

## College of Public Health, University of Georgia

### Strategic Goals for Academic Years 2007 – 2009

#### Mission:

*The College of Public Health at the University of Georgia promotes health in human populations through innovative research, exemplary education, and engaged service dedicated to preventing disease and injury within the state and around the world.*

**Goal 1 (Exemplary Education). The College will train and develop a cadre of future leaders in public health practice, science and academia.**

#### **Objective 1. Recruit and enroll students with excellent academic credentials.**

Outcomes:

- 1) **Baseline graduate admission examination scores and grade point averages will reflect academic excellence.**
  - a) Measure: GRE and GPA scores for past three years will meet or exceed the ASPH enrollment baseline.
- 2) **MPH students will graduate within three years of initial enrollment.**
  - a) Measure/Goal: At least 80% of full-time MPH students will complete the degree within three years.
- 3) **Doctoral students will have outstanding credentials in work and/or experience.**
  - a) Measure/Goal: At least 65% of incoming DrPH students will have received a master's degree from CEPH-accredited schools or programs (or comparably accredited institutions based on discipline).
  - b) Measure/Goal: At least 65% of PhD students will have graduate entrance examination scores (i.e., combined GRE scores) at or above the 75<sup>th</sup> percentile.
  - c) Measure/Goal: At least 50% of PhD and DrPH students will have work experience in governmental or NGO public health practice, academic, or research organizations.

#### **Objective 2. Enhance the knowledge-base and competency of the state's current and future public health workforce.**

Outcomes:

- 1) **Students will be committed to public health practice in Georgia.**
  - a) Measure/Goal: At least 25% of MPH graduates will become employed in public health settings in Georgia.
  - b) Measure/Goal: At least 30% of DrPH graduates will undertake senior leadership roles in state, national or local public health settings in and around Georgia.
- 2) **Practicum and internship opportunities will provide training and leadership development in Georgia public health programs.**
  - a) Measure/Goal: At least 50% of MPH students will undertake practicum experiences in governmental, NGO public health practice, or research organizations located in Georgia.

- 3) **Training opportunities and workforce development will be provided to governmental and non-governmental public health programs in Georgia and the Southeast.**
  - a) Measure/Goal: Workforce development, service learning and continuing education programs will be provided to current public health practitioners in some forum by at least 30% of the college faculty annually.
- 4) **Students and faculty will be provided opportunities to engage in global health learning and service opportunities.**
  - a) Measure/Goal: At least 25% of faculty and graduate students will have exposure to global public health concerns either through coursework or travel-based education.
  - b) Measure/Goal: At least 20% of undergraduate students will have exposure to global public health concerns either through travel-based education and/or coursework.
- 5) **Students and practitioners will learn about cultural diversity and aspects of health disparities in academic and applied venues.**
  - a) Measure: The College will recruit a diverse body of students
  - b) Measure: The College will engage practitioners in seminars and research activities focused on enhancing cultural competence and addressing health disparities.
  - c) Measure: Students will be exposed to cultural diversity and health disparities through coursework.

**Objective 3. After completion of their graduate studies, alumni/ae will be credibly represented in academic, science and practice fields.**

Outcomes:

- 1) **The College will graduate MPH students who work in public health practice.**
  - a) Measure/Goal: At least 50% of MPH graduates will work in public health practice for at least two years following graduation (based on alumnae reports).
- 2) **The College will produce public health scientists and leaders through its professional doctoral program.**
  - a) Measure/Goal: At least 50% of DrPH graduates will work in public health practice or science for at least two years following graduation.
- 3) **Graduates from doctoral programs will become the next generation of scholars in their respective fields.**
  - a) Measure/Goal: At least 40% of all doctoral program graduates (PhD or DrPH) will work in an academic or research setting within two years following graduation.
- 4) **Students completing their bachelor degrees through the College will pursue careers or academic studies in the public health field.**
  - a) Measure/Goal: At least 20% of bachelors' recipients will work in a public health setting for at least one year following graduation.
  - b) Measure/Goal: At least 25% of bachelors' recipients will pursue graduate degrees in public health or a related field.

**Goal 2. (Innovative Research). The College will promote health and human advancement through scholarly and applied research, within the state and around the world.**

**Objective 1. Faculty will contribute to public health scientific discovery and literature.**

Outcomes:

- 1) College faculty will be recognized scholars in their respective fields of expertise, as evidenced by their records of publication and dissemination of findings.
  - a) Measure: Percentage of tenure-track faculty publishing at least one article each year in a top tier journal in the faculty member's research field. (Baseline goal of 50%, with annual increases from the base.)
  - b) Measure: Tenure-track faculty research will be recognized through publications of the university, professional organizations and public health research venues.
- 2) College faculty will be active participants in and contributors to public health professional associations, scientific organizations and annual research symposia.
  - a) Measure: At least 75% of tenure-track faculty will be involved in professional service to his or her field of study (e.g., editorial review, professional associations, international collaborations, etc.)
  - b) Measure: At least 50% of all faculty will participate actively with professional organizations in making peer-reviewed presentations, serving as invited speakers, and/or convening scientific sessions.

