

HHS STRATEGIC ROADMAP

WHO WE ARE

The College of Health and Human Sciences (HHS) is one of the largest colleges at Purdue University and comprises nine academic units: Health and Kinesiology; Health Sciences; Hospitality and Tourism Management (with a Division of Consumer Science); Human Development and Family Studies; Nursing; Nutrition Science; Psychological Sciences; Public Health; and Speech, Language, and Hearing Sciences. HHS offers 22 undergraduate majors and graduate programs at the master's and doctoral levels. HHS serves Indiana and the nation through our research programs and offers extension programming in all 92 counties in Indiana.

MISSION

The College of Health and Human Sciences (HHS) prepares scholars, develops leaders, translates theory to practice and advances knowledge of human behavior, health and quality of life.

VISION

The College of Health and Human Sciences will be a national and international leader in advancing research and practices that promote developmental health and wellness, vital longevity through healthy lifestyles and disease prevention, and sustainable and thriving communities and organizations. Our interdisciplinary programs will engage with diverse communities and constituencies, model equity and inclusion, and develop ethical leaders to meet current and future global challenges.

We Make Lives Better

- By building and maintaining a climate of diversity, equity and inclusion.
- By offering high quality mentoring and professional development for students, faculty and staff.
- By advancing transdisciplinary, translational research to solve local, national and global challenges.
- By developing the next generation of basic, applied, advanced, progressive, innovative and forward-thinking scientists to improve human health and quality of life.
- By preparing students to be leaders in their professions and communities.
- By preparing excellent practitioners¹ and preparing students for professional graduate programs².
- By creating online offerings that support student progress, foster the career development of diverse groups of students and alumni, and serve workforce needs.
- By engaging with the public locally, throughout Indiana, globally and sustainably.

¹nurses, psychologists, hospitality professionals, financial planners, sales and retail professionals, public health professionals, dietitians, athletic trainers, speech language pathologists and audiologists, human service practitioners, educators, addictions counselors, medical and clinical laboratory technologists, medical physicists, and more

²in public health, nursing, medicine, physical therapy, physician assistant programs, optometry, chiropractic, dentistry, social work, consumer behavior, and more

SIGNATURE AREAS

Our people, academic programs, research and engagement efforts will focus on the following areas, all in the service of improving human health and quality of life.

Developmental Health and Wellness: The College of Health and Human Sciences promotes optimal development across the life span. We aim to help all individuals thrive physically, socially, emotionally, intellectually, environmentally, occupationally, financially and cognitively by, for example:

- Understanding how biological, behavioral, social and environmental factors protect or threaten health and mitigate or contribute to risk for adverse clinical outcomes.
- Identifying how families can support healthy development, resilience, disease prevention and mental health.
- Designing and evaluating the efficacy of interventions for children with developmental, behavioral and communication disorders, and advancing methods for ensuring effective education of children and adolescents.
- Determining how relationships can foster optimal development across the life span.

Healthy Lifestyles and Vital Longevity: We promote optimal aging, including prevention of chronic disease and disability, the treatment of diseases of aging, caring for individuals with chronic disease and disability, and enhancing quality of life. We develop new technologies, therapies and applications to enhance healthy aging, well-being, relationships and longevity in all communities and in the workplace. We seek to understand how lifestyle, dietary and environmental choices impact health and longevity by, for example:

- Promoting healthy lifestyles, preventive/protective health-enhancing strategies, and treatment for infectious and chronic diseases and age-related disabilities and conditions.
- Establishing how environmental, recreational, occupational or behavioral exposures may influence or cause disability or disease.
- Defining genetic and biologic mechanisms of neurological disease and diseases of aging, along with underlying social, cultural and structural determinants of disease onset and progression.
- Understanding the impact of infectious and chronic disease, neurologic injuries and military service on the long-term health of individuals and families, including mental health.

