

University of Georgia
College of Public Health
Strategic Plan 2010-2015

Vision

The College of Public Health at the University of Georgia serves the needs of local, state, national, and international populations to advance quality of life and wellness for the people of Georgia, the United States, and the world through innovative research, exemplary education, and engaged service. The College will endeavor to meet needs by promoting excellence in performance among students, faculty and staff.

Mission

The College of Public Health at the University of Georgia promotes health in human populations, protects the environment, and prevents disease and injury in Georgia, the United States, and globally through innovative research, exemplary education and engaged service.

GOAL #1: The College of Public Health will create and deliver excellence in public health education.

Outcomes:

A. The College will improve program quality by recruiting increasingly excellent students based on grade point average, standardized test scores, source institutions, appropriate work experience while expanding enrollment and diversity in our undergraduate and graduate programs.

B. The College will establish and invest resources in the creation and maintenance of high quality research and practice oriented graduate degree programs.

C. Upon degree completion the College's job placement rates for graduates by degree will be no lower than those specified in the Council on Education in Public Health (CEPH) accreditation criteria.

D. The College will create and support the Georgia health workforce through the development and delivery of high quality continuing education and training through external degree, certificate and continuing education programs.

Strategies that will enable outcome achievement:

1. Develop cross-disciplinary courses in the professional degree core disciplines to address cross-cutting competencies.
2. Market our undergraduate degrees and minor in Public Health across the campus while targeting students in the Honors Program, preprofessional programs and the social and political sciences.
3. Engage students by using innovative teaching methods including service learning and undergraduate research.
4. Develop targeted and specific concentrations for our programs in areas of excellence and emerging areas of public health.

5. Cultivate, develop, and sustain partnerships with Public Health organizations and agencies to create assistantships, internships, residencies, service learning opportunities and career services.
6. Prepare our graduates with skills for internship and job placement opportunities.
7. Strengthen basic skills in the core curriculum and ensure consistency in educational learning outcomes.
8. Increase opportunities related to global health education activities.
9. Increase our reputation globally through faculty mentoring to include the development of key partnerships with sister institutions and through student and faculty exchanges.
10. Serve nontraditional students by expanding our academic educational programs to appropriate and effective venues outside of Athens including the Gwinnett, Griffin and Tifton campuses. Expand course offerings through distance education and other non-traditional delivery methods.
11. Serve the current public health workforce by offering educational outreach programs through the Georgia Public Health Training Center, College Institutes and Centers, Public Service & Outreach and the Cooperative Extension Service.
12. Create and support continuing education for practitioners by:
 - (a) assessing continuing education needs for practitioners,
 - (b) assessing best practices for practitioner training,
 - (c) developing effective and appropriate materials based on the needs identified in assessments,
 - (d) effectively marketing continuing education and program opportunities, and
 - (e) developing and delivering a curriculum for continuing education and workforce training through traditional and non-traditional delivery methods of instruction.
13. Collaborate with other UGA Colleges including Social Work, Pharmacy, Veterinary Medicine, and Education, and with the GHU/UGA Partnership to develop dual degree or joint degree programs.
14. Explore changes in the total hours required for the MPH degree to enhance educational quality.

GOAL #2: The College of Public Health will improve human health through innovative research addressing the physical, mental, social and environmental aspects of disease and injury.

Outcomes:

- A. The faculty, students, and staff of the College will translate our research into practice.
- B. The College will engage in interdisciplinary research efforts.
- C. The College will be a funded research leader within the University and a leader among peer members of the Association of Schools of Public Health.

Strategies that will enable outcome achievement:

1. Identify areas of research strength across the college and build critical mass of faculty in these areas with infrastructure support for competitive center or program grants.
2. Build on the current strengths of the faculty by pursuing cross-disciplinary research and support.
3. Support development of translational initiatives by expanding and developing partnerships with the state of Georgia with a focus upon the Department of Public Health, the Archway Partnerships, the Centers for Disease Control and Prevention, community partners and other public health agencies, academic centers and global organizations.
4. Create and support an Office of Research infrastructure within the College of Public Health including an Associate Dean and an additional grant specialist.
5. Improve the infrastructure for information technology in the College for research related data management.
6. Develop an implementation plan to increase quantity and quality of grants portfolio of the College.
7. Increase the number of opportunities for undergraduate, graduate and post-doctoral fellows in the research endeavors of faculty.

GOAL #3: The College of Public Health will engage partners to improve health and wellness, reduce health disparities and prevent disease and injury.

Outcomes:

- A. The College will build more effective awareness of public health among partners.
- B. The College will build community public health partnerships for mutually beneficial exchange, exploration and application of knowledge.
- C. The College will be a key source for public health information and technical expertise for the state of Georgia, the nation and internationally.

Strategies that will enable outcome achievement:

- 1. Enhance and expand our relationships with Archway Partnership communities and other community partners.
- 2. Maximize coordination and collaboration with other units on campus to address public health.
- 3. Maximize coordination and collaboration with other institutions that address public health.
- 4. Enhance communications (TV, Radio, web, forums) about public health issues.
- 5. Engage local, state, and national elected officials in public health issues.

GOAL #4: The College of Public Health will strengthen our fiscal, human and physical resources to increase our capacity for teaching, research and service and to enhance our workforce environment and culture to maximize morale and retention.

Outcomes:

- A. The College will increase extramural support.
- B. The College and its units will work together to create fiscal strategies for advancement of its mission.
- C. The College will enhance operational and administrative efficiency in teaching, research and service.
- D. The College will enhance faculty, staff and student morale and retention.
- E. The College will provide a culture of excellence in public health where staff will be partners will be partners in the pursuit of education, engagement and research, and the dissemination of new knowledge.

Strategies that will enable outcome achievement

- 1. Provide adequate space for all units of the College of Public Health in a common location with appropriate space for faculty, students and staff and effective teaching, service, and research activities.
- 2. Foster an informed, supported and engaged faculty and staff.
- 3. Create and support an Office of Research within the College of Public Health, including Associate Dean for Research and add an additional grant specialist.

4. Develop and sustain an effective mentoring program within each department for faculty researchers.
5. Refine and define the College's support for teaching excellence in instruction.
6. Build infrastructure to support internships and service learning opportunities for students through an Office of Public Health Practice.
7. Increase staff support for student and alumni services.
8. Establish a staff to provide career placement services.
9. Train faculty in community-based participatory outreach protocols.
10. Recognize faculty for excellence in teaching, research and service.
11. Recognize staff for professional excellence and exemplary performance.
12. Recruit excellent faculty, including those with work experience outside of higher education.
13. Develop a college level peer-review process to increase the quality and effectiveness of our teaching to enhance student learning outcomes.
14. Create faculty exchanges with appropriate research institutions domestically and internationally.
15. Support faculty through greater infrastructure networking opportunities.
16. Expand staff support through continuing education opportunities including training through the University's Training and Development Office as well as other professional development opportunities outside of the University.
17. Create a culture of excellence in the College to enhance faculty and staff productivity that will contribute to new knowledge, learning and service.
18. Motivate research productivity and excellence through appropriate recognition and incentives.

19. Periodically reevaluate infrastructure needs to adjust resources to best reflect needs.

Notes:

1. The College of Public Health Strategic Plan goals and outcomes were developed to support the University's *Building on Excellence, 2020 Strategic Plan*.
2. *Goals, outcomes, and strategies are not presented in order of priority.*