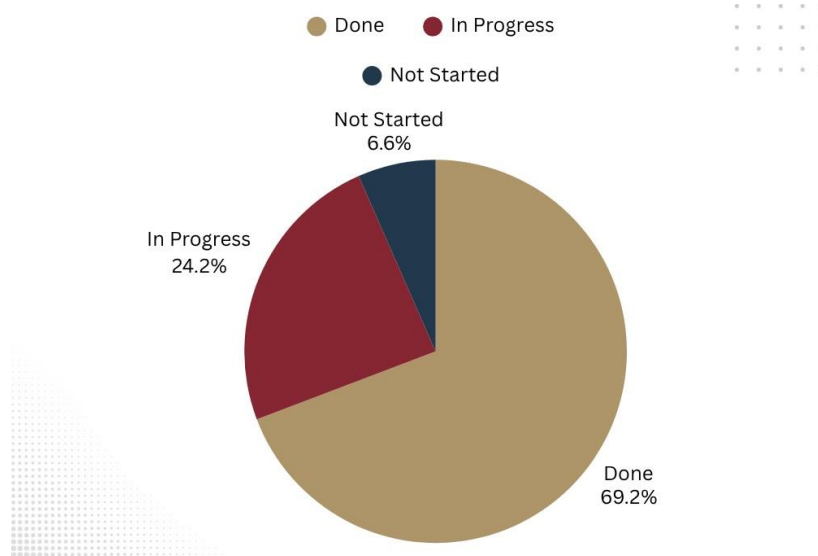




## Strategic Plan Dashboard January – June 2025

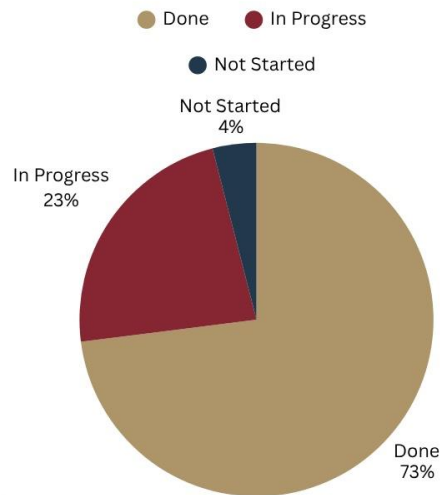
### Pillar 1: Academic Excellence

#### LAUNCH NEW ACADEMIC OFFERINGS



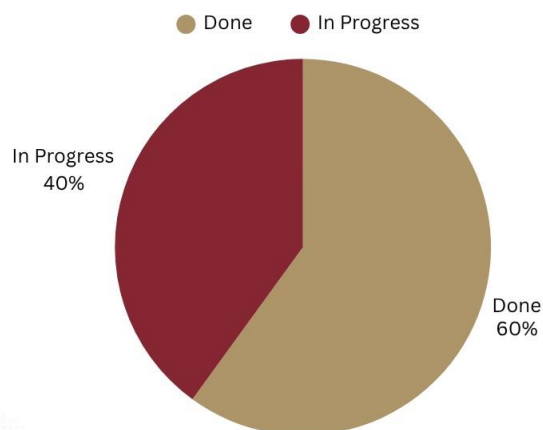
- Build three online programs from current programs
- Build/Acquire MS programs in fields such as Data Science, Genetic Counseling, Health Law and Policy
- Build/Acquire BS Programs such as Health Sciences, Exercise Science/Sports Medicine, Health Psychology, Bioinformatics, Nursing
- Build successful micro-credentialing, certificate, and/or associate degree programs such as Life Sciences, Allied Health Sciences, Biomanufacturing & Bioprocessing, Continuing Professional Development, Pharmaceutical Sciences and Pharmacy
- Build dual-enrollment and transfer agreements with other institutions (including colleges and high schools)
- Recruit to specific programs in addition to College recruitment

## GROW EXISTING PROGRAMS



- Achieve full accreditations for all accredited programs
- Strengthen curriculum of all programs by creating data-driven changes and assessment plans
- Enhance and modernize general-education curriculum
- Optimize PharmD program prerequisites and curricular structure
- Build clinical communication simulation lab for interdisciplinary learning opportunities
- Maximize enrollment in existing programs (to capacity levels provided by deans and department chairs)

