

**INFORMING BEHAVIORAL
CHOICES**

**IMPROVING HUMAN
HEALTH**

**ENHANCING QUALITY OF
LIFE**

**STRATEGIC PLAN OF THE
COLLEGE OF HEALTH & HUMAN SCIENCES
2013-2018**



PURDUE
UNIVERSITY



MESSAGE FROM THE DEAN

This is the first strategic plan of the newest of the colleges and schools on the West Lafayette campus of Purdue University. Founded on July 1, 2010, the College of Health and Human Sciences was designed to bring together faculty, staff, and academic programs and research dedicated to informing people's behavioral choices, improving their health, and enhancing their quality of life.

We have the strategic advantage of being the academic home to scholars in both the human sciences and health sciences. Together, we aspire to a reputation for excellence in our research, in how we teach and prepare students for the future, and in the ways in which we serve our communities. As each day passes, we move closer to achieving these goals, which are intentionally and closely aligned with those in the University's New Synergies plan.

Our quest for excellence will require teamwork, dedication, focus, and determination. The College of Health and Human Sciences can truly be a place where those dedicated to improving the lives of people through learning, discovery, and engagement can do just that. I am deeply appreciative of the work invested by our faculty and staff to develop the plan, and I hope you will join us as we embark on our journey into the future.

CHRISTINE M. LADISCH
Dean



INTRODUCTION

The pace of change in human lives has quickened. Never before has knowledge of human behavior, health, and quality of life been so great or grown so rapidly. Yet there is much still to learn, and current knowledge needs to be applied much more effectively.

In August 2009, a task force including the heads of the academic units (departments or schools) at Purdue that focus on human health and the human sciences proposed the realignment of their units to create a new College of Health and Human Sciences dedicated to informing people's behavioral choices, improving their health, and enhancing their quality of life. The task force identified many benefits of this realignment. Those benefits are closely related to the University's plan to enhance student access and success (e.g., by attracting increasingly talented and diverse undergraduate and graduate students), to promote discovery with delivery (e.g., by facilitating synergistic research), and to address global challenges (e.g., by increasing engagement with strategic partners both nationally and internationally).

On July 1, 2010, the new College of Health and Human Sciences (HHS) was established. Our college includes the Departments or Schools of Consumer Science; Human Development and Family Studies; Health and Kinesiology;

Health Sciences; Hospitality and Tourism Management; Nursing; Nutrition Science; Psychological Sciences; and Speech, Language, and Hearing Sciences.

The selection of the specific units forming HHS was purposeful. Most notably, each unit has faculty who are leading researchers and who prepare students for practice in various fields. Therefore, each unit is poised to directly facilitate the translation of knowledge from theory to action.

Throughout the development of this plan, a guiding principle was to build a strong foundation for HHS by creating an environment of openness, innovation, collaboration, and an appreciation of diversity. Such an environment reflects the enduring values of our faculty and staff, and it prepares the college for exciting growth and increasing impact on the State of Indiana, the nation, and the world.

Another guiding principle was to maintain both an internal and an external focus. The internal focus is reflected in our aims to attract ever stronger students and faculty, to increase all forms of support for faculty research, and to form highly effective partnerships with other faculty and staff at Purdue. The external focus is reflected in our aims to inform people's behavioral choices, improve their health, and enhance their quality of life.



MISSION

Our college prepares scholars, develops leaders, translates theory to practice, and advances knowledge of human behavior, health, and quality of life.

KEY CHARACTERISTICS:

- » An interdisciplinary environment for discovery, learning, and engagement
- » Faculty and graduates who are leaders in the health and human sciences
- » Research that advances knowledge and is responsive to ever-changing conditions
- » Applications of knowledge to improve people's well-being
- » Engagement with diverse constituencies and communities to address a broad spectrum of human needs

VISION

Our college's people and programs have an increasingly positive impact on the behavior, health, and quality of life of people.

KEY CHARACTERISTICS:

- » Exemplary interdisciplinary education and research
- » Independent researchers and collaborative groups who conduct internationally recognized basic and applied research
- » Talented and creative students who achieve great success in their educational pursuits
- » Highly effective training of leaders to meet current and future global challenges
- » Entrepreneurial initiatives that deliver lasting benefits to people
- » Engagement and partnerships that strengthen our educational programs and increase our contributions to people locally and globally
- » An academic community that is exemplary in its understanding and appreciation of intellectual and cultural diversity



GOAL 1 LEARNING

We will create a learning environment that integrates diverse perspectives, develops future leaders, and prepares students to inform people's behavioral choices, improve their health, and enhance their quality of life.

