BRAMAN MILLER CENTER FOR JEWISH LIFE

Hillel

UNIVERSITY OF MIAMI

2026-2030 STRATEGIC PLAN



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September 2026

Dear Friend,

As Jewish student life on campus continues to grow and evolve, so must University of Miami Hillel.

Over the past year, our Board of Directors, professional staff, students, and the campus community engaged in a thoughtful planning process to chart the future of Jewish life at the University of Miami. The result is our 2026–2030 Strategic Plan.

This plan comes at an important moment. Jewish students are navigating unprecedented challenges while also seeking meaningful opportunities to celebrate Jewish life, deepen their learning, strengthen their connection to Israel, and build community. As a result, UM Hillel is experiencing tremendous growth, serving more students than ever before, and expanding our role as the center of Jewish life on campus.

Guided by our value to welcoming all, we strive to be a Jewish home where every student feels seen, valued, and empowered to explore Jewish life in their own way. At its heart, this plan is about ensuring every student has the opportunity to connect, belong, lead, and thrive while on campus and that they graduate with the confidence and conviction to build meaningful Jewish lives.

Your generosity has made today's vibrant UM Hillel community possible. As we look to the future, we welcome your partnership. **Together, we can inspire the next generation and strengthen our shared Jewish tomorrow.**

Thank you for your belief in our students and for your continued commitment to a vibrant Jewish life at the U.

With gratitude,

Alan Serure
Board Chair

Briana Schwarz
Executive Director

UNIVERSITY OF MIAMI HILLEL:

Strategic Plan 2026-2030

As the University of Miami's Jewish student population continues to grow, our responsibility grows with it. Our strategic plan positions UM Hillel to meet this moment by strengthening Jewish life today while securing the foundation for generations of Jewish Canes to come.





Our Mission

University of Miami Hillel enriches the lives of Jewish students so they may enrich the Jewish people and the world.

Our Vision

UM Hillel envisions a world where every student is inspired to make an enduring commitment to Jewish life, learning, and Israel. Our work is guided by a dedicated Board of Directors and a growing team of talented professionals.

JEWISH LIFE AT THE UNIVERSITY OF MIAMI IS GROWING...
...AND SO IS THE NEED FOR UM HILLEL

Jewish life at the University of Miami is growing, and so is the need for UM Hillel. Today, UM Hillel serves more than 2,000 Jewish students and is experiencing record levels of engagement, participation, and demand for community. Recent highlights include:

- More than **1,400** Shabbat meals served in a single semester
- Average Shabbat attendance increased by **50%** in just one year
- **Growing demand** for Jewish learning, leadership development, Israel engagement, and community-building opportunities
- **Increased need** for security, facility improvements, and long-term financial sustainability

There are many ways to help shape the future of our community. To learn more about becoming involved as a board member, donor, volunteer, or through planned giving and our endowment campaign, please contact
Terri Green, Director of Development, terri@miamihillel.org.

BUILDING A VIBRANT JEWISH FUTURE

Our Three Strategic Priorities



DEEPEN & BROADEN HIGH-IMPACT JEWISH STUDENT ENGAGEMENT

We will reach students earlier, engage them more deeply, and create pathways for lifelong Jewish connection. Key focus areas include:

- Strengthen first-year and pre-arrival engagement
- Expand Birthright, immersive experiences, and ongoing participation
- Build a values-driven Jewish leadership pipeline
- Increase opportunities for Jewish learning and identity exploration
- Support the growing needs of traditionally observant students
- Expand partnerships across campus and the broader community



STRENGTHEN PEOPLE, GOVERNANCE, AND SYSTEMS FOR SUSTAINABLE GROWTH

We will build the organizational capacity necessary to support a growing student community. Key focus areas include:

- Strengthen and diversify board leadership
- Expand and develop professional and rabbinic staff
- Improve operational systems and financial stewardship
- Invest in staff growth, training, and retention
- Create structures that support long-term organizational excellence



SECURE LONG-TERM FINANCIAL, PHYSICAL, AND INSTITUTIONAL SUSTAINABILITY

We will ensure UM Hillel has the resources, facilities, and partnerships needed to thrive for generations. Key focus areas include:

- Establish and grow a permanent endowment
- Expand major gifts and planned giving programs
- Strengthen parent, alumni, and community engagement
- Invest in facility improvements and security
- Deepen partnerships with the University of Miami and the broader Jewish community