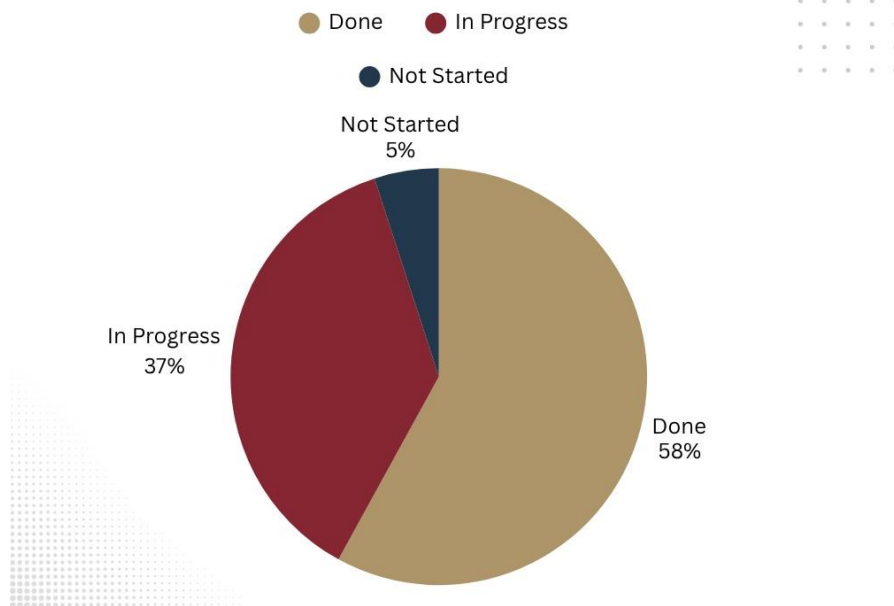
## PROMOTE GROUNDBREAKING RESEARCH



- Increase extramural funding
- Increase research activities visibility on web site, in media and on social media
- Launch an upgraded research and lab equipment inventory system

## Pillar 2: Quality Student Experiences

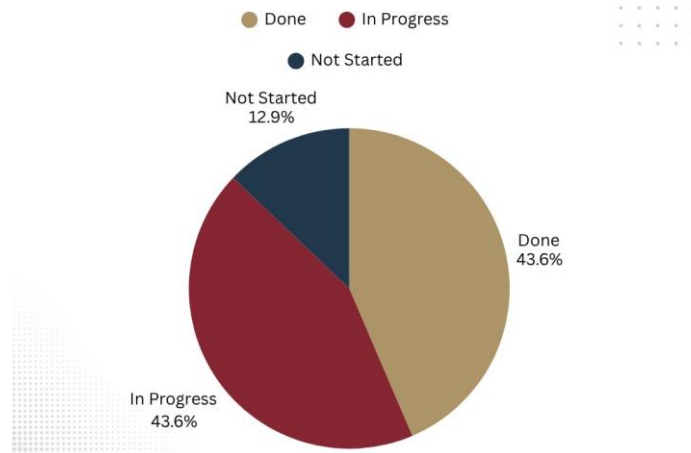
### ENHANCE STUDENT SUCCESS INSIDE THE CLASSROOM



- Establish a successful testing center
- Develop and execute an official student onboarding process
- Develop formalized support for at-risk students
- Implement recommendations from ISAC
- Develop a long-term plan to attract and retain student athletes

## Pillar 3: People and Culture

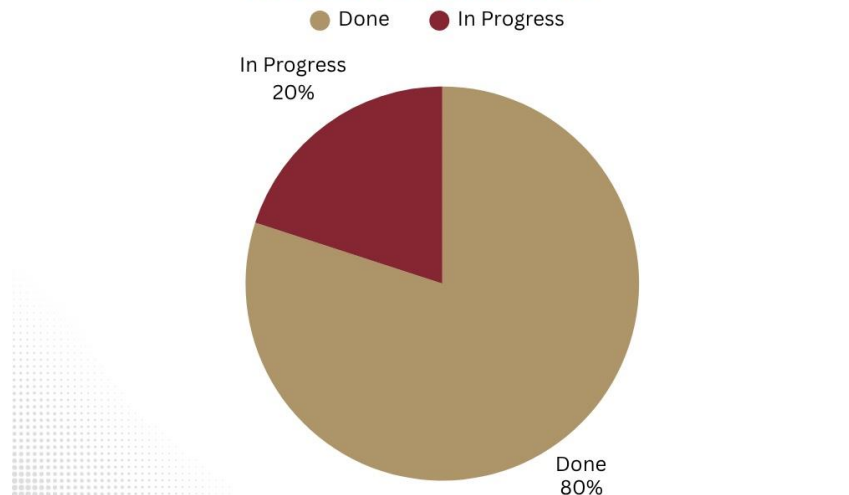
### FOCUS ON PEOPLE: "CULTURE IS EVERYONE'S JOB"



