

**UMDNJ-School of Public Health Strategic Plan**  
**GOALS AND OBJECTIVES AY2009-AY2011◆◆ SCOPE OF WORK**

**Goal 5 – Image: Promote support for public health and the School among the partner institutions, the leadership of the state public and private sectors, and the media.**

OBJECTIVES	MEASURES (INDICATORS)	STRATEGIES (ACTION PLANS)	TARGET DATES	PRIORITY 1=critical 2=important 3=when can	AY2009 PROGRESS	RESPONSIBILITY  Bold represents individual(s) responsible for reporting progress.
<i>Education</i>	<i>By the target dates,</i>					
5.1 Develop a public marketing strategy to enhance the image of the School of Public Health and to facilitate the recruitment of students, faculty and staff	(1) Increase visibility of SPH education, research and service programs among the media	Continue distribution of press releases about education, research and service programs by SPH faculty, staff and students (Number of Media Releases in AY2008=30) Explore use of local community media (no and low cost) to provide public health information; Hold marketing meetings with SPH dept/center/institute leaders	Annually	1		<b>Marketing and Communications Coordinator</b>
	(2) Develop an integrated marketing plan, including the SPH website as an integral component of the marketing strategy	Appoint a School-wide internal oversight marketing team (and provide release time for them for marketing efforts); Have marketing team develop a proposal of what the integrated marketing plan should accomplish and propose strategies to be taken (including potential use of external marketing consultant) for School-wide marketing plan that also addresses Campus-specific components	September 2008  December 2008	1		Campus Associate/ Assistant Deans; <b>Marketing and Communications Coordinator</b> ; Dean; SPH IST
	(3) Submit integrated marketing plan to Executive Council and Dean's Council	Executive Council reviews and approves	AY2010	2		Campus Associate/Assistant Deans; <b>Marketing and Communications Coordinator</b> ; Dean
	(4) Implement integrated marketing plan, and measure and analyze results for target groups	Distribute SPH publications and marketing materials to public health agencies (i.e., NJPHA, NJDHSS, NJHOA), public/private sectors, students, alumni; Send request to public health agencies for them to link to SPH website; Measure and analyze results for target groups	AY2011	2		<b>Marketing and Communications Coordinator</b>

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<i>Education</i>	<i>By the target dates,</i>			1=critical 2=important 3=when can		Bold represents individual(s) responsible for reporting progress.
5.2 Partner with New Jersey public health professional associations, international, state and local agencies to advance the School and promote support and collaboration with the School	(1) Ensure at least 30 faculty and staff members are involved in New Jersey, national and international public health professional associations and/or state and local agencies annually	Document participation of faculty through faculty profiles; Review existing and identify new agencies	Annually	2		Deans; <b>Assistant Dean for Community Health;</b> Departments and Programs
	(2) Document at least ten partnerships with New Jersey Department of Health and Senior Services and other state departments annually	Ensure that no fewer than ten public health initiatives with NJDHSS or other NJ departments are enhanced through partnerships; Become more aware of state-wide programs, i.e. Patient Safety at NJDHSS	Annually	2		Dean; <b>Campus Associate/ Assistant Deans</b>
	(3) Hold two meetings with the SPH External Advisory Committee comprising community leaders and public health practitioners annually	Establish meeting schedule; Document meetings	Annually	1		<b>Dean</b>
	(4) Attend/Utilize at least five Career Awareness/Recruiting events or methods (mass mailing), per campus, within the tri-state area annually	Participate in Career Awareness at Colleges/Schools and programs for undergraduate students; Review effectiveness through SPH applicant survey questions	Annually	1		<b>Campus Administrators</b>
5.3 Enhance visibility of partnerships within UMDNJ, and with Rutgers University and New Jersey Institute of Technology	(1) Participate in at least six events and activities/tools with SPH collaborative partners annually	Participate in events sponsored by SPH collaborative partners, such as the RU BA/BS in Public Health program	Annually	2		<b>Directors of Centers, Programs and Institutes; Department Chairs</b>
5.4 Involve the alumni/ae to enhance their support for the School	(1) Submit a semi-annual report on alumni/ae interactions and participation to the Dean's Council and Department Chairs	Utilize at least three methods to integrate and increase alumni/ae connections with SPH activities; Document and monitor interactions and participation	Semi-Annually	2		<b>Alumni Affairs Coordinator</b>
	(2) Revise the alumni relations plan in accordance with new UMDNJ ethical guidelines	Communicate with UMDNJ Ethics Liaison Officer; Review by Director Development	July 2008	2		Director of Development; <b>Alumni Affairs Coordinator</b>
	(3) Expand alumni database	Update alumni database; Adding coding to database regarding alumni willingness to talk with applicants Survey alumni to ascertain their willingness to talk with applicants	AY2009	2		<b>Alumni Affairs Coordinator</b>