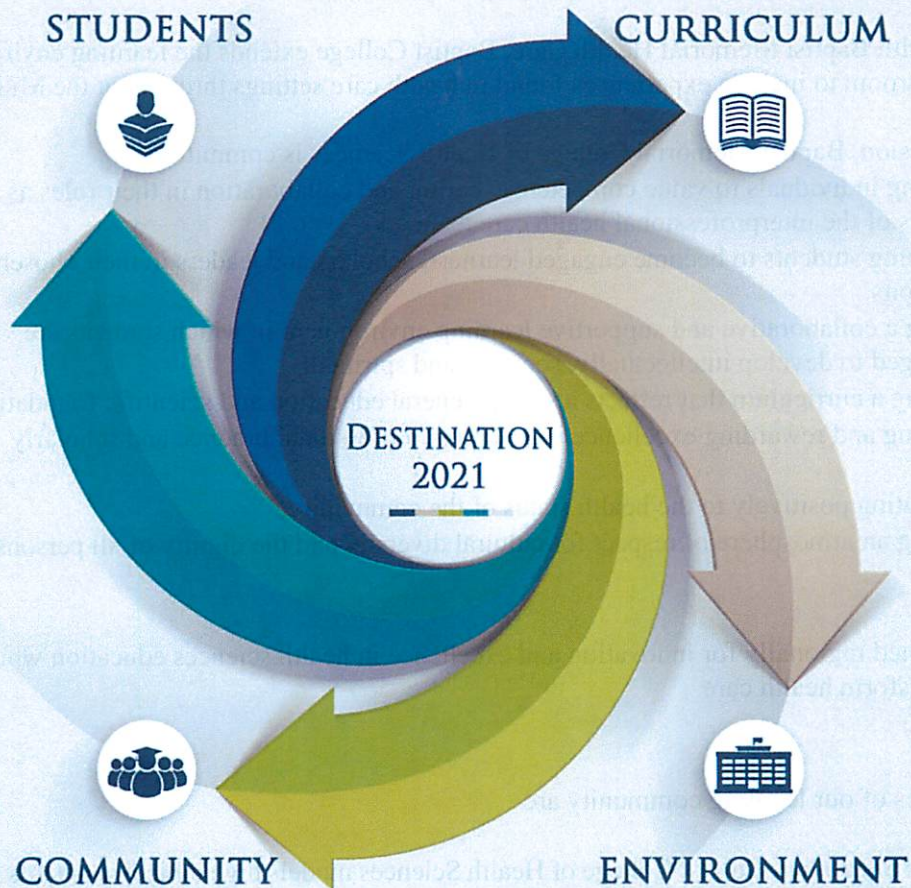


BAPTIST COLLEGE

O F H E A L T H S C I E N C E S



**DESTINED FOR A HIGHER PURPOSE
STRATEGIC PLAN 2016-2021**

BAPTIST MEMORIAL COLLEGE OF HEALTH SCIENCES

MISSION

Baptist Memorial College of Health Sciences prepares graduates for careers of service and leadership by providing a comprehensive health sciences education within an integrated environment of learning and Christian principles.

Building on the legacy of education since 1912, Baptist College is a private institution which seeks to attract a diverse student population who shares commitments to Christian values and ethics, academic excellence, and lifelong professional development. In response to the trust expected of institutions preparing future health care professionals, the academically rigorous environment requires students' active engagement in learning through a variety of instructional modes.

In partnership with Baptist Memorial Health Care, Baptist College extends the learning environment beyond the classroom to include experiences found in health care settings throughout the Mid-South.

To fulfill its mission, Baptist Memorial College of Health Sciences is committed to

- Educating individuals to value competence, caring and collaboration in their roles as members of the interprofessional health care team.
- Developing students to become engaged learners, scholars and leaders in their chosen professions.
- Creating a collaborative and supportive learning environment in which students are encouraged to develop intellectually, socially, and spiritually.
- Providing a curriculum that reflects a strong general education and scientific foundation.
- Promoting and rewarding excellence in teaching, professional practice and scholarly activity.
- Contributing positively to the health status of the community.
- Fostering an atmosphere of respect for cultural diversity and the dignity of all persons.

VISION

To be distinguished regionally for innovation and excellence in health sciences education which prepares graduates to transform health care.

VALUES

The shared values of our learning community are

- **Integrity**
Aspiration Statement: Baptist College of Health Sciences models high ethical standards in all aspects of learning, teaching, service, and business.
- **Professionalism**
Aspiration Statement: Baptist College of Health Sciences provides an environment that promotes the competence, character, and commitment of faculty, staff and students to their careers and vocations.
- **Service as an expression of Christian values**
Aspiration Statement: Baptist College of Health Sciences fosters a Christian environment where servant leadership is modeled in all aspects of learning, teaching, service, and business.
- **Continuous Improvement**
Aspiration Statement: Baptist College of Health Sciences strives to be innovative and promotes ongoing assessment as a means to achieve organizational and personal excellence.



