

CPH Supplement: Strategies and Cross-cutting Critical Tasks

Background - The CPH Strategic Planning Steering Committee identified the following strategies to be considered initially in the draft plan submission. As part of their process, the committee sought to develop critical tasks that were cross cutting in nature and thus potentially relevant to more than one of the four pillars. We wanted to take this opportunity to show the cross-cutting nature of the critical tasks by sharing a mapping of the critical tasks across the four pillars. The committee matched cross cutting tasks to the relevant pillars and strategies under those pillars. Strategies for which each critical task corresponds are marked with a 'Y' in the table below.

Student Success

Strategies:

1. Create a culture to maximize student involvement in CPH research and engagement activities internally and with external partners.
2. Provide comprehensive support systems to foster student success at all levels (e.g. professional development, career services, financial assistance, mental health).
3. Strategically grow student enrollment with a focus on enhancing equity and inclusion.
4. Integrate new innovative teaching opportunities (e.g. skill-based, leadership development, experiential) to provide a high quality, cohesive, and flexible program of study.

Research and Discovery

Strategies:

1. Expand the number of faculty, staff, postdoctoral scholars, and students who apply for research support, ensuring high quality structures to support research growth.
2. Align and coordinate efforts to grow our competitive research portfolio by leveraging our strengths and creating collaborative networks.
3. Engage our partners to identify high priority and emerging trends in public health and to address critical needs in population health.
4. Increase visibility of our research to promote our reputation in Iowa, nationally, and internationally.
5. Ensure that we have high quality, proximal research space to maximize productivity and collaboration and to support integration of research, education, and engagement.

Diversity, Equity, and Inclusion

Strategies:

1. Enhance educational offerings related to diversity, equity, and inclusion to become a campus leader in DEI curricula.
2. Create an environment in which all students, staff, and faculty feel valued, safe, and encouraged as they grow their connection with the College of Public Health.
3. Recruit, retain, and advance a diverse collegiate community of students, staff, and faculty.
4. Strengthen and support collegiate resources, structures, and processes that enhance and recognize our commitment to DEI.

Impact through Engagement

Strategies:

1. Engage partners to synergistically advance education, research, and outreach.
2. Expand activities to inform public health policy.
3. Promote the College as a trusted public health resource in Iowa, nationally, and internationally.
4. Build engagement skills among students, staff, and faculty, to equip them to effect positive change.

	Student Success				Research and Discovery					DEI				Impact Engagement			
Critical Tasks	1	2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4
Advance educational experiences for students by focusing on academic and career development, engagement and wellness and curricula and teaching.	Y	Y		Y		Y				Y	Y	Y		Y			
Grow pool of scholarships, training grants, and assistance to support recruitment, enrollment growth, increased diversity of student pool, and to support learning (e.g. experiential and service learning, internships, global experiences).			Y		Y							Y	Y	Y			Y
Explore lifelong learning opportunities.	Y	Y	Y	Y				Y		Y				Y		Y	Y
Implement strategic enrollment management (SEM) in our undergraduate and graduate programs to ensure a diverse student body and to boost enrollment by better aligning our recruitment efforts with our curriculum strengths.		Y	Y		Y						Y	Y					
Expand our research portfolio with high dollar, high impact research.	Y		Y		Y	Y	Y	Y			Y	Y		Y		Y	
Launch and lead an initiative on rural health and/or sustainable rural communities to engage the campus and to showcase our leadership in this area.	Y		Y		Y	Y	Y	Y				Y		Y		Y	
Reach across boundaries to extend and strengthen interdisciplinary research and practice, highlighting tools and mechanisms to facilitate successful partnerships.	Y					Y	Y	Y						Y			
Maximize CPH space and our use of space to ensure the highest quality environment that supports research and engagement of our collegiate community.	Y			Y	Y	Y		Y	Y		Y	Y	Y	Y		Y	
Expand alumni networking and engagement.	Y	Y				Y	Y	Y			Y		Y	Y	Y	Y	Y
Leverage partnerships to inform the work that we do and to increase its impact.	Y		Y		Y	Y	Y	Y			Y	Y		Y	Y	Y	Y
Enhance educational offerings related to diversity, equity, and inclusion for all learners within CPH.		Y		Y	Y					Y	Y		Y				Y
Recruit, retain and advance a diverse collegiate community of students, staff, and faculty.			Y		Y					Y		Y					
Ensure a welcoming, inclusive and accessible physical environment.		Y							Y		Y		Y				
Strengthen and support collegiate administrative structures and processes that enhance and recognize our commitment to DEI, with particular emphasis on accountability and communication for transparency.		Y				Y			Y		Y	Y	Y	Y		Y	