Sustainable and Thriving Organizations and Communities: We focus on encouraging sustainable and thriving organizations and communities, locally and globally. We seek to reduce health and wealth disparities, support the development of diverse and inclusive communities, and ensure the long-term health of the environment. We foster hospitality, inclusion and resilience among all individuals and communities from all backgrounds by, for example:

- Establishing methods to reduce social biases, food insecurity, systemic inequalities and health disparities and their consequences.
- Detecting and countering risk and mechanisms for infectious disease spread in local and global contexts.
- Ensuring sustainable, accessible, high quality and cost-effective healthcare organizations and systems of care.
- Determining and disseminating methods for sustainable protection of the earth's environment, with special emphasis on tourism and food policies and practices.
- Promoting the adoption of policies and practices that support healthy lifestyles within Indiana, the United States and globally.

STRATEGIC THEMES AND MAJOR INITIATIVES

A. Build and Maintain a Climate of Diversity, Equity and Inclusion

1. Develop and/or adopt evidence-based programs to increase diversity, equity and inclusion
2. Provide a space and a regular forum for underrepresented students, staff and faculty to talk about challenges, seek inspiration and advice, and have access to resources to support them in HHS.
3. Require a diversity elective for all HHS majors and develop courses in understanding and addressing diversity, equity and inclusion of all people, including those with physical, emotional and cognitive disabilities.
4. Create programs to support women, including leadership development and research on women's health.
5. Support international students and integrate them fully into HHS educational programs, research efforts, engagement opportunities and student organizations.
6. Integrate global studies, intercultural learning and intercultural experiences into academic programs.
7. Regularly communicate our commitment to these principles through electronic communications, including email, newsletters, magazines and social media.

B. Attract and Retain the Best Talent to Develop Leaders in Health and Human Sciences: Faculty, Staff and Students

1. Develop a new HHS exploratory program for undergraduate students to introduce students across Purdue to HHS disciplines.
2. Offer a broad selection of online courses, certificates and minors as we move through a global pandemic when some students may not be able to come to campus.
3. Accelerate our efforts to attract and retain diverse students, staff and faculty.
4. Increase the number of faculty by hiring in strategic areas.
5. Foster faculty development by enhancing faculty mentoring and providing resources for faculty members to engage in faculty development workshops.
6. Invest in professional development for staff: mentoring, recognition and scholarships for workshops and advanced degree programs.
7. Develop and advertise consistent messaging about who HHS is, what HHS does and why HHS matters.

C. Advance Research to Improve Health, Relationships, Communities and Quality of Life

1. Increase interdisciplinary research and strengthen signature areas.
2. Prioritize research on topics related to enhancing inclusion, supporting diverse communities and understanding health disparities.
3. Support research related to coping with the current and future global pandemics and their effects on human lives.
4. Expand and diversify undergraduate research opportunities.
5. Improve doctoral student recruitment, retention and extramural support.
6. Increase the number and extramural support of post-doctoral scholars.
7. Increase the visibility and dissemination of HHS research within and outside of Purdue.

D. Enrich the Residential Student Experience to Enable Graduates to Excel in Careers

1. Create strategies for fostering inclusion and community in a global pandemic era when more instruction may have to be virtual.
2. Redefine high-level instruction and support in the current global pandemic era across all HHS courses and programs.
3. Infuse the undergraduate and graduate curricula with diverse scholars and voices and attention to the diversity of the human experience.
4. Increase opportunities for experiential learning for undergraduates in research labs, clinics, practicum placements and internships; create a community of practice for leaders of experiential education programs.
5. Enhance career development for undergraduates; offer more internships and practica and foster relationships with alumni for mentoring and career development.
6. Enhance academic progress, professional development and well-being of graduate students and post-doctoral scholars.
7. Develop programs to prepare HHS undergraduate and graduate students to become entrepreneurs and to launch their own businesses and clinics in the future.

E. Create Online Offerings

1. Support HHS faculty and staff in creating high-quality online/hybrid offerings to enable the college to continue to grow and thrive through the global pandemic and beyond and apply the lessons learned to future offerings.
2. Create a distinctive online learning presence.
3. Develop a culture of online learning.
4. Expand online offerings for current students, alumni, lay audiences and working professionals, including credit and non-credit continuing education to maintain credentials.
5. Devise strategies to ensure that HHS online offerings are accessible to all students.
6. Collaborate and communicate with Purdue Online and Purdue Global to offer HHS online programming to diverse audiences.

