



KANSAS  
HEALTH SCIENCE  
UNIVERSITY

# Strategic Actions Plan

**2023 - 2028**

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# EXECUTIVE SUMMARY



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*President & CEO*

Kansas Health Science University

A year after the successful launch of its cornerstone program, the Doctor of Osteopathic Medicine, the Kansas Health Science University (KHSU)-Kansas College of Osteopathic Medicine (KansasCOM) has developed an ambitious five-year plan to build on the foundation and commitment to providing exceptional programs that produce forward-thinking, empathetic health care leaders who are dedicated to innovation, research, and finding collective solutions to advance underserved communities. The Strategic Actions Plan will enable KHSU to take significant strides toward its vision to positively transform communities through directly addressing the disparity in access to healthcare, while remaining anchored to the institution's mission, vision, and values.

With five bold strategies focusing on academic excellence, student success, growth and innovation, infrastructure and fiscal position, and community relationships and engagement, KHSU has broadened its scope and deepened its resolve to offer a new brand of medical education: one that produces physicians who are not only high skilled and clinically proficient, but empathetic, forward-thinking leaders in their fields of practice.

The core of any educational program is **academic excellence**. With a state-of-the-art curriculum already in place, KHSU will increase its focus on data collection and assessment to ensure that student outcomes are met. KHSU has also established continuous improvement programs to evaluate academic processes and educational offerings. New residency opportunities and professional mentorship connections—forged through collaborations with healthcare organizations throughout the state—will further enrich the quality of academic training programs. Research opportunities will be further embedded in the curriculum to deepen the understanding of the medical challenges they will face as residents and as professionals, further defining KHSU as an institution of academic excellence. The ceaseless attention to curricular quality will be essential as the university advances our COCA accreditation and embarks on the self-study that will lead to accreditation by the WASC-Senior College and University Commission (WASC).

Dovetailing with the focus on academics will be a multi-faceted program of **student support** designed to provide students with the tools and skills needed to surmount obstacles as they occur, balance family and work obligations, and bounce back from the inevitable challenges that will be faced during their educational journey. The goal of these initiatives will be to produce resilient student doctors who will emerge from their programs as career-ready physicians who have made lifelong learning and well-being priorities in their future. KHSU also believes that this focus on student success will lead our graduates to become loyal and committed alumni.

While maintaining a laser focus on academic excellence and the student experience, KHSU will continue to integrate new and emergent ideas—such as the use of artificial intelligence in medical education—that will advance our priorities of **growth and innovation**. For example, KHSU will develop strategic partnerships with industry thought leaders to enable the organization to benefit from their expertise and to integrate cutting-edge technologies into the teaching of diagnostics, treatment plans, and patient care. KHSU is decidedly not a university content with standing still—even at any given pinnacle of achievement. Rather, KHSU will move forward with new programs to meet evolving market demands and employ continuous quality improvement to ensure that the organization remains at the forefront of medical education, operationally and technologically.

Exceptional programming and aggressive strategies for growth and innovation are only sustainable when undergirded by a robust **infrastructure and fiscal position** designed to provide consistent, long-range support and the flexibility to accommodate dynamic change. Constant attention to resource management and revenue diversity will enable KHSU to achieve this goal, while initiatives aimed at hiring and retaining exceptional talent and creating a culture of inclusiveness for all members of the KHSU community will ensure our sustainability.

KHSU did not come into being in a vacuum. Relationships forged with local businesses, civic organizations, elected officials, and medical entities throughout the state and beyond were instrumental in creating a center that addresses the healthcare needs of Kansans and took direct aim at areas where the need is greatest, and that fits seamlessly into the economic landscape of Wichita. KHSU will nurture these **community relationships** while creating new strategic partnerships, broadening and deepening engagement with all segments of the population, and, as the first cohort of students near graduation, building a strong sense of alumni engagement.

Once again, KHSU has set its sights high. Our initial strategic plan brought the institution to where we are today: KHSU has secured its place in the educational and economic landscape of Kansas, offering a groundbreaking path to the medical profession. KHSU stands as a beacon of possibility with the promise of new technology-rich programs to address the healthcare needs of Kansans and tackle the glaring disparities in access to medical services. This plan will move KHSU steadily and purposely forward, ensuring continued academic excellence, student success, growth, fiscal stability, and deep-rooted relationships that will ensure our sustainability.





