2020-2025
University Strategic Plan
September 2020
Planning Journey

STRATEGIC PLANNING
and Implementation Process (SPIP)

2018
- FEBRUARY: BOT Strategic Planning Summit
- APRIL: President’s Cabinet Meeting

2019
- FEBRUARY: BOT Strategic Planning Summit
- JUNE: Tripp Umbach Presentation
- JULY: President’s Cabinet Meeting

2020
- FEBRUARY: BOT Strategic Plan Visioning
- MAY: Draft SP to BOT
- JULY: Rollout SP
- AUGUST: Year Seven Report to NWCCU

2015
- Strategic Plan Development
Milestones 2015-2020

- Acquired Summerlin Campus
- Started College of Medicine
- Developed Affiliation with Valley Health for GME
- Began Roseman Integrated Health System
- Developed our MSN program
- Developed AEGD residency
- Constructed AEGD clinic in Henderson
- Developed PGY1 Community Pharmacy residency
- Created Research entity to expand biomedical, clinical, educational, and translational research
- Developing Graduate level Master’s and PhD programs via College of Graduate Studies
- Created affiliation with C4TK for interprofessional training, partnership and revenue generation
Milestones 2015-2020

- Created Successful Annual Research Symposia
- Boosted Endowment savings
- Increased Employee recognition and engagement
- Completed University rebranding and centralized Marketing efforts
- Articulated and trademarked Six-Point Mastery Learning Model
- Laid groundwork for Center of Innovation in Healthcare Education through establishment of Faculty Training
- Developed new Community Outreach and Engagement Programs
- Developed CVS Health Spanish Pathway Program
- Delivered Educational and Healthcare services to the communities we serve
- Improved Financial position
- Developed Employee Training and Wellness Programs
- Developed ISA program for students
NEW MISSION STATEMENT

Roseman University of Health Sciences advances the health and wellness of the communities we serve by educating current and future generations of health professionals, conducting research and providing patient care. We actively pursue partnerships and affiliations that are aligned with our mission, work to create an environment that fosters both internal and external collaboration to achieve optimal outcomes, and are committed to responsible fiscal management in all endeavors.
Disaggregation of Mission

Roseman University of Health Sciences advances the health and wellness of the communities we serve by educating current and future generations of health professionals, conducting research and providing patient care. We actively pursue partnerships and affiliations that are aligned with our mission, work to create an environment that fosters both internal and external collaboration to achieve optimal outcomes, and are committed to responsible fiscal management in all endeavors.

SIX OPERATIONAL AREAS

- Educating current and future generations of health professionals
- Conducting Research
- Providing Patient Care
- Pursuing complementary partnerships and affiliations
- Fostering internal and external collaboration
- Responsible fiscal management
Translating Areas Into Goals

TARGET GOALS

- Create more “on-ramps” and opportunities to engage future students through all parts of the educational journey
- Expand current programmatic offerings to meet industry and market demand
- Ensure our programs are current to keep pace with market forces and workforce demands
- Enable and increase student success so they may learn, earn, and serve their communities post-graduation.
- Support a culture of diversity and inclusion so that all students may succeed
- Redesign current academic programs to permit interprofessional education
- Become a model for innovative health professions education
Translating Areas Into Goals

TARGET GOALS

- Expand university infrastructure to support strategic growth in research capabilities and productivity
- Establish and expand research graduate programming
- Develop research-focused relationships with academic, industry, clinical, and government partners
- Enhance the scholarly reputation and visibility of Roseman University
Translating Areas Into Goals

OPERATIONAL AREA 3
Providing Patient Care

TARGET GOALS

- Establish a successful Academic Health System that becomes the gold standard for exceptional patient care, teaching and learning
- Establish a comprehensive clinical footprint that becomes the gold standard for exceptional patient care, teaching and learning
TARGET GOALS

- Develop a new schema of interrelated partners that strengthen institutional capabilities, diversifies revenue sources and solidifies our competitive position.
TARGET GOALS

- Focus on most optimal, high-quality Culture Building, Community Engagement, and Philanthropic initiatives that further drive internal and external collaboration and partnership
- More deeply root Roseman into the communities it serves
- Broaden and deepen public awareness and understanding of Roseman
Translating Areas Into Goals

OPERATIONAL AREA 6

Responsible Fiscal Management

TARGET GOALS

- Diversify revenue sources
- Reduce dependence on tuition revenue
- Increase institutional efficiency with highly efficient workforce with optimal mix of talent, skills and experience to support growth
- Explore entrepreneurial opportunities
Mission > Goals > Plans

- Mission Statement
- Operational Area Goals
- Annual Implementation Plan
20 - 21 STRATEGIC INITIATIVES

- College of Medicine
- College of Graduate Studies
- Interprofessional Education
- Student Pipelines
- COP Deep Dive
- Roseman Six-Point Mastery Learning Model®
- Dental Clinic at C4K
- Roadrunner Café at C4K
- Renown Partnership
- Research Growth
- Center for Innovation in Healthcare Education
- Institutional Financial Health
Initiatives Born from Our Mission

1. Educating Current & Future Health Professionals
2. Conducting Research
3. Providing Patient Care
4. Pursuing Complementary Partnerships & Affiliations
5. Fostering Internal & External Collaboration
6. Responsible Fiscal Management
SPIP Lifecycle/ Next Steps

**STRATEGIC PLANNING AND IMPLEMENTATION LIFECYCLE**

**MAY:**
- Annual Report

**JUNE:**
- Construction of Next Implementation Plan

**JULY:**
- Annual Implementation Plan Launch

**JUL – OCT:**
- Working group implementation
- OCT: 1st Quarterly Report

**MAR – APR:**
- Strategic Planning Summit

**FEB – APR:**
- Working Group Implementation
- APR: 3rd Quarterly Report

**NOV – JAN:**
- Working Group implementation
- JAN: 2nd Quarterly Report
Strategic Initiative #1

Lead: Joe Greer

College of Medicine
Strategic Initiative #2

Lead: Jeff Talbot

College of Graduate Studies
Strategic Initiative #3

Interprofessional Education

Lead: Geri Crain
Strategic Initiative #4

Student Pipelines

Lead: Vanessa Maniago
Strategic Initiative #5

COP Deep Dive

Lead: Renee Coffman
Strategic Initiative #6

Lead: Renee Coffman

Roseman Six-Point Mastery Learning Model®
Strategic Initiative #7

Center for Innovation in Healthcare Education

Lead: Renee Coffman
Strategic Initiative #8

Dental Clinic at C4K

Lead: Frank Licari
Strategic Initiative #9

Roadrunner Café at C4K

Lead: Terrell Sparks
Strategic Initiative #10

Lead: Renee Coffman

Renown Partnership
Strategic Initiative #11

Lead: Jeff Talbot

Research Growth
Strategic Initiative #12

Institutional Financial Health

Lead: Renee Coffman
Next Steps

- Each initiative will have strategies, tactics, deliverables and specific metrics of success
- Groups will convene and develop these together
- “We need YOU”!
  - Interprofessional Education
  - Student Pipelines
  - Six-Point Mastery Learning Model
  - Center for Innovation in Healthcare Education
- How to reach us
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- Strategic Plan and Presentation available on our website