

## 2022-2027 Strategic Plan

### Mission

Sonoran University of Health Sciences shapes a healthier future by supporting students as they train to excel as healthcare professionals, by enhancing the health and wellbeing of our patients and communities, and by discovering effective treatments for humanity grounded in the healing power of nature.

### Vision

A world that embraces the healing power of nature

### Core Values

- We Shape the Future
- We Love
- We Achieve Excellence
- We Are Resilient
- We Do the Right Thing

### Sonoran University is Renowned For

- **Student-Centeredness** – empowering and supporting students to engage in a learning process that sparks curiosity, develops critical thinking, and respects their unique attributes and capabilities
- **Grounding in the Healing Power of Nature** – fostering the self-healing process in people and uncovering the health-promoting properties of medicinal plants
- **Strategic Partnerships** – with other academic, research, healthcare institutions, governmental and non-profit agencies, and businesses to expand the University’s role in addressing health problems
- **Values-Based Education and Care** – applying our Core Values, “We Shape the Future, We Love, We Achieve Excellence, We Do the Right Thing, We Are Resilient” to the way we think, speak, and act
- **Interprofessional Synergy** – within the university, faculty, practitioners, and researchers who collaborate across disciplines to enhance learning, patient care, and discovery
- **Inclusive Excellence and Belonging** – a community that values the range of human experiences and where students, staff, faculty, and patients feel respected, included, supported, and valued
- **Innovative and Exceptional Education** – grounded in learning science and driven by data insights
- **Inclusive and Holistic Healthcare** practiced in the campus and community medical centers

## Three Strategic Imperatives

### **Delivering best-in-class Graduate and Certificate education**

*The University is measured by the success of its students, including graduation rates and professional examination scores. The University supports student learning by drawing upon learning science to incorporate best practices in teaching and learning, innovative technology and curricular design, faculty support and development, and collaboration between Academic, Student Affairs and Inclusive Excellence departments.*

- **Champion student success & learning through a student-centered approach**
- **Enhance academic programs with innovative, evidence-based instruction and curricular design**
- **Develop and launch new degree and certificate programs that align with our mission and values**

### **Engaging in impactful research**

The University's research agenda is multi-faceted in that we are committed to investigating: 1) Medicinal plants – which already comprise 10% of the World Health Organization Model List of Essential Medicines – representing a rich source of medicines to treat current and emerging diseases; and 2) Lifestyle and other therapeutic interventions to address preventable illness and premature death.

- **Translate research on medicinal plants into intellectual property, new medicines, revenue, and reputation**
- **Become a leader in plant medicine research funded through grants from the natural products industry and government agencies to study the safety and efficacy of medicinal plants**
- **Expand the University's institutional research agenda to include academic and clinical research**

### **Serving individuals and community through patient-centered care**

*During the pandemic, the public adopted healthcare innovations (e.g., telehealth), gained a deeper appreciation of stress and mental health, and saw healthcare equity gaps widen. Over the next five years, Sonoran University of Health Sciences will increase its investment in telehealth, deepen its commitment to cultural competence and inclusive excellence in the communities it serves, and continue to infuse patient care with evidence-based and patient-empowering treatments.*

- **Practice patient-centered care to enhance outcomes and empower patients in an environment that is respectful, supportive, and unbiased**
- **Implement strategic initiatives for Community Health that increase access and enhance care to minoritized and other marginalized populations**
- **Practitioners, staff, and students deliver a consistent, high-quality experience to all patients**

## With the Resources to Succeed

### **Expanding resources critical to the University's vibrant future**

*Fulfilling our audacious goals – including changing the institution's name and brand – will require increased human and financial resources, and investments in training, technology, and philanthropic support.*

- **Establish the University as a leader in health sciences education and integrative healthcare**
- **Conduct a successful comprehensive campaign**
- **Develop our financial resources to meet the needs of the future**
- **Foster an employee-centered Sonoran University workplace culture that helps recruit and retain talented and diverse individuals**
- **Invest in and utilize technology to enhance university operations**
- **Build strategic partnerships**