- Define and engage with community, within and outside
- Adopt departmental policies, procedures, behaviors and a culture reflective of our core values
- Promote three-dimensional accountability
- Improve wellbeing, professional development, and engagement of all employees

### CREATE AN ADVANCEMENT PARTNER (E.G. DEAN, FACULTY, UNIT LEADER, ETC.)

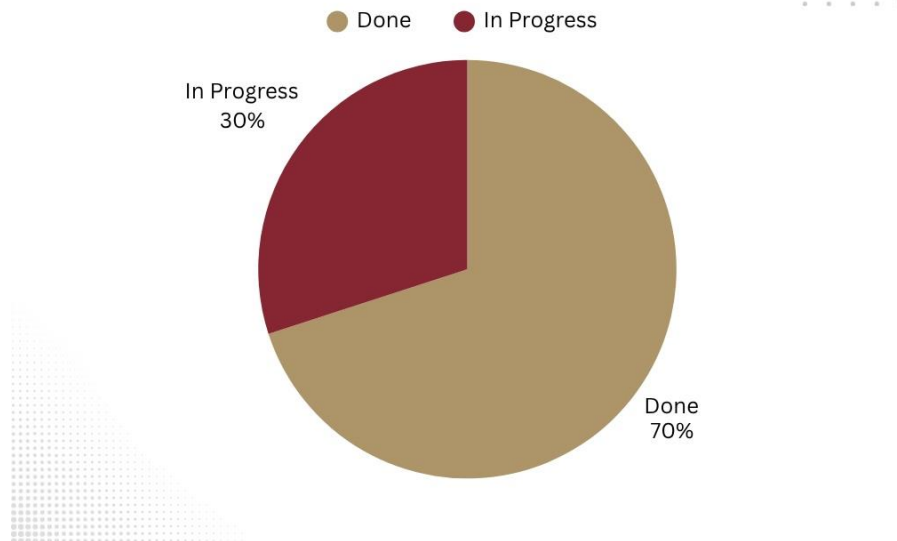
#### SPOTLIGHT INITIATIVE



- Create a culture of "best (aligned) ideas win"
- Identify "rising stars" within programs, centers and initiatives
- Orient advancement partners to emerging trends and best practices in philanthropy

