UNC ESOP DPOP  
Strategic Plan - 2016

CRITICAL ISSUE 1: How do we grow our funding streams and position the Division internally for long-term sustainability?

SD 1.1 Pursue and obtain one or more program or center grants that capitalize on the individual and collective strengths in the Division.

Obj 1.1.1 By fall 2017, submit a proposal to secure a $3 million dollar or greater grant. Accountable: Division Chair

Obj 1.1.2 By April 2016, create and implement a weekly automated search to identify funding opportunities. Accountable: Division Executive Assistant

Potential Strategies and Actions:
- Disseminate the results to all faculty within the Division.
- Get assistance from faculty to create the search.
- Look for collaborative opportunities within the Division, in addition to individually pursuing funding opportunities.

Obj 1.1.3 Beginning April 2016 and ongoing, we will devote 15 minutes in each Division meeting to discuss funding opportunities. Accountable: Division Chair

Obj 1.1.4 By March 2016, fill the open Executive Assistant position with a candidate who has experience supporting grant applications. Accountable: Division Chair

Obj 1.1.5 Focus our May 2016 Division retreat on developing a partnership with the Duke University Health Policy Center. Accountable: Division Chair

Obj 1.1.6 By Spring 2018, submit a minimum of one center grant—e.g., P01, U01, P30, that could involve the entire Division. Accountable: Division Chair
SD 1.2 Build our partnerships, collaborations and strategic alliances, both locally and internationally, to advance our intramural funding.

Obj 1.2.1 By December 2016, submit a minimum of three Pharm Alliance and/or Eshelman Institute for Innovation applications. Accountable: Division Chair

SD 1.3 Pursue individual and collaborative local and international extramural funding opportunities.

Obj 1.3.1 Beginning January 2016 and ongoing, each faculty will submit a minimum of two extramural grants as the PI or Co-PI annually. Accountable: Division Chair

Obj 1.3.2 Beginning January 2016 and ongoing, maintain the average faculty salary recovery percentage through PI and co-investigator contributions at 50% or above. Accountable: All Faculty

SD 1.4 Increase faculty size in Chapel Hill to support growth in pharmacoconomics, pharmacoepidemiology and pharmaceutical outcomes.

Obj 1.4.1 By December 2018, increase the number of tenure track faculty in Chapel Hill by four additional faculty to support growth in pharmacoconomics, pharmacoepidemiology and pharmaceutical outcomes. Accountable: Division Chair

Potential Strategies and Actions:
- Hire two new faculty members by May 2017.
- Proactively identify and recruit stars in these targeted areas.

CRITICAL ISSUE 2: How do we promote sustainable and balanced growth of the PhD and post-doc programs?

SD 2.1 Strategically recruit and admit diverse* students into the programs to build on the Division’s research strengths.
*e.g., student areas of research interest, international students, ethnicity, gender
Obj 2.1.1 By January 2017, increase the number of qualified applicants interested in social and behavioral research from 1 to 3. Accountable: Division Director of Graduate Studies

Obj 2.1.2 By January 2017, partner with alumni of our PhD program to develop more effective recruitment strategies in social and behavioral research. Accountable: Division Director of Graduate Studies

Potential Strategies and Actions:
• Tap into current alumni outreach.

Obj 2.1.3 By January 2017, ensure our marketing and public relations efforts target potential applicants related to these programs. Accountable: Delesha

SD2.2 Modify the funding model to allow for alternative funding mechanisms.

Obj 2.2.1 By June 1, 2016, submit a proposal to the GEC to allow self-funded students into the programs. Accountable: Joel, Betsy and Christine

SD2.3 Ensure our students progress and complete their programs on time.

Obj 2.3.1 By August 2016, create and implement guidelines for dissertation proposals. Accountable: Division Director of Graduate Studies

Obj 2.3.2 By August 2016, implement a formalized peer-mentoring program for our students. Accountable: Student Graduate Education Committee (GEC) rep

Potential Strategies and Actions:
• Match incoming students with third-year students.
• Delineate the expectations for third-year students.

Obj 2.3.3 By August 2016, create a repository of high-quality student proposals for new students to reference. Accountable: Division Chair

Obj 2.3.4 Beginning immediately and ongoing, any student who has finished
CRITICAL ISSUE 3: How do we grow our research enterprise in rural health in North Carolina capitalizing on the Asheville campus?

SD 3.1 Build the infrastructure to grow our presence in Asheville.

Obj 3.1.1 By December 2018, increase the number of tenure track faculty in Asheville by two faculty members, to support growth in e-health and rural health. Accountable: Delesha Carpenter and Mollie Scott

Potential Strategies and Actions:
- Hire one new faculty member by May 2017.

Obj 3.1.2 By January 2017, incorporate graduate student research practicums into the program in Asheville. Accountable: Delesha

Obj 3.1.3 By December 2017, have at least two students or post-doctoral fellows who have their research projects focused on rural health. Accountable: Delesha

Potential Strategies and Actions:
- Provide an opportunity for students to compete for seed money for student projects focused on rural health.
- Recruit PharmD students in Asheville who have an interest in doing rural health research into our PhD program.

Obj 3.1.4 By August 2016, bring in key stakeholders from across the state to brainstorm ideas for growing our research enterprise in rural health. Accountable: Sue and Delesha

Potential Strategies and Actions:
- Approach partners and/or stakeholders to help us.
- Consider conducting this meeting remotely.
- Other faculty will provide ideas on stakeholders to invite.