During the 2019-2020 academic year, Wurtele Center for Leadership is undertaking a comprehensive strategic planning project using an approach inspired by Human-Centered Design. This includes an empathy research campaign in the fall marked by deep listening and observation, touchpoints of inclusive community input gathering, and an iterative prototyping process that will result in the production of a mission statement, conceptual frame, and strategic plan for the Center by the end of the academic year.