

# AIMC BERKELEY STRATEGIC PLAN

## MISSION

The mission of Acupuncture & Integrative Medicine College (AIMC), Berkeley is to develop caring, proficient, and successful practitioners who serve our communities and the Oriental medicine profession by treating illness and promoting health and wellness. AIMC Berkeley promotes patient-centered integrative medicine focused on treating the whole person, with consideration for both traditional and contemporary medical models and other factors that influence health, wellness, and disease.

## VISION

AIMC Berkeley supports the following vision:

To serve as a center for international collaboration in the area of integrative medicine through the development of acupuncture and Oriental medicine

To serve as a center for the promotion of health and wellness and care of the community through education, outreach, and patient care

## STRATEGIC GOALS

1

Ensure student and alumni success through a strong curriculum, excellent student services, and well-trained faculty and staff

2

Promote *curriculum* diversity in a program that offers training and education in a wide breadth of acupuncture styles, modalities, and specialties

3

Promote *community* diversity by producing practitioners who possess knowledge and experience serving diverse populations

4

Establish sustainability on multiple levels

**GOAL 1:** Ensure student and alumni success through a strong curriculum, excellent student services, and well-trained faculty and staff

OBJECTIVE	TASK	RESPONSIBLE PARTY	TIMELINE
<b>Objective 1.1</b> Increase CALE passage rate	Conduct AOM review sessions and AOM tutoring	Academic Dean, Dir. of Student Services	Ongoing
	Administer exit exams	Academic Dean	Spring 2020
	Create large electronic database of practice questions accessible to students	Academic Dean	Fall 2020
<b>Objective 1.2</b> Implement and follow AIMC's Assessment Plan	Create assessment team that will analyze current state of program and services, identify areas of improvement, and implement changes (See Std. 7)	Academic Dean, Clinic Dean	Summer 2019
	Assessment team will ensure that proper assessment tools are implemented and that the results are communicated with the AIMC community	Assessment Committee	Summer 2019

<b>Objective 1.3</b> Offer more academic support services	Create a student learning center that offers tutoring, peer advising, etc.	Director of Student Services	Summer 2019
	Increase awareness of Library resources, including research support and guidance provided by head librarian	Head Librarian	Summer 2019
<b>Objective 1.4</b> Improve alumni relations	Organize alumni events, workshops, and other opportunities	Director of Student Services, Admissions	Fall 2019
	Increase communication with alumni through social media, emails, and newsletters	Director of Student Services, Admissions	Summer 2019
	Conduct alumni surveys to identify ways to better support and engage them	Director of Student Services, Office of the Registrar	Summer 2019
<b>Objective 1.5</b> Dedicate more resources towards faculty and staff development and satisfaction	Schedule quarterly trainings	Academic Dean, Clinic Dean	Fall 2019
	Have resources and information more readily accessible (i.e. digital access, hardcopies on site)	Academic Dean, Clinic Dean	Fall 2019
	Encourage feedback and suggestions from employees at meetings, performance reviews, etc.	Academic Dean, Clinic Dean, President	Summer 2019
<b>Objective 1.6</b> Improve communication with the students	Inform students of upcoming changes and developments in a timely manner	Academic Dean, Office of the Registrar	Summer 2019
	Maintain regularity of Student Newsletters and Town Hall meetings	Director of Student Services, President	Summer 2019
	Work closely with the Student Council to keep communication flowing between school and students	Director of Student Services	Summer 2019
	Develop more predictable and stabilized class scheduling in advance	Office of the Registrar	Fall 2019
<b>Objective 1.7</b> Use developments in technology to improve the way resources and educational content are made available to students and alumni	Make all important resources, forms, and documents available to students online	Office of the Registrar	Fall 2019
	Increase the use of digital classroom materials and electronic communication (if applicable) to create more efficient, accessible, and reliable instruction	Academic Dean	Fall 2019
	Upgrade clinic software to not only improve patient and practitioner experience (i.e. improved clinic efficiency, scheduling, record-keeping), but provide students experience with the latest developments in management software, insurance billing, and digital record-keeping	Clinic Dean, Clinic Manager, President	Spring 2020

**GOAL 2: Promote curriculum diversity in a program that offers training and education on a wide breadth of acupuncture styles, modalities, and specialties**

