

MHA Strategic Plan 2011-2014

- Vision** The vision of the University of Scranton MHA Program is to achieve and to be known for excellence in health administration education, scholarship, and service.
- Mission** The mission of the MHA Program is primarily to provide health administration education and secondarily to provide health administration scholarship and service. The Program provides local, regional, and international students (full-time and part-time) a comprehensive, practical, and interdisciplinary set of core competencies, knowledge, skills, and values for health administration jobs in a variety of health-related organizations. The Program provides practical scholarship, including publications and presentations, to disciplines related to health administration. The Program provides both voluntary and consultative service to the university, communities, health professions, and health-related organizations (public and private). In fulfilling its mission, the Program strives to satisfy interests of its stakeholders while reflecting Jesuit ideals.
- Values** The MHA program, in pursuit of its mission and vision, values the following:
- Respect for the dignity of each individual.
 - Student-centered education.
 - Continual personal and professional growth and development.
 - Diversity in the educational community.
 - Theory and practice.
 - Openness to change and innovation.
 - Continuous quality improvement.
 - Effective relationships with all stakeholders.
 - Collegiality and team work.
 - Development and dissemination of knowledge and practice.
 - Service to others.
 - Jesuit spirit and tradition.

Strategic Goal 1 –Quality Education for MHA Students

Objective 1 - Hire, develop, retain quality staff

Action 1 – Obtain a qualified complement of Adjunct Faculty that are subject matter experts for specific content and competencies.

Action 2 – Encourage full-time faculty to engage in Continuing Education, Rank, Tenure, and Promotion.

Action 3 – Promote active research agenda, service, and teaching for full time faculty and some part time faculty.

Action 4 – Advocate for MHA faculty/staff resources to ensure program delivery needs are met, ie. additional FTEs, (faculty specialist), library holdings, computer lab availability.

Objective 2 – Maintain CAHME accreditation

Action 1 – Evaluate and improve an effective curriculum that develops student competencies

Action 2 – Revise the number of competencies adopted by the MHA program based on outcome assessment data.

Action 3 – Ensure each of the new CAHME 2013 criteria are addressed, met, or exceeded on an annual basis

Action 4 – MHA Program Director serve as resource for faculty to ensure course syllabus, course deliver, content, evaluation, etc are effectively prepared

Action 5 – MHA Program will review, evaluate, and assess competencies and outcome data.

- Each faculty mentor will publish at least one peer reviewed article per year.

- Each faculty member will present at least one presentation per year.

- Each faculty member will be actively engaged in a professional association.

- All courses will be evaluated each semester.

Objective 3 – Prepare student for employment in health care industry

Action 1 – Ongoing development, integration , and evaluation of student competencies in 44 credit hours of coursework

Action 2 – Expand affiliations with residency/internship sites by minimum of three per year for each of the next three years

Action 3 – Provide at least two MHA alumni council events each year in collaboration with MHA students

Action 4 – Stakeholders involved during professional advisory council.

Action 5– Require non-credit activities such as membership in ACHE or other association, academic integrity tutorial, computer proficiency, clinical observation

Action 6– Utilize guest speakers when appropriate

Action 7 – Obtain relevant outcome data from MHA alumni jobs, promotion, etc.

Objective 4 – Foster Value-Based Leadership

Action 1 – Creation of a Faith-Based Leadership Institute

Action 2 – MHA Community Service

Action 3 – Provide educational materials on Jesuit ideals, principle, and social justice

Action 4 – Incorporate experiential, affective learning exercises in class

Action 5 – Faculty will incorporate Jesuit values, pedagogy and practices into their courses.

Strategic Goal 2 – Recruitment and Retention of Quality MHA students

Objective 1 – Provide student administrative support services

Action 1 – Coordinate admission process between MHA program and Graduate Admissions office

Action 2 – Inform students at the beginning of each semester on career services and other resources on campus

Action 3 – Ensure work study students assigned to computer lab to ensure access

Objective 2 – Provide student academic support services

Action 1 – Ensure each student is assigned a MHA faculty advisor

Action 2 – Require students to meet with faculty advisor every semester

Action 3 – MHA program director availability to meet with each student as needed

Action 4 – Require student to utilize external professional mentor

Action 5 – Utilize student-to-student mentor program for 1st and 2nd year students

Strategic Goal 3 – Enrollment management and Consumer Demand

Objective 1 – Maintain enrollment for Fall admission between 20 – 30 new MHA students

Action 1 – Nurture joint degree program with TCMC

Action 2 – Inform Graduate Admission office on niche markets, ie. Navy/Military

Action 3 – Inform Graduate Admissions office in international recruitment and correspondence with embassies

Objective 2 – Develop MHA on-line degree

Action 1 – Identify and obtain commitment by an individual to lead the process of MHA on-line degree

Action 2 – Convert course delivery method (not content) to on-line format by AY 12/13

Action 3 – Obtain full time faculty and other human resources

Objective 3 – Develop Global Health Management concentration

Action 1 – Develop relationship with universities, health organizations, governments, and other agencies in Brazil and India (China, Greece, Slovakia established)

Action 2 – Prepare course syllabus for four to five courses to be approved through faculty senate curriculum committee and faculty senate for approval by the end of AY 13/14

Action 3 – Integrate MHA global health student activities with the Center for Global Initiatives

Action 4 – Participate in study abroad opportunities and student exchanges

Action 5 – Foreign student and faculty participation in MHA courses

Objective 4 – Enhance awareness for graduate certificate program

Action 1 – Promote to regional health organizations for clinical staff management development

Action 2 – Promote to other declared majors in Graduate programs, ie MBA, Nursing

Action 3 – Promote awareness to The Commonwealth Medical College (TCMC)

Accomplishments and Challenges

MHA Accomplishments

Combined

MHA Program Challenges

Balance Program growth and resource allocation

Manage growth in resident placement and demand for internships as elective

Integration of Health Information Technology throughout courses

Career Advising from the University

Admissions and Recruitment

Competency Evaluation

Integrate and evaluate affective domains

Consumer demand towards on-line education for graduate studies

Increase MHA alumni involvement