Strategic Plan Overview
2014-2020

Vision
To be the preeminent educational destination in the United States for anyone seeking a graduate degree in AOM.

Mission
Transform health care by educating highly skilled and compassionate practitioners, providing exemplary patient care and engaging in innovative research within a community of service and healing.

Core Values
Excellence
Leadership
Healing
Innovation
Community
Service

LRSD Long-range Strategic Direction

Ensure Our Long-term Sustainability
- Develop and implement sustainable business models in order to grow and diversify revenues
- Strive for robust and predictable enrollments
- Develop and implement a successful fundraising plan
- Build adequate and necessary financial and planning systems and activities, including specifically:
  - Develop and implement appropriately scaled and effective strategic and operational planning processes
  - Refinance building related debt in May 2018
  - Support options for herbal sustainability

Optimize Our Operations and Systems
- Identify, evaluate and implement changes to organizational processes and systems to attain optimal quality and cost-effectiveness
- Implement EHR and integrate into clinical education, research and patient care systems
- Revise and update curriculum
- Improve communications at OCOM, including specifically:
  - Develop and implement internal and external communication plans
  - Launch cultural campaign to enhance communication

Strengthen Our Leadership
- Cultivate and expand strategic collaborations
- Invest in initiatives that enhance OCOM’s visibility and leadership, including specifically:
  - Engage in the public policy process to help define and implement the health care delivery system
  - Increase investment in OCOM’s research infrastructure
  - Increase investment in OCOM’s Professional Development Center
  - Nurture innovative approaches to institutional leadership
  - Periodically reassess OCOM’s readiness to re-engage the NWCCU regional accreditation process

Invest In Our Healing Community
- Invest in institutional resources that sustain and enhance the well-being of community members, including specifically:
  - Reward and support growth and development of all community members
  - Strengthen internal community through effective use of available campus resources
  - Explore issues surrounding high student debt burden
  - Invest in initiatives that enhance diversity on campus and increase cultural competency
- Work to increase OCOM’s positive impact on the local community