



STRATEGIC PLAN 2028

**Fostering a thriving
enviroment for the best
and brightest students**



2028 PLAN VISION

TO BE A TOP CHOICE FOR THE BEST AND
BRIGHTEST PROSPECTIVE STUDENTS BY
FOSTERING A THRIVING ENVIRONMENT FOR
STUDENTS TO SUCCEED.



GOAL #1:



PCOM prepares students to excel in tomorrow's healthcare workforce and lead in their chosen professions.

Kenneth Veit, DO '76, MBA, Provost, Senior Vice President for Academic Affairs

STRATEGIES

- 1.1.** Raise the bar of teaching excellence by incorporating innovative teaching methods for the current generation of learners.
Erik Langenau, DO, MS, MS/APP '23, Chief Academic Technology Officer
- 1.2.** Maximize learning to achieve competency in applicable skills and professionalism in health-related environments.
Brian Mann, EdD, MS, PA-C, Chief of Simulation Operations
- 1.3.** Incorporate wellness and inclusive practices into curriculum.
Linda Adkison, MS, PhD, Vice Provost

METRICS

- 1a.** The DO first-time COMLEX-USA pass rate will be above or within 1 percentage point of the national average each year of the plan.
- 1b.** Doctor of Pharmacy first-time NAPLEX pass rate will increase by at least 5 percentage points each year of the plan.
- 1c.** The attrition rate for students will decrease by at least 1 percentage point each year of the plan.
- 1d.** The percentage of students taking a leave of absence will decrease by at least 1 percentage point each year of the plan.



GOAL #2:

PCOM leads with cutting-edge processes by leveraging best practices and transformative technology, creating an environment where the PCOM community flourishes.

Rick Smith, MBA, Chief Information Officer



STRATEGIES

2.1. Enhance quality and efficiency of operations for the PCOM community by leveraging automation and best practices to optimize the intersection between people, processes, and technology.
Rick Smith, MBA, Chief Information Officer

2.2. Harness data through advanced analytics and Artificial Intelligence to drive informed decisions that positively impact overall operations and enhance student experience.
Michael Roberts, PsyD '15, Director, Institutional Research

2.3. Promote engagement by utilizing a systems thinking approach and encouraging collaboration among academic and business units to foster cross-functional teamwork for process optimization.
Carrie Collins, JD, PhD, Chief Advancement and Strategic Planning Officer

METRICS

2a. User adoption for Workday Platform and Student is 100% by the end of the plan period.



GOAL #3:



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

Dallas A. Grundy, MBA, Vice President of Finance and Administration

STRATEGIES

METRICS

- 3.1. Develop partnerships to showcase, monetize, and leverage PCOM assets, including those held by the PCOM Foundation.
Carrie Collins, JD, PhD, Chief Advancement and Strategic Planning Officer
- 3.2. Increase research grant opportunities and strengthen the support structure to secure funding.
Mindy George-Weinstein, PhD, Chief Research and Science Officer
- 3.3. Establish a marketplace to capitalize on the intersection of healthcare and education and generate additional revenue.
Kenneth Veit, DO '76, MBA, Provost, Senior Vice President for Academic Affairs

- 3a. PCOM will increase non-tuition based revenue by \$1 million each year of the plan.
- 3b. Research grants and contracts will increase by at least 10% each year of the plan.
- 3c. PCOM will add 2 initiatives each year of the plan that capitalize on the intersection of healthcare and education.



CONTACT US

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PCOM®