Vision, Mission, and Values

Southwestern Oklahoma State University College of Pharmacy

Vision

To be recognized as a dynamic educational environment in which students develop the personal, professional, intellectual, and leadership skills needed to advance the health of patients and the profession of pharmacy.

Mission

The College of Pharmacy educates and empowers pharmacy graduates who, as part of a healthcare team, are committed to lifelong personal and professional development, exceptional patient-centered care, and advocacy for the profession. The College of Pharmacy creates, disseminates, and applies knowledge and innovation to advance the health and wellness of culturally diverse populations and communities.

Values

The College of Pharmacy embraces these values as foundational pillars:

- Fostering ***professionalism*** and ***integrity*** by cultivating a sense of personal and institutional responsibility, self-awareness, and accountability.
- Providing ***mentorship*** of students and colleagues to promote their professional and personal growth and well-being.
- Exhibiting ***excellence*** and ***innovation*** in teaching, service, research, and scholarship.
- Expressing ***compassion*** for others and engaging in community service.
- Sustaining a collegial environment that promotes ***collaboration*** and ***mutual respect*** between administration, faculty, staff, students, alumni, preceptors, and healthcare professionals.
- Promoting a sense of ***belonging***, respecting ***cultural awareness***, and improving ***access*** to quality health care.

Approved August 19, 2016
Revised September 24, 2025

Strategic Plan

Southwestern Oklahoma State University College of Pharmacy

Formatted and Linked (Strategic Goals 1-4) to SWOSU Strategic Plan 2024 – 2029

Strategic Goals

1. Empower student success and practice readiness.
2. Drive educational excellence.
3. Elevate faculty professional development, achievement, and wellness.
4. Forge community partnerships and program vitality.

Strategic Goal 1

Empower student success and practice readiness.

	Focus Areas	Key Initiatives	Key Indicators	Responsible for Monitoring
1.1	Target on-time graduation rates > 85%	a. Promote student success initiatives in the areas of early intervention, remediation, progression, and student well-being. b. Develop a method to track and document the number of students who receive student success-related services.	a. On-time graduation rate data b. Student success-related services utilization	Director of Academic Programs (DAP) Director of Student Services (DSS)
1.2	Target first-time NAPLEX and MPJE pass rates of > 90%	a. Ensure that all graduating students have exam preparation opportunities.	a. NAPLEX data b. MPJE data	DAP
1.3	Support initial career placement after graduation	a. Provide employment outcomes data for student recruitment and accreditation compliance. b. Support graduates in all career pathways, including awareness of post-graduate training opportunities.	a. Employment data post-graduation b. Career support opportunities	DAP Department Chairs

Strategic Goal 2

Drive educational excellence.

	Focus Areas	Key Initiatives	Key Indicators	Responsible for Monitoring
2.1	Systematically assess curriculum organization and outcomes	a. Review available educational outcomes data yearly. b. Implement curriculum revisions in the next 2 years. c. Utilize assessment data to ensure adequate curricular content breadth and depth.	a. Student educational outcomes data b. Curriculum mapping c. Course outcomes data	DAP Curriculum Committee
2.2	Empower and educate pharmacy students with comprehensive rural health knowledge and practical experiences	a. Plan and pursue the creation of a Rural Health Microcredential and Certificate Program. b. Increase the number of Advanced Pharmacy Practice Experiences (APPE) with a rural health focus.	a. Rural health microcredentials and certificates b. Rural health focused APPEs	Director of Rural Health (DRH) Department Chairs

Strategic Goal 2 Continued

	Focus Areas	Key Initiatives	Key Indicators	Responsible for Monitoring
2.3	Promote student engagement in college, professional, and/or community organizations	a. Highlight and encourage responsible student involvement in college, professional, and/or community organizations. b. Promote continuing professional development activities to help foster professional identity formation.	a. Continuing professional development (CPD) activities	CPD Coordinator DSS

Strategic Goal 3

Elevate faculty professional development, achievement, and wellness.

	Focus Areas	Key Initiatives	Key Indicators	Responsible for Monitoring
3.1	Promote faculty development opportunities	a. Faculty members will enhance their knowledge and expertise by participating annually in at least one professional development activity. b. Faculty members will engage in at least one activity every two years that is focused on enhancing teaching or program enhancement.	a. Workload estimator b. Curriculum vitaes	DAP Department Chairs Professional Development Committee
3.2	Support faculty engagement and visibility	a. At least 75% of faculty members will be involved annually in professional engagement, reflecting scholarly, leadership, or service contributions.	a. Faculty engagement b. Curriculum vitaes	DAP Department Chairs
3.3	Foster faculty and staff wellness and well-being	a. Promote healthy workload distribution. b. Foster a culture that supports and appreciates faculty and staff. c. Engage faculty and staff in advancing the College of Pharmacy through opportunities which enable meaningful and ongoing feedback	a. Workload estimator b. American Association of Colleges of Pharmacy (AACP) faculty survey	DAP Department Chairs Directors

Strategic Goal 4

Forge community partnerships and program vitality.

	Focus Areas	Key Initiatives	Key Indicators	Responsible for Monitoring
4.1	Enhance recruitment and outreach strategies	a. Expand out-of-state student recruitment efforts. b. Expand recruitment activities to underrepresented communities. c. Continue to develop and foster partnerships with feeder programs (Community colleges, technician programs, K-12, camps, etc.). d. Improve the website for marketing content and navigation. e. Expand social media presence.	a. Applicant data b. Admissions c. Recruitment events	DSS Admissions Recruitment Team Communication Committee

Strategic Goal 4 Continued

	Focus Areas	Key Initiatives	Key Indicators	Responsible for Monitoring
4.2	Expand Rural Health initiatives and community partnerships	a. Increase rural health related funding sources. b. Increase the number of community partnerships including number of pharmacies, hospitals, county health departments, and other organizations. c. Develop, participate in, host, or sponsor quarterly Rural Health community outreach events.	a. Funding sources b. Rural Health programs, partnerships, and events c. Number of participant encounters annually	DRH
4.3	Increase alumni engagement opportunities	a. Establish an efficient communication outlet to reach alumni and donors in a timely manner. b. Increase annual giving to the Southwestern Pharmacy Foundation. c. Increase the number and geographical spread of alumni outreach events.	a. Annual memberships and scholarships b. Number of events	Director of Alumni and Development
4.4	Faculty and staff stewardship	a. Fill vacated positions with qualified applicants to optimize faculty workload and improve well-being. d. Hire support staff to assist both leadership and faculty roles.	a. Faculty and staff numbers b. AACP faculty survey data	Dean Department Chairs
4.5	Student stewardship	a. Organize and utilize the academic enrichment fee for student activities. b. Optimize student professional development opportunities and costs.	a. Student professional development b. Fee disbursement amounts	DSS Organization sponsors

Approved December 15, 2025