Goal: To become the leading school of nursing for innovative advances in health care education, service and research, developing nursing leaders to impact the health of individuals, communities and systems in Texas, the nation and the world.

**PEOPLE**
An exceptional, diverse community of learners and scholars, leaders and trailblazers...

- Recruit, retain, and graduate outstanding students from diverse backgrounds
- Recruit, retain, and develop outstanding professional staff (e.g., in nurse-managed clinics, research, academic support)
- Recruit, retain, and develop outstanding faculty with a wide range of backgrounds and ideas who will impact nursing and healthcare
- Prioritize a Texas Nursing culture of equity and belonging including alignment with the university’s “You Belong Here” plan
- Increase engagement with UTSON alumni and community stakeholders

**PLACE**
...amplifying the unmatched potential of Austin and Texas...

- Build innovative partnerships across the University and the community to address health inequities
- Create and maintain physical spaces for innovative learning, critical dialogue, and research
- Leverage nursing’s reputation as the “most trusted profession” by joining with university leadership, policy makers, and communities to address disparities in health access and utilization
- Increase support for UTSON community clinics where students, advanced practice nurses, and other community partners provide equitable and comprehensive primary care, and acute and chronic disease management

**EXPERIENCES**

**Education**

- Strengthen status of UTSON as a leader in innovative education as it moves to competency-based education in all courses
- Strengthen ties to educational endeavors in other departments and schools on campus
- Transform student learning opportunities via real-world, simulated, and immersive virtual environments
- Enhance faculty and staff development programs for career advancement, mentoring and leadership development
- Expand continuing professional education opportunities for lifelong learning across the state, nation, and world

**RESEARCH**

- Increase leadership of high-impact research supported by extramural funding
- Increase strategic investments in research infrastructure to advance the health of underserved, vulnerable, and understudied populations
- Promote utilization of digital health and other technological resources in diverse areas of health care research
- Nurture existing and new cross-campus collaborations through interdisciplinary research

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