JCHS prepares within a scholarly environment, ethical, knowledgeable, competent, and caring healthcare professionals.

**Goal I**
Recruit, develop, and graduate excellent students.
- SO1A Enhance relationships with secondary and post-secondary institutions.
- SO1B Facilitate education and career seeking opportunities for graduating students.
- SO1C Enhance interprofessional education opportunities.
- SO1D Attract more academically qualified and diverse students.
- SO1E Develop robust on-line programs and courses.
- SO1F Strengthen retention efforts.

**Goal II**
Expand the resource base.
- SO2A Develop programs that meet the needs of healthcare.
- SO2B Grow the Education Foundation Endowment.
- SO2C Establish external business partnerships/relationships.
- SO2D Enhance external grant funding sources.
- SO2E Establish a capital campaign.

**Goal III**
Recruit, develop, and retain excellent, faculty, staff, and administrators.
- SO3A Enhance diversity among employees.
- SO3B Strengthen professional development.
- SO3C Integrate a culture of assessment and evaluation.
- SO3D Support a culture of scholarship.
- SO3E Promote wellness and healthy lifestyles.

**Goal IV**
Enhance market value and position in the health sciences.
- SO4A Establish doctoral programs.
- SO4B Facilitate excellence in our academic offerings.
- SO4C Increase name recognition, respect, and standing.
- SO4D Strengthen research and scholarship opportunities.
- SO4E Align physical infrastructure with growth.
- SO4F Expand collaborations with Carilion Clinic and other health or academic entities.

**Goal V**
Foster excellence in organizational structure and processes.
- SO5A Enhance the organizational model as appropriate for growth.
- SO5B Strengthen clinical site management.
- SO5C Maximize technology to ensure efficient information management, academic offerings, and customer service.
- SO5D Foster customer service driven practices.
- SO5E Promote best practices in Board governance.

**2014 – 2018 Strategic Plan**

JCHS Board Approved: 06/06/13