

The background is a dark blue field filled with numerous small, colorful molecular models and abstract geometric shapes. On the left side, a large, prominent wireframe sphere is composed of white dots connected by thin white lines, creating a grid-like pattern. Other smaller molecular structures, some with red, blue, and green atoms, are scattered throughout the scene, giving it a scientific and technological feel.

# ***BEYOND***

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UNC

ESHELMAN SCHOOL  
OF PHARMACY

Strategic Plan for 2021-2024





***BEYOND*** Rankings  
***BEYOND*** Borders  
***BEYOND*** Classrooms  
***BEYOND*** Labs  
***BEYOND*** Excellence

# UNC Eshelman School of Pharmacy's Strategic Plan: **BEYOND**

At the UNC Eshelman School of Pharmacy, everything we do begins and ends with a patient in mind. We are a tight-knit community of learners, teachers, researchers and partners, all working toward one common goal of solving the world's most challenging health care issues.

As global leaders in pharmacy and pharmaceutical sciences, we know our work is never over. We are constantly innovating and collaborating with an eye toward the future, going **BEYOND** rankings, borders, classrooms, labs and excellence, to improve health care for those here at home in North Carolina and around the world. Our mission is to prepare leaders and innovators that will solve the world's most pressing health care challenges.

Pursuing this mission hasn't always been easy, but we are a community of people built by grit and ingenuity. Our mission keeps us focused, pushes us harder and helps us remember that we are part of something bigger. We've had an incredible year, but we know we are capable of even more.

Guided by our Vision, Mission and Values, we believe our new three-year strategic plan will take us **BEYOND** where we are today and redefine excellence in education, pharmacy practice and research. Our holistic strategic planning process ensured that all of your voices were heard, and each idea carefully considered. Final feedback confirmed that you see yourselves in this plan.

I look forward to working with each of you as we strive to fulfill our goals and continue our pursuit of **Advancing Medicine for Life.**

All the best,

**ANGELA DM KASHUBA, BScPhm, PharmD, DABCP, FCP**  
Dean, UNC Eshelman School of Pharmacy







# Our Vision

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To be the global leader in pharmacy  
and pharmaceutical sciences

# Global

Serving North Carolina, the United States, and the world

# Leader

Continuously innovating and collaborating with an eye toward the future; begin and end with the patient in mind

# Pharmacy

Going beyond the traditional paradigm of preparing and dispensing of medicinal drugs

# Pharmaceutical Sciences

Ever-expanding new fields of research and practice including trans-disciplinary opportunities





# Our Mission

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Preparing leaders and innovators  
to solve the world's most pressing  
health care challenges.

# Preparing

Develop through education and training;  
support with proper resources

# Leaders

Students, faculty, postdocs, and staff

# Innovators

Disrupting the status quo

# Health Care

Emphasis on pharmacy and pharmaceutical sciences but  
extending out to other disciplines through partnerships

# Challenges

Modifications to research and practice  
due to dramatic changes in landscape





# Our Values

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## **WE CARE**

Welcoming, Equity, Commitment,  
Accountability, Respect,  
and Excellence



# **Welcoming**

Creating an environment of inclusion and belonging

# **Equity**

Opportunity for all

# **Commitment**

Relentless passion for impact to society

# **Accountability**

Ownership and responsibility

# **Respect**

Appreciate and value others

# **Excellence**

Pre-eminence in everything we do



# Priority #1

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Create the most engaging culture



## Objective 1

Foster Diversity,  
Equity, & Inclusion

### Initiatives

- Recruit and retain diverse talent
- Prepare culturally intelligent professionals
- Build an inclusive community

## Objective 2

Improve Well-being  
& Resiliency

### Initiatives

- Create a comprehensive employee and student well-being program
- Launch a Cross-Campus collaboration program initiative to standardize well-being and resiliency across health sciences

## Objective 3

Expand  
Engagement

### Initiatives

- Provide access to mentorship and educational opportunities for career advancement and continuous professional development
- Improve culture through school and unit-specific initiatives



# Priority <sup>#</sup>2

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Accelerate innovation and  
transformational change in pharmacy  
and the pharmaceutical sciences



## Objective 1

Prioritize Research  
& Translation

### Initiatives

- Create a strategy and secure significant personnel resources to become a recognized leader in neuroscience drug discovery/development and therapeutic applications
- Use translation and entrepreneurship to deliver tangible new products and services all the way to market

## Objective 2

Develop Educational  
Offerings

### Initiatives

- Launch new high value degree programs
- Establish programs to attract and retain students in rural and underserved areas in NC
- Launch micro credential, professional education, and resources for emerging and untapped careers

## Objective 3

Advance  
Practice

### Initiatives

- Transform the business model for pharmacy services in NC
- Advance the delivery and quality of patient care in community pharmacy and ambulatory care across NC



# Priority <sup>#</sup>3

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Improve operating efficiency  
to invest in strategic areas



## Objective 1

Optimize Cost/  
Expense Levers

### Initiatives

- Create resource allocation for all expenses
- Create transparent process for discontinuing initiatives and removing redundant activities
- Refinance and pay off facility/building debt

## Objective 2

Drive New Revenue  
Generation

### Initiatives

- Develop critical digital learning and ed-tech initiatives
- Improve “go to market” strategy for new initiatives, partnerships, and research priorities
- Enhance the commercialization of IP, leading to more successful exits over the long run
- Align strategic priorities with fundraising priorities to drive more philanthropic investment
- Sustainably operationalize and grow the Eshelman Institute of Innovation

## Objective 3

Enhance Facilities  
and Physical Space

### Initiatives

- Improve shared space for students, faculty, staff, and collaborators to interact and engage
- Develop facility plan that aligns with priorities, campus partners and multi-campus presence
- Allocate sufficient funds for space maintenance and technology upgrades

The background is a dark blue field filled with numerous small, glowing molecular structures and particle tracks. These structures are composed of small spheres (nodes) connected by thin lines (edges), some of which are highlighted in bright colors like red, green, and blue. The overall effect is a complex, interconnected network of light points and lines, suggesting a scientific or technological theme.

# The Eshelman Way



***We believe we are in the business of taking care of people.***

We come to work in our labs, pharmacies, classrooms and offices every day striving to help people live longer, healthier lives.

***We believe everything we do begins and ends with a patient in mind.***

We have faith in each other and a fierce belief in the work that we do.

***We believe that knowledgeable people who care for others and work together can conquer pain, sickness and disease.***

While we come from different backgrounds, disciplines and places, we are all Tar Heels united by a relentless pursuit of healthier lives for all humankind.

***We believe our learning, innovating and caring never ends.***

We are dedicated to making a positive difference in people's health in North Carolina, the United States and the world.

***We are Advancing Medicine For Life.***

# BEYOND

 **UNC** | ESHELMAN SCHOOL  
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