KEY CHARACTERISTICS:

- 1 Nationally and internationally recognized academic programs
- 2 Student-faculty collaborations within and across fields, both in and outside of the classroom, to give students unique insights into the human condition
- 3 Excellence in student learning that is the product of continuing research on a wide range of educational practices and instructional technologies
- 4 Emphasis on a set of core competencies that develops students as scholars and leaders
- 5 Experienced and interactive advising that promotes students' academic success and career development
- 6 Educational experiences that foster students' love of learning and promote their continued learning throughout their lives
- 7 Students, faculty, and staff with an understanding of, and respect for, the diversity of traditions, cultures, and values among human groups
- 8 Students who can apply their learning to the world outside college as a member of the global community

KEY STRATEGIES:

- 1 Recruit increasingly well-prepared and diverse students by highlighting the curricular and career options in the health and human sciences
- 2 Encourage and facilitate the development of interdisciplinary courses and programs, including those involving study abroad

- 3 Enhance students' career exploration and preparation through coursework and co-curricular experiences
- 4 Promote collaborative advising by faculty and staff to increase students' success in college and in their future careers
- 5 Increase experiential learning by expanding opportunities for study abroad, service learning, internships, courses incorporating undergraduate research, and other forms of education beyond the classroom
- 6 Develop students' ability to interact with and serve people with different cultural backgrounds
- 7 Emphasize the unique position of our college, both in increasing knowledge and in translating theory into practice, to help students connect their learning in the classroom to lifelong success
- 8 Include alumni and advisory board members as resources for enhancing student learning
- 9 Illustrate the many careers in the health and human sciences, enhance opportunities for our interns and graduates, and establish and strengthen external partnerships through career fairs and other programs
- 10 Regularly assess the quality and viability of our academic programs and our co-curricular activities

KEY METRICS:

- 1 Achievement of entering students
- 2 Demographic representativeness of students
- 3 Students' achievement of learning outcomes
- 4 Student participation in experiential learning opportunities
- 5 Student satisfaction
- 6 Student retention and graduation rates
- 7 Degrees conferred per year
- 8 Students' success in further education and careers



GOAL 2 DISCOVERY

We will advance knowledge to inform people's behavioral choices, improve their health, and enhance their quality of life through innovative, interdisciplinary research and graduate training.

KEY CHARACTERISTICS:

- 1 Nationally and internationally recognized, research-focused graduate programs in every unit
- 2 Leadership in interdisciplinary research and in graduate training that has a global impact
- 3 Field-defining research in the health and human sciences
- 4 Ground-breaking basic, translational, and applied research that expands knowledge and has far-reaching benefits

KEY STRATEGIES:

- 1 Promote discovery in established and emerging research areas through discipline-specific and interdisciplinary research
- 2 Conduct research that reflects the needs of the diversity of human groups in the nation and the world
- 3 Attract, develop, and retain staff who provide outstanding support for HHS research
- 4 Create and maintain the core services critical for research activities
- 5 Strengthen financial support, including endowment funds, for research and graduate education

- 6 Work to translate research findings into professional practice both when educating our students and when engaging with partners in the state, the nation, and the world
- 7 Enhance the infrastructure for conducting cutting-edge research
- 8 Assess and implement "best practices" for research business operations to increase their effectiveness and efficiency
- 9 Improve the administrative support and physical facilities for interdisciplinary collaboration and innovation
- 10 Expand research opportunities for undergraduate students

KEY METRICS:

- 1 Scholarly productivity of faculty and other researchers
- 2 National and international recognition of our scholarly contributions
- 3 External research funding
- 4 Number and size of collaborative, interdisciplinary grants
- 5 Media coverage of discoveries by researchers
- 6 Faculty and student participation in national policy discussions/committees
- 7 National and international recognition through service for professional associations
- 8 Number of endowed professorships
- 9 Number of graduate assistantships





GOAL 3 ENGAGEMENT

We will be a leader and innovator in engaging with diverse constituencies and communities to inform people's behavioral choices, improve their health, and enhance their quality of life.

KEY CHARACTERISTICS:

- 1 Extensive engagement of faculty, staff, and students through partnerships with governmental, industrial, and other organizations locally and globally
- 2 Strong collaborative relationships with educators and practitioners to address community needs
- 3 Engagement opportunities for faculty and students that promote our Discovery and Learning goals
- 4 Collaborations that bring researchers and practitioners together to address global challenges
- 5 Significant involvement of students in engagement and outreach projects
- 6 Recognized leadership in communicating with practitioners through publications, presentations, and distance education programs

KEY STRATEGIES:

- 1 Strengthen our connections with P-12 educators and with representatives of industry and healthcare systems through engagement research and learning programs
- 2 Form a Dean's Advisory Board that is representative of our diverse constituencies and communities, including alumni, educators, business persons, and healthcare and community partners
- 3 Strengthen relationships with alumni to foster their lifelong connection with our college

- 4 Create engagement programs (e.g., in public health) that provide opportunities for faculty and students to strengthen communities
- 5 Increase the collaboration between Purdue Extension and our college's units
- 6 Expand research with, and service to, local, state, and regional entities
- 7 Foster lifelong learning through continuing education opportunities, including conferences, lectures, and seminars
- 8 Explore distance learning programs that expand the off-campus learning environment
- 9 Develop leadership events that demonstrate our college's synergies
- 10 Enhance our national visibility by disseminating information about our successes through social media, websites, and other tools
- 11 Establish partnerships to promote and develop technology that is beneficial for human behavior, health, and quality of life

KEY METRICS:

