The University of Texas Medical Branch (UTMB)  
School of Nursing

VISION

Working together to create nursing excellence.

MISSION

UTMB School of Nursing focuses on excellence in nursing education, leadership, research, and evidence-based patient care.

Key Elements of the Mission and Vision

I. Education, Research and Practice
   - Innovation in education through the application of information systems and technologies to meet nursing workforce needs in the 21st Century.
   - Implementation of a strong program of research built on faculty strengths in bio-behavioral health, health disparities, and working with vulnerable populations.
   - Advancement of faculty practice, aligned with the UTMB Health System initiatives, which will serve the community, support clinical scholarship and create a collaborative diverse community of scholars.

II. Environment

   Enhancement of the culture of life-long learning, beginning with entry-level Professional nursing education and progressing to terminal degrees and beyond.

III. Financial Management

   Cost effective decision making regarding the use of human and materials resources.

STRATEGIC GOALS 2010 – 2015

1. Preparation of the next generation of nursing faculty and health care professionals.
2. Acquisition of health-related knowledge through research and practice.
3. Education of doctoral scholars as nurse scientists or nurse educators or clinicians.
4. Provision of expert advanced nursing practice directed at meeting the health needs of the community.
5. Advancement of interprofessional distance learning, informatics and simulation.
EDUCATION STRATEGIES

1. Sustain alliances with selected area community colleges to enhance nursing student enrollment.
2. Evaluate and revise program curricula to reflect current educational trends based on program evaluation data and AACN Essentials of Baccalaureate, Master’s and Doctor of Nursing Practice degree education.
3. Incorporate interprofessional-learning opportunities in the curriculum.
4. Create innovative teaching within the challenges of the faculty shortage.
5. Obtain CCNE accreditation for the Doctorate of Nursing Practice (DNP) program, fall 2013.
6. Maintain culturally sensitive recruitment and retention strategies that increase graduation rates of a qualified, ethnically diverse student body.
7. Maintain partnerships with area hospitals to enroll the best and brightest nurse applicants for all post-licensure programs.
8. Continue career development activities to support graduates with entry level employment challenges.
9. Expand simulated learning activities involving scenario exposure to acute clinical presentations, from simple to complex.
10 Target NCLEX pass rates to exceed state averages.
11. Achieve Nurse Practitioner (NP) certification rates to meet or exceed the national average.
12. Continue to develop innovative strategies that decrease the time to degree completion and increase career mobility.
13. Identify students at risk for academic difficulty early and provide more timely and comprehensive response.
15. Promote educational advancement aimed at preparing the next generation of nursing faculty.
16. Continuously examine all programs of student and their effectiveness in relation to Commission on Collegiate Nursing Education (CCNE).

RESEARCH STRATEGIES

1. Increase collaborative research activities on the UTMB campus and at other academic and clinical institutions.
2. Increase the level of external funding for SON Research efforts from state and federal agencies, foundations and other sources of research support.
3. Provide formal programs in faculty development are aimed at increasing grant writing and research skills.
4. Recruit senior researchers with established research programs and recruit, mentor and retain junior faculty with potential success as researchers.
5. Enhance doctoral student involvement in research, evidence-based practice and scholarship activities through article critique sessions, informal research mentorships, and other scholarly discourse.
PRACTICE STRATEGIES

1. Increase the number of faculty engaged in funded clinical practice
2. Implement the revised SON Faculty Practice Plan
3. Increase the number of nursing students participating in SON practice and service learning activities
4. Develop a program of clinical scholarship to support growth in funding as well as supporting the development of nursing knowledge
5. Seek extramural funding to support faculty practice, research and evaluation activities related to faculty practice.

STRATEGIES FOR FACULTY DEVELOPMENT

1. Focus on strategies to recruit and retain qualified, doctorally prepared diverse faculty.
2. Identify and support faculty development programs to provide support for faculty development goals including new technologies and educational approaches.
3. Establish a retention plan for faculty that includes faculty development strategies for junior and senior faculty.
4. Refine faculty recruitment plan in response to increasing competition for doctorally prepared faculty.
5. Implement interprofessional community learning initiatives.

STRATEGIES FOR DEVELOPMENT & FUND RAISING

1. Enhance the SON’s alignment with the University Development Office, Alumni, Advisory Council members and other friends of the SON.
2. Implement events and volunteer opportunities for alumni, advisory council members and community partners of the SON, thus providing them with specific roles and connecting them with areas of high need within the SON.
3. Increase faculty awareness of development prospects through frequent communications about foundation grant opportunities and providing additional occasions for direct interaction with the SON’s donor base.
### ATTACHMENT II

**UTMB SON PERFORMANCE MEASURES FOR EXTERNAL COMPARISON**

#### Educational Achievements

<table>
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<tr>
<th>Category</th>
<th>Measure</th>
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<tbody>
<tr>
<td>Student and Graduate Data</td>
<td>- Graduation rate in each program&lt;br&gt; - Percentage of students who graduate from each program 100% or 150% of the time allocated</td>
</tr>
<tr>
<td>Graduate Board and Certification Rates</td>
<td>- BSN program pass rate for first time takers&lt;br&gt; - MSN program pass rates on NP Certification Examinations for all specialties</td>
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#### Research and Scholarly Productivity

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<tr>
<th>Category</th>
<th>Measure</th>
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<tr>
<td>External Funding</td>
<td>- Number of externally funded research &amp; program grants</td>
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<tr>
<td>Successful Research Programs</td>
<td>- Rate of successful funding&lt;br&gt; - Number of faculty recruited as nurse scientists&lt;br&gt; - Number of research collaborations within UTMB departments</td>
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<tr>
<td>Presentations and Publications per faculty FTE</td>
<td>- Number of presentations at national and international conferences&lt;br&gt; - Number of books and book chapters per faculty&lt;br&gt; - Number of peer-reviewed publications per faculty&lt;br&gt; - Number of faculty serving on editorial boards or as manuscript reviewers</td>
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<tr>
<td>Professional Advancement</td>
<td>- Number of faculty serving in leadership roles in state, local and national organizations&lt;br&gt; - Number of faculty appointed to state and national committees&lt;br&gt; - Increase the number of faculty inducted as Fellows in the American Academy of Nursing (FAAN) and the American Academy of Nurse Practitioners (FAANP)&lt;br&gt; - Number of state, national and international faculty awards across all programs&lt;br&gt; - Percentage of doctorally-prepared faculty&lt;br&gt; - Number of faculty with national certification&lt;br&gt; - Number of state, national and international faculty awards in across all programs</td>
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#### Alumni Follow-up and Ongoing Program Improvement

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<tr>
<td>Alumni Career Outcomes</td>
<td>- Number of graduates actively employed&lt;br&gt; - Nursing Alumni Surveys’ data reflect comparable or greater graduate satisfaction than benchmarking schools</td>
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<tr>
<td>Student satisfaction and ongoing Program Improvement</td>
<td>- Percentage of students voicing satisfaction with programs&lt;br&gt; - Percentage of employers voicing satisfaction with program graduates in the aggregate</td>
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#### Diversity

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<th>Category</th>
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<tr>
<td>Diversity of students</td>
<td>- Percentage of under-represented groups accepted to all academic programs&lt;br&gt; - Percentage of students from under-represented groups graduating from each academic program</td>
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