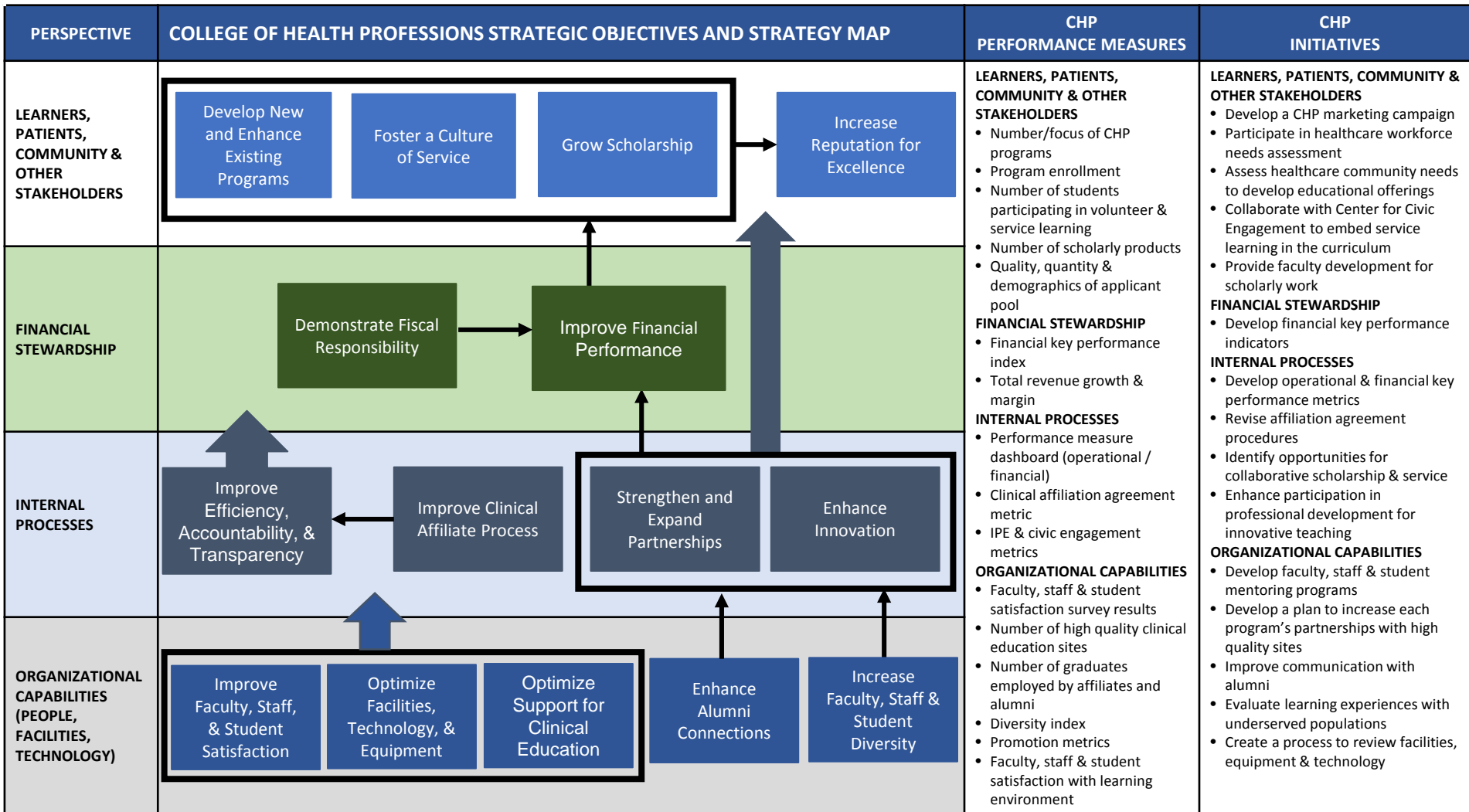


<b>CHP VISION</b>	Leading innovation and collaborative learning to positively impact and transform health care.		
<b>CHP MISSION</b>	The mission of Upstate Medical University College of Health Professions is to develop professionals through education, scholarship, and service to improve the health and well-being of our diverse society.		
<b>UPSTATE VALUES</b>	We drive innovation and discovery • We respect people • We serve our community • We value integrity • We embrace diversity and inclusion		
<b>CHP STRATEGIES AND RESULTS</b>	<b>EXCELLENCE IN EDUCATION</b> The College of Health Professions will be recognized as the academic institute of choice for healthcare professionals.	<b>COMMUNITY AND PARTNERSHIPS</b> The College of Health Professions will develop and strengthen community partnerships to maximize education, scholarship, and service.	<b>STRATEGIC GROWTH</b> The College of Health Professions identifies and implements fiscally responsible targeted growth to address changes in healthcare through education, scholarship, and service.



**Objective Commentary for College of Health Professions Prioritized Strategic Objectives**

While focus and work on all the Strategic Objectives will be undertaken by the College of Health Professions, the following three Strategic Objectives have been selected for immediate focus based on need, importance, and activities currently underway.

PERSPECTIVE	OBJECTIVE	DESCRIPTION	INTENDED RESULTS	POTENTIAL CHP PERFORMANCE MEASURES	POTENTIAL CHP INITIATIVES
<b>LEARNERS, PATIENTS, COMMUNITY &amp; OTHER STAKEHOLDERS</b>	<b>Increase Reputation for Excellence</b>	CHP will be locally and nationally recognized as a leader in the education of health care professionals.	<ol style="list-style-type: none"> <li>1. Programs will achieve and maintain accreditation as necessary.</li> <li>2. CHP is known for innovative teaching methods, student outcomes, and quality post professional education.</li> </ol>	<ol style="list-style-type: none"> <li>1. Program accreditation data.</li> <li>2. Quality, quantity and demographics of applicant pool.</li> <li>3. Google Analytics Metrics to track website traffic.