# OUR COMMITMENTS

## **KHSU Mission Statement**

KHSU is committed to providing exceptional programs that produce forward-thinking, empathetic health care leaders who are dedicated to innovation, research, and finding collective solutions to advance underserved communities.

## **KHSU Vision Statement**

To positively transform communities through directly addressing the disparity in access to healthcare for Kansas and beyond.

## **KansasCOM Mission Statement**

The Mission of the Kansas College of Osteopathic Medicine is to train the Osteopathic physician of the future to provide effective, empathic, and innovative care to optimize the health of patients and their communities.

## **KansasCOM Vision Statement**

Utilize impactful educational methods and technology to train exceptional graduates that are known for service, empathy, and innovation to improve access to a highest standard of care for all.

# 2023 - 2028 STRATEGIC ACTIONS PLAN GOALS

**ACADEMIC  
EXCELLENCE**

**STUDENT  
SUCCESS**

**GROWTH &  
INNOVATION**

**INFRASTRUCTURE  
& FISCAL  
POSITION**

**COMMUNITY  
RELATIONSHIPS &  
ENGAGEMENT**

# ACADEMIC EXCELLENCE

***Promote a culture committed to creating robust academic programming, using innovative educational methods, and leveraging effective technologies to train exceptional graduates.***



## BACKGROUND

Providing medical education that is exceptional in content and pedagogy is the core of the KHSU mission. To prepare the highest-quality physicians, our focus is—and will continue to be—the delivery of a curriculum that is innovative and rich in the latest and ever-evolving educational and medical technologies including artificial intelligence that make it possible to ensure students achieve the intended outcomes. The continuous collection and analysis of assessment data is directly related to the velocity of the evolution of the university. Customized faculty development is a critical component in ensuring academic excellence; to that end, resources must be devoted to metric-driven faculty development activities that harness educators’ unique strengths and talents.

KHSU serves as a model for innovative new graduate medical education programs, which can be forged through innovation and collaboration, and for raising the bar for programs that train the next generation of healthcare professionals. As the organization continues to live our vision to address the disparity in healthcare access, we must also enhance, foster, promote, and elevate quality medical education programs that will produce practitioners of the future. Facilitating the exchange of knowledge and resources to enhance high-quality residencies—diverse in geography and specialization—and the incorporation of professional mentorships into the student experience will play key roles to advance our vision.

In addition to a top-tier curriculum and evidence-based pedagogy, an exceptional academic program must take advantage of research opportunities that deepen faculty knowledge, actively engage students, and produce findings that contribute to the community and the field of medicine. KHSU envisions itself as a pioneering force in medical and educational research that pushes the frontiers of knowledge and equips students with critical thinking as well as analytical and practical skills vital for success in the dynamic healthcare landscape. This attention to research, together with an enduring focus on innovation, promises to cement KHSU’s position in the rapidly expanding field of professional education.

Institutional and discipline-specific accreditation is crucial to demonstrating academic excellence. With pre-accreditation from the Commission on Osteopathic College Accreditation (COCA) already in hand, KHSU will continue its focus to fulfill the requirements for full COCA accreditation. Concurrently, the extensive work needed to complete a comprehensive self-study in preparation for accreditation by the WASC is underway.



# ACADEMIC EXCELLENCE



***Goal # 1: Position KHSU as a visionary institution committed to providing top-tier medical education as the organization aspires to nurture lifelong learners capable of adeptly navigating the rapidly changing healthcare landscape.***

## INITIATIVES

**Academic Center for Excellence (ACE):** Develop ACE to serve as an institutional resource to further refine and develop high-quality academic programming.

- Assessment, Data & Decision Support: Ensure rapid progress and superior academic outcomes anchoring educational innovations in objective data and metrics on a continuous basis.
- Artificial Intelligence (AI) & Technology Integration: Strategically integrate AI and technology to bolster existing endeavors, drive the inception of new initiatives, and prepare students for advanced technologies of the future.
- Continuous Education Improvement Process (CEIP): Formalize CEIP with a focus on continuously enhancing academic processes and educational offerings based on the science of improvement, which will empower faculty to make meaningful contributions to academic programs.
- Customized Metric-Driven Faculty Development: Advance targeted faculty development to harness educators' unique strengths and talents, thereby advancing next-generation pedagogy.
- Continuing Medical Education (CME) Leadership: Craft a comprehensive strategy to develop cutting-edge CME programs and resources.

