

Strategic Plan Updates May 2024-June 2025

EDUCATION

Educate diverse nursing professionals who deliver high quality patient care to the full extent of their scope of practice.

- Identify gaps and redundancies and demonstrate best practices in curricula by mapping program outcomes, student learning outcomes, course content, 2021 AACN Essentials, and other professional standards.
- Evaluate the effectiveness of the holistic freshman admission process in yielding a diverse student population.
- Develop and implement pipeline programs to promote access to all populations and experiences.

Utilize practice experiences to produce graduates prepared to meet the needs of the health care workforce.

- Implement a variety of student clinical experiences.
- Implement high quality and innovative teaching strategies (e.g., active learning, simulation, mastery learning, etc.).

Develop accessible, innovative, and effective strategies to enhance student success

- Implement strategies to identify students at risk.
- Implement strategies to improve student success.
 - Hire new student success coach and evaluate output and outcomes.

Achieve Faculty Evaluation Goals

- 95% of College of Nursing faculty will obtain a score of 3 or higher in the area of teaching on their annual performance evaluation.

RESEARCH

Prioritize holistic human health and wellness research and scholarship through a lens of equity and innovation.

- Increase awards related to health equity 3 additional awards every FY.
- 75% of tenure-track faculty will be engaged in funded research.

Engage in interdisciplinary team science, partnering with learners, scientists, clinical experts, and community partners to reduce health disparity and improve health outcomes in individuals and underserved populations.

- Increase researcher and clinical expert team science by 3 additional proposals every FY.
- 75% of all awards will include interdisciplinary teams (nurses and non-nurses).
- Increase student (GRAs, RAs) and post-doc involvement in research and scholarship by 5% each FY.

Disseminate new knowledge and best practices to address health disparities and improve population health outcomes with a focus on underserved populations.

- Increase the number of faculty producing peer-reviewed publications by 5% each year.
- Increase the overall number of peer-reviewed publications by 5% each year.
- 40% of all Full-time faculty will deliver a podium/poster presentation at the local, regional, state, national, or international level annually.

Promote and develop pathways for contributions to research, scholarship, and engagement goals for Research, Tenure-Track and Non-Tenure-Track faculty.

- Increase internal and external attendance at Research and Scholarship focused opportunities (i.e.: events, retreats and workshops) by 5% each CY.
- Increase alternative/innovative dissemination of knowledge each CY.
- 100% of tenure-track faculty will plan and/or implement or disseminate research.
- 25% of non-tenure-track faculty with terminal degrees will participate as a member of a research, EBP, or QI team for clinically focused projects.

PRACTICE

Expand the continuum of care offerings by the Center for Nursing Practice

- Develop relationships and expand practice partnerships in both urban and rural communities to improve health and minimize disparities.
- Collaborate with KCDC to sustain mental health services after the UP & UP mental health HRSA grant is complete.
- Promote the Precious Prints Project with the Sprint for the Prints in October and social media.
- Develop clinical practice opportunities by supporting University processes and/or with grant writing skills.

Develop and promote local nurse-led clinical opportunities for faculty practice and student clinical and enrichment/scholarship opportunities.

- Maintain and expand faculty practice partnerships with UT student health.
- Explore clinical/management/research opportunities for faculty at UTMCK.

Facilitate development of global health opportunities for education, clinical practice, and research

- Design and execute 4 international student trips annually.
- Expand funding for international clinical/research/educational opportunities.
- Expand simulations workshops globally, locally, and nationally.

Develop and offer Nursing Continuing Professional Development opportunities for nursing and health care communities.

- Post developed educational modules on platforms for distribution to interested nurses.
 - Modules in mental health as developed in the UP&UP grant.
 - Sexual Assault Nurse Examiner modules to nurses seeking SANE certification.

- Modules on patients' experiences or outcomes related to the social determinants of health (SDoH) in the delivery of care.
- Continue annual support of the Pharmacology Update as a virtual conference in the fall.
- Continue biannual support of the Pediatric Pharmacology Update as a virtual conference in the spring.

Telling our Story

Define Key Stakeholder Groups.

- Conduct stakeholder analysis to understand the specific needs and interests of each group. These will be included in the CON Strategic Communications Plans.

Create Messaging Strategy.

- Build upon the existing CON Strategic Communications Plan to further tailor messaging to meet the identified stakeholders' needs.
- Develop specific messaging for each stakeholder group, highlighting the unique contributions and strengths of the College of Nursing.

Implement Stakeholder Outreach Plan.

- Continuously implement and refine the CON Strategic Communications Plan to reach key stakeholders effectively.
- Utilize integrated marketing plans to coordinate outreach efforts across various channels, including digital platforms, traditional media, and events.
- Measure the effectiveness of outreach campaigns through metrics such as engagement rates, website traffic, and stakeholder feedback.

Enhance Marketing Efforts

- Collaborate closely with program chairs and assistant deans to develop targeted outreach campaigns promoting the College of Nursing's non-traditional programs.
- Utilize the media toolkit to ensure consistent and compelling brand messaging across all communication channels.
- Capitalize on the success of the new CON website by continuously updating content and optimizing user experience to further engage stakeholders.

Focus on Current and Long-term Strategy.

- Regularly evaluate the effectiveness of communication strategies and adjust tactics as needed to address evolving stakeholder needs and market dynamics.