

## 2024-2029 STRATEGIC PLAN PRIORITIES AND GOALS

**Strategic Priority 1. People:** Attract, recruit, retain, and develop students, faculty and staff who contribute meaningfully to the SOPPS mission of developing outstanding leaders in pharmacy and pharmaceutical sciences.

**1.1** – Develop and implement a formal marketing and communication strategy targeting prospective students to counter misconceptions about the pharmacy profession, emphasize our brand, highlight the success of our graduates, faculty, and staff, and increase prospective student inquiries.

**1.2** – Build a diverse pre-pharmacy pipeline using external contacts that represents the diverse patient population served, supports future enrollment, and strengthens relationships with undergraduate institutions, high schools, and healthcare/STEM programs.

**1.3** – Formalize and strengthen a culture of belonging and a commitment to an inclusive and equitable school climate among faculty and staff. Create, cultivate, and sustain an environment that respects differences and advances diversity, inclusion, and multiculturalism.

**1.4** – Foster a culture where faculty and staff have a sense of continuous professional development (CPD).

**1.5** – Foster professional identity formation in our PharmD students.

**1.6** – Cultivate and strengthen relationships with alumni to encourage their volunteerism.

**Strategic Priority 2. Student Academic and Professional Success:** Deliver an innovative curriculum centered on evidence-based and patient-centered care that supports student learning, professional development and achievement of postgraduate goals while also instilling a commitment to our mission of creating leaders, promoting and transforming human health locally and globally.

**2.1** – Ensure continuous evaluation and quality improvement of the curriculum through assessment of curricular effectiveness.

**2.2** – Support student academic achievement.

**2.3** – Improve NAPLEX, MPJE licensure, and law exam pass rates.

**2.4** – Grow and strengthen experiential learning opportunities.

**2.5** – Develop and sustain diverse certificate, micro-credential, and degree programs.

**2.6** – Support graduates in achieving professional employment goals by strengthening curricular and co-curricular opportunities for student engagement in professional development toward career readiness and employment.

**Strategic Priority 3. Research and Scholarship:** Promote discovery-based research and scholarship that improves human health locally and globally, and is nationally recognized for contributions to basic science, translational, clinical and outcomes-based research.

**SP3 Goal 1** – Increase funding for research and scholarship.

**SP3 Goal 2** – Cultivate internal collaboration and external partnerships to promote discovery-based research.

**SP3 Goal 3** – Strengthen national recognition of scholarship through publications and presentations.

**Strategic Priority 4. Community:** Build and strengthen community relations with our Johnson City neighborhoods, Broome County, and neighboring counties by engaging in outreach initiatives that reflect our commitment to positively impacting the health of communities we serve. This priority aligns with the university priority to achieve the Carnegie Classification for Community Engagement.

**SP4 Goal 1** – Develop and sustain strategic alliances within the local Johnson City community to foster student service-learning co-curricular opportunities, community-engaged leadership opportunities, advance pharmacy practice, support the community, and achieve and maintain Carnegie Classification for Community Engagement.

**Strategic Priority 5. Financial Security:** Enhance the financial security of the school by diversifying revenue streams.

**SP5 Goal 1** – Optimize enrollment in PharmD and MS programs.

**SP5 Goal 2** – Continue to diversify our funding streams beyond tuition revenue.