School of Dental Medicine 2014-2019 Strategic Plan

Mission
The mission of the East Carolina University School of Dental Medicine is to:
- Prepare leaders with outstanding clinical skills, an ethical bearing, sound judgment, and a passion to serve.
- Provide educational opportunities for academically qualified individuals from historically underrepresented groups, disadvantaged backgrounds, and underserved areas.
- Provide and enhance oral health services for underserved North Carolinians through implementation of community-oriented service learning and interprofessional collaborations.
- Foster a learning environment where collaborations, creativity, diversity and professionalism are embraced.
- Influence future clinical practice and dental education through research, innovation and discovery.

Commitment 1: Maximize Student Success

University Action 1.2: We will establish competency based requirements for all degree programs and will be a leader in the assessment of learning outcomes and the use of innovative teaching strategies.

Unit Objective 1: Lead the nation in oral health education.

Metric:
1. 95% on-time graduation rate of competent beginning dentists.

Unit Actions:
1. We will be the nation’s first educational program to implement XComP™ (eXtensible Competencies Platform) assessment technology that allows authentic evaluation of students and curriculum based on defined competencies.
2. Annually assess program competencies, internal program assessments and national and regional board results in order to evaluate the competencies and/or the curriculum as needed to improve student learning.

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

Unit Objective 2: Within three years, increase by 10% the number of students and residents from underrepresented groups, disadvantaged backgrounds and rural areas who matriculate and are retained.

Metric:
1. Enrollment data of students and residents from underrepresented groups, disadvantaged backgrounds and rural areas admitted, matriculated and retained.

Unit Actions:
1. Increase recruitment efforts by adding events that target recruiting students and residents from underrepresented groups, disadvantaged backgrounds and rural areas.
2. Enhance admissions processes by increasing reliance on noncognitive predictors of success to increase admissions and matriculation of students and residents from underrepresented groups, disadvantaged backgrounds and rural areas.
3. Use data from senior surveys and an annual Humanistic Learning Environment survey to improve the educational program.

Commitment 2: Serve the Public
University Action 2.1: We will inspire our students to be engaged citizens and leaders.

Unit Objective 3: Lead the nation in community service-learning dental education

Metrics:
1. Number of service learning engagement projects.
2. Measure the impact of the service learning projects through a) surveys and success stories of patients, and b) summative student reflections that include the impact of the service learning projects.

Unit Action:
1. Over the next two years, partner with the ECU Volunteer and Service Learning Center, the CSLC Advisory Boards and community partners to establish one service-learning and engagement project within each of the communities surrounding Ross Hall and the eight Community Service Learning Centers around the state.

University Action 2.3: We will open and operate the School of Dental Medicine’s network of Community Service Learning Centers.

Unit Objective 4: Establish the nation’s first network of wholly owned and operated Community Service Learning Centers to support the School of Dental Medicine mission

Metrics:
1. Number of patients seen in the Ross Hall clinics and the CSLCs
2. Revenue flow generated from the Ross Hall clinics and the CSLCs

Unit Actions:
1. By 2016, complete construction of eight Community Service Learning Centers.
2. Fully staff, promote and operate the Ross Hall clinics and the Community Service Learning Centers.

Commitment 3: Lead Regional Transformation

University Action 3.2: ECU will grow innovative and market driven graduate programs that respond to regional challenges and opportunities.

Unit Objective 5: Establish new educational programs to address regional needs.

Metric:
1. Enrollment in new educational programs.

Unit Actions:
1. One new residency program and one allied health program established within the next five years
2. Collaborate with the Department of Public Health to explore the feasibility of establishing a Dental Public Health residency program.
3. Collaborate with Pitt Community College and others to explore the feasibility of establishing allied dental health programs (dental hygiene and dental assisting).

University Action 3.3: We will dramatically expand ECU’s research enterprise by investing in the people, tools and facilities needed to conduct mission-driven research.

Unit Objective 6: Establish a national reputation for research and scholarship that supports the mission of the School of Dental Medicine

Metrics:
1. Increase number and dollar value of research grants awarded by 10% over the next five years
2. Increase the number of faculty publications by 5% over the next five years

**Unit Actions:**
1. Enhance infrastructure including faculty development to support and track faculty collaborations, grant activity and publications
2. Implement methods to allow revenue from grants to provide release time for faculty research and scholarship
3. Hire faculty with active research agendas
4. Increase infrastructure in Community Service Learning Centers to create access to primary care services and engaged health and outcomes research