OVERARCHING GOAL: INCREASE FINANCIAL HEALTH WHILE EXCELLING AT THE MISSION

Everything we do should accomplish one of these four goals; otherwise, why are we doing it?

Improve Us (Support Quality, Retention and New Programming)	Increase Enrollment (Drive Tuition)	Increase Donations (Supplement Tuition)	Promote Psychoanalysis in the World (Shift Attitudes Towards Enrollment and Donating)
OBJECTIVES:	OBJECTIVES:	OBJECTIVES:	OBJECTIVES:
Support the development of junior and advancing faculty members	Offer a Master's program in Social Justice	Recruit active and philanthropic Board members	Increase visibility of faculty members – publications, presentations, outreach, conferences
Bring in visiting scholars as visiting faculty, lecturers, and/or Fellows	Offer the accelerated doctorate in a blended format	Establish Board leadership of the Development Committee, add more Board members to it, and assign support staff	Promote and create digital content supporting psychoanalysis
Revisit current programs to ensure they meet current needs	Continue efforts to offer the accelerated doctorate in New York	Increase alumni engagement from the moment of graduation	Promote outcomes research
Support student engagement	Evaluate ways to change the analytic program for the post-master's clinician market, or not	Seek funding for Social Justice startup	Effectuate inclusion of psychoanalysts by recognized counseling accreditors
Recruit new faculty for new areas of expertise	Improve marketing, especially digital marketing and media, and coordination across campuses		Collaborate with partners who are promoting psychoanalysis (consortium, social media)
Develop placements for students in new and existing programs	Influence influencers (marketing, outreach, education)		Offer educational seminars for the public
Continue the trajectory of improvements to advisement	Improve BGSP's reputation (online reviews, visiting scholars, social media)		Promote legislative recognition of psychoanalysts

**What will be the measurable
progress/timelines?**