the CUNY Strategic Framework, Brooklyn College's prior strategic plan, and other relevant materials. She then took the work of the five faculty, staff, and student groups and distilled them into the [Brooklyn College Strategic Plan Draft Goals](#), which will form the basis of much of our fall dialog and deliberations.

We will create a five-year Strategic Plan for Brooklyn College in three stages: 1) we will deliberate on and refine the goals of the Strategic Plan, 2) we will develop strategic actions to achieve our goals, and 3) we will generate specific benchmarks and outcomes to measure our progress toward attaining our goals during the five-year period. We need your input at each stage.

We have assembled a [detailed schedule](#) of town halls and meetings for your engagement, feedback, and participation in the coming academic year. For the Brooklyn College Strategic Plan to reflect our mission and highest aspirations, we need input from a broad spectrum of the campus community. So, please join us!

If you want to get a jump on the process, you can begin to share your thoughts right now by reviewing the [Brooklyn College Strategic Plan Draft Goals](#) and using the [online feedback form](#). Your opportunity to submit feedback via the website will continue throughout the drafting and revision process this fall and early spring.

For more information, or if you have questions, suggestions, or concerns, please contact Professor Tammy Lewis at tlewis@brooklyn.cuny.edu. Please also join me in thanking Tammy for her service to the college in helping us develop our plan.

Working together, we can enhance the excellence of this great college and serve our deserving students even better. I look forward to your active participation in the process.

Yours truly,



Michelle J. Anderson
President, Brooklyn College