



ROSA LIND FRANKLIN
UNIVERSITY
of MEDICINE AND SCIENCE

RFUMS STRATEGIC PLAN 2016–2019

Fall 2018 Update

Progress and Achievements

Interprofessionalism, Educational Programs, Clinical and Academic Partnerships

- The RFUMS Steering Council for Interprofessionalism was established as the implementation team for the action plan of the university's HLC Quality Initiative project.
- Simulation-based instruction has been expanded to improve both formative and summative assessment in Neurology, Psychiatry, Pediatrics, Family Medicine, Internal Medicine, Surgery Clerkships, and more comprehensive clinical skills evaluation in the M3 year.
- Expanded simulation training in these academic programs: Doctor of Nursing Practice, Physician Assistant Practice, Pathologists' Assistant, Doctor of Pharmacy and Doctor of Medicine.
- More than 700 learning contact hours of simulation training delivered for Centegra Hospital nurses in 2017-2018, and 300 hours of continuing medical education (CME) training provided to Centegra physicians in 2018.
- The new online Preceptor Enhancement Program for all preceptors at RFUMS clinical education sites has been beta-tested and will launch in late 2018.
- Academic Program Review model was significantly updated and implemented.
- Strategic Program Review process created and launched to evaluate and manage the portfolio of academic programs.
- A collaborative RFUMS/RFUHC task force conducted a SWOT analysis that identified successful collaborations between the academic programs and the Clinics, with opportunities for further collaboration included.
- The Director of Interprofessional Clinical Anatomy position was created and filled to work with RFUMS faculty and support the anatomy curriculum across academic programs.
- Three new pathway agreements created by the Physical Therapy program.

Research Development

- Construction of new Innovation and Research Park is underway; new building opens fall 2019.
- Reorganization of basic science research structure within the Chicago Medical School to disease-oriented research model.
- Through Federal New Market Tax Credits, received approximately \$4.1 million in funding for construction costs of the Innovation and Research Park building.
- External Advisory Board formed for the Innovation and Research Park comprised of leaders in industry, economic development, health care and the investment community.

LIFE *in* DISCOVERY

Over →

Diversity and Inclusion

- The Human Resources Department has established contacts with various veterans' organizations and attended 10 job fairs that focused on veterans and diverse candidates.
- A representative of Human Resources now meets with each Search Committee to ensure there is a diversity advocate assigned and included in the search process.
- All five colleges and schools are establishing specific diversity inclusion efforts for their students, faculty and staff.
- The online diversity module, the first of four modules, created to supplement cultural content in curricula.

Financial Resources and Philanthropy

- Refinanced debt to improve cash flow by \$1.3 million annually for 15 years; eliminated restrictive debt covenants.
- BBB+/stable credit rating from public rating agencies Fitch and Standard & Poor's.
- Philanthropy FY18 revenue of \$4.4 million was a 51 percent increase above FY17 and an 81 percent increase above the five-year average for FY13 through FY17.
- Donor retention of 56 percent in FY18 outpaces the national average of 48 percent in the higher education sector of philanthropy.
- There was a 20 percent increase in Leadership level donors (\$1,000+) in FY18 for a five-year average; 95 percent of all current revenue comes from donors of \$1,000+.
- New Financial Literacy Counselor joined the Office of Student Financial Services.
- Process improvements in the Office of Student Financial Services include the online Exit Interview Course for graduating students, a financial aid dashboard for students, implementation of the person proxy, automation of Satisfactory Academic Progress, and the new Health Insurance Literacy course for students.

Strategic Marketing and Awareness

- The 2017 institutional marketing campaign for recruitment led to a 158 percent increase in traffic to the website compared to one year ago; the healthcare career guide became the top-visited webpage, with the open house RSVP webpage as second most visited.
- New strategic communication materials from inquiry to admission were developed for prospective students including an RFU-branded healthcare career guide for prospective students.
- A research park promotional video for prospective tenants and collaborators was developed.
- A new Scholl College recruitment video was developed and won a national award from the University Photographers' Association of America; also used by American Association of Colleges of Podiatric Medicine for career awareness.
- Established new communication vehicles to promote university news, such as "Discover," a research-focused newsletter that highlights science across the university and is emailed to 4,000+ leaders and influencers.
- Government relations program reinvigorated and reintroduced the university to all state representatives and senators in the area. Senators Duckworth and Durbin and Representative Schneider visited campus.
- Redeveloped the RFU Health Clinics website; established a visual identity for Scholl Foot & Ankle Center; and established a visual identity and key messaging for the Health Professions Education Consortium (HPEC).