Nursing 2014-2019 Strategic Plan

Mission
The mission of ECUCON is to serve as a national model for transforming the health of rural underserved regions through excellence and innovation in nursing education, leadership, research, scholarship and practice.

University Commitment 1: Maximize Student Success

University Action 1.4: We will radically improve accessibility for key student populations.

Unit Objective 1: Use innovative strategies and programs to increase the ethnic and gender diversity of baccalaureate-prepared nurses in NC.

Metrics:
1. Admission and enrollment data of students in the innovative BSN options (Regionally Increasing Baccalaureate Nurses (RIBN), Accelerated Second degree BSN, and RN/BSN).
2. The number and amount of scholarships provided to diverse students and denote a positive trend over 5 years.

Unit Actions:
1. Refine initiatives to increase access for diverse student populations based on outcomes of focus group and/or surveys with diverse students.
2. Increase the number and amount of scholarships provided to diverse students.

University Commitment 2: Serve the Public

University Action 2.3: We will be a national leader in revamping health sciences education, incorporating interdisciplinary education and quality improvement into our health sciences curricula.

Unit Objective 2: Develop best practices in inter-professional and quality improvement education across all levels of nursing curricula.

Metrics:
1. Implementation of core curriculum changes at both graduate and undergraduate level, related to inter-professional and quality improvement education.
2. Faculty development in best practices for interprofessional and quality improvement education.

Unit Actions:
1. Identify best practices from innovative programs (REACH, HRSA Grants, global initiatives) and integrate into our core nursing curriculum.
2. Disseminate new knowledge related to interprofessional and quality improvement education.

Unit Objective 3: Be a regional resource for healthcare leadership.

Metric:
1. Number of external contracts that involve consultation by faculty or joint projects

Unit Action:
1. Optimize the ability of the ECCNL to support consultation and collaboration.
University Commitment 3: Lead Regional Transformation

University Action 3.1: We will dramatically expand ECU’s research enterprise by investing in the people, tools, and facilities needed to conduct mission-driven research.

Unit Objective 4: Restructure the CON to increase scholarship and creative activity.

Metrics:
1. Number of faculty that are tenured or tenure track from 25 to 35
2. Number and characteristics of research strategies (partnerships, funding sources, and large data sets) and note a positive trend over 5 years.

Unit Actions:
1. Recruit and retain research-focused, tenure and tenure-track faculty.
2. Advance nursing research that addresses regional healthcare needs.

Unit Objective 5: Develop innovative, market-driven graduate programs to increase access to doctoral education in nursing.

Metric:
1. Number and type of doctoral programs and pathways

Unit Action:
1. Increase the use of technology and on-line/hybrid learning avenues in doctoral programs.