- 1 Participation of faculty, staff, and students in engagement activities
- 2 Evidence of impact of engagement activities and programs
- 3 Financial resources for engagement initiatives
- 4 Demographic characteristics of engagement participants
- 5 College leadership activities related to engagement
- 6 Success of commercialized technologies

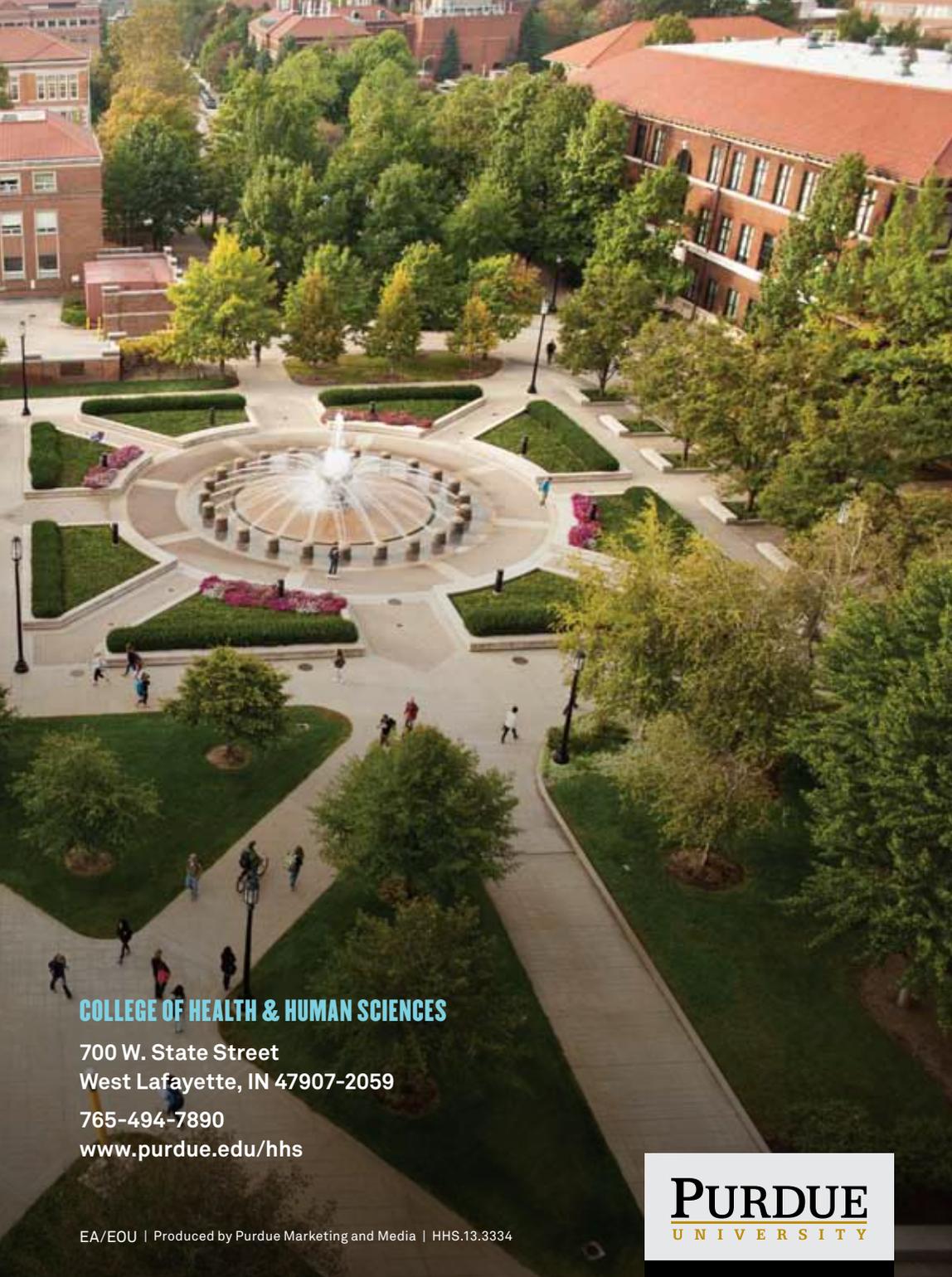


CHARTING OUR PROGRESS

Each year we will conduct assessments of our progress that include comparisons with selected programs at peer institutions on important benchmarks. These benchmarks include:

- Achievement of entering students
- Student retention and graduation rates
- Degrees conferred per year
- Students' success in further education and careers
- Scholarly productivity of faculty and other researchers
- National and international recognition of our scholarly contributions
- External research funding
- Number and size of collaborative, interdisciplinary grants
- Participation of faculty, staff and students in engagement activities
- Success of commercialized technologies
- National and international rankings of academic programs
- Diversity of faculty, staff, and students
- Faculty and staff compensation
- Student scholarships and fellowships
- Private fundraising support
- Facilities and infrastructure support





COLLEGE OF HEALTH & HUMAN SCIENCES

700 W. State Street
West Lafayette, IN 47907-2059

765-494-7890

www.purdue.edu/hhs