



Sam Houston State University

College of Health Sciences

STRATEGIC PLAN

2024 - 2027

MISSION

The College of Health Sciences prepares students for meaningful professions in health and human sciences, fostering a spirit of inquiry and exploration. Our focus is on immersive, community-engaged education aimed at empowering individuals, families, and communities across East Texas. By prioritizing student-centered learning, real-world engagement, research, and healthcare outreach, we aim to contribute positively to the state of Texas and beyond.

VISION

Cultivating the next generation of leaders in health and human sciences.

VALUES

- **Student-Centric:** We prioritize the success, growth, and well-being of our students, placing their needs at the center of our educational and support efforts.
- **Belonging:** We cultivate an environment where every member of our community feels valued and respected, with a sense of belonging and well-being.
- **Discovery:** We promote an ethos of curiosity and inquiry in the classroom and beyond to advance the body of knowledge throughout health and human sciences disciplines.
- **Transformational:** We are committed to creating positive impacts through our work in education, research, and community practice.
- **Collaboration:** We foster teamwork and partnerships within our college, across the university, and with community organizations to achieve common goals.

STRATEGIC PRIORITIES AND GOALS

Prioritize Student Success and Access (SP #1)

Goal 1.1: Enhance Academic Support

- **Objective:** Develop and implement a comprehensive peer mentoring program for College of Health Sciences students.
- **Metric:** Increase student retention and graduation rates by 3% over the next three years.

Goal 1.2: Increase Scholarships

- **Objective:** In collaboration with University Advancement, expand current opportunities and establish new scholarships specifically for health sciences students.
- **Metric:** Raise \$10,000 for existing scholarship funds and \$25,000 for one new endowed scholarship within the next three years.

Goal 1.3: Strengthen Transfer Pathways

- **Objective:** With the assistance of the Director, Transfer Partnerships, & Early College Credit, promote ease of transfer into COHS programs.
- **Metric:** Develop two new programmatic transfer pathways with partners in the next three years.

Embody a Culture of Excellence (SP #2)

Goal 2.1: Foster Faculty Development and Research

- **Objective:** Provide professional development opportunities and internal research grants to faculty members in the health sciences.
- **Metric:** Increase the number of faculty publications, external grant submissions, and conference presentations by 5% annually.

Goal 2.2: Implement Innovative Curriculum and Teaching Methods

- **Objective:** Integrate high-impact teaching practices, including Academic Community Engagement (ACE), active learning, research experiences, and Association of College and University Educators (ACUE) training, among others.
- **Metric:** Increase the number of courses employing high impact practices (HIPs) by 10% over three years.

Goal 2.3: Achieve Accreditation

- **Objective:** Ensure health sciences programs achieve accreditation or reaccreditation, where applicable.
- **Metric:** Achieve initial accreditation for six COHS programs and maintain accreditation for six existing COHS programs in the next three years.

Goal 2.4: Increase Interdisciplinary Collaboration

- **Objective:** Foster interdisciplinary research, programmatic, and teaching collaborations within the university and with community partners.
- **Metric:** Execute at least three interdisciplinary projects, courses, or activities each year.

Goal 2.5: Improve Student Research Opportunities

- **Objective:** Enhance opportunities for undergraduate and graduate students to engage in research projects.
- **Metric:** Increase the number of students participating in research projects by 10% over the next three years.

Elevate the Reputation and Visibility of the University (SP #3)

Goal 3.1: Promote Faculty and Student Achievements

- **Objective:** Increase visibility of faculty and student achievements through university and external media channels.
- **Metric:** Submit at least 5 stories each semester highlighting accomplishments through various media outlets.

Goal 3.2: Enhance Partnerships with Industry and Community

- **Objective:** Develop strategic partnerships with healthcare institutions, research organizations, and industry leaders to guide student success.
- **Metric:** Establish 2 new partnerships annually that provide internships, research opportunities, and employment pathways for students.

Goal 3.3: Develop a Comprehensive Marketing Strategy

- **Objective:** Implement a targeted marketing and branding strategy to highlight the college's achievements and unique programs.
- **Metric:** Increase social media following and engagement by 10% and improve website traffic by 10% over the next three years.

Goal 3.4: Enhance Alumni Engagement

- **Objective:** In partnership with the SHSU Alumni Association, promote and strengthen relationships with alumni to support current students and promote the college's success.
- **Metric:** Increase alumni participation in college events and programs by 3% over the next three years.

Expand and Elevate Our Service to the State (SP #4)

Goal 4.1: Address Statewide Health Challenges

- **Objective:** Launch initiatives and research projects focused on addressing critical health issues affecting the state population.
- **Metric:** Develop 3 projects that target state-specific health challenges over three years.

Goal 4.2: Enhance Continuing Education and Professional Development

- **Objective:** Provide continuing education programs and professional development opportunities for healthcare professionals in the state.
- **Metric:** Offer at least 2 workshops, courses, or certification programs annually to meet healthcare professionals' needs.

Goal 4.3: Strengthen Community Health Programs

- **Objective:** Expand community outreach and health education programs/services to underserved areas across the state.
- **Metric:** Implement 3 new community health initiatives over the next three years.

These goals are designed to align with the strategic priorities of the university while addressing the specific needs and strengths of the College of Health Sciences. Each goal is measurable and time-bound to ensure accountability and progress tracking.

COHS Strategic Plan: Development Timeline

Date	Development Milestone
January 2023	SWOT Analysis and Thematic Analysis for the COHS (Spring 2023 COHS Meeting).
January 2023 – May 2023	Thematic Exploration; SHSU Strategic Plan (university-level) in development.
August 2023	Values Exploration Exercise (Fall 2023 COHS Meeting); SHSU Strategic Plan (university-level) is launched.
September 2023	COHS Strategic Planning Committee is formed and begins operation.
November 2023 – December 2023	Surveys distributed to alumni, community partners, and students for feedback about their experiences with COHS.
January 2024	Initial draft findings and mission/vision/values developed with COHS faculty and staff (Spring 2024 COHS Meeting).
January 2024 – May 2024	COHS Strategic Priorities and Goals developed in alignment with the SHSU Strategic Plan.
May 2024 – August 2024	COHS Strategic Plan refined by COHS Leadership Team; final draft presented to Provost Stephenson for review.
August 2024	COHS Strategic Plan is approved by Provost Stephenson and is presented at the Fall 2024 COHS Meeting.

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