

Georgia Baptist College of Nursing of Mercer University

2006 – 2009 Strategic Plan

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Goal #1: Increase visibility and engagement of the Georgia Baptist College of Nursing of Mercer University with the University, community, state, and nation.

Objectives:

- 1.1 Increase faculty and student participation in professional and community arenas.
- 1.2 Collaborate with the nursing staff of Piedmont Healthcare System and other clinical entities in developing a nursing research program.
- 1.3 Enhance the College of Nursing's reputation for academic and clinical excellence.
- 1.4 Foster an environment that promotes leadership development for all College of Nursing members.
- 1.5 Increase collaboration and partnerships with health care agencies.
- 1.6 Strengthen alumni support for and relationships with the College of Nursing.
- 1.7 Implement selected activities and projects related to the partnership with Piedmont Healthcare System.
- 1.8 Cultivate and nurture a sense of shared community with the University.

Goal #2: Attract, develop, and retain a distinguished faculty/administrative staff.

Objectives:

- 2.1 Offer competitive salaries to attract and retain distinguished faculty and administrative staff.
- 2.2 Develop policies and procedures that promote recruitment and retention of faculty and administrative staff.

Goal #3: Increase faculty scholarly activities, teaching effectiveness, and creativity.

Objectives:

- 3.1 Increase utilization of technology in all facets of the curriculum.
- 3.2 Increase the prominence of faculty scholarship.
- 3.3 Develop and refine methods to assess creativity and effectiveness of classroom and clinical teaching strategies.

Goal #4: Maximize opportunities for academic and professional success of students.

Objectives:

- 4.1 Cultivate opportunities for development of the individual as a global citizen while strengthening an appreciation of cultural diversity.
- 4.2 Implement total-college undergraduate student membership in the National Student Nurses Association.
- 4.3 Integrate University assessment goals in the College of Nursing's Strategic Plan in order to promote student achievement and success.
- 4.4 Enroll and graduate outstanding students.
- 4.5 Participate in the University QEP process.
- 4.6 Increase utilization by students of the multiple types of technology employed in health care.

Goal #5: Improve quality, efficiency, flexibility, and effectiveness of the College of Nursing.

Objectives:

- 5.1 Increase the use of information management technology in all aspects of the College of Nursing.
- 5.2 Maintain the College of Nursing's physical facilities.