Strategic Plan
Vision, Mission, Values, Goals and Objectives

Our Vision
The College of Health and Human Services (CHHS) will be nationally recognized for our interprofessional and collaborative approach to enhancing the health and quality of life of individuals, families, and communities in southeastern North Carolina and beyond. Our work, based in teaching, research and engagement will advance health knowledge and its application for prevention, health promotion and maintenance, and the restoration and enhancement of personal and social well-being.

Our Mission
The mission of the College of Health and Human Services (CHHS) is to enhance health and quality of life across the lifespan for individuals, families and communities within southeastern North Carolina and beyond through innovation and excellence in workforce development, scholarship, research, professional service and community engagement. We are committed to the development of health professionals who will practice in a sound, intellectually and ethically accountable fashion and who will commit their practice to the health and well-being of the people of our region.

To accomplish our mission we are committed to:

- Educating students to assume leadership roles in the health and human services;
- Advancing knowledge and practice through scholarly activity;
- Educating professionals of ethical conscience and commitment;
- Partnering effectively with health service providers and professional organizations;
- Serving the Region and Communities of Southeastern North Carolina and beyond.

Our Shared Values
The College of Health and Human Services (CHHS) is comprised of three professional schools: School of Health and Applied Human Sciences, School of Nursing and School of Social Work. The following values serve to guide decision making for our workforce development, scholarship, professional service and community engagement activities. We will use these values to assist us in moving forward and in developing a sustainable college.
• Excellence in teaching, scholarship and service combined with a commitment to research and the advancement and dissemination of knowledge
• Passion for improving the health of individuals, families, communities and populations – particularly underserved communities and vulnerable populations
• Responsibility for promoting health equity and social welfare of all human beings in all their diversity
• Interprofessional collaboration
• Commitment to community engagement, professional linkages, public service and applied scholarship
• Diversity and inclusion
• Honesty and personal integrity
• Compassion and caring
• Commitment to developing as a "Learning Organization"

Our Strategic Themes
For us to achieve our vision and mission and develop into a sustainable college of distinction we are guided by the following seven strategic themes. These themes serve as the foundation for our development as a sustainable college of distinction. We will use these themes to guide our current and future goals and objectives, our quality assurance and assessment processes and the development of strategic initiatives.

• Achieving Academic Distinction
• Facilitating Student Success
• Involving and Engaging our Community
• Advancing our Knowledge through Research and Scholarly Inquiry
• Utilizing Technological Ideas and Innovations
• Embracing Transcultural Opportunities
• Demonstrating our Love of Place

Our Strategic Initiatives
The development of strategic initiatives for the College of Health and Human Services is a critical part of our efforts to enhance the health and quality of life for individuals, families and communities in Southeastern North Carolina and beyond. Well-defined strategic initiatives will enable us to communicate clearly with internal and external constituents and provide focus in fundraising and allocation of resources. These focal areas will help us to accelerate an even more significant, positive impact upon health and human services, where our impact could be transformative in our teaching, research and service roles.

The following strategic initiatives are broad and cross-cutting, providing the opportunity for a wide range of CHHS, UNCW and UNC System faculty, students and staff to be involved. Moreover, moving the needle in these areas is dependent upon community engagement and partnerships. Finally, the strategic initiatives identified build upon our strengths, address community needs and stretch us in areas of local and global importance and responsibility. Our strategic initiatives are as follows:
• Art/Science Integration in Health and Human Services
• Impact of the Coastal Environment on Human Health and Life Quality
• Global Health, Health Equity and Vulnerable Populations
• Healthy Aging
• Obesity
• Understanding and serving our Military Community—Veterans, Active Duty Soldiers and their Families, and
• Embracing Technological Innovations to advance Health and Human Services

Our Goals and Objectives
The College of Health and Human Services (CHHS) was established as a doorway for UNCW to make a positive impact on the health and well-being of residents of the state of North Carolina and beyond. The overarching goal of CHHS is to help individuals, families and communities live healthier, more prosperous, and more productive lives.

The College of Health and Human Services (CHHS), incorporating the professional schools of Health and Applied Human Sciences, Nursing and Social Work, seeks as its hallmark the application of theory and knowledge to practice. Through in-class and field/clinical experiences, our students will learn to develop and apply knowledge regarding illness, health, wellness and human needs, while recognizing and building upon the innate strengths and dignity of individuals and communities in which they work. In this, we prepare the highest quality professional who possesses a unique understanding of how to synthesize knowledge in transdisciplinary/interprofessional teams to address real community problems. Our students and faculty work in close partnerships with the community to discover and apply scientific knowledge that serves the public and produces tangible benefits to human beings in all their diversity.

The CHHS intends to be the leading authority in health and human services professional education, research and service in southeastern North Carolina and beyond. The college will create and maintain the highest quality learning opportunities for students, preparing them to meet public health competencies, experience academic citizenship and apply scholarship.

The Schools within CHHS are committed to the development and application of knowledge regarding health, wellness, human needs and the quality of human life to prepare the highest quality professionals. Our graduates will possess a unique understanding of how to synthesize knowledge and utilize the power of professionals working in transdisciplinary/interprofessional collaborative teams to address individual, family and community problems.

CHHS goals and objectives are presented below – (Note: Crosswalk with the UNCW Strategic Plan Goals and Objectives).

