

B1. Guiding Statements

The school defines a vision that describes how the community/world will be different if the school achieves its aims.

The school defines a mission statement that identifies what the school will accomplish operationally in its instructional, community engagement and scholarly activities. The mission may also define the school's setting or community and priority population(s).

The school defines goals that describe strategies to accomplish the defined mission.

The school defines a statement of values that informs stakeholders about its core principles, beliefs and priorities.

1) The school's vision, mission, goals and values.

GWSPH finalized a strategic plan in 2019, shortly after the most recent reaccreditation in 2016. The collaborative process among stakeholders led to the creation of a vision, mission, goals and values to enable the growth and develop GWSPH as a continuous leader in public health.

Vision

Healthier and safer communities powered by public health.

Mission

We advance population health, well-being and social justice locally, nationally and globally by:

- Applying public health knowledge to enhance policy, practice and management;
- Conducting rigorous basic, applied and translational research; and
- Educating the next generation of public health leaders, policy makers, practitioners, scientists, advocates and managers.

Goals¹³

- Provide an innovative, comprehensive public health education that produces graduates who advance population health, well-being and social justice;
- Conduct research that addresses local, national and international public health challenges; and
- Strengthen our schoolwide commitment to our community, diversity and inclusion, and culture of service.

Values

GWSPH shares the following core values:

- Achieving excellence in all of our endeavors;
- Promoting a culture of service that respects the contributions of all members of our community;
- Embracing social justice and diversity as we work to realize health equity for all individuals and communities, however they are identified;
- Aspiring to innovative ethical and evidence-based policy, research, practice, management and pedagogy; and
- Engaging in sustainable practices that promote healthy environments.

¹³ These goals are a distillation of the goals and subgoals identified in the 2020 strategic plan.

- 2) *If applicable, a school-specific strategic plan or other comparable document.*

See ERF > Criterion B > Criterion B1 > B1.2: Strategic Plan.

- 3) *If applicable, assess strengths and weaknesses related to this criterion and plans for improvement in this area.*

Created to further our mission to champion global health advancement, our current [strategic plan](#) not only delineates strategic objectives but also embodies our commitment to fostering transformative outcomes. Harnessing the dynamic synergy of education, research and innovation, we sculpted a visionary path that paves the way for a healthier future for all.

At GWSPH, we honed a robust process, marked by inclusivity and transparency, which engaged every member of our vibrant academic community. Through a series of open and candid discussions in 2019, we coalesced diverse perspectives, crafting a clear trajectory that steers us toward impactful milestones in the years ahead. By establishing multifaceted committees dedicated to soliciting insights on critical aspects such as curriculum enrichment, degree programs, cutting-edge research and comprehensive recruitment strategies, we fostered an environment where every voice was valued and heard.

Through this collective journey, we not only identified our strengths as an institution but also set our sights on a future defined by continued collaboration, pioneering research and a steadfast commitment to fostering global health equity.

Strengths

- Our mission, values and goals were developed through a comprehensive and collaborative strategic planning process that involved university and school leadership, external stakeholders, faculty, staff and students. The Dean provides regular updates on implementation of our strategic plan through the biannual faculty and staff meetings.
- In 2022, GWSPH produced a Progress Report to highlight recent accomplishments aligned with the strategic plan such as the MPH@GW being ranked No. 1 by *Fortune* for online MPH programs, Associate Professor Cindy Liu winning the GW President's Award for her efforts combatting COVID-19 and the development of new graduate programs at GWSPH.

Challenges

- Since we developed our strategic plan, we experienced two presidential transition and one provost transition. Now with new, permanent university leadership, GW will be developing a new university-wide strategic plan, which will inform GWSPH's upcoming strategic plans.
- The world of public health underwent seismic transformations, not only in the context of the COVID-19 pandemic and its impacts on the public health system in the US and globally, but also Black Lives Matter and the impact of structural racism on health, declines in US life expectancy, rampant public health misinformation, the opioid epidemic, and global climate change and health. These changes called on us to shift our priorities (as laid out in our Objectives); however, our vision, mission statement, goals and values were important guideposts that helped us prioritize even while we shifted our emphases.

Future Plans

- The university is working toward a new strategic plan that will largely be built from the schools upward.

- Demonstrating our commitment to inclusion and guided by university priorities, GWSPH is set to embark on a new strategic planning journey in AY 2024, laying the groundwork for a comprehensive new strategic plan to be unveiled in AY 2025. This strategic endeavor will not only empower every member of our community but will also help to establish a fresh set of programmatic and facilitating goals that reflect our collective vision for the future.