



College of Allied Health Sciences 2017-2022 Strategic Plan

Unit Mission: The mission of the College of Allied Health Sciences is to prepare students to assume service-leadership roles in the health professions as practitioners and administrators; provide quality clinical services to the community; and advance, disseminate, and apply research in clinical practice management, health, and the rehabilitation sciences. CAHS strives to create an environment that fosters evidence-based and innovative thinking to best serve the healthcare needs of eastern North Carolina and beyond.

University Commitment 1: Maximize Student Success

University Goal 1.7: We will foster a positive campus environment and culture that encourages a diverse, living-learning community to maximize student success.

Unit Objective 1: By 2022, we will increase engagement in interprofessional education and practice, nationally and internationally, by 25% (2017 baseline).

Metric:

1. Student participation

Unit Actions:

1. We will expand the number of student interprofessional experiences focused on quality of care.
2. We will introduce virtual interprofessional case studies, grand rounds, and events, including those sponsored by the CAHS Student Leaders Council (SLC) and the ECU Chapter of the Institute for Healthcare Improvement (IHI).
3. We will work with the SLC and program curriculum committees to infuse interprofessional practice issues into coursework, as well as clinical services and practicum experiences.
4. We will work with the ECU Economic Development and Engagement Council (EDEC) for ways to increase the number of students participating in Internships related to Public service fellows and Horizon Living Learning Community (LLC).

Unit Objective 2: By 2022, we will increase the number of student study-abroad and faculty exchange opportunities by 25% (2017 baseline).

Metric:

1. Student and faculty participation

Unit Actions:

1. We will work with the ECU Office of Global Affairs to arrange faculty-led study abroad programs as well as faculty and administrator exchanges.
2. We will establish CAHS scholarships to support study abroad participation.

Unit Objective 3: By 2022, we will increase student enrollment by 10% (2017 baseline).

Metric:

1. Enrollment data

Unit Actions:

1. We will increase our partnership with community colleges, other ECU colleges and schools, the Health Sciences Academy, regional clinical facilities, and the military to attract a strong and diverse student body.
2. We will develop new allied health sciences programs to better meet the professional needs of students and the health needs of the region.
3. We will develop initiatives to provide increased and enhanced clinical services for veterans.

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.

Unit Objective 4: By 2022, we will increase the retention and graduation of students from special populations by 10% (2017 baseline).

Metric:

1. Retention and graduation rates of special population students

Unit Actions:

1. We will expand current programs and introduce new initiatives to facilitate the recruitment and retention of a student body that more closely resembles the diversity of the region.
2. We will establish new initiatives to facilitate and support student veterans.
3. We will expand current initiatives and introduce new ones to facilitate the recruitment and retention of students with disabilities and special needs.

University Goal 1.8: We will expand service learning, undergraduate and graduate student research, and creative activity across our entire campus.

Unit Objective 5: By 2022, we will increase student research engagement by 25% (2017 baseline).

Metric:

1. The number of faculty engaged in the supervision/mentorship of students conducting research studies to support a larger number of students engaged in research

Unit Actions:

1. We will increase the productivity of research faculty, as well as the number of laboratories actively engaged in research.
2. We will provide increased funding for student travel to present their judged research and scholarship at regional, state, and national meetings, symposia, and conferences.

University Commitment 2: Serve the Public

University Goal 2.1: We will inspire our students to be engaged citizens and will be a national model for developing the leadership of faculty, staff, and students through research and service.

Unit Objective 6: By 2022, we will increase students engaged in community outreach activities that impact the health and well-being of rural and underserved populations by 25% (2017 baseline).

Metric:

1. The number of students engaged in rural and underserved communities as part of their personal and professional development

Unit Actions:

1. We will expand student participation in pro bono health services as well as community education and outreach efforts.
2. We will continue to support the CAHS Student Leaders Council service activities that enhance the cultural and clinical competence of our students and focus on the health and well-being of rural and underserved communities.
3. We will partner with ECU's Center for Leadership and Civic Engagement and other units to support volunteerism, community engagement, and service learning efforts that address local, national, and global social, economic, and health issues.
4. We will partner with ECU's Economic Development and Engagement Council (EDEC) to support opportunities for innovation, entrepreneurship, and community engagement.
5. We will increase the number of clinical placements in rural and underserved areas.
6. We will develop initiatives to provide increased and enhanced clinical services for veterans.

Unit Objective 7: By 2022, all CAHS professional programs will attain the highest level of education quality.

Metric:

1. First-time pass-rates of 95% or better on national licensing/certification examinations across all CAHS professional programs

Unit Actions:

1. We will monitor student performance on national examinations to identify areas in need of enhancement, and address them through curriculum, instruction and/or other professional initiatives.
2. We will enhance curricula and clinical opportunities to ensure strong knowledge and skill development.
3. We will engage in continuous curriculum improvement

Commitment 3: Lead Regional Transformation

University Goal 3.1: We will grow ECU into the third-largest research institution in the UNC system by investing in our people, tools, and facilities. We seek solutions to the challenges of our region, including health issues.

Unit Objective 8: We will target an increase to \$3.7 million in total annual research expenditures with \$3.3 million from external sources as reported to the NSF HERD Survey by FY 2021-22.

Metric:

1. Number of awards and research expenditures

Unit Actions:

1. We will work with the Division of Health Sciences and ECU's Office of Research, Economic Development, and Engagement to facilitate funding and collaboration.
2. We will increase the number of research faculty.
3. We will enhance research laboratories and technologies.
4. We will increase the number and productivity of doctoral students.
5. We will provide staff training for grants management support.

Unit Objective 9: By 2022, we will increase the number of external grant submissions by 25% (2017 baseline).

Metric:

1. The number of external grant submissions

Unit Actions:

1. We will invest in collaborative research projects through our newly established College of Nursing-College of Allied Health Sciences Administrative Research Hub to facilitate submission of externally funded research proposals.
2. We will provide increased opportunities for collaborative research projects within CAHS and between CAHS and other colleges, schools, and institutes, as well as ECU research clusters.

Our Responsibilities

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

Unit Objective 10: We will target a total of \$14 million toward the university's comprehensive campaign by FY 2021-22.

Metric:

1. Contributions to CAHS, its Departments, initiatives, and student scholarships via cash, stocks, bequests, and annuities

Unit Actions:

1. We will work with the Medical & Health Sciences Foundation, Inc. to further development efforts.
2. We will redesign our CAHS and department webpages to facilitate online giving.
3. We will increase our contact with stakeholders and established donors to seek funding support for students and programs.