



College of Nursing Strategic Plan 2017-2022

Unit Mission: The mission of the college is to serve as a national model for transforming the health of rural underserved regions through excellence and innovation in nursing education, leadership, research, scholarship and practice.

Commitment 1: Maximize Student Success

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

Unit Objective 1: By 2022, we will increase global study abroad experiences for nursing students by two additional study abroad immersion experiences, for a total of four.

Metric:

1. Number of study abroad immersion experiences.

Unit Action:

1. Identification and creation of partnerships to create additional options offering global healthcare experiences to our students.

Unit Objective 2: By 2022, we will begin providing scholarship support for students for global study abroad immersion experiences.

Metric:

1. Number of scholarship provisions made for students in study abroad immersion experiences.

Unit Action:

1. Collaborate with the Medical and Health Sciences Foundation to develop funds for student scholarships for study abroad experiences.

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.

Unit Objective 3: By 2022, in collaboration with other disciplines in healthcare and industry, we will facilitate access, and promote professional education that supports individuals in their pursuit of specialty certification in critical healthcare and workforce gaps in diverse rural regions.

Metric:

1. Provide access to elective courses in identified areas of need, and that support the objectives of national certifications in those areas as measured by (1) student enrollment and by (2) completion of certification.

Unit Action:

1. Leverage public and private partnerships to collaboratively develop model programs. Possible programs include agromedicine certification, national healthcare disaster certification, or global health certification.

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 will seek solutions to the challenges of our region, including health issues, coastal community resiliency, rural development, advanced manufacturing, and assisting the military.

Unit objective 4: Each academic year, we will complete a minimum of two grant submissions.

Metrics:

1. Numerical count and tracking of submitted grants each academic year.

Unit Actions:

1. Identify and support interprofessional relationships that promote faculty engaged, or desiring engagement, in research activities.
2. Collaborate, within the interprofessional research hub, with Allied Health to assist faculty in identifying and completing potential grants.

Unit objective 5: By 2022, expenditures for research grants will reach the university-identified target for the College of Nursing of \$1 million.

Metrics:

1. Actual research expenditure amount reviewed annually.

Unit Actions:

1. Request and receive additional faculty lines in research-focused tenured and tenure-track positions.
2. Intentional use of faculty search processes to recruit diverse faculty with established programs of research and funding.
3. Identify and support relationships with funded interprofessional colleagues to promote acquisition of large research grants.

University Goal 3.5: We will emphasize critical workforce needs in the region and beyond, including STEM, K-12 teacher education, and healthcare.

Unit Objective 6: By 2022, we will increase the graduation/program completion rate and first-time licensure and/or certification pass rates of students by 10% to meet critical workforce needs.

Metric:

1. Calculated degree completion and licensure and/or certification rates for students from diverse backgrounds.

Unit Actions:

1. Create structures that identify at-risk students and engage them in supportive actions which will result in graduation/program completion according to their plans of study and successful passage of licensure and/or certification exams (when applicable).

Our Responsibilities

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

Unit Objective 7: By 2022, funds raised by CON will increase to \$11.4 million.

Metrics:

1. Actual fundraising amounts reviewed annually.

Unit Actions:

1. Collaborate with the Medical and Health Sciences Foundation to identify, cultivate and solicit donors across North Carolina and the country.
2. Request adequate resources from the Medical and Health Sciences Foundation to support capital campaign fundraising efforts.