HHS STRATEGIC PLANNING

Town Hall Meeting
Friday, November 15, 2019
Human lives are rich and multifaceted, and so is the College of Health and Human Sciences.

Mission and Vision (from 2010)

Developing leaders, translating theory to practice, and advancing knowledge of human behavior, health, and quality of life.

9 Academic Units, 25 Undergraduate Majors

- Health and Kinesiology
- Health Sciences
- Hospitality and Tourism Management
- Human Development and Family Studies
- Nursing
- Nutrition Science
- Psychological Sciences
- Public Health
- Speech, Language, and Hearing Sciences
HHS strength and potential

Making Lives Better in Indiana and Beyond

- Developmental Health and Wellness
- Vital Longevity: Healthy Lifestyles and Disease Prevention
- Sustainability: Individuals, Communities, and Organizations
HHS strength and potential

Strategic Themes

- Attract, Retain, and Develop Talent
- Advance Research
- Enrich the Student Experience
- Create Online Programs
- Engage Locally, Nationally, Globally, and Sustainably
- Model Inclusion, Diversity, Equity and Acceptance
- Create a Culture of Philanthropy and Alumni Engagement

purdue.edu/hhs/strategic-plan
Strategic Theme #1

Attract and Retain the Best Talent and to Develop Leaders in HHS: Undergraduate Students, Graduate Students, Faculty and Staff

Working Group Co-Chairs:
- Anneliese Beswick (HHS Admin)
- Susie Swithers (PSY, HHS Admin)
What should a world-class HHS look like?

We need to grow

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2028</th>
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<tr>
<td><strong>Students</strong></td>
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<tr>
<td><strong>Faculty</strong></td>
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<td>Clinical/Research</td>
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<tr>
<td>Lecturers</td>
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<tr>
<td>Post-Doctoral Fellows</td>
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<td>100</td>
</tr>
<tr>
<td><strong>Staff</strong></td>
<td>409</td>
<td>1000</td>
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How do we attract and retain those people?

We need to provide support

Develop and foster support systems
- Make people feel welcomed and connected
- Create a sense of shared community (brand)

Improve facilities – research and teaching
- Labs, research space, collaborative space
- Classrooms, support for alternative learning styles (online/hybrid)
- Signature experiences

Work/life satisfaction
- Fun colleagues – enjoy coming to work
- Sense of pride and accomplishment
- Wellness opportunities
Strategic Theme #2

Advance Research to Improve Health, Relationships, Communities, and Quality of Life

Working Group Co-Chairs:
- Chris Agnew (PSY)
- Jessica Huber (SLHS, HHS Admin)
Advance research to improve health, relationships, communities, and quality of life

In ten years, we envision a College that

- Is increasingly known for its highly translational and interdisciplinary research. We believe it is critical to strengthen bidirectional collaborations among researchers studying basic and applied processes. Our college is uniquely positioned to serve as a hub for this kind of highly impactful and interdisciplinary work University-wide.
- Is increasingly recognized within Purdue and externally as a strong force for improving health and quality of life and sought after collaborators on health-related work at Purdue University and beyond.
- Has a well-supported research mission, providing resources to faculty to develop new interdisciplinary collaborations to solve complex issues, particularly in the areas of healthy development, vital longevity, and sustainable and thriving communities.
- Has increased opportunities for competitive doctoral student funding (particularly scholarships and fellowships) to ensure we are able to recruit the best students to our academic programs and laboratories.
- Has increased opportunities to recruit diverse post-doctoral fellows and has better support for these positions.
Strategies to address our goals

- Incentivize and recognize collaborative research
- Resource through the signature areas to develop our strengths
- Incentivize faculty grant submissions and provide support to increase the likelihood of their success
- Develop a college-wide seminar series
- Develop more events to allow faculty to meet informally
- Increase our outward facing research messages on the websites and social media
- Develop faculty 1-pager documents and a monthly research newsletter
- Increase training grants
- Increase doctoral student stipends and travel support
- Develop named doctoral student and post-doctoral fellow positions
- Use assistant professor lines to support post-doctoral fellows that are competitive college-wide
Strategic Theme #3

Enrich the Residential Student Experience to Enable Graduates to Excel in Careers -- classroom teaching, research in labs, clinical experiences, internships and study abroad

Working Group Co-Chairs:
- Tom Berndt (PSY, HHS Admin)
- Sandra Sydnor (HTM)
Aspirations

Our foci so far

- High retention and graduation rates
- Successful career outcomes
- Graduates with deep disciplinary knowledge in their major area and the capacity to cross the boundaries between disciplines
- Leadership in the field/industry 5-10 years post-graduation
- Aspirations and change management committee
Initial strategies

We intend to realize our aspirations by

- Strengthening relationships as evidenced by:
  - Faculty and students working across departments
  - Collaborative spaces for students
  - Experiential learning spaces and industry connections
  - Multidisciplinary student design/project teams
- Expanding career services
- Enhancing diversity and inclusion
Strategic Theme #4

Create Online Programs – develop targeted programs to enhance accessibility, to serve work force needs, and to provide professional development opportunities for alumni