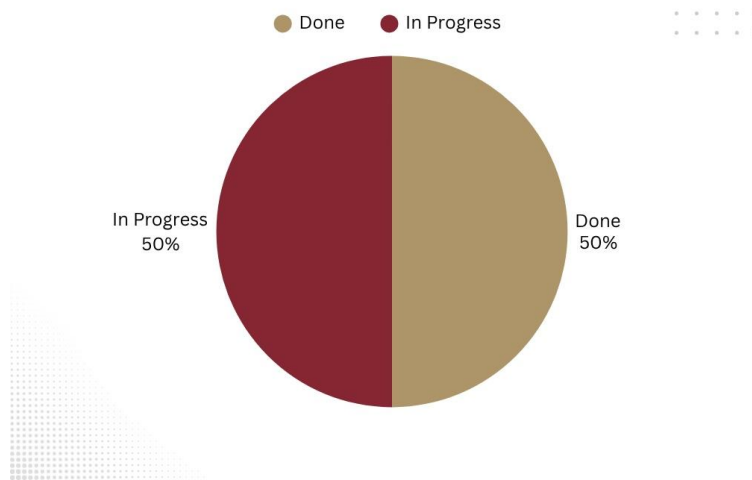
## Pillar 4: Engage with Communities

### AMPLIFY THE ACPHS BRAND



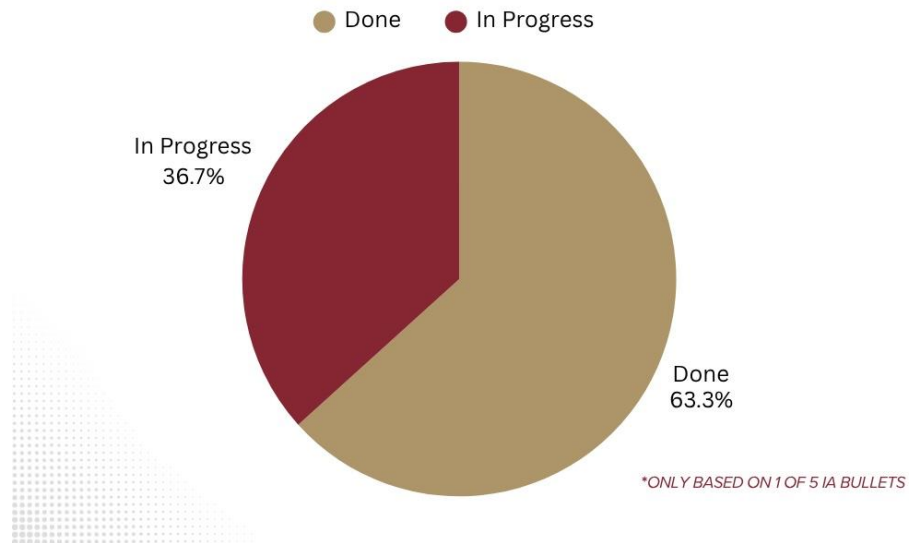
- Showcase and broadcast ACPHS stories
- Accentuate community relationships through service and health promotion
- Increase local, national and international partnerships
- Implement marketing/advertising plan, per strategic plan
- Establish CBET in community as a driver for economic growth in life sciences, biotech and biopharma

### ENGAGE WITH COMMUNITY



- Develop key corporate partners list with virtual CCPE members

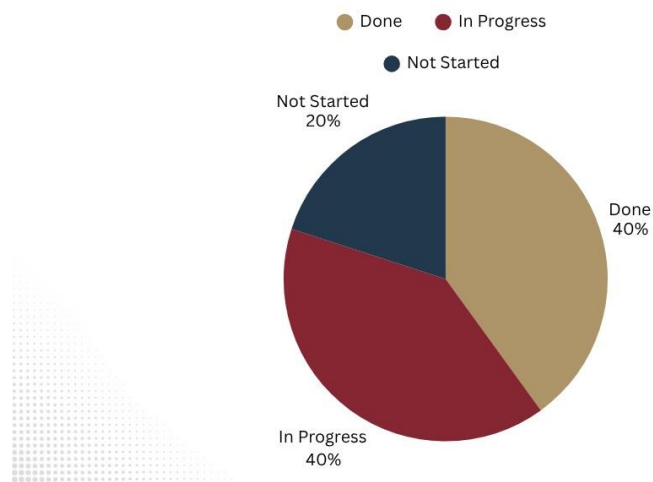
## EXPAND THE EXPERIENTIAL NETWORK



- Increase in alumni outreach and engagement

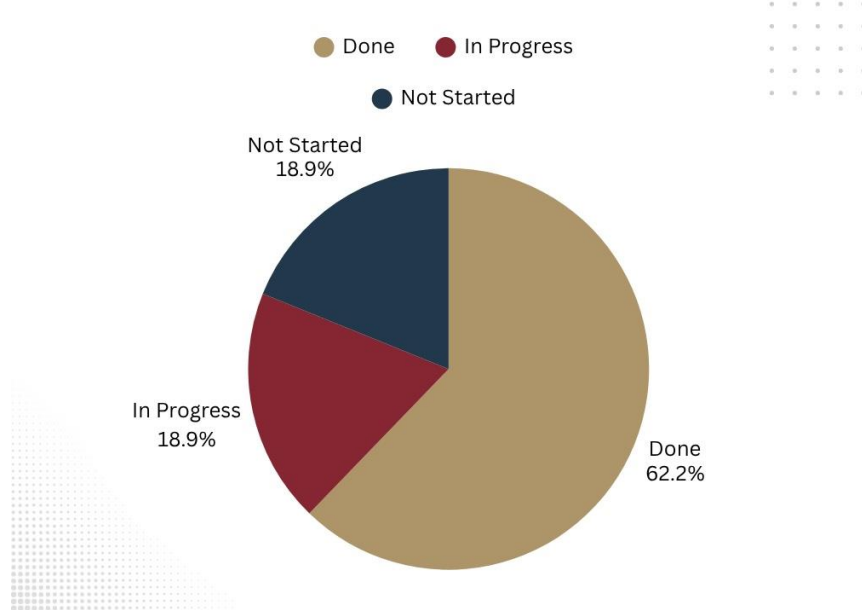
## Pillar 5: Financial Strength & Stewardship

