BEYOND Rankings
BEYOND Borders
BEYOND Classrooms
BEYOND Labs
BEYOND Excellence
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

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

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

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

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 #2

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 #3

Improve operating efficiency to invest in strategic areas
<table>
<thead>
<tr>
<th><strong>Objective 1</strong></th>
<th><strong>Objective 2</strong></th>
<th><strong>Objective 3</strong></th>
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<tbody>
<tr>
<td><strong>Optimize Cost/Expense Levers</strong></td>
<td><strong>Drive New Revenue Generation</strong></td>
<td><strong>Enhance Facilities and Physical Space</strong></td>
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<tr>
<td>• Create resource allocation for all expenses</td>
<td>• Develop critical digital learning and ed-tech initiatives</td>
<td>• Improve shared space for students, faculty, staff, and collaborators to interact and engage</td>
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<td>• Create transparent process for discontinuing initiatives and removing redundant activities</td>
<td>• Improve “go to market” strategy for new initiatives, partnerships, and research priorities</td>
<td>• Develop facility plan that aligns with priorities, campus partners and multi-campus presence</td>
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<td>• Refinance and pay off facility/building debt</td>
<td>• Enhance the commercialization of IP, leading to more successful exits over the long run</td>
<td>• Align strategic priorities with fundraising priorities to drive more philanthropic investment</td>
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<td>• Align strategic priorities with fundraising priorities to drive more philanthropic investment</td>
<td>• Sustainably operationalize and grow the Eshelman Institute of Innovation</td>
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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.