

AUBURN UNIVERSITY HARRISON COLLEGE OF PHARMACY



STRATEGIC PLAN

2025-2035



AUBURN UNIVERSITY
Harrison College of Pharmacy



CORE IDEOLOGY

Core Purpose/Mission:

To improve health care and foster a culture of leadership, innovation, and discovery

The Auburn Creed

I believe that this is a practical world and that I can count only on what I earn.
Therefore, I believe in work, hard work.

I believe in education, which gives me the knowledge to work wisely and trains my mind and my hands to work skillfully.

I believe in honesty and truthfulness, without which I cannot win the respect and confidence of my fellow men.

I believe in a sound mind, in a sound body and a spirit that is not afraid, and in clean sports that develop these qualities.

I believe in obedience to law because it protects the rights of all.

I believe in the human touch, which cultivates sympathy with my fellow men and mutual helpfulness and brings happiness for all.

I believe in my Country, because it is a land of freedom and because it is my own home, and that I can best serve that country by “doing justly, loving mercy, and walking humbly with my God.”

And because Auburn men and women believe in these things, I believe in Auburn and love it.

- George Petrie (1943)

Core Values

In accordance with the Auburn Creed, we commit to the following core values:

LEADERSHIP	PROFESSIONALISM	COLLABORATION	COMPASSION	SERVICE	INTEGRITY
------------	-----------------	---------------	------------	---------	-----------



ENVISIONED FUTURE

We will be a highly coveted destination of choice for transformative education, research, and service that creates leaders, attracts the best and most productive people, and inspires respect and admiration.

Vivid Descriptions:

Vision and Aspirations

- Our work will have an enduring impact.
- Our College will be viewed as an aspirational institution to others.
- Our alumni will be proud and will be inspired to lifelong engagement and support.

Impact on Health and Research

- Our work will result in significant improvements in patient outcomes and an overall healthier population.
- Our collective research efforts will lead to the development of new therapeutics that will improve the healthcare and lives of our population.

Educational Excellence

- The pharmacy education community will seek to model our successes.
- Our programs will be the gold standard for pedagogical excellence and curricular innovation.
- Our College will have a highly inspired student body, faculty, and staff that produce optimal outcomes in research, education, and healthcare.

Graduate Success and Industry Relations

- Our graduates will be catalysts for change, creating a better world.
- Our graduates will be sought out by employers in academia, government, public companies, and private industry.
- Industry will seek engagement and partnership with our College based on our outstanding programs, the success of our graduates, and our groundbreaking research.

Growth and Community Engagement

- Our College will experience growth and expansion, offer expanded opportunities for all students, and increase our outreach efforts to better serve our overall community.
- The communities we serve will have increased access to healthcare and improved quality of life.

Collaboration and Leadership

- We will be sought after for interprofessional and multidisciplinary collaboration.
- Our College will lead team science on the Auburn campus and beyond.





OUTCOME-ORIENTED GOALS

EXCEPTIONAL STUDENT EXPERIENCE

Our students will have an engaging and innovative experience, rooted in the vibrant community of the Auburn Family, where all students feel valued and supported with dedicated resources to excel academically, develop as leaders, grow professionally and personally, and achieve well-being.

PIONEERING EDUCATION AND CURRICULUM

All academic programs will be forward-thinking, evidence-based, and learner-centered, preparing graduates to lead in an evolving healthcare environment.

IMPACTFUL RESEARCH AND SCHOLARSHIP

Our research will be fueled by cutting-edge thinking and generate health sciences discoveries and scholarship in areas where the College strives to be among the best in the world.

TRANSFORMATIVE LEADERSHIP AND ADVOCACY

We will exemplify leadership and unwavering advocacy for education, research, practice, outreach, and service.

CELEBRATED CULTURE OF EXCELLENCE

We will be recognized and acknowledged as the benchmark, setting standards that others aspire to achieve.



EXCEPTIONAL STUDENT EXPERIENCE

Goal:

Our students will have an engaging and innovative experience, rooted in the vibrant community of the Auburn Family, where all students feel valued and supported with dedicated resources to excel academically, develop as leaders, grow professionally and personally, and achieve well-being.