### GROW TO BECOME A STRONG UNIVERSITY



- Cultivate an entrepreneurial mindset at all levels of the organization
- Conduct a comprehensive analysis of current and future market trends
- Acquire programs and talents that will transform the trajectory of the institution
- Develop a robust marketing strategy for optimal growth

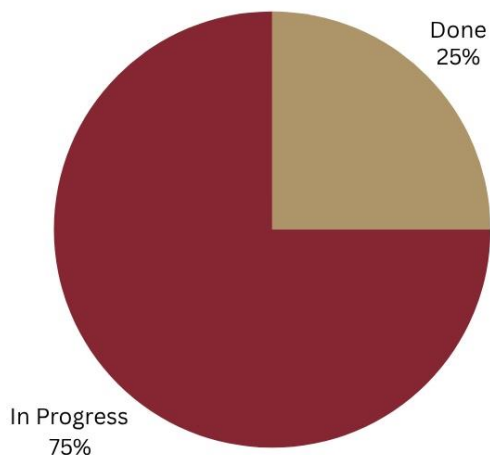
## LEVERAGE CBET AS A KEY ACPHS DIFFERENTIATOR



- Establish CBET in the Capital Region as a biopharma hub
- Offer high-impact and high-volume workforce development solutions
- Establish robust pipelines for contact research opportunities
- Increase partnerships and extramural funding for CBET

## CREATE A "TOP PROSPECT MANAGEMENT ECOSYSTEM"

● Done ● In Progress

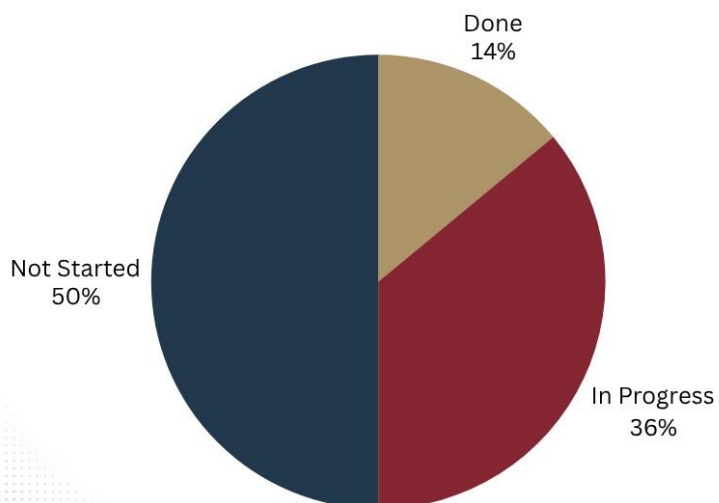


- Create a core stewardship plan and impact reporting process
- Develop a transparent pipeline review process
- Strengthen annual giving strategies
- Create a principal gift planning team

## BRIDGE THE PROSPERITY GAP

● Done ● In Progress

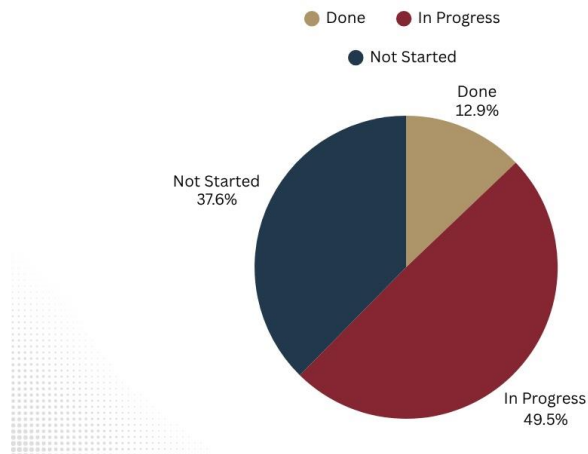
● Not Started





- Increase enrollment to around 2,000
- Balance operating budget with a strong financial outlook
- Endorse a culture of philanthropy and community engagement
- Develop key alliances to deliver economies of scale
- Provide effective technology solutions (CRM, e-Commerce)

## IMPLEMENT TRANSFORMATIVE CHANGES BEYOND THE CORE



- Identify bold ideas to move the College continually forward
- Create a committee of champions to review and prioritize opportunities for diversification, geographical expansion and development of outside-the-box initiatives and ideas
- Implement technology solutions of the future (AI, virtual reality, augmented reality, gaming lounges)

