STRATEGIC PLAN 2017 - 2022

MISSION
To develop progressive, team-oriented pharmacists that improve healthcare, focusing on rural and under-served communities

INITIATIVE A
Recruit and retain high quality students into the pharmacy profession

A1: Implement a Gatton College of Pharmacy branding and marketing strategy
A2: Expand the student enrollment pipeline
A3: Expose and attract ETSU students to the Gatton College of Pharmacy

INITIATIVE B
Foster a healthy environment to work, grow and live

B1: Improve communications within the College
B2: Improve the work/life balance of faculty, staff, and students
B3: Develop our faculty and staff considering more individualized needs
B4: Optimize adjunct faculty involvement in the Gatton College of Pharmacy

INITIATIVE C
Effectually engage our communities

C1: Support the needs of our community
C2: Enhance our partnerships within the Academic Health Sciences Center
C3: Continuously engage our alumni
C4: Optimize the relationship with our community partners

INITIATIVE D
Deliver the best educational and developmental experience for learners

D1: Become recognized as a top school for our high impact learner experiences
D2: Provide innovative curricular opportunities
D3: Enhance post-graduate training experiences
D4: Promote a culture of mentoring
D5: Enhance our international and global health opportunities
D6: Promote specialized training for community-based practitioners

INITIATIVE E
Ensure financial viability of college

E1: Minimize financial gaps of obtaining a PharmD at the Gatton College of Pharmacy versus our competitors
E2: Secure viable revenue sources beyond tuition