Together we enhance health & quality of life
Dear friends,

Our strategic plan results from the collaborative efforts of our faculty, staff, students and community partners. It details the high expectations we have for ourselves as a college and the priorities that we will pursue.

This plan will guide our decisions from 2017–22 on everything from the building of a new facility to engaging more faculty and students in scholarship, research and community engagement and impact.

Our college’s strategic plan will shape our budget priorities and guide us as we focus on our primary mission:

Creating transformative learning experiences, advancing knowledge through research and scholarly activity, and engaging local and global communities.

Inside this publication, you will discover the many ways our strategic plan focuses on our collective: why, what and how. CHHS is committed to charting a path toward “Giving Flight to Imagination.” We believe deeply that we can and will enhance the health and quality of life of individuals, families and communities in southeastern North Carolina and beyond.

Together We Can Make a Difference!

Charles J. Hardy, Ph.D.
Founding Dean and Professor

2017-22 Strategic Plan
WE ENHANCE HEALTH AND QUALITY OF LIFE

OUR MISSION

WE CREATE TRANSFORMATIVE LEARNING EXPERIENCES, ADVANCE KNOWLEDGE THROUGH RESEARCH AND SCHOLARLY ACTIVITY, AND ENGAGE LOCAL AND GLOBAL COMMUNITIES.
We are a learning organization that intentionally cultivates a diverse, inclusive, interprofessional, student-centered, healthy culture of excellence.

Our work is guided by the following values:

- Collaboration
- Empowerment
- Innovation
- Passion
- Social responsibility
- Sustainability
- Trust
- Vitality
STRATEGIC GOAL 1

EMPOWER STUDENTS THROUGH EXCELLENCE IN TEACHING AND LEARNING

OBJECTIVES

- Provide accessible undergraduate and graduate degree programs that prepare graduates for academic and career advancement.
- Attract and retain high-quality and diverse students, faculty and staff.
- Enhance the quality of existing academic and student affairs programming and develop new programs to address the health and human service needs of southeastern North Carolina and beyond.
- Utilize technology to create and sustain virtual and physical instructional environments that enhance interprofessionalism, collaboration and learning.
- Expand global engagement and transcultural learning experiences to support the creation and exchange of knowledge and expertise.
- Sustain and expand applied learning experiences.
- Support academic, personal and professional development of students through a sustainable student advising and student success services model.
- Sustain and expand interprofessional learning experiences by collaborating with university and community partners.
WE WORK TOGETHER TO ENHANCE LIVES
Foster excellence in research, scholarly activity and innovation

OBJECTIVES

- Increase student participation in research, scholarly activity and innovation by collaborating with university and community partners.

- Increase interprofessional collaboration in research, scholarly activity and innovation.

- Enhance research and scholarly productivity through publications and presentations.

- Increase internal and external funding through submissions and awards of grants and contracts.

- Increase academic-community partnerships focused on research, scholarly activity and innovation.

- Build an infrastructure to support and sustain faculty, staff and student research, scholarly activity and innovation.
Goal: Engage in strong academic-community partnerships

Objectives:

- Increase sustainable, mutually beneficial academic-community partnerships.
- Allocate resources for faculty, staff and students to build and sustain academic-community partnerships.
- Increase professional development and continuing education opportunities to meet the needs of the health and human services workforce.
- Maintain high-quality professional and interprofessional community engagement programs.
- Develop the Center for Healthy Communities and Center for Clinical Research Workforce Development as sustainable integrative platforms for community engagement involving faculty, students and staff.
“It was a very warm and welcoming experience. I felt like I found my passion in life right beside my friends.”

-Tia Scriven, ’17 Bachelors of Social Work
STRATEGIC GOAL 4

FACILITATE INVOLVEMENT IN PROFESSIONAL SERVICE ACTIVITIES AND LEADERSHIP ROLES

OBJECTIVES

- Increase faculty, staff and student involvement in professional service and leadership roles within and across disciplines and professions.

- Allocate resources to support faculty, staff and student involvement in professional service activities and leadership roles.

- Recognize the value of professional service activities and leadership roles of faculty, staff and students.
**Promote Sustainability and Continuous Quality Improvement**

- Develop effective, efficient and sustainable processes, policies and procedures to manage college and school functions through the engagement of faculty, students and staff.

- Promote and reinforce a diverse, collaborative, interprofessional and healthy culture within the college.

- Engage in meaningful assessment processes and quality assurance procedures to support achievement of college and program outcomes.

- Advance understanding and respect for the schools and college from local to global communities through effective communication, marketing and branding.

- Maintain, develop and leverage well-designed facilities to support our vision and mission.

- Develop a culture supporting health and well-being across the university and from local to global communities through effective engagement, education and service.

- Enhance advancement activities to increase gifts and endowments to the schools and college.

- Establish innovative and entrepreneurial business practices to support revenue generation efforts and resource management.
The College of Health and Human Services was established in 2010 as a doorway for the University of North Carolina Wilmington to make a positive impact on the health and quality of life of individuals, families and communities in southeastern North Carolina and beyond.

The overarching purpose of CHHS is to help those in our local and global communities live healthier, more prosperous and empowered lives. This purpose is rooted in the core belief that every person should have equal opportunity to enjoy a long and healthy life.

CHHS is an integrative structure that brings its three professional schools (School of Health and Applied Human Sciences, School of Nursing, School of Social Work) and centers (Center for Healthy Communities, Center for Clinical Research Workforce Development and Student Success Center) together through interprofessional collaborative education, applied research, and community engagement and impact.
Achieving our goals will require unwavering commitment from the entire CHHS community. We’ve made great progress on the development and implementation of our strategic plan, but that’s just the beginning. To ensure success, we have developed a concurrent assessment plan, including metrics and qualitative indicators for assessing progress on the goals and objectives. Below is a summary of our approach to assessment and key examples of core metrics that we will be monitoring over the next five years to determine our success.

**Our Approach**

- Focus on college-wide metrics and qualitative indicators, as well as appropriate school, program and core support team measures.

- Identify or develop metrics and qualitative indicators aligned with our goals and objectives.

- Utilize multiple measures (quantitative and qualitative, direct and indirect) for each goal.

- Utilize existing data sources and established data collection strategies whenever possible.

- Evaluate the effectiveness of the assessment plan to make certain we have useful data and are using manageable data collection strategies.

- Use results to improve the effectiveness of our investments of time, energy and resources as we work toward our goals.

- Maintain a transparent assessment process and make results readily available to stakeholders.
Our Metrics

• ACADEMIC-COMMUNITY PARTNERSHIPS: Data documenting the number, activities and impact of partnerships.

• DIVERSITY: Demographic data documenting the diversity (broadly defined) of faculty, staff and students.

• ACADEMIC PROGRAMS: Degree inventories, program rankings and accreditation results.

• STAKEHOLDER PERSPECTIVES: Survey data collected from instruments or embedded items developed for faculty, staff, students, alumni, employers and partners to assess progress toward goals.

• PHILANTHROPY: Number, amount and sources of gifts.

• RECRUITMENT AND RETENTION: Tracking recruitment, application, hiring/admission and retention data for faculty, staff and students, including post-graduation employment and higher education enrollment for students.

• SCHOLARSHIP AND INNOVATIONS: Data documenting the number of professional presentations, publications, products, patents, and grant/contract submissions and awards.

• STUDENT SUCCESS: Retention, progression and graduation rates, post-graduation data to track employment and higher education.

• SUSTAINABILITY: Inventory of policies and procedures, resources and facilities.
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