

Virginia Commonwealth University

College of Health Professions

Strategic Plan 2026 – 2030



Inspire, Innovate, Thrive

**Unwavering commitment to excellence, impact, and innovation.
Together, we inspire the future of health and healthcare.**



VCU College of Health
Professions

VCU College of Health Professions

Strategic Plan Priorities

Inspire, Innovate, Thrive. The CHP Strategic Plan encompasses our four pillars of excellence. High Impact Education, Research and Innovation, Community and Culture, and Outreach and Engagement are interconnected and together support our college commitment to excellence, impact, and innovation. Across our diverse and vibrant departments and offices, we collaborate, inspire, support, and create solutions to ensure our CHP community thrives.



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MISSION AND VISION

The mission of the College of Health Professions is to create influential leaders in health care who embrace equity and model excellence through inclusive teaching and learning, thoughtful advancement of cross-cultural knowledge, meaningful service to others, innovative technologies, and scientific discoveries that promote health and health equity and eliminate health disparities. The vision of the College of Health Professions is academic excellence that is accessible, equitable, and of exceptional value.

VALUES

Accountability. We take responsibility for our attitudes, actions, and judgements.

Excellence. We practice and promote the highest standard of quality performance and care of the individual.

Cooperation. We collaborate through the practice of open communication, trust, and respect.

Fulfillment of Potential. We facilitate continual professional development and personal growth.

Dignity of the Individual. We respect the value and uniqueness of each individual.

Innovation. We encourage and support creativity.

Enjoyment. We value internal well-being, creative enrichment, and a spirit of joyfulness.

Integrity. We conduct ourselves in a forthright and honorable manner as demonstrated by actions that are honest and trustworthy.

STRATEGIC PRIORITY 1
High-Impact Education Inspires Excellence and Student Success
[QUEST 2028 Theme 2]

Goal and Objectives

Deliver an opportunity-laden, high-value, excellent educational experience for all students

- Continue to emphasize excellence across all CHP programs
- Enact the CHP Strategic Enrollment Plan to manage enrollment
- Develop meaningful and impactful programs, certificates, and CE that are responsive to needs and interests of all learners
- Expand and enhance transformational learning opportunities across the CHP
- Increase and amplify interprofessional educational opportunities for all students
- Strengthen the teaching and learning processes and support to facilitate continued excellence and innovation in an optimal learning environment

Metrics of Success

- **Enrollment***
- **Retention Rate**
- **Transformational Learning***
- **Graduation Rate***
- **Employment/ROI**
- **Academic Growth**

*VCU Required Metrics, captured quarterly.

STRATEGIC PRIORITY 2
Elevate our Societal Impact through Research and Innovation
[QUEST 2028 Theme 3]

Goal and Objectives

Impact society through high-impact, transdisciplinary, and community engaged innovations

- Create and sustain scholarship for local, regional, national, and global community impact
- Nurture an interdisciplinary collaborative, and community engaged research culture within and external to the university that values impactful scholarship in all its forms
- Strengthen the research infrastructure to facilitate increased innovations and creativity in scholarship in all its forms
- Disseminate and diffuse scholarly knowledge to community and professional individuals and organizations

Metrics

- **Societal Impact and Community Engagement:** Research diffusion, dissemination, impact, and advocacy (e.g. presentations, publications, webinars, popular press, interviews, podcasts, social media, community meetings and talks, policy change, int'l/national recommendations and guidelines)
- **Research Funding*:** Total research awards and expenditures annually
- **Diversity of Funding Sources:** Number of funding sources in CHP Research portfolio
- **Research Culture:** Number of faculty engaged in research
- **Scholarship Productivity*:** Number of new research grants, publications, presentations annually

*VCU Required Metrics, captured quarterly.

STRATEGIC PRIORITY 3 Champion Community and Culture

[QUEST 2028 Theme 1]

Goal and Objectives

Ensure a CHP culture in which CHP students, staff, and faculty thrive and flourish, that prioritizes enjoyment, health and wellness, and that operates with efficiency, clarity, and effective communication

- Create a culture of care and appreciation in which all voices are heard, all perspectives valued, and all people are welcome
- Prioritize activities and programs that support the health and wellness of the CHP community
- Embrace an environment in which organizational justice and the CHP shared values form the foundation of fairness, clarity, communication, and decision making
- Develop and implement employee recruitment, retention, and career growth programs and processes to support fulfillment of potential and goals of CHP faculty and staff

Metrics

- **Job satisfaction**
- **Health and wellness**
- **Procedural and distributed justice**
- **Faculty and staff excellence***
- **Career development**

*VCU Required Metrics, captured quarterly.

STRATEGIC PRIORITY 4 Grow Outreach and Engagement

[QUEST 2028 Theme 4]

Goal and Objectives

Amplify and expand our network of community partners, including alumni and donors, to provide support for the health and well-being of our campus and communities

- Conduct high quality and engaged community outreach and care.
- Facilitate alumni partnerships and relationships
- Grow fundraising and philanthropy

Metrics

- **Community impact**
- **Fundraising Goal**
- **Alumni engagement**
- **Internal/External partnerships**

*VCU Required Metrics, captured quarterly.