



## Introduction

---

This document summarizes the outcomes from a visioning session for the BSOM held on December 12-13, 2019. The participants included leaders from all areas of the medical school. The purpose of the event was to identify the school's core strengths and strategic opportunities. These themes will serve as the basis for BSOM's strategic plan. It is also anticipated that they will shape the selection of the next dean of medicine.

## Revised Vision Statement

---

To progress as a preeminent community-focused medical school that advances new models of academic excellence and community health care.

## Five Strengths of the BSOM

---

### **A Collaborative, Inclusive Culture**

The BSOM supports a unique culture that bonds students, faculty, and staff. Experiences within BSOM retain lifelong meaning. The BSOM nurtures its learning community while supporting their professional and personal growth.

### **Highly Competent, Dedicated Faculty**

Our talented faculty are committed to the BSOM and its success. They choose to remain at Wright State because they are proud of our medical school and its mission that centers on patient-focused care, research, and community health.

### **Community Focused Partnerships**

The BSOM is known for successfully partnering with a diverse array of committed community partners. As a cornerstone in the communities we serve, we support a number of initiatives that provide significant benefits to our partners. Our partners provide us with access to a wide range of opportunities for our students, preparing them to work in many environments and health care systems, as well as for opportunities for our faculty, allowing them to serve and lead within the communities we serve.

### **Strong Alumni with Global Impact**

Our graduates are exceptionally well prepared for the rigors of a residency program, and as scientific and health professionals. We have an expansive network of grateful alumni who are scattered across the world and generate tremendous impact through their work.

### **Exceptionally Innovative Educational Focus**

We are focused on "learners first" as a means to create community transformation. We have worked hard to be on the cutting edge of medical education, with an engaging curriculum that



prepares physicians like no other. We have the WRIGHT curriculum for the healthcare leaders of tomorrow.

## **Six Areas of Strategic Focus**

Listed by order of importance or priority.

---

### **1. Mobilize an engaged, connected alumni network.**

We need to increase engagement with alumni to tap into their expertise, include them in our efforts to teach students, and expand our opportunities for funding.

Potential actions:

- Link alumni donors directly with student beneficiaries
- Thank alumni for what they already contribute
- Find creative, meaningful ways for alumni to engage
- Use social media to reach alumni

### **2. Strengthen, establish, and optimize community and corporate partnerships to deliver services more effectively across our regions.**

Potential Actions:

- Increase community awareness of our services and expertise
- Provide direct health care for community employers (employer clinics)
- Expand our network of opportunities to provide services

### **3. Expand the research synergies that align with our mission.**

Potential Actions:

- Establish data partnerships with the community
- Create the “research incubator”
- Invest more in research partnerships
- Secure more funding (e.g. NIH grants, etc.) to support research productivity

### **4. Strengthen and expand the collaborative culture of the BSOM.**

Potential Actions:

- Break down all the silos – build relationships and connections across departments
- Generate more staff appreciation events
- Find creative and unusual ways to reward employees

### **5. Continue to expand our unique educational approach and export it to other schools.**

Potential Actions:

- Study the Wright-Curriculum and present those findings widely
- Consult broadly regarding our curriculum
- Invest in continuing faculty and curriculum development



## **6. Develop and promote the value proposition and capabilities with donors.**

### Potential Actions:

- Identify opportunities to attract and cultivate a high number of entry level donors
- Aggressively invest in fundraising
- Launch a capital campaign with alumni
- Solicit gifts from retiring professors
- Provide more naming opportunities (e.g. rooms, centers, etc.)
- Make and utilize videos of students thanking donors
- Expand leadership giving program

Prepared by David S. Bright, Ph.D. and Christian Wolfe

