

WVSOM INSTITUTIONAL STRATEGIC PLAN 2015

Strategic Plan Overview:

The WVSOM Strategic Plan is focused on the institution's mission and addresses the following six areas: Osteopathic Medical Education, Facilities, Technology, Finances, Outreach and Reputation of the Institution. The strategic plan affirms that education is the primary focus of the institution with the other areas supporting the educational mission. Service to West Virginia and its citizens to address the health care needs of the state is another major focus of the institutional strategic plan. Finally, the research mission of the institution is embedded throughout the plan to enhance the educational and service goals.

Osteopathic Medical Education:

Osteopathic medical education is the primary focus of the institution and comprises a continuum that includes the medical school program and postgraduate residency programs. WVSOM will begin to explore the feasibility of adding additional programs that are complementary to its mission and the needs of West Virginia. The institution will continue to explore partnership opportunities with other organizations. Research is integrated into the educational mission of the institution with a focus on providing osteopathic medical students with research opportunities and addressing the health care needs of West Virginia. Recruitment of faculty, staff and students will be focused on meeting the mission of the institution.

Facilities

The institution will continue to implement aspects of the Institutional Facilities Master Plan. Existing buildings will be maintained and upgraded as needed. A review of facilities will be conducted to redefine usage as the Student Center is completed. Others areas of focus include evaluating storage needs, reviewing bike shelter options, expanding recycling, and exploring purchasing additional facilities/property as needed.

Technology

The institution will continue to monitor, maintain, identify and invest in technology improvements in the areas of communication, network, and medical education. WVSOM will explore and implement emergent hardware and software innovations with a focus on security, education, assessment and simulation technologies.

Finances

The institution will continue to provide good stewardship of its financial resources and will explore ways to improve its financial outlook. Strategies include reaching out to legislators, exploring additional degree programs, marketing the Student Center convention hall and Clinical Evaluation Center services to outside entities, applying for grants, fund raising and identifying ways to minimize future expense increases. WVSOM will continue to monitor and update financial projections.

Outreach

The institution will maintain, expand and develop outreach programs at the community and state levels. Outreach will include the WVSOM Center for Rural and Community Health, Healthy Children's Initiative, Rural Health Initiative, WVSOM Alumni Association, Statewide Campus, West Virginia Osteopathic Medical Association, Greenbrier Military School Alumni Association and Robert C. Byrd Clinic. WVSOM will continue to seek, expand and enhance opportunities to partner with organizations in the state to improve health care and education in West Virginia. Additional focus will be on legislative outreach and involvement with national organizations.

Reputation

The institution will expand its state and national recognition by focusing on the Institutional Mission, expanding presence at the national level, maintaining regional and program accreditation standards, improving marketing and communication efforts, identifying opportunities to increase institution's visibility, improving and expanding the WVSOM Identity and Branding Campaigns, and maintaining its osteopathic uniqueness.