

Oakland University William Beaumont School of Medicine

2022-25 Strategic Plan

Mission

To develop compassionate physicians who are dedicated to improving the health of their communities, collaboration, and lifelong learning.

Vision

To be a leader in medical education strengthened by an innovative curriculum, commitment to diversity and inclusion, dedication to community engagement, and advancing research.

Values

Collaboration

Compassion

Diversity, Equity, and Inclusion

Excellence

Professionalism

Value Statements

Collaboration

We are dedicated to collaboration and mutual respect that fosters the unique talents of our students, staff, and faculty.

Compassion

We are a school that cares about our communities by having a safe and secure environment that treats everyone with respect, sensitivity, dignity, and decency in all our endeavors.

Diversity, Equity, and Inclusion

We are committed to cultivating and nurturing an inclusive environment that values and respects a diverse and equitable community of students, staff, and faculty.

Excellence

We strive for excellence through an empathetic, humanistic, and altruistic approach to medical education and patient care.

Professionalism

We value integrity and ethical conduct when engaging with our students, patients, faculty, staff and the community we serve.

To achieve our strategic vision through 2025 and beyond, OUWB will focus on the following key goal areas:

- » Education
- » Diversity, Equity, and Inclusion
- » Community Engagement
- » Research
- » Stewardship



Education

Goal 1: Provide students with an outstanding medical education.

Strategies

- » Provide medical students with outstanding career advising so that they are prepared to train in their fields of choice.
- » Ensure high-quality clinical training resources to support M3/M4 clerkships.
- » Provide flexible pathways and alternatives of training for OUWB students.
- » Create a body donation program within OUWB.

Goal 2: Enhance the OUWB curriculum to meet the needs of current and future students as well as meet current and future healthcare needs.

Strategies

- » Increase clinical opportunities for OUWB students within the first two years.
- » Investigate and develop a plan to implement telehealth skills into the OUWB curriculum.

Goal 3: Grow, launch, and support successful graduate programs within the School of Medicine.

Strategies

- » Develop and launch a Master of Science in Health Professions Education program.
- » Develop graduate programs in Population Health.

Goal 4: Collaborate with other Oakland University schools to enhance graduate programming.

Strategies

- » Develop and launch a dual MD/MPH program collaborating with the Oakland University School of Health Sciences.
- » Partner with other Oakland University schools to participate in a Graduate Certificate in Data Science.
- » Collaborate with Oakland University College of Arts and Sciences to support the PhD in Biology and Biomedical Sciences Program.

Goal 5: Address the physician shortage in Michigan.

Strategy

- » Assist in addressing the physician shortages and healthcare specialty needs that are relevant to the state of Michigan.

Diversity, Equity, and Inclusion

Goal 1: Cultivate and sustain an environment that promotes and celebrates diversity, equity, and inclusion for all.

Strategies

- » Openly declare that OUWB is an all-inclusive institution.
- » Evaluate OUWB's current environment.
- » Increase DEI professional development training for all OUWB faculty and staff as well as extra-curricular training for students.
- » Enhance student DEI training within all four years of the curriculum.

Goal 2: Strengthen OUWB's infrastructure and system to support diversity, equity, and inclusion efforts.

Strategies

- » Evaluate OUWB's current infrastructure.
- » Evaluate systems and services in place to support DEI efforts.
- » Consolidate and improve coordination of DEI efforts.

Goal 3: Build a more diverse community, reflective of those we serve.

Strategies

- » Create programming aimed at providing pathways for students at all education levels.
- » Develop and implement equitable strategies to recruit and retain underrepresented minority students.

Community Engagement

Goal 1: Foster and support a climate of community engagement and service.

Strategies

- » Centralize the infrastructure to support OUWB community engagement efforts.
- » Consolidate and coordinate data collection efforts.
- » Support clinician participation in community engagement activities.
- » Partner with Development and the Research Office to raise needed funds.
- » Expand support of community- based research efforts.
- » Establish a process to clearly define community engagement relationships.

Goal 2: Partner with, and serve, our communities.

Strategies

- » Align community needs and OUWB service efforts.
- » Promote and encourage service activities by OUWB employees.
- » Enhance service-learning within the OUWB curriculum.

Goal 3: Support Oakland University's goal of reaching Carnegie Community Engagement Classification.

Strategy

- » Partner with Oakland University to ensure necessary infrastructure is in place and appropriate data is being collected.



Research

Goal 1: Establish an infrastructure to fully support research in the areas of neuroscience and population health.

Strategies

- » Identify and address funding.
- » Identify and address space.
- » Identify and address appropriate technology and data needs.
- » Identify and address faculty personnel needs.
- » Identify/address support staff and support needed.

Goal 2: Sustain our commitment to medical education, social science, and community health research.

Strategy

- » Identify and address faculty research support.

Goal 3: Expand research collaborations across OUWB, Oakland University, and Beaumont as well as with other institutions.

Strategy

- » Increase collaborative research efforts.

Stewardship

Goal 1: Decrease OUWB student median debt.

Strategies

- » Increase student scholarship support through PPAP funding.
- » Maintain cost of attendance.
- » Increase philanthropic support for student scholarships.

Goal 2: Ensure OUWB's facilities support the needs of the school.

Strategies

- » Ensure facilities align with OUWB's short-term needs through 2025.
- » Formulate and commit to a plan for a new medical school building to meet OUWB's long-term needs.

Goal 3: Ensure a high quality, balanced, and engaged workforce.

Strategies

- » Increase employee satisfaction and retention.
- » Provide continuity of positions.
- » Recognize when clinical faculty effort warrants compensation for their commitment to teaching.

Goal 4: Support the wellness of all OUWB students, faculty, and staff.

Strategy

- » Develop a comprehensive wellness program for OUWB students, faculty, and staff.

Goal 5: Ensure philanthropic efforts support the goals of OUWB.

Strategy

- » Consistently align philanthropy efforts with OUWB strategic goals.