Working Group Co-Chairs:
- Jason Harris (HSCI, HHS Admin)
- David Klenosky (HK)
To be the preferred destination of Purdue students and alumni for state-of-the-art online learning experiences.
Strategic initiatives

Expand the number of quality online offerings across the spectrum of possible student and learner outcomes:

- Degree programs
- Stackable credentials (certificates/badges)
- Non-credit, continuing education units (CEU) & professional development courses
- Lifelong learning experiences

Empower faculty/staff to develop and promote online learning content and experiences

- Leverage HHS and university resources

Facilitate the development of an online identity/brand for HHS

- Purdue Online – HHS???
Strategic Theme #5

Engage Locally, Nationally, Globally, and Sustainably to Improve Health and Human Functioning

Working Group Co-Chairs:
• Angie Abbott (HHS Extension, HHS Admin)
• Jonathan Day (HTM)
Strategic Goal:

- Engage Locally, Nationally, Globally and Sustainably to Improve Health and Human Functioning

Our Vision:

- HHS will be vitally engaged in making lives better locally, nationally and globally. Our work will benefit individuals and communities across a range of health and social issues. It will be driven by world class research and deep understanding of and engagement with the people facing the challenges we seek to solve. We will be known internationally as a source of practical insights and solutions to issues associated with health and the human condition.
Strategies for achieving the vision

**Embed Engagement**
- Research and teaching

**Empower Engagement**
- Resources to support
- Training for effective engagement
- Peer support

**Promote and Celebrate Engagement**
- Incentives/funding
- Promotion and tenure
- Communication
Measures of Success

- A portfolio
- Impact
- Awareness
- Funding, reach, participation
Strategic Theme #6

Model a Climate of Inclusion, Diversity, Equity, and Acceptance

Working Group Co-Chairs:
- Carol Ben-Davies (HHS Diversity and Inclusion)
- Liping Cai (HTM, HHS Admin)
What we want HHS to be in 10 years and how we will get there

A safe community that demographically reflects the US population and serves as a campus role model for valuing people of diverse backgrounds. Our differences will serve as assets in our mission of Making Lives Better through everything we do.

- Establish labs to study and simulate diversity, inclusion, hospitality, and intercultural learning in HHS contexts. (Point #1 of Working Group #6 document)
- Create HHS-themed visual representations of diversity, inclusion, hospitality, and intercultural learning. (Point #7 of Working Group #6 document)

Where intercultural learning and global outlook are ingrained in our academic programs. Through these programs, students will gain professional and diversity competencies in the health and human sciences, thereby making them more attractive to organizations seeking to recruit well-informed employees. This will also serve as a selling point for undergraduate student recruitment.

- Establish HHS-focused learning outcomes in diversity, inclusion, hospitality, and intercultural competencies. (Point #1 of Working Group #6 document)
- Improve underrepresented recruitment experience. (Point #10 of Working Group #6 document)
What we want HHS to be in 10 years and how we will get there

Nationally renowned for our faculty and staff expertise in hospitality, diversity, inclusion, equity, and acceptance; and for serving our local and global stakeholders with culturally enriched engagements that improve health and quality of life.

- Promote and reward scholarships and teaching innovations on/with diversity, inclusion, hospitality, and intercultural learning. [Point #1 of Working Group #6 document]
- Support college-level and inter-college multicultural student organizations financially and with active and engaging advisors. [Point #5 of Working Group #6 document]

How we will measure our success:

- Conduct periodic sentiment/climate surveys. [Point a. of Working Group #6 document]
- Survey recruiters to assess the intercultural KSAs (Knowledge, Skills, and Abilities) of our graduates. [Point f. of Working Group #6 document]
Strategic Theme #7

Create a Culture of Philanthropy and Alumni Engagement

Working Group Co-Chairs:
- Aaron Kosdrosky (HHS Development)
- Shelley MacDermid Wadsworth (HDFS)
10-Year Aspirations
- Students develop a strong identification and relationship with both their unit and the College of HHS before they graduate, then maintain it throughout their lives.
- Units and the College both engage with alumni at every phase of life post-graduation.

Strategic Initiatives
- Build a developmental approach to engage with students beginning before they arrive on campus, continuing while they are here, and then in phases after they leave (e.g., first five years, second five years, etc.). Early focus is on engagement rather than asks.

Before graduation: Students indicate that they identify with their unit more than the College but are interested in philanthropy for students rather than unit. Students suggested a health-related competition such as a 5k where units in the College could compete with one another, perhaps during Life Inspired week.

Graduation: We need better mechanisms for securing contact information for students as they graduate. As part of the graduation audit, it would be wise to request permanent email addresses (ex. Gmail) and cell phone numbers.
Strategic Initiatives (continued)

After graduation:

- Invite recent graduates to engage with their successors, either in person or using Skype/ZOOM
- Host a lottery for two seats in the HHS suite for home football games
- Engage with award winners and scholarship recipients, as there is a high probability they will have a strong commitment to HHS
- Build support to assist departments in doing early work on ‘friend-raising’ so that Development can concentrate on fundraising. Faculty advisors and student services may be key in early engagement with students regarding service and philanthropy.
NEXT TOWN HALL MEETING

Friday, April 3, 2020
1:30P-3:00P
Lawson 1142