

Sargent Strategy Map

> **Core Purpose:**
Drive innovations in health

> **BHAG:**
Be the global leader for health education, research, and practice by 2040

Push the boundaries of education

E-1

[Deliver world-class education through innovative teaching and technology](#)

E-2

[Engineer excellence into all educational endeavors](#)

Integrate and collaborate in research, education, and practice

I-1

[Promote synergy between research and clinical practice](#)

I-2

[Increase integration of centers into coursework and curriculum](#)

I-3

[Expand cross-campus and community collaboration](#)

Collaboration fuels Excellence

- Work together. Build the future
- Generate. Educate. Collaborate

Build stakeholder relationships

S-1

[Create a collaborative culture](#)

S-2

[Amplify outreach to BU and beyond](#)

S-3

[Expand stakeholder engagement](#)

Core Values >

- Collaboration fuels excellence
- Transforming practice through science
- Develop the whole student—the Sargent Way

Transforming practice through science

- Science pushes practice; practice pushes science
- Think big. Be bold. Break through

Propel Sargent to the world stage

M-1

[Build Sargent image as global leader](#)

M-2

[Develop and execute a comprehensive marketing plan](#)

F-1

[Develop sustainable revenue streams with incentives for innovation](#)

F-2

[Create new philanthropic opportunities](#)

F-3

[Demonstrate and promote Sargent's value to BU](#)

Develop the whole student—the Sargent Way

- Unleash the power of every student
- Student today. Colleague tomorrow

Reimagine the Sargent landscape

O-1

[Recruit, develop, and retain diverse, high-quality people](#)

O-2

[Optimize organizational structure](#)

O-3

[Implement a comprehensive infrastructure plan](#)

O-4

[Cultivate an inclusive environment that values diversity](#)

O-5

[Grow and sustain a culture of service](#)

Sargent Strategic Objective Statements

E-1: Identify, develop, and implement innovative teaching methods, strategies, and technologies to foster excellence in teaching and learning within and across disciplines.

E-2: Identify and promote initiatives that foster excellence in academic and clinical teaching, mentorship, and learning.

I-1: Establish and strengthen partnerships between researchers, educators, and clinicians so that research is driven by clinical priorities, education promotes best practice, and knowledge is translated to clinical practice in a timely manner.

I-2: Identify and realize further opportunities for students to work with patients/clients of clinical centers and for clinicians/faculty working in the centers to regularly share expertise and innovative curricular activities.

I-3: Build relationships and develop collaborative initiatives with other BU schools/colleges and the wider BU community to capitalize on shared interests, stimulate new ideas, and foster a culture of connectivity.

S-1: Identify and acknowledge existing models of collaboration while incentivizing new opportunities for cross-department, professional collaborations. Set expectations for leaders to model collaboration as best practice.

S-2: Build on existing outreach vehicles, seeking opportunities to expand our brand among students, alumni, parents, faculty, staff, and clinical patients. Seek new outreach opportunities, building on specific strengths of the college.

S-3: Identify, leverage, and create new and existing opportunities with internal and external stakeholders to increase brand awareness, alumni engagement, philanthropy, and targeted recruitment of students and faculty.

M-1: Develop an updated plan reflecting new strategic planning goals to elevate stature of our research, academic, and clinical pursuits. Identify key areas and priorities to pursue for FY20 as well as additional resources needed to execute tactics.

M-2: Identify and leverage opportunities to raise our US and international profile with media placements, speaking engagements, conference sponsorships, and other reputation/brand-building strategies. Develop necessary resources to execute this vision.

F-1: Identify ongoing revenue opportunities in interprofessional clinics, postprofessional degree certificate programs, and online classes/programs. Engage faculty and staff with financial/resource incentives to motivate creativity and commitment.

F-2: Develop creative approaches to promote and cultivate philanthropic opportunities that engage key stakeholders, including alumni, donors, and corporations in the health industry.

F-3: Elevate Sargent's positioning (leverage) at the University by increasing leadership's awareness of our significant contributions to the students, academic programs, research, and community.

O-1: Create a critical mass of talented faculty and staff that fully represents BU's excellence and diversity. Ensure search committees adhere to best practices for recruitment and provide an environment in which all can thrive personally and professionally.

O-2: Reorganize administrative/faculty reporting structures to maximize efficiency and collaboration.

O-3: Enhance the physical and technological infrastructure to maximize the utility of the current space for all members of Sargent.

O-4: Build and sustain an environment that champions diversity and inclusion for all students, faculty, and staff. Broaden ideas and knowledge on equity, inclusion, and diversity, making contributions to scholarship, the campus, and society.

O-5: Recognize, encourage, and support individual and group contributions to creating and sustaining service to the college, our professions, and the community. Provide opportunities to participate in community-based learning and service together as faculty, staff, and student body.