



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	Optimize Our Operations and Systems	Strengthen Our Leadership	Invest In Our Healing Community
STRATEGIES	<ul style="list-style-type: none"> ■ 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: <ul style="list-style-type: none"> ○ Develop and implement appropriately scaled and effective strategic and operational planning processes ○ Refinance building related debt in May 2018 ○ Support options for herbal sustainability 	<ul style="list-style-type: none"> ■ 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: <ul style="list-style-type: none"> ○ Develop and implement internal and external communication plans ○ Launch cultural campaign to enhance communication 	<ul style="list-style-type: none"> ■ Cultivate and expand strategic collaborations ■ Invest in initiatives that enhance OCOM's visibility and leadership, including specifically: <ul style="list-style-type: none"> ○ 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 	<ul style="list-style-type: none"> ■ Invest in institutional resources that sustain and enhance the well-being of community members, including specifically: <ul style="list-style-type: none"> ○ 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