

Strategic Planning and Evaluation: Border Health Office 2003-2004 -- 2007-2008

Mission Statement

The University of Texas Pan American, Border Health Office will foster collaborative health education, health services, and health research leading to the improved health for the residents of Texas living along the Texas-Mexico border.

Goal 1

Provide support for quality undergraduate and graduate academic programs.

Measureable Objectives

1. Increase the number of public health/border health related presentations to faculty and students.

Strategies

- ♥ Identify faculty from the various UTPA colleges to conduct presentations on border health issues to their students.
- ♥ Provide ready-made presentations and/or materials to UTPA faculty on a variety of border health issues.

Goal 2

Recruit, develop and retain highly qualified staff.

Measurable Objectives (staff related)

1. Increase by 25% in two (2) years the opportunities for Border Health Office staff to enhance their leadership skills.

Strategies

- ◆ Seek opportunities for leadership training.
- ◆ Provide resources for leadership training.

2. Increase staff recognition and appreciation activities.

- ◆ On a yearly basis, conduct Border Health Office *Family Day* event starting AY 2003.
- ◆ On a yearly basis, conduct Border Health Office *Models of Excellence* event starting AY 2003.

Goal 3

Support excellence in scholarship, research, and/or creative activities.

Measurable Objectives

1. Facilitate the development of research projects needed to provide further understanding into the natural environment, psychosocial and cultural effects and pathogenesis of diseases on the Texas-Mexico border.

Strategies

- ◆ Promote the concept of a research culture.
- ◆ Pursue federal, state, and/or private funds to conduct border health research projects.
- ◆ Support professional staffs' efforts to conduct research.

2. Increase the number of opportunities for faculty and students to conduct research of BHO projects by 30% by AY 2008.

Strategies

- ◆ Share information about BHO projects/programs with UTPA faculty.
- ◆ Conduct presentations to College of Health Sciences and Human Services faculty and students about research opportunities at the BHO.
- ◆ Provide (1) faculty member one class release time per AY

3. Increase the number of opportunities for faculty and students to present their research at BHO sponsored conferences and meetings by 20% per year for the next five (5) years.

Strategies

- ◆ Increase support for the faculty research.
- ◆ Support faculty efforts to publish.
- ◆ Support student efforts to publish.
- ◆ Support faculty efforts to present at BHO health conferences.
- ◆ Support student efforts to present at BHO health conferences.
- ◆ Recognize and reward faculty members and students for scholarship/research/creative activities.

Goal 4

Support professional, university, and community service activities.

Measurable Objectives

[Professional activities]

1. Increase opportunities for students to be involved in professional development activities by 20% in two (2) years.

Strategies

Strategic Planning and Evaluation: Division of Academic Affairs

- ◆ Provide scholarships for student interns to attend BHO health conferences.
- ◆ Increase the number of opportunities for student internships at the BHO.

2. Increase opportunities for faculty to be involved in professional development activities by 15% in two (2) years.

Strategies

- ◆ Provide scholarships for faculty to attend BHO health conferences.
- ◆ Continue to provide continuing education credits to faculty attending health conferences.
- ◆ Identify faculty expertise to assist BHO in developing priorities of major health problems that need to be defined and addressed.

[Community service activities]

3. Increase the health promotion and efficient preventive or risk reduction programs targeted at major health problems in the community by 15% in two (2) years.

Strategies

- ◆ Develop and/or facilitate the development of community health promotion and health awareness/screening programs with an emphasis on the major health problems found along the Texas-Mexico border.
- ◆ Stimulate health promotion activities by using the media, schools, universities, and other community resources.
- ◆ Facilitate the development of health screenings and concurrent educational programs for the prevention and treatment of health problems.
- ◆ Identify local and external resources, individuals and organizations interested in cooperative health promotion and disease prevention programs.
- ◆ Facilitate the implementation of programs consistent with the “Healthy People 2010” health objectives.
- ◆ Facilitate the health education of students in K-12 schools.
- ◆ Encourage BHO staff to participate in community projects.
- ◆ Provide technical assistance as requested by community based organizations seeking to develop new programs.
- ◆ Promote health policies and legislation.
- ◆ Educate and empower people to adopt healthy lifestyles.
- ◆ Bring together individuals and organizations with an interest in public health.

Goal 5

Support effective student recruitment, development, retention, and placement programs.

Measurable Objectives

[Recruitment aspect]

1. Increase the number of opportunities for students to intern at BHO by 15% in two (2) years.

Strategies

- ◆ Continue to expand the programs and number of activities that students can conduct internships.
- ◆ Continue to develop and expand learning communities and interest groups to provide a sense of community and support for students.
- ◆ Develop relationships and collaborate with faculty from College of Health Sciences and Human Services in providing health-related internships.
- ◆ Seek external funding to create and/or enhance programs to increase internship opportunities.

[Development aspect]

2. Increase staff involvement in student development activities by 15% in two (2) years.

Strategy

- ◆ Coordinate with other departments to provide student development programs and activities designed to promote and serve a diverse student population.