F. Engage Locally, Nationally, Globally and Sustainably to Improve Health and Human Functioning

1. Prepare faculty, staff and students to conduct engagement activities virtually as well as in person as we move through the current global pandemic and beyond.
2. Engage with families, schools and communities to meet the challenges of social distancing and economic hardship.
3. Embed engagement and sustainability in all HHS activities.
4. Empower engagement by teaching HHS faculty, staff and student to engage with key stakeholders.
5. Elevate engagement by supporting activities and sharing stories of success.
6. Emphasize the importance of diversity, equity and inclusion in engagement.

G. Create a Culture of Philanthropy and Alumni Engagement

1. Devise new ways to connect virtually with alumni and friends to help maintain relationships through the global pandemic and beyond.
2. Hold college-wide competitions to promote unit and college pride.
3. Create engagement opportunities tailored to life stages for students and alumni.
4. Establish, grow and sustain relationships with students and alumni; connect students with alumni and friends of HHS for mentoring relationships, informational interviews, job shadowing, internship placements, and more.

5. Engage HHS alumni and friends in our efforts to attract and retain diverse students, faculty and staff, and to send the strong message that diversity, equity and inclusion are core values in HHS.
6. Sponsor events both on and off campus, as well as virtually, to share HHS research and program updates with alumni and friends of HHS.
7. Establish advisory boards or councils for all HHS units, to engage alumni and to provide expertise on how HHS can evolve to meet the needs of employers.

METRICS

We will measure our success in the following ways.

1. Climate surveys to assess belongingness; regular attention in all courses to fostering inclusion and belonging; number of courses that integrate diversity, equity and inclusion; and number of faculty and students who apply their research expertise to diversity, equity and inclusion.
2. Numbers of URM students, staff and faculty in HHS.
3. Applications, yield, retention and graduation rates for all students; student satisfaction surveys; number of career fairs held and number of employers hosted; pass rates for licensure exams; and post-graduation placement rates.
4. Faculty and staff retention, satisfaction surveys, faculty success at attracting external funding, tenure and promotion rates, publication rates, and awards.
5. Staff retention and promotions, number of MaPSAC professional development applications received and awarded, number of HHS professional development grant applications received and awarded, and survey regarding mentor program and number of participants.
6. Training grant submissions and number of students and post-docs supported by external funds.
7. Number of grants submitted with more than one unit involved, number of faculty in signature areas, and number of faculty recognized for interdisciplinary engagement.
8. Number and dollar amounts of research grants submitted and awarded and annual research expenditures.
9. Number of undergraduates involved in research and co-authors on presentations and publications.
10. Number of graduate students who author or co-author papers or presentations for professional meetings and number of graduate students whose presentations or papers receive recognition or awards from professional organizations.
11. Number of externally funded training and fellowship grants and graduate and post-doctoral fellow job placements and tenure status.
12. Media placement metrics, citations of HHS faculty publications, and number of national and international awards to faculty.
13. Online program growth in courses, programs and faculty offering online content.
14. Stakeholder awareness of engagement programs and impact of engagement efforts on health and quality of life.
15. Percent of students and alumni who stay connected to HHS by engaging with/opening electronic mailings, participating in events, connecting with students and making gifts/donations to HHS.

How the College of Health and Human Sciences Will Follow this Roadmap

This roadmap will continue to evolve — it will not remain static. Decisions about both higher-level and more concrete strategies will be reviewed and refined or revised frequently.

Seven Initial Moves for the College of Health and Human Sciences

We will focus on the following seven major initiatives as we begin to follow this roadmap.

1. Develop evidence-based programs to increase diversity, equity and inclusion.
2. Develop a new HHS exploratory program for undergraduate students.
3. Increase interdisciplinary research and strengthen signature areas.
4. Create strategies for fostering inclusiveness and community in the global pandemic era when more instruction may have to be virtual.
5. Support HHS faculty in creating high quality online/hybrid offerings to enable the college to continue to grow and thrive through the global pandemic and beyond and apply the lessons learned to future offerings.
6. Prepare students to conduct engagement activities virtually as well as in person as we move through the global pandemic and beyond.
7. Devise new ways to connect virtually with alumni and friends to help maintain relationships through the global pandemic and beyond.