



Mission

To improve the health and well-being of populations worldwide, particularly the underserved, through excellence and innovation in education, research, and practice

Core Purpose

THINK. TEACH. DO. For the health of all

Strategy Map 2025, 2030 Measures, 5- and 10-year targets, and tactics

MIRROR TO SELF Strategically evaluate BUSPH's operations and activities; build capacity as necessary

1. Faculty, staff, and students of color	Faculty <b>20%</b> Staff <b>40%</b> Students <b>40%</b>	Faculty <b>25%</b> Staff <b>45%</b> Students <b>45%</b>	<ul style="list-style-type: none"> <li>Implement required diversity and inclusion training for all faculty, staff, and students</li> </ul>
2. Fully covered faculty	<b>90%</b> of faculty	<b>95%</b> of faculty	<ul style="list-style-type: none"> <li>Form department/unit diversity and inclusion committees</li> </ul>
3. Commitment to sustainability	<b>100%</b> green office certified	<b>100%</b> of departments platinum rated	<ul style="list-style-type: none"> <li>Create mentoring program for women and minorities</li> <li>Create systems to increase minority supplement opportunities</li> <li>Form school-wide sustainability working group, encouraging a healthy workspace for all</li> <li>Apply sustainability framework to all purchasing decisions</li> </ul>
	<b>50%</b> reduction in waste and energy use	Additional <b>50%</b> reduction in waste and energy use	

THE NEXT GENERATION Train the next generation of public health professionals

1. Qualified students	New enrollments: MPH <b>400</b> , MS <b>100</b> , Doctoral <b>30</b>	New enrollments: MPH <b>450</b> , MS <b>150</b> , Doctoral <b>30</b>	<ul style="list-style-type: none"> <li>Integrate opportunities for both digital and in-person learning throughout educational program</li> </ul>
2. Enrollment in lifelong learning programs	<b>500</b> paid students annually	<b>1,000</b> paid students annually	<ul style="list-style-type: none"> <li>Build the Select Scholars and Next Generation Scholars programs</li> </ul>
3. Funded practica and research experiences	<b>75%</b> funded	<b>90%</b> funded	<ul style="list-style-type: none"> <li>Collaborate with industry and non-traditional partners on PHX courses</li> </ul>
4. Graduate employment	<b>90%</b> within 6 months of graduation	<b>95%</b> within 6 months of graduation	<ul style="list-style-type: none"> <li>Partner with private organizations to fund predoctoral and postdoctoral trainees</li> </ul>
5. Alumni satisfaction with educational program	<b>95%</b> of alumni satisfied	<b>98%</b> of alumni satisfied	<ul style="list-style-type: none"> <li>Create development pipeline and private sector partnerships to fund practica</li> </ul>
6. Postdocs working at SPH	<b>30</b> postdocs	<b>50</b> postdocs	<ul style="list-style-type: none"> <li>Implement ongoing educational evaluation plan</li> </ul>
7. Engaged global partnerships	<b>5</b> partnerships	<b>10</b> partnerships	

SCHOLARSHIP OF CONSEQUENCE Publish and present frequently cited scholarship

1. Average citations per faculty over five years	<b>500</b> citations	<b>600</b> citations	<ul style="list-style-type: none"> <li>Nurture opportunities that seed innovative faculty scholarship</li> </ul>
2. Professional presentations	<b>4</b> presentations per faculty annually	<b>6</b> presentations per faculty annually	<ul style="list-style-type: none"> <li>Increase collaboration on research through senior-junior faculty joint grant submissions</li> </ul>
3. Faculty on editorial boards	<b>55%</b> of faculty	<b>60%</b> of faculty	<ul style="list-style-type: none"> <li>Invest in collaborations with non-traditional partners through idea hub</li> </ul>
4. Diversify research portfolio; partnerships with private sector	<b>15%</b> of research funding	<b>20%</b> of research funding	<ul style="list-style-type: none"> <li>Collaborate with partners across sectors to encourage consequential research and evaluate its impact</li> </ul>
5. External funding	<b>\$400,000</b> per faculty annually	<b>\$450,000</b> per faculty annually	



### Values

We are committed to igniting and sustaining positive change that leads to health and well-being around the world. We strive for a respectful, collaborative, diverse, and inclusive community within our School of Public Health. We aim to promote justice, human rights, and equity within and across our local and global communities.

### Strategic Research Directions

- Cities and health
- Climate, the planet, and health
- Health inequities
- Infectious diseases
- Mental and behavioral health

## Strategy Map 2025, 2030 Measures, 5- and 10-year targets, and tactics

### ACTIVIST PUBLIC HEALTH Improve the public’s health through service to the local, national, and global community

1. Faculty, staff, and student-led initiatives consistent with activist public health	50 per year	100 per year	<ul style="list-style-type: none"> <li>▪ Execute comprehensive strategy map for reinvigorated Activist Lab</li> <li>▪ Partner with BU Days of Service to create SPH and department service activities</li> <li>▪ Integrate community engagement into faculty development seminars</li> </ul>
2. Community members attending Public Health Conversations	25% of attendees	50% of attendees	
3. Faculty leadership on community or health organizations	50% of faculty	60% of faculty	

### THE PUBLIC HEALTH CONVERSATION Lead the public health conversation locally, nationally, and globally

1. Public Health Conversations	25 annually 10,000 attendees, annually	25 annually 15,000 attendees, annually	<ul style="list-style-type: none"> <li>▪ Regularly train faculty in media relations</li> <li>▪ Integrate social media workshops into faculty and staff development activities</li> <li>▪ Execute department-based communication plans that align with SPH communication plan</li> </ul>
2. SPH This Week circulation	20,000 subscribers	30,000 subscribers	
3. Public Health Post impact	350,000 website visitors, annually	500,000 website visitors, annually	
4. Media/social media imprint	9 media mentions per faculty, annually 50,000 Twitter followers 100,000 Facebook likes 12,000 LinkedIn followers 5,000 Instagram followers	12 media mentions per faculty, annually 100,000 Twitter followers 125,000 Facebook likes 15,000 LinkedIn followers 10,000 Instagram followers	

### INVESTMENT IN THE FUTURE Ensure BUSPH is positioned for long-term financial stability

1. Alumni who donate	8% of SPH alumni	12% of SPH alumni	<ul style="list-style-type: none"> <li>▪ Continue to execute comprehensive alumni engagement plan</li> <li>▪ Host Alumni and Friends Events to grow alumni base</li> <li>▪ Build culture of giving for students, faculty, and staff</li> </ul>
2. Students who donate	50% of SPH students	75% of SPH students	
3. Unique donors	1,500 donors	2,000 donors	
4. Size of endowment	\$15 million	\$25 million	

### THE PLACE TO BE Embody the school’s values; be the best place to work and learn

1. School culture	85% feel environment is respectful and collaborative 85% satisfied with diversity and inclusion 85% feel valued for their work	90% feel environment is respectful and collaborative 90% satisfied with diversity and inclusion 90% feel valued for their work	<ul style="list-style-type: none"> <li>▪ Formalize staff career growth opportunities</li> <li>▪ Implement staff onboarding and mentoring programs</li> <li>▪ Conduct exit survey for all departing faculty and staff</li> <li>▪ Ensure ongoing competitive compensation for faculty and staff</li> <li>▪ Conduct Annual School Review of faculty, staff, students, alumni, and employers</li> </ul>
2. Faculty and staff retention	80% of faculty retained for ≥ 5 years 60% of staff retained for ≥ 2 years	85% of faculty retained for ≥ 5 years 75% of staff retained for ≥ 2 years	