

## 2022-2027 Strategic Plan

As a leader in integrative health sciences education, Sonoran University will meet the challenges in higher education and in healthcare by continuing to improve and innovate its existing academic programs and patient/client care, developing and acquiring new programs and services, and growing through strategic partnerships.

### Vision

A world that embraces the healing power of nature

### 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.

### 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** – collaborating with other academic, research, healthcare institutions, governmental and non-profit agencies, and businesses to expand the University's role in addressing current and emerging 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** – collaborating with faculty, practitioners, and researchers across disciplines to enhance learning, patient care, and discovery.
- **Inclusive Excellence and Belonging** – fostering 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** – valuing work that is grounded in learning science and driven by data insights.
- **Inclusive and Holistic Healthcare** – applying best practices in the campus and community medical centers.

## Three Strategic Goals

### **Deliver high-quality 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 and learning through a student-centered approach**
- **Enhance academic programs with innovative, evidence-based instruction and curricular design**
- **Develop and/or partner to launch new degree and certificate programs that meet current and future healthcare needs and align with our mission and values**

### **Engage in impactful research**

The University's research agenda is multi-faceted. We are committed to investigating: 1) Medicinal plants – which already comprise 10% of the World Health Organization's 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, government agencies, and others to study the safety and efficacy of medicinal plants**
- **Expand the University's institutional research agenda to include academic and clinical research**

### **Serve individuals and communities through patient/client-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/client-centered care to enhance outcomes and empower patients/clients in an environment that is respectful, supportive, and unbiased**
- **Develop a sustainable and scalable model of community health to increase access and enhance care to marginalized populations**
- **Practitioners, staff, and students deliver a consistent, high-quality experience to all patients/clients**

## Foundational Resources Needed to Succeed

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

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

- **Brand Sonoran University as the leader in integrative healthcare and education**
- **Conduct a successful comprehensive campaign**
- **Develop our financial resources to meet the needs of the future**
- **Foster a Sonoran University culture that helps recruit, retain and train qualified, talented, and diverse individuals**
- **Invest in and utilize technology to enhance university operations and growth**
- **Build strategic partnerships**