Students

Goals	Strategies
Goal 1 Become the college of choice for students pursuing health care degrees and career advancement. Measure S1: Enrollment Headcount	<ul style="list-style-type: none"> • Develop strategic partnerships with secondary and post-secondary institutions. • Increase brand awareness of Baptist College. • Update, implement, and evaluate effectiveness of recruitment plan. • <u>Target recruitment efforts to enroll student populations with the highest successful matriculation probability. -</u>
Goal 2 Increase retention and persistence rates with a campus-wide focus on student success. Measure S2a. Course Completion Rates S2b. Graduation Rate (4-year rates)	<ul style="list-style-type: none"> • Implement retention and persistence strategies. <ul style="list-style-type: none"> • Academic Programs • Academic Support Services • Student Support Services • Financial Assistance • <u>Implement strategies to increase program and course completion. -</u> • <u>Implement learning activities to improve identified student learning needs for specific courses. -</u> • <u>Provide mental health support and wellness initiatives through a "Year of Well-Being" -</u> • <u>Increase engagement between employees and students to increase student retention. -</u> • <u>Implement a plan to diminish the impact of the top 5 factors prohibiting student persistence.</u>



Curriculum

Goals	Strategies
Goal 1 Expand program and curricular offerings to address projected health care job demands. Measure C1. Change in Program Offerings	<ul style="list-style-type: none"> Investigate new or revisions of existing <u>and implement</u> certificates/ programs/degrees <u>or revise existing ones.</u> - annually. Explore distance education course/program opportunities for new markets.
Goal 2 Prepare students across and outside the curriculum to respect, provide care for, and learn from others with diverse backgrounds and perspectives. Measure C2a. IDEA evaluations-“Developing knowledge and understanding of diverse perspectives, global awareness, or other cultures.” C2b. SSI and Exit survey questions about MLC- “fostering an atmosphere of respect”	<ul style="list-style-type: none"> Implement intercultural competence educational training for faculty and staff. <u>Create a more inclusive learning environment by providing intercultural competence training to students, faculty, and staff. -</u> Expose students to local and global health issues <u>by providing a variety of opportunities (co-curricular, curricular, extra-curricular).</u> - and develop intercultural competence. <ul style="list-style-type: none"> extra-curricular experiences curricular and co-curricular
Goal 3 Promote a learner-centered environment that incorporates innovative strategies and support structures to improve student learning outcomes. Measure C3. First-Time Pass Rates on Licensing Examinations	<ul style="list-style-type: none"> Improve enhance test performance in classroom, licensing/certifications, and graduate entrance examinations. Enhance <u>and expand</u> academic support services. Capitalize on the implementation of PULSE and design next steps for interprofessional education within the curriculum. <u>Design and implement interprofessional and interdisciplinary education within the curriculum. -</u>



Environment

Goals	Strategies
Goal 1 Create environments that nurture faith, learning, living, and friendship connections. Measure E1. Student Satisfaction Inventory	<ul style="list-style-type: none"> • Continue implementation of Master Facilities Plan. <ul style="list-style-type: none"> ○ Student Housing ○ Community Spaces ○ Classroom/Learning Laboratories ○ Branding • <u>Implement Technology Plan.</u> • <u>Position facilities to attract and retain students, faculty and staff and to support academic and non-academic activities.</u> • <u>Position technology to attract and retain students, faculty and staff and to support academic and non-academic activities.</u>
Goal 2 Implement sustainable financial models. Measure E2. Operating Margin	<ul style="list-style-type: none"> • Differentiate tuition strategies to support a variety of educational offerings. • Pursue opportunities to enhance stewardship and diversify funding sources.
Goal 3 Create a high-performing, sustainable organization through the talent development of employees. Measure E3. Voluntary Employee Turnover	<ul style="list-style-type: none"> • Invest in increasing the technology competence of faculty and staff. • Invest in the development of all employees capable of catalyzing and sustaining change/innovation to support the long term growth of the College. • Foster a healthy culture of communication across divisions and departments to optimize employee engagement and strategic outcomes.



Community

Goals	Strategies
<p>Goal 1 Encourage and foster life-long relationships within our Baptist College family and the community.</p> <p>Measure C1a. Number of Impressions of Engagement.</p> <p>C1b. Community Service Hours by Faculty and Staff</p>	<ul style="list-style-type: none"> • Engage college community in building intentional relationships with BMHCC partners. • Engage college-wide community in participating in selected annual service initiatives. • Implement annual Marketing Plan.
<p>Goal 2 Foster broader giving to the College annually.</p> <p>Measure C2. Number of Donors Giving</p>	<ul style="list-style-type: none"> • Develop monthly list of potential prospects. • Deploy monthly touchpoints that reach each donor annually. • <u>Solicit funds from the end of year campaign targeted for a specific need (s).</u> • <u>Increase the number of alumni giving to the College.</u> • <u>Maximize current enhanced appreciation for the essential roles of health care professionals.</u>