

PROGRAM STRATEGIC PLAN FORM G

*Master of Science in Occupational Therapy
Grand Valley State University)
Years: 2007-2010*

Analysis of program evaluation, internal and external environments:

	Program Evaluation Results	Internal Institutional Environment	External Environment
Strengths	<p>Increased enrollment Academic Program Goals Met consistently Inspirational faculty Strong advising element Occupation-base strong Good reputation in community Increased community support and integration Good student evaluation of teaching in occupational therapy courses Developing community-relevant courses Strong professional activity among both faculty and students University is developing a workload policy to integrate faculty research and service into faculty load</p>	<p>Good teamwork among the health professions' faculty Excellent facility – new and up to date Good library support Received a 60% time visiting faculty for 2006-2007. Faculty workload is in process of being reviewed to address perceived overloads. Working toward getting more competitive salaries.</p>	<p>Good relationships with community agencies and leaders Strong advisory board Fieldwork sites are high quality and very receptive to GVSU students Situated on location close to hospitals and rehabilitation centers Good teaching/learning support services Medical school will soon be a part of the learning environment</p>
Concerns	<p>Search for a new Dean is underway with current Dean staying until search is completed. An Associate Dean has been appointed. Inequity in salaries between men and women</p>	<p>Program could use more lab space. Clerical support is undergoing a LEAN training to increase efficiency. programmatically clerical support Exploring more convenient space for program files.</p>	<p>Need more cooperation for on-site student research projects and theses in medical institutions, schools, and clinics.</p>
Opportunities	<p>Opportunities for development of continuing professional education Opportunities for interdisciplinary courses and research Opportunities to enhance diversity among students and faculty Opportunities to develop collaborative teaching and research with new medical school Opportunities to develop scholarships</p>	<p>Opportunity for increased college visibility with new dean Opportunity to develop an interdisciplinary Grand Rounds with the college</p>	<p>Opportunities for development of new fieldwork sites Opportunities for grant development with other disciplines Opportunities for grant development with community agencies Strong opportunity to define scope of practice in State through licensure</p>

Threats	Competition from other schools within the State	Graduate education planning and infrastructure continue to need development.	Further State budget cuts.
----------------	--	---	-----------------------------------

Institution's Strategic Goal: To support high quality, student-focused, undergraduate and graduate education provided by a faculty dedicated to excellent teaching, scholarship, and professional service.

Long Term Program Goal	Action Steps	Person(s) Responsible	Due Date for Action	Results / Update
Improve application of curriculum model	Institute a faculty education program to incorporate curriculum into all courses Review of faculty syllabi to identify and add curriculum model components Develop and disseminate new research guidelines for students.	Nancy J. Powell All program faculty Nancy J. Powell	September 2007 Fall semester, 2007 Start of Winter semester 2008	

Institution's Strategic Goal: To build partnerships and collaborations between the university and external entities that contribute to the enrichment of society in the region, the state, and beyond.

Long Term Program Goal	Action Steps	Person(s) Responsible	Due Date for Action	Results / Update
Increase interaction with community	Expand community-based fieldwork settings	William Sisco Denise Meier	April 30, 2008	
Develop a plan for continuing professional education for the College and the Program	Define plan for continuing education in the College Development of a needs assessment for the College and community Identifying CPE priorities based on needs assessment Develop OT CPE emphasis to match curriculum threads	Cynthia Grapczynski	January-May, '08	

Institution's Strategic Goal: To enhance the image and visibility of the university and its work.

Long Term Program Goal	Action Steps	Person(s) Responsible	Due Date for Action	Results / Update
Increase marketing for visibility	Identify strengths and weaknesses Develop broad marketing plan	William Sisco Cynthia Grapczynski	April 30, 2008	
Develop products for dissemination to community	Identify content Identify resources Identify community audiences	William Sisco Cynthia Grapczynski	April 30, 2008	

Institution's Strategic Goal: To promote and integrate diversity in all aspects of university life.

Long Term Program Goal	Action Steps	Person(s) Responsible	Due Date for Action	Results / Update
Increase diversity in student and faculty	Identify target markets Disseminate marketing materials to target groups	Nancy J. Powell	December 2007 April 30, 2008	