OBJECTIVE	TASK	RESPONSIBLE PARTY	TIMELINE
<b>Objective 2.1</b> Strive to increase awareness and teachings of traditional Japanese Acupuncture	Offer Japanese herbal medicine classes and electives	Academic Dean	Fall 2019
	Host internationally renowned instructors to teach Japanese Acupuncture Continuing Education courses	President	Ongoing
	Build enrollment in the AIMC Japanese Medicine Certification program through increased marketing	President, Director of Student Services	Fall 2019
<b>Objective 2.2</b> Encourage training & development in areas that demonstrate new avenues and advancements in acupuncture	Intensify collaboration with mainstream medical caregivers, hospitals, and research institutions (i.e. shared observation/grand rounds; acupuncture treatment & education for medical staff; etc.)	Clinic Dean, Clinic Manager, Project Coordinator	Summer 2019
	Establish relationships with individuals who possess expertise and knowledge in specialized areas in order to explore new didactic and clinical opportunities for students (i.e. sports medicine, pediatrics, geriatrics, veterinary acupuncture, etc.)	Academic Dean, Clinic Dean	Fall 2019
<b>Objective 2.3</b> Increase research training and opportunities	Strengthen the research aspect of the doctoral program through improved guidelines and stricter requirements	Academic Dean	Fall 2019
	Offer improved support services surrounding the research process, including increased accessibility to: clinic research data, individuals with expertise in the student's research topic, and assistance with thesis writing	Academic Dean, Clinic Dean, Head Librarian	Fall 2019

**GOAL 3: Promote community diversity by offering clinic services to all community members and producing practitioners who possess knowledge and experience serving diverse population**

OBJECTIVE	TASK	RESPONSIBLE PARTY	TIMELINE
<b>Objective 3.1</b> Offer training & learning opportunities for students to treat a variety of patients in different settings	In addition to traditional clinic setting, offer treatment in a community clinic type setting	Clinic Dean	Summer 2019
	Continue to offer diversity training to students, staff, and faculty	Director of Diversity & Inclusion	Ongoing
<b>Objective 3.2</b> Develop and strengthen the role of the Director of Diversity	Increase input from, visibility of, and access to the Director of Diversity and Inclusion by including this individual in a greater number of committee and campus meetings.	President, Director of Diversity & Inclusion	Summer 2019

**GOAL 4: Establish sustainability on multiple levels**

OBJECTIVE	TASK	RESPONSIBLE PARTY	TIMELINE
<b>Objective 4.1</b> Ensure institutional financial stability/sustainability	Make improvements to the structure of the Board by increasing members, providing trainings, creating sub-committees, and establishing an advisory board	Board Chair, Board Secretary	Spring 2020
	Execute Conflict of Interest Disclosure Statement	Board Secretary	Ongoing
	Develop a Strategic Enrollment Management Plan (SEMP)	President, Director of Admissions	Summer 2019
	Improve profit margin with more selective class offerings and more efficient schedule options	Office of the Registrar	Spring 2020
	Improve retention efforts (see Goal 1)	Academic Dean, Dir of Student Services	Spring 2020
<b>Objective 4.2</b> Support student financial stability/sustainability	Keep tuition increases to a minimum (2% or less); Fixed tuition until graduation	President	Ongoing
	Increase availability of information on alternative funding sources (i.e. scholarships and grants)	Director of Student Services	Summer 2019
	Provide training and education on topics such as practice building to support career growth	Academic Dean, Dir of Student Services	Fall 2019
	Provide assistance with licensure exam (see Objective 1.1)	Academic Dean	
<b>Objective 4.3</b> Promote environmental sustainability	Greater use of electronic and digital methods and materials to reduce unnecessary paper consumption	All	Fall 2019
	Ongoing promotion of campus recycling program (visible signs, recycle bins in each room, proper electronic waste disposal)	All	Ongoing
	Use of environmentally friendly products (carpeting, cleaning products, etc.)	All	Ongoing
	Increase efforts to reduce energy usage (lower heating/air conditioning; automatic lights, etc.)	All	Ongoing
<b>Objective 4.4</b> Ensure sustainability & safety AIMC community members	Create a Safety Committee to create protocols for emergency situations such as fire, earthquake, active shooter, etc.	Clinic Dean	Fall 2019
	Establish clear safety procedures and guidelines for the clinic for instances such as needle sticks, patient emergencies, etc.	Clinic Dean, Clinic Manager	Fall 2019