

**Executive Summary
College of Nursing
Strategic Plan
2003-2008**

Mission

The mission of the College of Nursing emerges from the mission of the University of South Carolina. The College of Nursing provides quality teaching, research, and service programs to address health needs and interests of South Carolina, the nation, and the international community. The College of Nursing supports the university's economic development interest by educating professional nurses at the BSN, Master's, ND and PhD levels and through its collaborative, interdisciplinary research programs, both vital to improving the health of our citizens and communities. Economic development is further promoted by the commitment of the College of Nursing to improve health care through policy development, research, and practice. Three nurse-managed centers extend the university's outreach to families and communities. Recognizing the mandate for greater diversity in the nursing profession to care for a growing multicultural society, the College of Nursing values and promotes diversity of its students, faculty, and staff.

The mission of the College of Nursing guides the development, emphasis, and implementation of the 2003-2008 strategic plan. The five-year goal for our academic programs is to achieve recognition for excellence in graduate and undergraduate education. As one of three graduate degree-granting nursing programs in South Carolina, priority is placed on graduate education. During 2002-2003, the faculty responded to a soft nurse practitioner market and a request from the College Advisory Committee to offer additional non-practitioner master's options. A proposal for a new Acute Care Specialist program with a focus on teaching and additional tracks in the Community Health Nursing (CHN) graduate emphasis area were developed. In response to the severe nursing faculty shortage and to encourage BSN graduates to continue their education soon after graduation, a new BSN to PhD program was approved for implementation in fall 2003. The ND continued to attract second-degree students and enrollment increased in the PhD program in 2002-2003. Goals for 2003-2004 emphasize implementation of the BSN to PhD program, Acute Care Specialist program, new CHN tracks, and increased enrollment in all graduate programs.

Freshman enrollment in the BSN program increased by 30%. The number of students selected to enter the upper division of the BSN program was increased from 48 to 56 per semester. BSN curriculum revisions were proposed during 2002-2003. Evidenced-based practice was identified as a new content area in the revised curriculum. A comprehensive assessment program, Total Assessment Program (TAP), was implemented in the undergraduate program to assist in identifying the readiness of students to progress in the upper division and to serve as a confirmation of curriculum content. Names of nursing students enrolled in the Honors College were identified for faculty members to encourage students' involvement in research day activities and research projects. A partnership with

the WJB Dorn VA Medical Center resulted in a master's prepared nurse teaching a clinical group of BSN students in exchange for VA staff participation in the Amy V. Cockcroft Nursing Leadership Development Program. An HRSA training grant was submitted in collaboration with South Carolina DHEC to fund development of additional clinical experiences for BSN students in health departments. The College continues to explore partnerships with other clinical agencies. Goals for 2003-2004 are to implement the revised BSN curriculum in spring 2004 and develop additional partnerships to support an increase in the number of students progressing to the upper division. The number of qualified students applying to progress to the upper division greatly exceeds available resources.

The 5-year goal of our research program is to be recognized as one of the top 5 research programs in the Southeast. This goal will be achieved by enhancing the College's reputation through faculty scholarship. During 2002-2003 faculty scholarship continued to be the priority goal. Interdisciplinary links were expanded in the School of Medicine, Psychology, and the School of Public Health and two research interest groups were established: Psychoimmunology and Women's Health. A successful summer writing camp resulted in increased generation of manuscripts and a manuscript review process. A total of 23 referred manuscripts and 17 books, chapters and monographs were published. Dr. Linda Moneyham received notification of a five-year funded R01 (2003-2008) in the amount of \$2,194,322. A total of 18 research grants were submitted and 16 were funded. Goals for 2003-2004 are recruitment of research productive faculty, increase the level of external funding and increase the number of faculty publications and other scholarly activities.

The 5-year goal of our service commitment is to achieve recognition for innovation in practice and leadership development. The College of Nursing has three service/out-reach foci: nurse-managed centers/practice, the Amy V. Cockcroft Nursing Leadership Development Program, and increased funding for scholarly activities, educational programs, and international activities. During 2002-2003 accomplishments related to practice were increased patient census and increased revenues at the nurse-managed healthcare centers. Payer systems continue to reduce reimbursement for nurse practitioner services. A five-year federal grant (2002-2007) funds further development and expansion of services at the Children and Family Healthcare Center. Goals for 2003-2004 focus on reducing practice overhead costs, increasing revenues through growth in faculty participation in revenue-generating practice, and increased patient census.

The Amy V. Cockcroft Nursing Leadership Development Program continued to bring recognition to the College. Donor and alumni giving increased the program endowment and new funding sources were explored. Partnerships with health care agencies were explored to increase participation in the program. Program alumni participated in selected 2002-2003 program sessions. Goals for 2003-2004 include continued exploration of new funding options and partnerships with employers and agencies to increase enrollment from 6-7 to 10-12 per year. The cost of the program is \$2000 per participant.

The proposed goals for exploring international, educational, and scholarly activities/partnerships were not met. Faculty time and resources were re-focused on

practice activities, the Cockcroft leadership program, and increasing the college endowment. The College raised \$542,579.81 (93%) of its \$583,333 goal for 2001-2002. The Dean's administrative assistant served as a PT development officer and produced outstanding results. The Dean continued to devote significant time to development activities. The College was successful in getting media recognition of student, faculty, and college program highlights. Goals for 2003-2004 are to raise \$250,000 and to increase stewardship activities. The development goal for 2003-2004 is less than 2002-2003 because time and effort will be focused on donor stewardship and cultivation for the anticipated major capital campaign. Efforts will be continued to gain visibility for the College and its educational, research, and service programs through print and other media.