**Objective 2. The College will be recognized for its research expertise and innovation through receipt of competitive external funding from national and state organizations.**

Outcomes:

- 1) Faculty will be supported in the preparation, submission and direction of external funding proposals.
  - a) Measure: For tenure-track faculty who are not externally funded, at least 50% of this group will submit, as either PI or co-PI, at least one proposal for grant funding annually.
  - b) Measure: The total number of annual grant awards to the College will increase by 10% each year.
- 2) The College will secure external funding at a level to match or exceed allocated state funds annually.
  - a) Measure: The amount of sponsored research per full-time faculty member across the college will increase in the aggregate by 10% each year.
  - b) Measure: Funding for doctoral students through sponsored research will increase by at least two students annually.
  - c) Measure: Funding for masters students through sponsored research will increase by at least three students annually.

**Objective 3. The College will improve community and practice through community-based participatory research and applied public health research.**

Outcomes:

- 1) Faculty and students will be engaged in community-based participatory research and service learning.
  - a) Measure/Goal: At least 20% of faculty will be engaged in community-based participatory research and service learning activities.
  - b) Measure/Goal: All MPH students will be engaged in community-based participatory research or service learning activities as a component of their respective programs of study.
- 2) Public health practitioners and the community will be involved in the College's educational and research activities.
  - a) Measure: An increasing number of community partners and practitioners will be engaged and recognized through adjunct faculty appointments, advisory groups and expert seminar leadership.
  - b) Measure/Goal: Applied public health research shall constitute at least 20% of the College's research portfolio in actual numbers of grant projects.

**Objective 4. The College will be viewed by local, state and federal leaders as a resource for public health expertise and translational research.**

Outcomes:

- 1) Faculty will be engaged in analyzing and influencing planning and policy related to public health.
  - a) Measure: Number of faculty engaged in local, state, national and international policy activities.
  - b) Measure: Number of faculty serving in an advisory role to policy officials or organizations.
- 2) College activities will be recognized and cited by the media, advocacy organizations, businesses, NGOs, and public health practitioners.
  - a) Measure: Number of quotations or references from College faculty appearing in media and related non-peer reviewed publications.
  - b) Measure: Percentage of faculty who serve in an advisory capacity to provide public health expertise to various organizations.

**Objective 5. The College will provide opportunities to students for research engagement, including participation and presentation.**

Outcomes:

- 1) Students will be involved formally and informally in College and community research projects.
  - a) Measure/Goal: Graduate students will have the opportunity to learn from involvement in research projects, either through assistantships within the College, through practicum placements or through other means.
  - b) Measure/Goal: At least 20% of undergraduate students shall participate in research activities through university-based engagement programs and/or internship activities.
- 2) Students will participate in the dissemination of research findings.

- a) Measure/Goal: At least 20% of graduate students will participate in the development and dissemination of research through national organizations, professional associations, and publication venues.
- b) Measure/Goal: At least 10% of undergraduate students will have the opportunity to participate in research development and dissemination activities through various university and professional society programs.

**Goal 3. (Engaged Service). The College will foster a culture of engaged service and community oriented public health training and practice.**

**Objective 1. Faculty and students will be encouraged to engage in programs of service to communities and public health practice.**

Outcomes:

**1) The College will develop outreach activities to fulfill its land and sea grant mission of service to the State of Georgia.**

- a) Measure/Goal: At least one (1) new satellite service and/or learning locations will be established annually.
- b) Measure/Goal: At least 25% of faculty members engage in service and research activities throughout the state.
- c) Measure: The student body will reflect the residential diversity of the state and include diverse representation from the global community.

**2) Faculty and students will engage in community service activities.**

- a) Measure/Goal: All faculty will engage in volunteer and community service activities.
- b) Measure/Goal: At least 50% of graduate students will engage in volunteer service activities with the community.
- c) Measure/Goal: At least 50% of undergraduate students will engage in volunteer community service activities.

**Objective 2. Faculty and students will engage with communities of need to identify and address broad public health concerns and issues of community health and well-being.**

Outcomes:

**1) Faculty will develop outreach and research activities that benefit communities of need.**

- a) Measure/Goal: At least 10% of research activities will address issues of health disparities and equitable justice.
- b) Measure/Goal: At least 10% of service activities will be centered in communities of need.

**2) Students will explore challenges facing communities of need and will engage in service activities to address these challenges.**

- a) Measure/Goal: All students will learn about public health concerns in communities of need through coursework, site visits and/or community exchange programs.
- b) Measure/Goal: At least 20% of students will undertake service and/or internship programs in communities of need.

**Objective 3. The College will provide training to support current and future public health practitioners in addressing emerging concerns and in promoting professional development.**

Outcomes:

- 1) The College will develop innovative curricula and programs to meet the needs of non-traditional students and professionals.
  - a) Measure/Goal: By 2010, the College will operate at least two professional certificate programs.
  - b) Measure/Goal: By 2011, the College will provide 10% of graduate courses through distance learning and/or satellite educational locations.
- 2) The College will provide professional education and leadership training to public health professionals.
  - a) Measure: The College will invite public health professionals to the College's seminar series and will allow them the opportunity to audit specific classes.
  - b) Measure: The College will offer at least one continuing professional education course for practitioners annually, beginning in 2008.