***Goal # 2: Support and advance the quality of graduate medical education programs through innovative strategies, forging collaborations, and fostering excellence in training.***



## INITIATIVES

**Graduate Medical Education Accessibility (GMEA) Initiative:** Launch the Graduate Medical Education Accessibility (GMEA) Initiative to foster, promote, and elevate quality medical education programs.

- Establish collaborative partnerships with healthcare institutions to facilitate the exchange of knowledge and resources to enhance the quality of GME programs.
- Foster a culture of innovation within existing programs by implementing state-of-the-art training methodologies, incorporating advanced technologies to prepare students for the evolving AI landscape, and promoting research-driven approaches to medical education.
- Strengthen collaborative partnerships with leading medical institutions, enabling cross-institutional mentorship and knowledge exchange to enrich the educational experience of our trainees.



# ACADEMIC EXCELLENCE



***Goal # 3: Advance medical knowledge and education, fostering an environment of innovation and scholarly growth that benefits both medical and educational communities.***

## INITIATIVES

**Clinical Education and Research Enhancement (CERE):** Establish the CERE Initiative as a pioneering force in medical research that prioritizes investment in research areas that resonate with the medical field, focusing on topics and methodologies directly applicable to medical students' education and professional growth.

- Identify and prioritize research areas aligned with our mission.
- Formalize partnerships with external organizations for joint research projects.

***Goal # 4: Elevate academic excellence through dual accreditation achievement.***



## INITIATIVES

**Strategic Advancement of the Commission on Osteopathic College Accreditation (COCA) Accreditation:** Successfully attain full COCA accreditation within the stipulated timeline.

- Develop and implement curricular enhancements aligned with COCA accreditation standards.
- Provide faculty with resources and training to enhance teaching methodologies and student engagement.
- Further establish and broaden clinical affiliations to best prepare students for a post-graduate residency program.

**Comprehensive Pursuit of WASC Accreditation:** Develop and execute a comprehensive self-study assessment for WASC accreditation showcasing our commitment to academic quality and institutional effectiveness.

- Compile comprehensive institutional data and prepare a self-study assessment aligned with WASC expectations.
- Engage stakeholders to contribute to the self-study process and identify areas for institutional enhancement.
- Implement recommendations arising from the self-study process to drive continuous improvement across the institution.
- Achieve institutional accreditation from WASC.

# STUDENT SUCCESS

***Provide excellent student support services to develop future healthcare professionals who provide empathic and innovative care.***

## BACKGROUND

Student success is about more than completing coursework and accumulating the credits necessary for graduation. At KHSU, we take a holistic view to support our students as they navigate their academic journey. Our goal is to produce medical professionals with the skills, practical experience, and confidence to achieve their professional dreams while also establishing themselves as lifelong learners and contributors to society and their chosen field. KHSU has developed a comprehensive student success framework to foster students' psychological well-being, strengthen their intrinsic motivation, and provide individualized early interventions as needed. From the time they don their first "white coats" after admission, KHSU students have access to workshops focused on time management, study skills, and stress management, as well as mental health professionals who can help them implement programs of personal well-being.

Residency and career readiness require a structured approach that effectively bridges the gap between what happens in the classroom and what is expected on the job. To prepare students for these transitions, this strategy will focus on programs that prepare students for licensing and board exams and provide guidance on interview skills and career planning.

Promoting student empowerment and engagement can be a significant driver in fostering student success. KHSU will address this with the development of a multi-faceted program that defines student expectations and offers a suite of tools and resources to enhance academic success and personal growth—including a peer mentor program and an online platform for curricular communication—and that encourages leadership and community service opportunities.

Preparing professionals to work in rural, underserved areas will require that particular attention be paid to ensuring the success of students who choose this path—one that is a high priority for fulfillment of the KHSU mission. To tackle this challenge, the organization will build a pipeline of healthcare providers in those areas of highest need and train them to meet the needs of a diverse patient population.



# STUDENT SUCCESS



***Goal # 1: Cultivate holistic student success through innovative and comprehensive support that provides students with the skills needed to thrive throughout their academic journey and prepare them effectively for residency and beyond.***

## INITIATIVES

**Residency and Career Readiness:** Develop a structured approach to bridge the gap between academic excellence and successful residency program placement to equip students with the essential skills, specialized knowledge, and real-world experiences necessary to excel in competitive residency programs and flourish in their roles as physicians.

