

Oakland University School of Nursing

Strategic Planning Worksheet 2015-2018

Principal Objective: To prepare nurse leaders using innovative educational models, evidence-based research and collaborative partnerships. Faculty of the School of Nursing are committed to becoming one of the premiere nursing schools in the Midwest and dedicated to innovative approaches to educating nurse leaders who are influential in shaping and delivering health care in the 21st century.

Mission: "The mission of Oakland University School of Nursing is to prepare transformational leaders committed to caring and using the best evidence in nursing practice, education and research to optimize the health of the public in a diverse ever-changing global society."

Vision: "The faculty and graduates of Oakland University School of Nursing will be recognized as transformational leaders, caring practitioners and scholars who optimize the health and well-being of a diverse global society."

Strategic Plan Goal #1. Foster student success through a robust teaching and learning environment supported by comprehensive student services.						
Educational Innovation	Initiative: Develop educational innovations and increase access to high quality nursing education	Action	Metrics	Timeline	Assignment	
	1	Launch MSN and certificate program in Forensic Nursing	Finish course development, recruit and admit students	10 students will be admitted	Fall 2015	Graduate Program Director
	2	Develop programs to promote undergraduate and graduate student retention	Connect BSN students with nursing faculty and professionals ; create a fast-track RN-BSN program for the modern ADN graduate	Improve student retention by 10%; Increase RN-BSN enrollment by 15%; satisfaction reports from graduates; graduation rates	Continuing	Undergraduate and Graduate Program Directors; Advising
	3	Improve NCLEX pass rates on the first attempt	Increase use of ATI technologies and other resources	Pass rates to \geq 88% on the first attempt	Fall 2016	Assoc. Dean
	4	Promote continuing education programs through online courses and at off-site locations	Develop additional courses and workshops; expand awareness of extensions locations and online courses; develop pain management courses that meet state licensure requirements	Add three new continuing education courses including pain management; course completion rates; student satisfaction reports	Fall 2017	Executive Director of Continuing Ed
Funding Priorities: Student scholarships; graduate assistantships; advanced technology						
Strategic Plan Goal #2. Be recognized as a strong research and scholarly environment focused on creative endeavors and on the discovery, dissemination and utilization of knowledge.						
	Initiative: Use evidence-based research to establish a program of scholarship and research funding	Action	Metrics	Timeline	Assignment	
	1	Broaden a research initiative agenda by building internal support within the SON for faculty research programs	Focused funded research, publications and national presentations; senior faculty mentoring junior faculty; provide a grant workshop for faculty	Increase the number of grant applications submitted by faculty by 15%	Continuing	Dean, Assoc. Dean

Oakland University School of Nursing Strategic Planning Worksheet 2015-2018

Evidence-based Research & Scholarship	2	Develop graduate research programs	Implement in cooperation with the University and faculty a PhD program (when approved); implement a DNP track for nurse anesthesia; enhancing recruitment of the DNP program; integrate quality improvement activities into programs and projects	Obtain university approval	Fall 2016	Graduate Program Director
	3	Further faculty research efforts with a goal of 20% tenured faculty achieving full-professor	Develop a faculty mentor program for associate professors preparing for promotion to rank of professor	20% tenured faculty achieving full-professor	Fall 2016	Dean, Assoc. Dean
	4	Recruit faculty with established programs of research and funding	Refine promotional materials and advertisements to reflect a stronger research focus	Increase in qualified applicants by 10%	Fall 2016	Dean, Faculty Search Committee
	5	Enhance clinical preceptor program to provide optimal experience for preceptors and students	Preceptor program operational; orientation process completed	Satisfactory faculty, student and preceptor reports	Winter 2017	Assoc. Dean
	Funding Priorities: Ph.D. curriculum development funds; research grants; grant preparation resources					
Strategic Plan Goal #3. Become a leader in serving the needs and aspirations of our communities and region through expanded community relationships, institutional reputation and visibility, and engagement.						
Prepare Nurse Leaders		Initiative: Prepare nurse leaders to shape and influence the overall discipline of nursing and the healthcare delivery environment locally, nationally and internationally.	Action	Metrics	Timeline	Assignment
	1	Provide opportunities for specialized leadership experiences to enrich student experience and preparedness on regional and national levels	Students will participate in the health policy experience in Washington DC and Lansing	Increase student and faculty participation by 10%	Fall 2017	Program Directors
	2	Embrace initiatives that expand and diversify composition of student body and encourage mutual respect and understanding among students, faculty and staff	Encourage faculty led service-learning and travel abroad experiences; encourage students to apply for fellowships; develop and implement opportunities for students to attend WHO conferences	Development of at least one additional opportunity for students to participate in international experiences and programs	Fall 2017	Program Directors, Faculty
	3	Foster student leadership by continuing to support student groups and organizations	Increase number of student abstract submissions and attendance at national conferences	Increase the number of students who submit abstracts by 10%	Winter 2016	Faculty Sponsors
Funding Priorities: Scholarships; funding to support student travel						
		Initiative: Establish collaborative partnerships to support the advancement of the SON through academic, entrepreneurial and community outreach programs.	Action	Metrics	Timeline	Assignment
	1	Develop interprofessional collaborative research and practice partnerships among OU schools and college for the purpose of research, education and community outreach.	Develop a Center for Interprofessional Education / Collaboration to include all disciplines on Oakland's campus with healthcare interests	Obtain approval and external funding	Fall 2017	Dean

Oakland University School of Nursing Strategic Planning Worksheet 2015-2018

Collaborative Partnerships	2	Increase collaboration with healthcare partners to expand access to high quality nursing education through partnerships, entrepreneurship, stewardship and recruitment of great minds	Cultivate current and future relationships with healthcare leaders; continue to develop programming at Focus:HOPE with a focus on student supports and workforce development; focus on care management for chronic disease, pre-symptom and symptom management	Increase the number of healthcare partners; seek sponsor for SON conference; develop 2-4 healthcare initiatives	Fall 2016	Leadership Team; Faculty
	3	Develop education initiatives in underserved communities	Collaborate with K12 school districts and area health systems to create educational/career pathways that promote nursing as a profession; Collaborate with OU/Pontiac initiatives by integrating the CNA / LPN career ladder	Increase the number of contact with leaders by 10%	Fall 2016	Dean, Executive Director
	Funding Priorities: Inter-professional Education(IPE) Center of Excellence; Continuing Education Program student support					
Adequate Resources	Initiative: Secure adequate resources to support program initiatives with a focus on teaching, research and practice.		Action	Metrics	Timeline	Assignment
	1	Develop lifelong relationships with alumni and friends to foster and promote philanthropic support for SON and OU.	Partner with OUAA to present annual program of special events to engage constituents	To have four events on an annual basis	Fall 2015	Development Officer & Events
	2	Foster continuing education programs at Focus:HOPE, online, and at offsite locations that generate excess revenue to support SON faculty and student needs.	Courses offered in person and online and based on competency	Increase program offerings; revenue increase over previous year >15%	Ongoing	Dean, Executive Director
	3	Strive to consistently tell our story by capturing and disseminating information about SON initiatives, efforts and results. Include current faculty, students, and staff as well as alumni success stories.	Publish Pulse Magazine bi-annually; website is up to date and accurate; Management team review quarterly website with Comm/Marketing Manager	Increase number of SON themed feature items through C&M	Ongoing	Marketing
	Funding Priorities: Student Resource Fund for LPN & C.N.A. students; Research Fund Support; Nightingale Awards event promotion (yields unrestricted funding)					