Jefferson College of Health Sciences at Carilion Clinic

2014 – 2018 Strategic Plan (Revised 10/19/16)

Jefferson College of Health Sciences prepares within a scholarly environment, ethical, knowledgeable, competent, and caring healthcare professionals.

Goal I
Recruit, develop, and graduate excellent students.

- SO1A Offer excellent academic programs.
- SO1B Recruit and retain exceptional students.
- SO1C Enhance student diversity and cultural awareness.
- SO1D Facilitate education and career opportunities for graduating students.

Goal II
Enhance brand value and market position.

- SO2A Establish an ongoing competitive tuition model.
- SO2B Actualize strategic relationships and partnerships.
- SO2C Increase private philanthropic support.
- SO2D Increase external grant funding.
- SO2E Foster excellence in organizational structure and processes.

Goal III
Recruit, develop, and retain excellent staff, faculty, and administrators.

- SO3A Enhance employee diversity and cultural awareness.
- SO3B Foster a culture of engagement.
- SO3C Promote a culture of professional development.
- SO3D Achieve excellence in teaching, scholarship, and service.