Strategic Direction No. 1: Recruit and graduate a full complement of high quality, diverse undergraduate and graduate students

1.1 Baccalaureate students
a. Determine the appropriate student capacity at each campus based on an assessment of available clinical and faculty resources.
b. Re-evaluate placement criteria to determine the need for additional standards beyond priority points (e.g. science courses, an interview, volunteer activities, goal statements, assessment of people skills).
c. Promote student body diversity and support growth in the number of minority graduates through active recruitment and retention plans.
d. Analyze undergraduate student attrition and develop appropriate strategies to retain students.

1.2 Graduate students
a. Develop and implement strategies to increase program accessibility for both in-state and out-of-state students.
b. Graduate 25 students each year including generic and postmasters students.
c. Develop an action plan to attract and expedite the education of nurses interested in matriculating from AD to MN.
d. Position the graduate program for the future by creating a unique and well defined rurally-focused niche attractive to nurses.

Strategic Direction No. 2: Promote and support high quality human resources for the College of Nursing

2.1. Faculty
a. Evaluate and revise the philosophy and procedures of the CON’s search process.
b. Develop and implement a formal mentoring program for new faculty.
c. Identify and implement strategies to incorporate CRRNs into the academic community of the College of Nursing.
d. Encourage and support a formal development program for adjunct faculty to complete doctoral education.
e. Identify and implement faculty development strategies that support the strategic directions of the college.

2.2. Staff
a. Implement professional staff development programs to increase technological and other relevant skills.
b. Develop standardized staff evaluation process.

2.3 Overall work environment
a. Utilize biennial climate surveys of faculty and staff to identify areas for improvement of the work environment.
b. Implement college and campus specific strategies for improvement of the work environment based on climate surveys.
c. Explore strategies to improve compensation for faculty and staff.

**Strategic Direction No. 3: Offer baccalaureate and graduate curricula that are consistent with national trends in professional nursing education.**

3.1 **Baccalaureate education**
   a. Design and implement a plan for curricular assessment and evaluation.
   b. Support faculty in providing international/intercultural health care experiences for students.

3.2 **Graduate education**
   a. Increase opportunity, flexibility and innovation within quality graduate education that may include:
      i. Offering a certificate program in nursing education
      ii. Offering a rural generalist/CNL option with multiple entry points (AD, post-baccalaureate, baccalaureate-masters track)
      iii. Converting existing APRN options from MN to DNP

**Strategic Direction No. 4: Enhance the research and scholarly productivity of the CON.**

a. Increase the number of extramurally funded programs of research.
b. Identify and implement methods to strengthen infrastructure that supports research and scholarly activity.

c. Identify a target number and develop feasible methods to increase the number of graduate and undergraduate students involved in faculty research projects and scholarly activities.

d. Identify and implement strategies to advance the position of the CON as a regional and national leader in rural health care research.

**Strategic Direction No. 5: Expand interdisciplinary and collaborative activities within and beyond the university.**

a. Identify and implement activities to increase the presence of the CON within the university
   i. Maintain a strong collaborative relationship with the Division of Health Sciences
   ii. Take leadership in multidisciplinary grant programs
b. Identify and implement activities to strengthen collaborative relationships with clinical agencies.

c. Develop new partnerships for service to underserved communities.

**Strategic Direction No. 6: Improve research and instructional facilities of the College of Nursing.**

6.1 **Space**
   a. Assess availability and utilization of space on each campus.
   b. Based on the assessment, develop and implement a space acquisition plan in collaboration with appropriate university committees.
6.2 Technology
   a. Determine and articulate the College of Nursing philosophy and rationale for the use of technology in instruction, research, and service.
   b. Develop and implement a plan for technology use in the College of Nursing

Strategic Direction No. 7: Enhance development and marketing to support the goals of the College of Nursing.
   a. Identify and prioritize fundraising opportunities for the CON.
   b. Identify target populations and develop and distribute appropriate marketing/publicity materials.
   c. Conduct at least one annual alumni/donor development activity in each campus region.

01/09/06