OBJECTIVES

1. Expand initiatives to attract, enroll, and retain exemplary students to solidify the College's reputation as a leader among comparator programs.
2. Improve students' sense of belonging.
3. Ensure every student has access to a high- quality mentor.
4. Increase access to individualized resources and guidance to meet students' unique personal, professional, and leadership development needs.
5. Enhance student success initiatives by incorporating innovative activities for all prospective and current students.
6. Increase opportunities for students to participate in international educational and experiential activities.
7. Enhance the student experience across the entire student life cycle.





PIONEERING EDUCATION & CURRICULUM

Goal:

All academic programs will be forward-thinking, evidence-based, and learner-centered, preparing graduates to lead in an evolving healthcare environment.

OBJECTIVES

1. Enhance academic programs to prepare all students for life-long professional success, to lead purposeful lives, and to make significant contributions to society.
2. Expand critical thinking and active learning strategies to enhance student engagement, life-long learning, and knowledge and skill mastery.
3. Strengthen learning experiences to prepare students for leadership in evolving healthcare environments.
4. Expand academic programs that anticipate and respond to professional and societal developments.
5. Increase post-doctoral, residency, and internship opportunities that attract and empower outstanding graduates to make sustained, meaningful contributions to society.
6. Increase access to new and distinctive courses, certificates, minors, degree programs, and professional education programs that reach traditional and non- traditional learners to achieve professional excellence.



IMPACTFUL RESEARCH & SCHOLARSHIP

Goal:

Our research will be fueled by cutting-edge thinking and generate health sciences discoveries and scholarship in areas where the College strives to be among the best in the world.

OBJECTIVES

1. Improve our research culture to value collaboration in all scholarly endeavors that are grounded in the translational science- driven mindset.
2. Increase pursuit of groundbreaking research opportunities by leveraging the College's unique strengths to partner with local, regional, and national agencies and the private sector.
3. Improve the College's research enterprise by establishing areas of research distinction, for which the College's research infrastructure, resources investment and allocation strategies, and policies and processes are intentionally designed to maximize our competitiveness.
4. Double our research and scholarly output while increasing its impact.
5. Increase our College's reputation as an impactful research and scholarship organization dedicated to improving local, national, and global health and well-being.
6. Ensure research administration within the College is effective and efficient.
7. Provide adequate research facilities to support state-of-the art research endeavors.





TRANSFORMATIVE LEADERSHIP & ADVOCACY

Goal:

We will exemplify leadership and unwavering advocacy for education, research, practice, outreach, and service.

OBJECTIVES

1. Provide professional leadership by presenting impactful solutions to real-world healthcare challenges through our deep bench of subject matter expertise.
2. Build synergistic partnerships where our College's strengths contribute to and are complemented by selected industries, organizations, Universities, and agencies.
3. Become a national model for pharmacy transformation through our focus on cutting edge practice, translational research, and implementation science that advances patient care.
4. Embrace leadership development throughout the College to exemplify our belief in "Leaders Creating Leaders for Tomorrow" with a goal of creating national and global leaders and advocates that will guide the profession into the future.
5. Broaden and deepen our College's engagement with and impact on the local and regional communities through advocacy efforts and community engagement projects.
6. Strengthen and grow our connectivity with our College's alumni and other partners to serve as leadership and advocacy role models, leveraging their expertise and networks to enhance career guidance.



CELEBRATED CULTURE OF EXCELLENCE

Goal:

We will be recognized and acknowledged as the benchmark, setting standards that others aspire to achieve.

OBJECTIVES

1. Increase the visibility of the College on a national and international level to be known as the premier College of Pharmacy.
2. Increase our College's recognition and visibility within the University.
3. Improve marketing and communications effectiveness to include engagement and promotion by members of the College's community.
4. Increase alumni and constituent engagement with Auburn University and our College.
5. Maintain a culture in which all faculty, staff, students, alumni, and guests feel valued.
6. Create, expand, and continually improve programs that support faculty and staff professional excellence and personal well-being throughout their careers.