- Enhance and expand support programs that increase student success on the COMLEX licensing and board exams.
- Develop specialized workshops addressing residency application, interview skills, and career planning.
- Implement a comprehensive residency placement tracking system and reporting structure.

**Lifelong Learning and Well-being Enrichment:** Enrich a comprehensive student success framework to foster students' psychological well-being, develop intrinsic motivation, and provide early interventions with an emphasis on personalized learning that empowers students to embrace lifelong learning so they will thrive in their educational journey and future medical careers.

- Collaborate with mental health professionals to design and implement a holistic well-being program.
- Integrate personalized learning interventions to increase student engagement and promote academic achievement.
- Expand workshops to enhance study skills, time management, and stress reduction techniques.
- Amplify mentorship programs and connecting students with practicing physicians to instill a sense of lifelong learning and professional growth.



# STUDENT SUCCESS

***Goal # 2: Create a vibrant educational community to elevate student engagement, drive a dynamic learning environment, and foster enduring alumni loyalty.***



## INITIATIVES

**Integrated Student Empowerment and Engagement:** Establish a multi-faceted program that creates a transparent curricular communication plan, defines clear student expectations, and offers a suite of customized tools and resources to enhance academic excellence, personal growth, and success, ultimately preparing students for successful residency program placements and fulfilling careers as physicians.

- Improve the centralized online platform for curricular communication and resource dissemination.
- Enhance the peer mentor program for academic and personal guidance.
- Integrate student engagement within leadership opportunities, community service, and early clinical experiences.



***Goal # 3: Cultivate a diverse and dedicated student body that not only excels academically but also embodies a genuine commitment to address healthcare disparities, especially in underserved rural and urban areas.***

## INITIATIVES

**Quality Student Engagement and Selection:** Foster a culture of excellence to recruit and retain students who possess not only strong academic credentials but also a deep-rooted passion to embrace the healthcare needs of diverse and underserved rural and urban populations.

**Strategic Healthcare Allocation for Rural Populations (SHARP) Initiative:**

Develop an innovative, multi-disciplinary approach that spans the entire student journey, emphasizing the importance of addressing healthcare disparities in rural and underserved areas.

- Attract and select students who demonstrate a strong alignment with the mission to improve healthcare accessibility and quality in these communities.
- Provide students with the skills and resources necessary to excel in post-graduate residency training programs to ensure they graduate not only as knowledgeable medical professionals but also as adaptable, resilient, and culturally competent individuals ready to contribute positively to the healthcare landscape.

# GROWTH & INNOVATION



***Integrate innovative and emergent ideas to improve and expand academic programs to prepare graduates for a changing healthcare landscape.***

## BACKGROUND

From the beginning, growth and innovation have been integral to the KHSU mission. With KHSU successfully operational and its inaugural class having completed their first year of study, our strategies can now focus on enhancing the KHSU experience, exploring opportunities for new programs that fit our mission, and delving more deeply into the quest for innovative strategies that further strengthen our brand.

As the demand for and use of artificial intelligence expands exponentially, we are increasingly enthusiastic about the potential this technology has to enhance disparate, hands-on learning opportunities for our students. We have already initiated—and will continue to develop—strategic partnerships that can be instrumental in incorporating AI applications into our curriculum. We will develop programs that actively integrate AI into research and medical education, with applications in diagnostics, treatment planning, precision medicine, and patient care. The organization's goal is to ensure students are well-versed with the latest healthcare innovations, with an emphasis on the importance of critical thinking and ethical considerations when harnessing advanced technologies.

KHSU's position at the vanguard of professional training programs will require more than academic excellence and student support. To secure our spot in the educational landscape, the institution must diligently harness the potential and interaction of technology and continuous quality improvement to create operational efficiencies and risk management strategies that will pave the way for growth.

The ultimate KHSU vision reaches well beyond the establishment of Kansas' first college of osteopathic medicine. With the need for highly qualified healthcare providers expanding as the population ages and medical professionals retire, the organization will closely monitor market demands to create innovative solutions to meet these needs. As KHSU grows, we will sponsor medical events and promote the availability of our expert faculty as speakers and media contacts to continually reinforce the leadership role the institution plays in the community and in the healthcare field.

# GROWTH & INNOVATION

***GOAL # 1: Explore the Development of an AI Center of Excellence dedicated to the intersections of research, education, and innovation, establishing the institution as a vanguard in the confluence of healthcare education and technological advancement.***



## INITIATIVES

**Strategic Partnerships:** Cultivate robust partnerships with industry thought leaders to ensure AI-driven endeavors align with current and future market needs.

