



PCOM 2025

Path to Greater
Excellence

PCOM 2025 STRATEGIC PLANNING STEERING COMMITTEE

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Frank Windle

Chief Admissions Officer (ret.)
Dean and Chief Academic Officer, PCOM South Georgia
Dean, School of Professional and Applied Psychology
Vice President for Finance and Chief Financial Officer
Chief Financial Officer, Almo Corporation (ret.)
Chief Research and Science Officer
Chief Campus Officer, PCOM Georgia
Chief Admissions Officer
Chief Human Resources Officer
Dean, School of Health Sciences
President and CEO, Delaware Valley Community Health, Inc.
Chief Information Security Officer
Chief Diversity and Community Relations Officer
Chief Marketing and Communications Officer
Retired
Chief Legal Affairs Officer
Chief Information Officer
Dean, School of Pharmacy
President, Faculty Senate (2019-2020)
Provost, Senior Vice President for Academic Affairs, and Dean
Chief Facilities Officer

* Member of PCOM Board of Trustees

January 2021

To the PCOM Community—

The PCOM 2025 strategic plan marks the next chapter in our institution's success.

Through a transparent and collaborative process, the entire PCOM community participated in the examination of critical issues, the formation of goals to address those issues, and the crafting of initiatives to direct our future activities. The result is a comprehensive plan with quantifiable metrics to gauge our progress, clear lines of responsibility, and flexibility to allow the College to capitalize on any unexpected opportunities.

My sincerest thanks to everyone who shared their views and ideas via interviews, the retreat, working groups, and town hall meetings. This plan would not have been possible without the commitment and contributions of the entire PCOM community. I am particularly grateful to the members of the PCOM 2025 Strategic Planning Steering Committee, who met on multiple occasions over the last 12 months to discuss and debate each of the plan's merits.

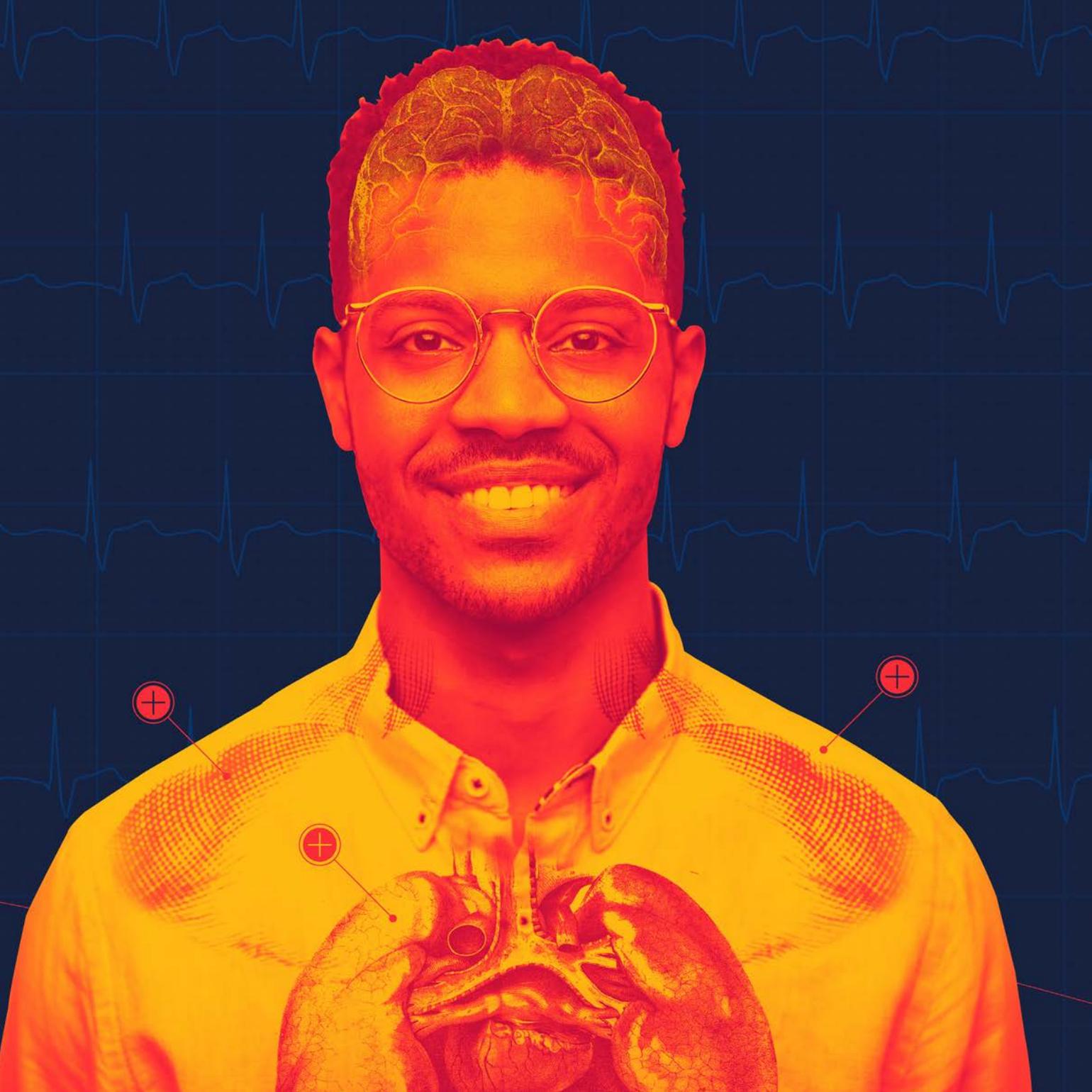
We are committed to advancing PCOM on this path to greater excellence, and I invite you to join us on the journey.

