

## **Health Administration – Strategic Goals and Action Plans**

**Goal 1: To grow the undergraduate major in Health Administration and the Masters in Health Administration and to enhance the stature of the Health Administration faculty and programs.** The Health Administration programs serve an industry sector that is expected to grow in the future. Over the past two years, there has been an uptick in the number of undergraduate majors. Over the past year, the Board of Governors has approved an Executive Masters in Health Administration which the College will aggressively market. These programs are comparatively heavily reliant on part time faculty (i.e., in 2014-2015 there will be three tenure track faculty, two instructors, and eleven part time faculty in Health Administration) which makes the program vulnerable to AACSB reaccreditation. The 5-7 year plan includes multiple action plans in the following temporal sequence. First, the number of full time faculty should increase by at least four. Second, a separate academic unit for the Health Administration should be created. Hopefully this event would coincide with a third action plan of naming a Department or School of Health Administration with a \$15 million donation.

**Goal 2: To improve the academic preparation and employment opportunities of Health Administration graduates.** The following action plans should be implemented. First, the faculty should review both the undergraduate and graduate programs through curriculum mapping to eliminate redundancies and determine knowledge/skill gaps. Second, a competitive analysis should be undertaken to determine whether to invest in concentrations such as Long Term Care, Medical Group Management, or Hospitality Operations to be offered in the Masters program.

**Goal 3: To enhance the research productivity of Health Administration faculty and students.** The following action plans should be implemented. First, the faculty should explore opportunities for external grant funding either from government or private agencies and possibly with researchers in other departments within or outside of the College of Business. External funding should also become an expectation for hiring future tenure track faculty since Health Administration is an area where external funding is relative more available compared to other business disciplines. Second, the faculty should identify courses where there are opportunities for enhancing QEP initiatives with undergraduate students.

**Goal 4: To develop strong ties with external stakeholders.** The following action plans should be implemented. First, a Health Administration Board of Advisors should be created. A CEO in south Florida has already committed to serving as Chair. Second, the current practicum requirement should be reviewed and strengthened. For example, a structure for organizing health agency partnerships with appropriate commitments and public acknowledgement should be explored.