- Engage thought leaders from diverse sectors to gauge AI's trajectory and seamlessly integrate these insights into our academic programs and operations.
- Explore the feasibility of founding an organization/group to support the application of AI in osteopathic medical education.
- Host events or symposiums that bring together AI-driven professionals in medicine and medical education.

**Academic and Operational Enhancement:** Develop programs focusing on the intersection of AI, medicine, medical education, and educational operations.

- Assess industry best practices to incorporate AI into medical education and its supporting operations.
- Assess current and future operational needs in addition to faculty and staff knowledge/competencies.
- Develop support education and processes to facilitate the widespread use of AI in the institution's operational fabric.
- Support the infusion of cutting-edge AI technologies and paradigms to enhance students' understanding of AI applications in diagnostics, treatment planning, precision medicine, and patient care.

**AI Research and Applications in Medicine:** Foster an environment focused on AI applications in medical education.

- Augment the research infrastructure, emphasizing AI-centric innovation in medical pedagogy.
- Promote interdisciplinary collaboration between faculty, students, and key partners regarding AI-centric investigative endeavors.



# GROWTH & INNOVATION



***Goal # 2: Foster a culture of operational excellence founded on proven continuous quality improvement methodologies and augmented by technology to ensure KHSU is at the forefront of providing exceptional educational programming.***

## INITIATIVES

**Technology & Continuous Quality Improvement (CQI):** Implement innovative technology to augment continuous quality improvement and develop adaptive/agile operational efficiencies to build a robust CQI process based on the science of improvement.

- Evaluate potential technology resources (including AI-driven tools), establish funding sources, and integrate them into CQI processes.
- Empower the Local Risk & Compliance Committee (LRCC) to better serve as a catalyst to cultivate a culture of continuous quality improvement and risk mitigation.
- Continually implement and reinforce CQI until it is an integral part of the institution's ethos.

***Goal # 3: Advance innovative programming to further establish KHSU as a key leader in training healthcare professionals.***

## INITIATIVES



**Market Demand & Programming:** Launch new and innovative programming consistent with the mission.

- Identify potential programs through the development of a needs analysis, conduct market research, and analyze the competitive landscape.
- Assess resource requirements for each program area.
- Launch innovative programs that meet market demands and are mission-aligned.

**Lead in Medical Education:** Lead efforts to further establish the institution as a key leader in healthcare education.

- Host continuing medical (CME) events for the physician community across Kansas.
- Develop a speaker's bureau to establish the institution as a key leader in medical education.

# INFRASTRUCTURE & FISCAL POSITION

***Foster a culture of excellence that demonstrates the effective use of financial, human, and operational resources.***



## BACKGROUND

Underlying the enduring emphasis on excellence and growth is a need for a robust financial infrastructure that relies on responsible resource management and the development of partnerships that are instrumental in diversifying revenue streams. This will require the creation of a budget allocation framework that aligns with KHSU's strategic priorities and an aggressive program to pursue grant opportunities and the cultivation and stewardship of individual and corporate donors.

The creation of an inclusive and empowering culture—one that creates a sense of shared values and institutional pride—will provide a solid foundation on which to ensure fiscal sustainability. A well-designed talent acquisition strategy that enables KHSU to attract top-tier, technologically adept professionals is key to the development of this culture, while the creation of carefully forged career pathways will be instrumental in the retention of talented faculty and staff.

To further support a diverse and inclusive culture—one of KHSU's articulated values—the organization will establish an Office of Access, Belonging, and Community (ABC) and focus on institution-wide initiatives that equip students with the skills to work with patients from diverse, and historically underserved, backgrounds.

# INFRASTRUCTURE & FISCAL POSITION



***Goal # 1: Foster an inclusive and empowering environment that attracts, cultivates, and retains exceptional faculty and staff.***

## INITIATIVES

**Talent Acquisition Strategy:** Employ industry-leading methodologies to source and attract top-tier, technologically adept professionals from across the country, aligning with our forward-thinking ethos.

- Create compelling and informative recruitment materials that highlight the unique strengths of our program, with an emphasis on our innovative and inclusive environment.
- Forge partnerships with other medical institutions, professional associations, and networks to widen the reach of our talent search and tap into diverse pools of candidates.
- Strengthen the systematic approach for reviewing applications, including assessing candidates' technological proficiency, alignment with the institution's values, and potential for contributing to an empowering academic environment.

