



Health Sciences Division 2017-2022 Strategic Plan

Unit Mission: Transform regional, national and global health by providing accessible, quality education to students and health care professionals, Advance knowledge through leadership, scholarship, and research in the health care of individuals and populations.

University Commitment 1: Maximize Student Success

University Goal 1.2: We will improve retention and graduation rates. We will retain and graduate students at a rate that is consistently higher than our peer-average to achieve a 5-year graduation rate that exceeds 67 percent.

Division Objective 1: Align the enrollment development plans for the Brody School of Medicine, School of Dental Medicine, College of Allied Health Sciences, and College of Nursing for enhancing the quality of applicants and enrollment growth where possible.

Metric:

1. Number of Health Sciences Division graduates that began to practice their discipline in North Carolina.

Actions:

We will partner with healthcare providers and industry on educating a workforce that will attract and support business and industry.
Develop tool for the assessment of student progress and competency, including surveys of graduates' supervisors and employers.
Develop survey to assess numbers of IPE collaborations and track numbers and type of IPE collaborations via annual reports.

University Goal 1.3: We will be a national leader in the assessment of learning outcomes and the use of innovative teaching strategies.

Division Objective 2: National recognition of programs in the Health Sciences Division

Metrics:

1. Increase student and faculty engagement in interprofessional quality and patient safety activities through the Institute for Health Improvement (IHI) Open School.
2. Number of graduate programs recognized by the US News & World Report.

Actions:

1. Work with the IHI chapter counselors to continue interprofessional events.
2. Track curricular change and teaching/learning activities that focus on interprofessional education (IPE), interprofessional practice (IPP) patient safety, and quality improvement education.
3. Develop and implement recommendations of the Interprofessional Alliance for the Health Sciences (IPAHS).

University Goal 1.4: We will reflect a global workplace and society by diversifying our faculty, staff, and students. We will increase the number of international students on our campus. We will provide 25 percent of ECU graduates with study abroad experience and increase scholarship opportunities to improve accessibility. We will increase those with competency in a second language and leverage our success with the Global Partners in Education.

Division Objective 3: By 2022, we will increase our diverse student populations by 10% by providing multiple conduits, pathways and delivery formats to serve the unique needs of a highly diverse student population.

Metrics:

1. Diversity of students, particularly those racial and ethnic populations that are underrepresented in the medical profession relative to their numbers in the general population.

Actions:

1. Develop a specific diversity action plan for each HSD entity to achieve its established diversity goals.
2. Establish baseline division demographics to facilitate measurement of increases in diversity in the future.
3. Work with the Office for Equity and Diversity (OED) to facilitate centralization or planning, marketing and evaluating professional development with a diversity or cultural competence focus with BSOM and SODM diversity efforts.

University Commitment 2: Serve the Public

University Goal 2.3: We will be a national leader in the integration of health sciences instructional, research, and clinical programs. We will expand the number of Brody School of Medicine graduates who practice as primary care physicians and we will be ranked as the nation's top producer of family physicians. We will leverage our network of Community Service Learning Centers to benefit dental health sciences and our patients. ECU will continue to lead North Carolina in the number and the quality of nursing and allied health professional graduates.

Division Objective 4: We will increase numbers and types of healthcare-related activities, including telehealth, telemedicine, service learning, and access to one's personal electronic medical records. By 2022, ECU Physicians will have over 50% of patients using the MyChart patient portal.

Metric:

1. Percentage of ECU Physicians patients using MyChart patient portal.
2. Number of regional telehealth sites.

Actions:

1. Employ technology to enable clients and providers to optimize interactions in the interest of knowledge exchange and collection of essential clinical data.
2. Deploy client satisfaction surveys
3. Establish patient/client and health care professional focus groups to facilitate interaction.

University Goal 2.4: We will grow our Department of Public Health into a School of Public Health. We will emphasize rural population health and research as the principal focus of the school.

Division Objective 5: Reorganize units and assemble all necessary disciplines into the new School of Public Health.

Metrics:

1. Number of programs included in the new School of Public Health.
2. Enrollment appropriate for the degree program

Actions:

1. Observe policies and procedures as noted in the Faculty Manual
2. Market programs and recruit additional students
3. Seek approval for the Board of Trustees and Board of Governors
4. Develop leadership, faculty, and programs within the University to successfully transition from a department to a School of Public Health.
5. Facilitate the amalgamation of select departments from the colleges Health and Human Performance and Allied Health Sciences with the Department of Public Health of the Brody School of Medicine to create a viable and collegial school of public health.

University Goal 2.5: We will be a portal for professional development, continuing education, and lifelong learning opportunities that support the needs of our region's people and businesses.

Division Objective 6: By 2022, we will provide multiple conduits, pathways and delivery formats for professional development, continuing education, and lifelong learning opportunities.

Metrics:

1. Increase participation by 10% and serve the unique needs of the region's people and businesses
2. Participation in lifelong learning opportunities on health-related topics
3. Attendance statistics for Division sponsored professional development medical events.
4. Laupus Library – Number of item views by participants/learners

Actions:

1. Partner with AHEC to develop preceptor development
2. Develop webinars and web-based videos for community engagement
3. Expand topics and lectureships by the Division faculty at the ECU Center for Live Long learning, Medical History Interest Group presentations, and Country Doctor Museum.

University Commitment 3: Lead Regional Transformation

University Goal 3.2: We will triple the volume of clinical trials of promising medicines, treatments, and devices and become a national leader in patient-centered outcomes research and community-based behavioral medicine.

Division Objective 7: We will target an increase to \$32.7 million in total annual research expenditures with \$28.1 million from external sources as reported to the NSF HERD Survey by FY 2012-2022.

Metrics:

1. Number of clinical trial awards
2. Total Clinical Expenditures

Actions:

1. Adequately fund the clinical trials office to improve the process of applying for and administering grants.
2. Coordinate with Vidant Medical Center to increase efficiency in processes for approving and tracking clinical trials.

Our Responsibilities

University Goal 4.1: We will embrace an inclusive university community and are committed to recruiting and retaining faculty and staff with diverse backgrounds.

Division Objective 8: We will increase the diversity of faculty and staff to reflect the demographics of the region by a total of 10 % by 2022.

Metrics:

1. Number of diverse faculty and staff

Actions:

1. Develop a specific diversity action plan for each HSD entity to achieve its established diversity goals
2. Establish baseline division demographics to facilitate
3. measurement of increases in diversity in the future.
4. Explore the centralization of HSD diversity efforts.

Division Objective 9: By 2022, increase the number of students in study abroad by 25 % and access scholarships and merit scholarships funded by 5%.

Metrics:

1. Number of students studying abroad
2. Number of access and merit scholarships funded

Action:

1. Set specific targets for the Office of scholarships

University Goal 4.2: We will launch the largest, university-wide comprehensive campaign in our history.

Division Objective 10: Increase the number and size of donations to the Division

Metrics:

1. Number of philanthropic donations by college/school
2. Amount of philanthropic donations by college/school

Action:

1. Establish a specific action plan for the Office of Planned Giving