**CON Strategy Map**

**MISSION:** The UAMS College of Nursing is committed to scholarly excellence in (1) undergraduate and graduate nursing education, (2) research, and (3) service to the University, profession and society.

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### Stakeholder

- **S1.** Establish leadership role in all UAMS mission areas in Northwest Arkansas (region)
- **S2.** Improve the health and wellness of all Arkansans (population)
- **S3.** Improve healthcare quality, and patient experience at a lower cost (patients)
- **S4.** Become the employer of choice (employees)
- **S5.** Ensure a diverse workforce to meet the health care needs of Arkansans (trainees)

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### Financial

- **F1.** Grow margin
- **F2.** Increase return on investments
- **F3.** Increase return on investments made in the professional growth and development of our employees

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### Clinical

- **C1.** Reduce health disparities across Arkansas
- **C2.** Attain national recognition for excellence in clinical care
- **C4.** Increase capacity to meet the needs of our patients and referring providers
- **C5.** Improve patient experience, quality and safety outcomes

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### Education

- **E1.** Maximize innovation in the delivery of education
- **E2.** Increase postgraduate education programs
- **E3.** Expand health professional programs to meet workforce needs
- **E4.** Increase student recruitment and retention

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### Research

- **R1.** Advance cancer research through NCI designation
- **R2.** Expand interdisciplinary research and scholarship in multiple disease areas
- **R3.** Expand research across the translational spectrum
- **R5.** Increase infrastructure to align with the needs of the research mission

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### Partnerships

- **P2.** Expand internal/external partnerships to develop collaborative working relationships to support academic programs
- **P3.** Develop partnerships to diversify and enhance our research capacity

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### Digital Health

- **D4.** Train UAMS’ current and future health care providers to incorporate digital health into their routine clinical services
- **D6.** Expand digital health research at UAMS

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### Talent & Technology

- **T1.** Recruit, develop, and retain a skilled, motivated and engaged workforce
- **T2.** Build technology infrastructure to support UAMS’ strategy
- **T3.** Improve Faculty and Staff Vitality
- **T4.** Foster a Fair and Just Culture at UAMS
- **T5.** Create an environment supporting the strategic recruitment and retention of innovative faculty