**Pathways to Purposeful Growth:** Develop and implement career pathway opportunities to foster a sense of purpose and growth for employees.

- Collaborate with faculty and staff to create personalized development plans that outline the necessary steps and resources for progression along chosen career pathways.
- Create leadership development tracks that provide training in areas such as organizational management, effective communication, and strategic planning.

**Center for Inclusive Excellence (CIE):** Develop this dual-faceted initiative to serve as a vital role in cultivating internal cultural competency and expanding educational impact.

- Develop a Center for Inclusive Excellence in alignment with mission and institutional core values.
- Work across departments to develop an CIE strategic plan to increase cultural competence across the organization and promote a culture anchored in our core values.
- Equip students with essential skills to work with patients from diverse backgrounds with an emphasis to understand and meet the unique healthcare needs of rural and underserved communities.
- Leverage the AOA cultural competencies to best prepare graduates to be exceptional future physicians prepared to serve diverse populations.
- Develop curricular and co-curricular activities that foster respect, inclusivity, and teamwork, with an emphasis on the value of diverse perspectives in healthcare.



# INFRASTRUCTURE & FISCAL POSITION



***Goal # 2: Foster a culture of excellence and financial stewardship to promote responsible resource management that drives innovation and sustainable growth.***

## INITIATIVES

**Optimize Resource Utilization:** Develop and execute a comprehensive operating budget strategy that strategically allocates resources across academic and operational domains.

- Collaborate with academic and administrative departments to identify priority areas for resource allocation.
- Strengthen and systematize the budget allocation framework that aligns with the institution's strategic objectives.
- Optimize space utilization to enhance operational efficiency and curricular/co-curricular activities.
- Assess utilization across the organization of all the technology tools used to determine efficacy.

**Diversify Financial Growth:** Drive the expansion of the institution's financial foundation to seek new avenues of revenue generation through strategic and philanthropic partnerships.

- Identify potential revenue streams and assess their feasibility and alignment with the institution's mission.
- Develop partnerships with local businesses and organizations for mutually beneficial collaborations.
- Expand a philanthropic engagement strategy to cultivate relationships and secure philanthropic support.
- Conduct a campaign readiness study and launch an integrated major gifts/capital campaign.

# COMMUNITY RELATIONSHIPS & ENGAGEMENT



***Develop and enhance trusted partnerships and continue to build a strong brand through community engagement.***

## BACKGROUND

Without an intentional and dedicated focus on building community relationships and engagement, KHSU cannot continue to advance the institution in the many ways mentioned throughout this plan. To attract quality, best-fit students, top-tier faculty and staff, faculty preceptors, as well as dedicated donors and enthusiastic advocates, KHSU must position the institution as an expert in medical education through continuous storytelling and building trusted strategic partnerships that increase brand awareness.

Initiatives that promote community leadership and workforce development position the institution as a pivotal force in enhancing the quality and accessibility of healthcare. Through collaborative ventures with our faculty, staff, and students, KHSU aims to deepen the understanding of social determinants of health and the principles of osteopathic medicine. This positions the institution as a distinctive response to the healthcare challenges faced by underserved communities. Building strong partnerships with local healthcare entities also creates synergistic workforce development opportunities, leading to better positioning for students and expanded resources for the institution.

Through a comprehensive engagement strategy, KHSU will educate the community at large and the many audiences we serve, about our distinctive approach to medical education, including our focus on advanced technologies and our dedication to community and underserved populations. Media campaigns will be adapted to the various targeted communities, consistent in messaging regarding our brand, expertise, and dedication to the healthcare of Kansans. The organization will also focus on the development of strong relationships with elected officials and policymakers as we work to enhance accessible healthcare, as well as increase opportunities for osteopathic medical students.

Strengthening relationships with our internal and external community members, local organizations and businesses, government bodies, and other key stakeholders creates a cohesive network that works collectively toward a shared goal of improving healthcare for Kansans and beyond, and positions KHSU as a leader in medical education. This credibility opens opportunities to be thought leaders, build the right connections with various stakeholders, and create opportunities to request transformative gifts. Enhancing community and stakeholder relations improves the trust and rapport between our organization and the communities in which our students will be participating in service, rotations, residency, and ultimately practice. In preparation for the graduation of our first class of students, the university has begun the process of engaging our future alumni with the intention of retaining them as active, involved members of the KHSU community while also providing them with professional development and networking opportunities that will further their careers, enhance their growth as successful physicians whose efforts will make an indelible impact in areas throughout the state and will be key to enhanced brand awareness and deepening relationships with all stakeholders.

