



NORTHWESTERN HEALTH SCIENCES UNIVERSITY



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2501 West 84th Street, Bloomington, MN 55431

www.nwhealth.edu



STRATEGIC PLAN 2009-2014

To be the University of Choice in Natural and Integrative Health Care.

— MISSION STATEMENT —

The mission of Northwestern Health Sciences University is to advance and promote natural approaches to health through education, research, clinical services and community involvement.

VISION STATEMENT

Our vision is to be the University of Choice for natural and integrative health care.

We promote conservative health care approaches that focus on the whole person. We provide leadership to develop collaborative and integrative health care models, support clinical research, prepare students for successful careers, and encourage lifelong learning in service to our community.

Stakeholders Or Constituents

Strategic Objectives:

- Implement innovative and progressive curricula in natural and integrative health care.
- Prepare students to be leaders in their clinical disciplines.
- Expand enduring and collaborative relationships with our alumni.
- Provide extra-curricular opportunities for integration and collaboration among students in all programs.

Internal Processes

Strategic Objectives:

- Establish the Wolfe-Harris Center for Clinical Studies as a national leader in research of non-surgical care for neuromusculoskeletal conditions.
- Expand and develop information technology resources.
- Conduct outcomes research within the University clinics and with University partners.
- Develop consistent, intentional branding and marketing that represents the vision of the University.
- Disseminate relevant, current health related information to constituencies.
- Implement a data-driven budgeting process that is informed by strategic priorities to ensure efficient resource allocation and accountability.

Learning and Growth

Strategic Objectives:

- Create opportunities for collaboration to advance integrative health care.
- Develop employee educational and professional opportunities to create leaders and experts who support natural and integrative health care education.
- Create a culture of using research to inform our educational process and delivery of natural and integrative health care.

Institutional Advancement

Strategic Objectives:

- Develop new educational programs in natural and integrative health sciences.
- Implement diverse clinical programs, experiences and opportunities that support integrative health care.
- Attract and retain the most qualified diverse students, faculty, staff, and administrators for the University.
- Increase recruitment and retention of minority students.
- Develop and implement patient-centered, integrative health care models.
- Establish Northwestern's programs and faculty as recognized leaders in natural and integrative health care.

Resources

Strategic Objectives:

- Complete the capital and permanent endowment campaigns and provide sufficient resources to support the ongoing success of the University.
- Generate growth, development, and revenue in our clinic system.
- Increase the net gain from Northwestern's fundraising initiatives.
- Grow the University's enrollment.

— UNIVERSITY GUIDING PRINCIPLES —

- We value the strength of a **shared mission and vision** that guides planning and activities.
- We promote the **highest ethical principles** in life and practice.
- We provide programs and services that are **student and patient-centered**.
- We support **shared governance and collaboration** among students, faculty, staff and administration.
- We are **innovative, progressive and responsive** in meeting the needs of our stakeholders.
- We use **continuous quality improvement and best practices** to inform decision-making.
- We rely on **research, clinical experience and patient preferences** to inform academic and clinical programs.
- We value **diversity and cultural competency**.
- We practice **fiscal responsibility and prudent resource allocation**.
- We recognize that health comes from within and value the importance of treating the **whole person, assisting innate healing, and promoting health and wellness and disease prevention**.