Sincerely,



Jay S. Feldstein, DO '81
President and Chief Executive Officer





As part of the planning process, the institutional mission statement was reviewed and revised, a vision for 2025 was articulated, and the values that guide our institution were documented.

PCOM MISSION

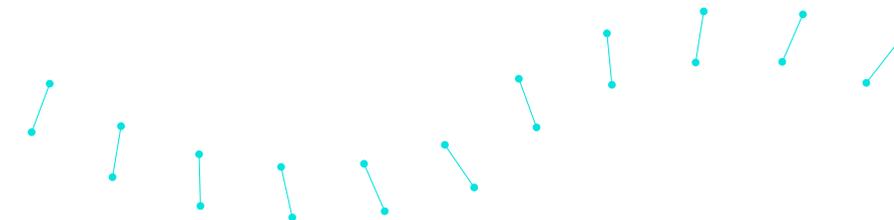
Educating health professionals to care for the whole person and advance the health of diverse communities.

PCOM 2025 VISION

Transforming health professions education by integrating human connection with innovation and research.

PCOM VALUES

- + We are accountable to one another.
- + We act with integrity and treat everyone with respect.
- + We foster innovation.
- + We embrace diversity, advancing equity and inclusion.
- + We work as a team and seek opportunities to collaborate.





GOAL 1: STUDENT SUCCESS

PCOM graduates are successfully positioned for a competitive marketplace and are leaders in interprofessional team environments.

INITIATIVES

- 1.1** Attract, admit, and yield students who have maximum likelihood for success
Owner: Adrienne Jones, MLS, Chief Admissions Officer
- 1.2** Develop/enhance preparation programs for professional licensure exams and competency assessments
Owner: Kenneth J. Veit, DO '76, MBA, Provost, Senior Vice President for Academic Affairs, and Dean
- 1.3** Address student stress and well-being and maximize emotional intelligence
Owner: Patience Mason, MEd, Chief Student Affairs Officer
- 1.4** Enhance interprofessional education opportunities
Owner: Kenneth J. Veit, DO '76, MBA, Provost, Senior Vice President for Academic Affairs, and Dean

METRICS

- 1.1a** The percentage of graduating students who have GPAs greater than 3.5 will increase by 50% by 2025.
- 1.1b** By 2025, PCOM will be in the top 25% of COMLEX I scores.
- 1.1c** DO residency placement rate will reach 98% or higher by 2025.
- 1.2a** Doctor of Pharmacy first-time NAPLEX pass rates will be above the national average by 2025.
- 1.2b** The attrition rate for all students will remain at or below 3% during the plan period.
- 1.3a** The percentage of students taking a leave of absence will decrease to less than 3% by 2025.
- 1.3b** The percentage of students who utilize support services (academic, personal, career) will increase by 3% by 2025.