# COMMUNITY RELATIONSHIPS & ENGAGEMENT

***Goal # 1: Further develop and engage with strategic partners to drive an enduring positive impact on learning and the health of communities to create recognition and trust in KHSU.***

## INITIATIVES

**Community Leadership & Workforce Development:** Position the institution as a leader in medical education and a pivotal force in addressing the healthcare needs of Kansas and beyond.

- Advocate and encourage health advancement and community betterment with active volunteerism from students, faculty, and staff.
- Consistently engage in and, when opportune, lead community events to foster stronger ties and drive collective initiatives for better health and well-being.
- Deepen partnerships with local healthcare entities by sharing resources, collaborating on research projects, and creating synergistic workforce development programs.
- Foster collaborative partnerships with higher-education institutions to create seamless pathways for student admission, faculty collaboration, and interprofessional education.
- Fortify partnerships with the Kansas medical community to advance long-term healthcare needs of the community.



***Goal # 2: Educate the community-at-large about the physician shortage and the many ways in which KHSU is engaged to be a solution in medically underserved areas.***

## INITIATIVES

**Comprehensive Engagement Strategy:** Launch a public relations campaign highlighting the institution's distinctive mission and approach to medical education, aimed to galvanize support for enhancing healthcare across the state, region, and nation.

- Develop a multimedia content plan to showcase impactful stories and increase engagement across social media platforms.
- Create compelling press releases and op-eds highlighting the organization's contributions to the community and meeting the healthcare needs of the state, region, and nation.
- Develop and implement a comprehensive internal communications plan to showcase achievements, reinforce our core values, and nurture a united culture.
- Engage in and sponsor strategic community events to increase positive perception, awareness, and institutional trust.

**Government Relations:** Forge and cultivate strategic alliances with elected officials at local, state, and federal levels to drive proactive policy agendas that align with our mission.

- Cultivate relationships with key policymakers and stakeholders.
- Develop a comprehensive advocacy plan in support of student scholarships for osteopathic medical education and rural health.
- Attend legislative summits/meetings to advance the mission of the institution.



# COMMUNITY RELATIONSHIPS & ENGAGEMENT

***Goal # 3: Maintain and extend meaningful relationships with various stakeholders to advance the understanding and support of KHSU.***



## INITIATIVES

**Community Engagement:** Build strong and lasting relationships with varied stakeholders.

- Deploy employees, students, and board members (stakeholders) as ambassadors at community events, speaking engagements, and networking opportunities to broaden and deepen strategic partnerships, position KSHC in the community, and enhance financial support, all in an effort to advance the institution.

**Integrated Development Planning:** Author and execute an annual plan for educating and engaging community leaders, donors, employees, board, and future alumni to advance the organization, both presently and in the future.

- Enhance the culture of philanthropy through ongoing education, cultivation, and stewardship.
- Provide meaningful opportunities to advance the institution through service, connections, and financial giving.
- Forge lasting connections with our future alumni to ensure continued commitment and participation beyond graduation.

# Strategic Planning Steering Committee Membership

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**Dr. Kimberly Long** - Chief Administrative Officer (Steering Committee Chair)

**Dr. Jeremy Bigham** - Assistant Professor of Osteopathic Manipulative Medicine

**Bruce Davison** - Director of Human Resources

**Molly Fox** - Vice President of Institutional Advancement

**Dr. Dasa Gangadhar** - Assistant Dean of Clinical Education

**Diana Griblin** - Associate Vice President of Business Operations

**Kathleen Hilyard** - Administrative Assistant, Academic Affairs

**Dr. Cameron Jeter** - Associate Professor of Neuroanatomy

**Tori Phillippi** - Director of Stakeholder Relations

**Dr. David Shubert** - Institutional Effectiveness/Assessment & Research Officer

**Becky Springer** - Community Engagement Specialist

**Dr. Ava Stanczak** - Chair of Primary Care

**Crystal Varga** - Director of Strategic Initiatives

**Sean Wallace** - Executive Director of Facilities, Security, & Admin. Services

**Dr. Richard Winslow** - Associate Dean of Student Affairs and Services

**Dr. David Ninan** - Dean & Chief Academic Officer

**Dr. Tiffany Masson** - President & Chief Executive Officer



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