Goal 6

Engage in a systematic planning and evaluation process.

Measurable Objectives

[Planning]

1. Update BHO Strategic Plan by AY 2003.

Strategies

- ◆ Review current Strategic Plan and conduct self-evaluation.
- ◆ Formulate Strategic Plan committee that includes representatives from UT components and community based health and human service providers.
- ◆ Establish outcomes for each of the BHO programs/projects.
- ◆ Develop a planning and evaluation process for BHO, Diabetes Registry and Acanthosis Nigricans (ANTES) programs.
- ◆ Review and update the current BHO Strategic Plan.

[Evaluation]

2. By AY 2003, implement procedures for systematically evaluating the progress of the BHO in achieving its outcomes.

Strategies

- ◆ Assess and evaluate BHO programs and report to Provost/VPAA.

[Dissemination]

3. Implement a systematic cycle for reporting the results of the Strategic plan by AY 2003.

Strategies

- ◆ Produce progress reports for various audiences.
- ◆ Post information on BHO Website.

Goal 7

Identify, increase availability, and ensure appropriate utilization of resources that support academic and community health programs.

Measurable Objectives

1. Collect, design, produce and disseminate border health-related information.

Strategies

Strategic Planning and Evaluation: Division of Academic Affairs

- ◆ Biennially, the BHO will produce and disseminate an inventory of health-related projects being conducted in the Texas-Mexico border by U.T. System institutions.
- ◆ Update the Demographics and Health Statistics of Texas-Mexico Border Counties fact book.
- ◆ Serve as an information resource center / clearinghouse for dissemination of Texas-Mexico border health-related information.
- ◆ Deliver informational packets to legislators about the BHO on an annual or biennial basis.
- ◆ Deliver progress reports to relevant funding agencies, i.e. Texas Consortium of Geriatric Education Centers (TCGEC); Health Education Training Centers Alliance of Texas (HETCAT).
- ◆ Increase use of web site for dissemination of information and publications.

[Identify resources]

2. Increase the number of applications for external funding by 15% in two (2) years.

Strategies

- ◆ Actively seek and disseminate information about sources of border health-related funding that will benefit UTPA and TMBHCO programs, faculty, staff and students at UTPA.
- ◆ Encourage the faculty and staff to apply for external funding to support academic programs, health education, research and services efforts, creative activities, and student involvement.
- ◆ Facilitate the provision of technical assistance to UTPA faculty and other local agencies/organizations interested in strategies to address health priorities.
- ◆ Assist in identifying federal, state, local and private funding sources to support collaborative health-related programs.
- ◆ Obtain two external sponsors for yearly health conferences and symposia.

3. Increase the number of contacts between BHO and community businesses/organizations by 25% in two (2) years.

Strategy

- ◆ Collaborate with the Division of External Affairs to identify community resources.
- ◆ Develop formal consortium (liaison) activities with other institutions of higher education, local, state, and federal agencies conducting health-related activities in the Texas-Mexico border region.
- ◆ Develop collaborative efforts with border communities in disease prevention and health promotion that will lead to improved health.

[Increase availability of resources]

4. Increase the amount of external funding received from successful grant applications by 15% in two (2) years.

Strategy

- ◆ Provide assistance to the faculty and staff in developing applications for external funding.

[Ensure appropriate utilization of resources]

5. Improve the BHO utilization rate by 10% in two (2) years.

Strategy

- ◆ Develop and maintain relationships with UTPA departments and border health-related organizations/agencies.
- ◆ Identify personnel to collaborate and assist with the goals and objectives of the BHO.
- ◆ Offer student internships for students interested in public health.
- ◆ Identify faculty interested in conducting border health research and engage in collaborative efforts.

6. Increase office space square footage by 30% in two (2) years.

Strategy

- ◆ Conduct an organization self-evaluation, establish priorities, and develop a long-term research space plan that includes funding alternatives.

Goal 8 [Derived from the first sentence of the mission statement]
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Provide and support academic leadership for the University and the community-at-large.

1. Enhance the productivity of the BHO AY 2003.

Strategies

- ◆ Upgrade the position of assistant director to associate director.
- ◆ Upgrade the position of administrative secretary to administrative associate.
- ◆ Develop permanent full-time community health specialist (lay health worker) positions.

2. Upgrade the level of communication by the BHO by AY 2004.

Strategies

- ◆ Maintain a comprehensive Web site as a resource for UTPA faculty, staff and students, and the community-at-large.
- ◆ Design, produce and disseminate an annual BHO report, to include information about the Diabetes Registry and ANTES projects.
- ◆ Continue to participate with local border health community resources/organizations in their determination and development of community health priorities, plans, programming and effectiveness.
- ◆ Meet with the Provost/VPAA on a quarterly basis.
- ◆ Provide UTPA Provost/VPAA with written report of the activities of the BHO on a quarterly basis.
- ◆ Inform public policy makers and others of projects that have had successful outcomes in addressing the needs of the border population.
- ◆ Submit articles on presentations, meetings, trainings, and other relevant events to the UTPA campus paper.