GOAL 2: SECURING CLINICAL EXPERIENCES

PCOM has a sustainable network of valuable clinical experiences for students in all programs.

INITIATIVES

2.1 Evaluate opportunities to partner/ acquire/build primary care network (establish our own patient base)
Owner: Kenneth J. Veit, DO '76, MBA, Provost, Senior Vice President for Academic Affairs, and Dean

2.2 Pursue strategic investments with healthcare partners (more/stable preceptors)
Owner: Jay S. Feldstein, DO '81, President and CEO

METRIC

2.2a Clinical capacity will be increased by 10% by 2025.

“This plan would not have been possible without the commitment and contributions of the entire PCOM community.”

- Jay S. Feldstein, DO '81,
President and CEO



GOAL 3: INNOVATION AND TECHNOLOGY

PCOM fosters a culture of technological innovation both in pedagogy and in practice.

INITIATIVES

- 3.1** Optimize the educational experience through effective integration of educational and clinical technology by internal and external partners
Owner: Erik Langenau, DO, MS, Chief Academic Technology Officer
- 3.2** Teach the use of and advances in clinical care and research (basic and clinical) technologies
Owner: Art Sesso, DO '81, Senior Associate Dean of Osteopathic Curricular Innovation and Oversight

METRICS

- 3.1a** Identify and implement (or expand) 10 innovative technologies in support of blended learning by 2025.
- 3.1b** Implement 10 innovative pilot programs and technology-based webinars by 2025.

GOAL 4: ORGANIZATION AND INFRASTRUCTURE

PCOM optimizes processes and organizational structure so its people thrive in a changing environment.

INITIATIVES

- 4.1** Create institutional leadership succession plan, including campus and department-level positions
Owner: Christina Mazzella, MS, Chief Human Resources Officer
- 4.2** Optimize the layout and land uses of the campus locations to create competitively positioned physical plants
Owner: Frank Windle, Chief Facilities Officer



GOAL 5: REVENUE STREAM DIVERSIFICATION

PCOM creates and sustains diverse sources of revenue through a multi-pronged approach.

INITIATIVES

- 5.1** Invest in related businesses to secure revenue from variety of sources
Owner: Peter Doulis, Vice President for Finance and Chief Financial Officer
- 5.2** Increase research grant funding opportunities and develop support structure to secure funding
Owner: Mindy George-Weinstein, PhD, Chief Research and Science Officer
- 5.3** Maximize income-producing potential of existing facilities and undeveloped land
Owner: Frank Windle, Chief Facilities Officer
- 5.4** Establish and increase revenue from academic programs, activities, and centers
Owner: Kenneth J. Veit, DO '76, MBA, Provost, Senior Vice President for Academic Affairs, and Dean

METRICS

- 5.1a** By 2025, 5 new sources of non-tuition revenue will be identified and piloted.
- 5.2a** A 10% increase in research awards will be achieved by 2025.
- 5.4a** By 2025, our student body will increase by 15%.
- 5.4b** We will grow our academic program offerings by 15% by 2025.



GOAL 6: DIVERSITY, EQUITY, AND INCLUSION

PCOM embeds diversity, equity, and inclusion in its curriculum, policies, processes, and practices to advance student, faculty, and staff performance and excellence in service to communities.

INITIATIVES

- 6.1** Attract and retain a student body that represents and reflects a diverse world
Owner: Adrienne Jones, MLS, Chief Admissions Officer
- 6.2** Recruit, retain, mentor, and promote a diverse faculty and staff workforce
Owner: Christina Mazzella, MS, Chief Human Resources Officer
- 6.3** Advance students' market competitiveness by preparing them to be successful in culturally responsive practices
Owner: Marcine Pickron-Davis, PhD, Chief Diversity and Community Relations Officer
- 6.4** Enhance a climate of respect and inclusion among the "One PCOM" community
Owner: Marcine Pickron-Davis, PhD, Chief Diversity and Community Relations Officer

METRICS

- 6.1a** By 2025, increase enrollment of African American and Hispanic students in all programs by 10%.
- 6.3a** By 2025, over 50% of academic programs will have cultural competency built into their curricula.



CONTACT US

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