

ODU Center for Global Health

Draft Strategic Plan 2020-2025

Priorities: Building upon current strengths and using information from the constituent and stakeholder meetings to inform the creation of new activities, the Advisory Board developed the following priorities, goals, and objectives for the next five years (2020-2025).

Priority 1: Sustainability

Goal 1: Build a sustainable center

Objectives:

- Engage university, local and regional communities to increase the Center's presence and visibility internally and externally.

Action Items:

- Develop an effective marketing plan by 2021.
 - Create a summary page on future projects or update the summary page on current projects to provide an informational flyer to market projects. The page needs to include:
 - ❖ tangible accomplishment (what we could do with the funding)
 - ❖ Community impact/ public engagement of the program
- Create newsletters with personal testimonies and pictures to attract donors and showcase community impact.

Action Items:

- Create a database of current and potential community partners by 2021.
- Partner with at least one community partner to implement an outreach each semester starting in January 2022.
- Write a report of the Center's activities in the College newsletter beginning March 2021.
- Write an Op-Ed in The Virginian-Pilot to highlight a community issue January 2022.
 - Create a list of topics of public health initiatives, specifically the outcomes of Covid-19 on businesses to develop Op-Ed pieces for [Inside Business](#) and work collaboratively with board members in producing articles.

- Participate in local, regional, and national Professional Fair and Conferences by January 2023.
 - Work in collaboration with the Public Health Student Association on developing a strategy to participate in university and community-based events beginning 2021.
- Engage past and potential donors to increase philanthropic funds given to support Center projects.

Action Items:

- Develop a business plan that includes funding from local and national sources to support large projects, either new or current. The board members will assist in providing ideas and foundation information. Ex. arnoldventure.org
 - Develop a two-prong sustainability plan that includes a strategy for operational costs and a strategy for project-specific philanthropy, with the initial priority on project-based funding.
 - Explore the use of “soft-funding” to cover operational costs and identify individual donors.
- Identify foundation donors that align with the Center’s message and their criteria for funding projects.
- Board members to assist in identifying “hard targets.”

Action Items:

- Develop a database of current and potential donors that includes alumni, local funders, and philanthropic organizations by May 2021.
 - Use the Old Dominion University advancement database of donors to identify major and minor funding sources that align with the Center’s needs and mission.
 - Engage prior Global Health Certificate students as individual donors.
 - Network with current donors to seek introductions and develop new relationships with additional major donors.

- Create annual reports for donors to showcase the Center’s activities and future projects beginning fiscal year 2023.

Action Items:

- Use the annual report as a tool to identify current and long-term projects to identify funding for our projects and highlight the importance of health education and health literacy, the contribution in helping communities and NGOs implement programs, and market technical skills in program evaluation and data interpretation.
- Participate in online fundraising activities starting in June 2022.

Action Items:

- Maintain current and implement crowdfunding activities each year and ask partners to lead it throughout the 2020 to 2025-time frame.
 - Explore new online fundraising opportunities.
 - ❖ Ex: Participate in Relay for Life on Friday, April 16, 2021.
 - ❖ Ex: Giving Tuesday on November 30, 2021.
 - Each quarter showcase community partners, via social media platforms and website, by highlighting collaboration with the Center starting in January 2022.
 - Work with the Hampton Roads Chamber to promote the global health agenda by 2023.
- Support the creation of the School of Public Health at ODU

Action Items:

 - Address the need of the community engagement activities starting in 2022.
 - Help to manage the MPH program's Practicum starting in 2021.
 - Use Global Health Certificate program to recruit students towards to MPH program starting April 2021.
 - Provide Service Learning and Community-based research opportunities for Public Health Students starting January 2022.
 - Provide community-based research collaboration opportunities for the Public Health faculty starting in January 2022.
- Strengthen and expand relationships with (community) regional, national, and international global health entities.

Action Items:

 - Identify, and monitor published community health assessments to determine which areas are in greatest need, on an annual basis beginning in 2022.
 - For example, Community health needs as identified by Sentara's Community Health Needs Assessment, 2019.

- Partner with health organizations within Hampton Roads and its surrounding communities beginning in 2023.

Action Items:

- Create a database to document advising hours and community collaboration hours for faculty and students by December 2021.
- Collaborate with regional universities on research and education projects beginning in 2023.
- Continue to develop relationships with new partnerships and collaborations beginning in March 2022.
- Participate in regional and national consortia and professional global health organizations beginning in January 2023.
 - Continue to participate in Virginia Public Health Association annual conference in 2021.
 - Continue to participate in Greater Hampton Roads Population Summit in 2021.
 - Continue to participate in the American Public Health Association (APHA) annual conference in 2021.
 - Encourage faculty and students to present at annual conferences beginning in 2022.

Priority 2: Research and Education

Goal 2: To develop solutions to global health challenges through research and education to disseminate these solutions locally, regionally, and globally.

Objectives:

- Increase the scholarly output and impact of the research on the scholarship of teaching and learning among global health faculty beginning in 2023.

Action Items:

- Identify regional and national funding agencies to continue the Center's research activities to further the Center's vision of improving health outcomes by May 2021.
- Publish at least one paper each academic year through the REACH Lab beginning in 2022.
- Create a database of available datasets and codebook starting in February 2021.
- Research and obtain information on at least 10 established local initiatives that faculty and students can participate in on an individual basis. To be published on the Center's website and Facebook page beginning January 2021.

- Provide program or research development resources for faculty and doctoral students interested in global health field but without previous experience.

Action Items:

- Promote REACH Lab by holding virtual Q&A sessions in March 2021.
 - Invite PhD students to present their projects for peer-review through the REACH Lab in October 2021.
 - Provide analytical support and advise for junior faculty and PhD students January 2021.
 - Create a database, spreadsheet, document to be posted on the Center's website containing information on upcoming conferences; to be updated annually starting in January 2021.
 - Ex: the topic of interests for the conference, dates, fees, etc.
 - Research and apply for funding to assist students with traveling expenses beginning in 2022.
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- Promote, and increase student engagement in the Global Health Center.
- Action Items:
- Continue to market the Certificate program among graduate and undergraduate students.
 - Provide mentorship opportunities for undergraduate and graduate students interested in global health by January 2023.
 - Continue to implement the Academic Public Health Partnership framework through 2025.
 - Partner with other organizations to promote the Academic Public Health Partnership framework starting in January 2022.
 - Increase number of student-community partner collaborations on global health community projects in Hampton Roads by August 2022
 - Increase prospective partners for internship opportunities such as Community Service Boards, Youth Shelters, mobile health clinics beginning in 2022.

Conclusion:

By 2025, the Center for Global Health will achieve the goals laid out in this Strategic Plan through dynamic leadership, robust faculty, student and community engagement, and University investment. By leveraging the strengths of the Center and its partners, there is a unique opportunity to enhance and expand current activities and build and develop new opportunities. Over the next five years, the CGH would like to grow as a global health hub in the Hampton Roads area and around the region by expanding and promoting its research portfolio, education programs, and partnerships. The objectives laid out in this Strategic Plan will be evaluated quarterly to ensure that progress is ongoing for the next five years. Updates and progress will be shared with constituents and stakeholders annually. In achieving the goals laid out, the Center will contribute towards its mission to positively impact health and well-being through collaborations among faculty, students, communities, and other partners. On December 02, 2020, the Center for Global Health team met with the Advisory Board to share this strategic plan, and the Advisory Board provided input at that time.