



College of Health Sciences: Make No Little Plans, A Vision for 2020

Given the updates to the EKU 2020 Strategic Plan, the CHS Planning Committee made modifications to the Mission and Vision and Values of the College. They were affirmed by the Committee and are as follows:

Mission:

The mission of the College of Health Sciences is to prepare outstanding health and human service professionals and leaders who contribute to the success and vitality of their communities, the Commonwealth, and the world.

Vision:

The College of Health Sciences will be the premier college that shapes and improves health and well-being, advancing Kentucky and impacting the world!

Values:

- ❖ Intellectual vitality: rigor and academic excellence among faculty and students
- ❖ Cultural competency: dignity, diversity, and inclusion through culturally sensitive human services and care
- ❖ Civic responsibility: stewardship through community, professional service and engagement to enhance quality of life
- ❖ Collaboration: inter-professional and cooperative efforts among faculty, staff, students and other stakeholders
- ❖ Accountability: characterized by ethical and professional responsibility

EKU 2020 Goals and CHS Academic Planning Group Strategic Directions:

EKU Goal 1: Academic Excellence

- EKU Strategic Direction 1.1** **Invest in our Faculty**
- CHS SD 1.1.1** The College of Health Sciences (CHS) will support faculty scholarly research and creative endeavors.
- EKU Strategic Direction 1.2** **Promote Innovative Instruction and Programming**
- CHS SD 1.2.1** The CHS will assess teaching effectiveness and use the results to enhance instruction.
- EKU Strategic Direction 1.3** **Strengthen Academic Programs**
- CHS SD 1.3.1** The CHS will continually assess and strengthen academic programs.
- CHS SD 1.3.2** The CHS will provide nationally recognized, high quality, accredited and approved programs.

EKU Goal 2: Commitment to Student Success

- EKU Strategic Direction 2.1** **Invest in our Students**
- CHS SD 2.1.1** The CHS graduates will meet or exceed national pass rates on licensure certifications and standardized exam results.
- CHS SD 2.1.2** The CHS will support students' scholarly research and creative endeavors.
- EKU Strategic Direction 2.2** **Focus on Strategic Enrollment**
- CHS SD 2.2.1** The CHS will demonstrate a commitment to diversity.
- EKU Strategic Direction 2.3** **Increase Efforts to Retain and Graduate Students**
- CHS SD 2.3.1** The CHS will assess advising effectiveness and use the results to strengthen advising.

EKU Goal 3: Institutional Distinction

EKU Strategic Direction 3.1

Invest in our Staff

CHS SD 3.1.1 The CHS will support staff professional development opportunities.

EKU Strategic Direction 3.2

Advance the EKU Brand

CHS SD 3.2.1 The CHS will have a brand and communication strategy.

EKU Strategic Direction 3.3

Create a Diverse, and Inclusive University Culture

CHS SD 3.3.1 The CHS will celebrate faculty, staff and student scholarly research and creative endeavors.

EKU Goal 4: Financial Strength

EKU Strategic Direction 4.1

Optimize Campus Resources

CHS SD 4.1.1 The Administrative Council for CHS will annually examine measures related to our financial effectiveness to include: workload, class size, and faculty and staff issues to strengthen programs.

EKU Strategic Direction 4.2

Increase External Support

CHS SD 4.2.1 The CHS will engage alumni, friends and other stakeholders.

EKU Goal 5: Campus Revitalization

EKU Strategic Direction 5.1

Initiate and complete EKU Revitalization plan, which includes rehabilitation of existing facilities and construction of new ones with a focus on the EKU student experience.

CHS SD 5.1.1 The CHS will assess classrooms, labs, offices, technology, and student-centered facilities required to support program growth.

EKU Goal 6: Service to Communities and Region

- EKU Strategic Direction 6.1** **Become the 1st Choice Partner in Regional Educational, Economic, Cultural, and Social Development**
- CHS SD 6.1.1** Collaborate with the University’s regional community partners to promote academic achievement, economic development, and quality of life.
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- EKU Strategic Direction 6.2** **Become Nationally Prominent in Fields and Regional Relevance**
- CHS SD 6.2.1** The CHS will continue to strengthen quality community and regional partnerships.
- CHS SD 6.2.2** The CHS will continue to bring distinction to our region with nationally recognized, accessible programs to promote engagement and improve health and quality of life.
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- EKU Strategic Direction 6.3** **Bring ECU to Our Service Region**
- CHS SD 6.3.1** Collaborate with the University’s regional community partners to promote academic achievement, economic development, and quality of life. *(Same as 6.1.1)*
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- EKU Strategic Direction 6.4** **Bring Our Service Region to ECU**
- CHS SD 6.4.1** CHS will offer college programs, activities, and events to encourage travel to ECU campus that improve health and quality of life.