</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop a marketing campaign for the college <i>to include faculty publications/awards, student outcomes/awards, branding, promotion, newsletter, etc.</i></li> <li>2. Create a Social Media strategy to include student engagement for blogging, faculty/student use of social media, etc.</li> </ol>
<b>INTERNAL PROCESSES</b>	<b>Improve Clinical Affiliate Process</b>	Promote quality clinical education using a structured, streamlined process.	<ol style="list-style-type: none"> <li>1. Increase efficiency in initiating and executing clinical affiliate agreements.</li> <li>2. Maximize use of campus resources including efficient use of personnel to support best practice.</li> </ol>	<ol style="list-style-type: none"> <li>1. Track metrics to include: <ul style="list-style-type: none"> <li>• time frame from initiation to completion of new/renewal of AA;</li> <li>• administrative steps in process</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. Systems Engineer engagement with CHP Workgroup.</li> <li>2. Revise procedures to promote efficiency, to include regular review with clinical education director and affiliation officer to update progress.</li> </ol>
<b>ORGANIZATIONAL CAPABILITIES (PEOPLE, FACILITIES, TECHNOLOGY)</b>	<b>Optimize Facilities, Technology, &amp; Equipment</b>	Access to technologically current facilities and equipment.	<ol style="list-style-type: none"> <li>1. Facilities and equipment are technologically current.</li> <li>2. Space is designed for flexibility and optimal utilization, considering future technologies.</li> </ol>	<ol style="list-style-type: none"> <li>1. Professional accreditation Standards for student access to current technology is met.</li> <li>2. Faculty/staff and student survey results demonstrate satisfaction with the learning environment.</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop process to evaluate currency of facilities on a regular basis; to include opportunities to share equipment/technology across programs.</li> <li>2. Create process to review and assess new equipment and technology needs as part of the annual budget process.</li> </ol>