

College of Public Health and Health Professions
Strategic Plan
Tactics and Timelines – Draft for Review
1/14/10

Goal 1: Provide excellent educational programs that prepare graduates to address the multifaceted health needs of populations, communities, and individuals.

Strategies:

- **Recruit and retain outstanding faculty.**

Tactics

- Develop timeline for faculty recruitments over next 5 years – 2 per year for 4 years beginning July 1, 2010
- Appoint search committees for “jump start” faculty positions – 1 already appointed; other 2 by March 1, 2010
- Set current external grant support as a prerequisite for new faculty hires – immediate implementation
- Review exit interview information – beginning with faculty leaving as of January 11, 2010
- Implement incentive plan – July 1, 2010
- Evaluate joint appointment opportunities – July 1, 2011

- **Enroll a strong and diverse student body.**

Tactics

- Participate in UF Campus Visitation Program for Minority Graduate Students – already implemented; plan to continue annual participation corresponding with UF calendar
- Recruit African American and Latino students at minority fairs – already implemented; plan to continue annual participation corresponding with UF calendar
- Have a strong faculty presence at national leadership conferences on diversity – implemented this past year; re-evaluate by December 1, 2010 for opportunities in Spring or Summer, 2011

- **Maintain and enhance excellent academic programs that emphasize current knowledge, discovery, and practice.**

Tactics

- Conduct assessment of existing academic programs and develop plan to address areas requiring enhancements; review annually – implementation of reviews to correspond with annual SACS reporting; comprehensive reviews to correspond with either accreditation self-studies or BOG 7-year reviews as appropriate to the program based on calendars set by the respective organizations
- Hold strategic planning retreat with executive leadership group to evaluate implications of new budgeting model on program resource support – July 1, 2010
- Submit proposal for Ph.D. in Public Health – submitted in December, 2009
- Develop joint degree programs in DPT-MPH and DMD-MPH – Sept. 1, 2011
- Explore feasibility of preventative medicine residency program – appoint individual by July 1, 2010 to review the potential of this program

- Develop a dedicated speaker series that enhances academic exposure to a variety of interdisciplinary issues – discuss how to implement this series with Executive Leadership Group by July 1, 2010
- Work with the College of Veterinary Medicine regarding lecture halls and PECO placement for Environmental Health/Toxicology Building – July 1, 2010
- Participate in design of interdisciplinary patient safety curriculum proposed by the College of Pharmacy – informed Pharmacy of our interest in participating at Dec. 22, 2009 cabinet meeting; will await Pharmacy scheduling

Goal 2: Address priority health needs by conducting high quality research and disseminating the results.

Strategies:

- **Compete successfully for research funding, contributing to greater national prominence**

Tactics

- Conduct assessment of faculty capacity for increased grant submissions – July 1, 2010
- Set expectations regarding percent effort supported by external awards for tenured and tenure-track faculty – September 1, 2010
- Set specific college targets for growth in external research awards – July 1, 2010; preliminary discussions have already taken place
- Increase number of faculty who are PI's on major grants – December 1, 2012
- Provide incentives for NIH research awards, training grants, and program project grants – design in 2010-2011; implement July 1, 2011
- Strengthen junior faculty mentoring program – December 1, 2010
- Evaluate % faculty effort across the three core domains (research, teaching, service) – July 1, 2010
- Conduct space assessment – July 1, 2011

- **Promote collaborative research within the college and across the university.**

Tactics

- Conduct assessment of number of collaborative research grants – July 1, 2010
- Identify specific new collaborations with Cancer Institute – July 1, 2012
- Focus on T-2 and T-3 community based translational research – July 1, 2013
- Seek CDC funding as designated Prevention Research Center – submit for next application cycle
- Work with other colleges and new CIO on centralization of PHI storage – coordinated with other colleges and CIO, anticipated by July 1, 2011

- **Produce and disseminate new knowledge that contributes to the health of communities and individuals**

Tactics

- Identify and provide incentives for publications in high impact journals - design in 2010-2011; implement July 1, 2011
- Continue to support College-wide research fair – ongoing annually

Goal 3: Lead and actively participate in serving our university, our professions, and individuals and communities

Strategies:

- **Develop and maintain partnerships with community organizations to promote health.**

Tactics

- Engage community partners in design of community-based research projects – July 1, 2013
- Increase number of NIH R-18 grants, focusing on effectiveness trials in community settings – July 1, 2013
- Continue development of the “Sante Pou Lavi” Haiti initiative – already initiated, represents ongoing project
- Expand number of agencies/organizations providing public health internships – July 1, 2014

- **Provide professional service to the community.**

Tactics

- Engage student organizations in identifying college-wide community-service initiatives – December 1, 2012
- Charge Collaboration Committee with drafting PPHP service project recommendation for Gainesville area – July 1, 2012
- Collaborate with other colleges on national media exposure – will refer evaluation of this collaboration potential to our public relations representative by July 1, 2010; completion date will depend on outcome of conversation with other colleges
- Develop regular feature for PPHP website (i.e. faculty contributions to research, teaching, and/or service) – July 1, 2010

- **Provide professional service to the college and the university**

Tactics

- Review current UF committees on which faculty are and are not represented – Sept. 1, 2011
- Target high impact UF committees related to college for nominations for committee openings – Sept. 1, 2011
- Participate in electronic records implementation planning – 2 faculty already involved; targeted completion date will be driven by progress with systems/coordination of systems
- Evaluate revenue generation from clinical service delivery – July 1, 2011

- **Provide educational programs that meet workforce development needs.**

Tactics

- Offer second annual continuing education workshop to community partners in public health – September 1, 2010
- Evaluate feasibility of communicative disorders certificate program – July 1, 2010
- Initiate on-line MPH program for working professionals – initiated this semester (Spring, 2010)