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INTRODUCTION BY DR HUGH BRADY UCD PRESIDENT

This document sets out the strategic direction for UCD for the next three years. In setting our direction, we have identified priorities, emphasised key goals and objectives and indicated necessary elements of the implementation process. The development of this document has been based on an extensive consultation process and a large number of inputs drawn from diverse internal and external sources over the past year.

This Strategic Plan is not an end in itself but rather marks a milestone in our planning process. We will build on the strategic framework outlined in this document and, with further consultation and dialogue, publish in the coming year more detailed plans in specific domains. In addition, we will conduct an annual review where progress against our Strategic Plan will be measured and will inform plans for the following year.

UCD's students, staff, alumni and the wider community that we serve all hold a stake in the future of the university. I would, as President, ask you to read this Strategic Plan carefully, to consider it and discuss it widely, and to continue to contribute to its further development and implementation.

I look forward to working with you to create our future.

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