Goal I: Instructional/Workforce Development
Empower students through excellence in instruction to assume leadership positions in health and human services. (UNCW Goals I, II, III, IV, V)

Objective 1: Provide competency-based undergraduate and graduate degree programs in health and applied human sciences, nursing and social work that will ensure our graduates attain and demonstrate competencies that will contribute to the mission of UNCW, CHHS and their respective Schools during their academic programs and throughout their careers. (UNCW Goal I, Objectives 4, 8)

Objective 2: Increase the number of high-quality health professionals to serve the region and state. All programs will be subject to a program review process to determine quality, viability and comparative advantage. New programs will be developed and proposed to expand our ability to meet the health and human services needs of southeastern North Carolina and beyond. In addition, we will explore various delivery platforms that can help us achieve distinctive and innovative course delivery models. (UNCW Goal V, Objective 4)

Objective 3: Create and sustain an environment in which diverse faculty and student teaching/learning interprofessional collaborations can develop, innovate and thrive. (UNCW Goal II, Objectives 3, 4; UNCW Goal III, Objectives 3, 4, 5, 7)

Objective 4: Embrace transcultural experiences (i.e., study abroad programming) as a means of acquiring new knowledge/models, disseminating successful models and expanding our horizons. (UNCW Goal III, Objective 7; UNCW Goal IV, Objectives 1, 2, 3, 4)

Objective 5: Sustain and expand applied learning experiences in cooperation with our community partners. (UNCW Goal V, Objectives 2, 3, 4)

Objective 6: Utilize technology to enhance learning and to prepare our graduates to function in the ever expanding health and human services information systems environments. (UNCW Goal I, Objective 3)

Goal II: Scholarship
Foster excellence in scholarship that enhances the knowledge, processes and best practices in health and human services, within and across disciplines/professions. (UNCW Goals I, II, V, VII)

Objective 1: Foster a passionate commitment to a learning environment that combines discovery, knowledge generation, synthesis and applied scholarship. (UNCW Goal I, Objectives 4, 8, 9)

Objective 2: Increase collaborative scholarship among the Schools within CHHS through innovation and the implementation of the transdisciplinary/interprofessional collaboration model of scholarship. (UNCW Goal I, Objective 9; UNCW Goal II, Objective 4; and UNCW Goal V, Objectives 1, 4, 8)

Objective 3: Enhance our scholarly productivity, particularly through publications in top-tier
journals, publication of high-impact books, presentations at national and international meetings, and grants and contracts. (UNCW Goal I, Objective 8, UNCW Goal II, Objectives 3, 4; UNCW Goal VII, Objective 7)

Goals III and IV: Service/Outreach and Engagement
Facilitate health and human services community outreach, service learning, continuing education and community service, within and across disciplines, to improve health and social welfare for individuals, families and communities within the state and region. (UNCW Goal V)

Objective 1: Provide opportunities and resources for faculty and students to engage our community, within and across disciplines, to help them increase their health outcomes, enhance their social welfare and to eliminate disparities. (UNCW Goal V, Objectives 4, 5, 6)

Objective 2: Strengthen professional and community partnerships that are innovative, distinctive, interprofessional, reciprocal, and mutually beneficial and address issues of consequence for the state and region. (UNCW Goal V, Objectives 1, 2, 3, 4, 6, 7, 8)

Objective 3: Improve and increase professional and interprofessional education and activities to address health workforce needs. (UNCW Goal V, Objectives 5, 6)

Facilitate faculty and student involvement in national service activities and professional leadership roles to enhance health and human services. (UNCW Goals I, II)

Objective 1: Provide opportunities and resources for faculty and students to be involved in professional service within and across disciplines/professions. (UNCW Goal II, Objectives 3, 4)

Objective 2: Recognize, reinforce and communicate the professional service activities and leadership roles of faculty, staff and students. (UNCW Goal I, Objective 9; UNCW Goal II, Objectives 3, 4)

Goal V: Organizational
Develop and continually enhance a sustainable College of Health and Human Services (CHHS) with an emphasis on ongoing assessment and quality improvement processes. (UNCW Goals I, II, III, V, VI, VII)

Objective 1: Through engagement of faculty, students and staff develop effective and efficient processes, policies and procedures to manage college and school functions. (UNCW Goal VI, Objective 1)

Objective 2: Promote and reinforce a diverse, collaborative and interprofessional collaborative culture within the college. (UNCW Goal III, Objectives 2, 3, 5, 6; UNCW Goal VI, Objective 1)

Objective 3: Recruit, develop and retain a highly qualified, diverse faculty, staff and student body. (UNCW Goal II, Objective 4; UNCW Goal III, Objectives 1, 2, 3, 4, 5, 6)
Objective 4: Engage in meaningful program assessments and quality assurance procedures. *(UNCW Goal I, Objective 4)*

Objective 5: Advance understanding and respect for the college and schools throughout the university, community, state, region and nation. *(UNCW Goal I, Objective 10; UNCW Goal V, Objectives 1, 4; UNCW Goal VI, Objective 4)*

Objective 6: Maintain and develop outstanding facilities to support our vision and mission. *(UNCW Goal VI, Objectives 1, 2, 3)*

Objective 7: Cultivate a culture of Healthful Living for the university and broader community through effective engagement, information dissemination and service. *(UNCW Goal V, Objectives 3, 4, 5, 6; UNCW Goal VI, Objective 1)*

Objective 8: Enhance our advancement/development activities in terms of gifts and endowments to the college and schools. *(UNCW Goal VII, Objectives 3, 4, 5, 6)*