

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 East Asian 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 the promotion of health and wellness and care of the community through education, outreach, and patient care, with focus on diverse patient populations including BIPOC, LGTB, and low income individuals

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

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 *institutional & community diversity* by serving all members of the community and producing practitioners trained in 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
Objective 1.1 Increase CALE passage rate	Conduct AOM review sessions and AOM tutoring	Academic Director, Dir. of Student Svcs	Ongoing
	Administer exit exams	Academic Director	Spring 2020
	Create large electronic database of practice questions accessible to students	Academic Director	Fall 2020
Objective 1.2 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 Director, Clinic Director	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

Objective 1.3 Offer more academic support services	Create an online student learning & support hub that offers listings and referrals to students who offer peer tutoring, peer advising, mentoring, etc.	Director of Student Services	Spring 2021
	Increase awareness of Library resources, including research support and guidance provided by head librarian	Library Director	Summer 2019
Objective 1.4 Improve alumni relations	Organize alumni events, workshops, and other opportunities	Director of Student Services, Admissions	Winter 2020
	Increase communication with alumni through social media, emails, and newsletters	Director of Student Services, Admissions	Fall 2020
	Conduct alumni surveys to identify ways to better support and engage them	Director of Student Services, Office of the Registrar	Fall 2020
Objective 1.5 Dedicate more resources towards faculty and staff development and satisfaction	Schedule trainings each trimester	Academic Dir, Clinic Dir	Fall 2019
	Have resources and information more readily accessible (i.e. digital access, hardcopies on site)	Academic Director , Clinic Director	Spring 2020
	Conduct classroom observations on a regularly scheduled basis	Academic Director	Jan 2021
	Create additional opportunities for faculty members to participate in program development & curriculum review	Academic Director	Jan 2021
Objective 1.6 Improve communication with the students	Inform students of upcoming changes and developments in a timely manner	Academic Director , Office of the Registrar	Ongoing
	Maintain regularity of Student Newsletters and Town Hall meetings	Director of Student Services, President	Ongoing
	Work closely with the Student Council to keep communication flowing between school and students	Director of Student Services	Ongoing
	Develop more predictable and stabilized class scheduling in advance	Office of the Registrar	Fall 2019
Objective 1.7 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	Spring 2020
	Increase the use of digital classroom materials and electronic communication (if applicable) to create more efficient, accessible, and reliable instruction	Academic Director	Fall 2019
	Upgrade clinic software to improve patient and practitioner experience & expose students to the latest developments in management software & digital record-keeping	Clinic Director, President	Spring 2020
	Incorporate Telehealth into clinic services for the community and the training program for Masters level students.	Clinic Director, Academic Director	Fall 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
Objective 2.1 Strive to increase awareness and teachings of traditional Japanese Acupuncture	Offer Japanese herbal medicine classes and electives	Academic Director	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, Marketing Director	Fall 2019
Objective 2.2 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 Director, Project Manager	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 Director, Clinic Director	Fall 2019
Objective 2.3 Increase research training and opportunities	Strengthen the research aspect of the doctoral program through more stringent guidelines and requirements	Academic Director	Fall 2019
	Improve research support services, including increased access to research data, experts in the field, and assistance with thesis writing	Academic Director, Clinic Director, Library Director	Spring 2021
	Incorporate more research assignments into various levels of the masters program curriculum	Academic Director, Library Director	Spring 2021

GOAL 3: Promote institutional & community diversity by serving all community members, fighting discrimination, and producing practitioners from various backgrounds who are trained in serving diverse populations

OBJECTIVE	TASK	RESPONSIBLE PARTY	TIMELINE
Objective 3.1 Offer training & learning opportunities for students to treat diverse populations and increase understanding of multicultural and diversity issues	In addition to traditional clinic setting, offer treatment in a community clinic format; Treat those from underserved populations	Clinic Director	Summer 2019
	Continue to offer diversity and anti-racism curriculum, training, and workshops to students, staff, faculty, and board members	Academic Director	Ongoing
	Development of AIMC Anti-Racism working group which offers guidance and proposals for ways the college can increase diversity and fight racism	President, Board of Directors	Fall 2020
Objective 3.2 Encourage and support diversity among the student body	Establish a Diversity Scholarship for incoming minority students	President, Scholarship Committee	Summer 2020
	Establish Diversity Grants for current students to receive financial support to promote diversity initiatives	President, Scholarship Committee	Summer 2020

Objective 3.3 Eliminate the institution's use of insensitive & potentially offensive terms	Review & identify college's use of the term "Oriental" in mission statement, course names, and program name	President, Board of Directors	Fall 2020
	Implement any changes by filing any required documents, editing marketing materials, amending the student handbook, and updating school website	President, Marketing Director	Fall 2020

GOAL 4: Establish sustainability on multiple levels

OBJECTIVE	TASK	RESPONSIBLE PARTY	TIMELINE
Objective 4.1 Ensure institutional financial stability/sustainability	Make improvements to the structure of the Board by increasing members, providing trainings, and creating sub-committees	Board Chair, Board Secretary	Spring 2020
	Execute Conflict of Interest Disclosure Statement	Board Secretary	Ongoing
	Develop a Strategic Enrollment Management Plan	President, Director of Admissions	Summer 2020
	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
	Establish an institutional budget planning and assessment committee to review cohesiveness of financial resources with the mission and vision	President, Board Treasurer	Spring 2021
	Annual institutional review and assessment of resource allocations	President, Executive Management	Dec 2020
Objective 4.2 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	Spring 2021
	Provide assistance with licensure exam (see Objective 1.1)	Academic Dean	Spring 2021
Objective 4.3 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

Objective 4.4 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 2020
	Establish clear safety procedures and guidelines for the clinic for instances such as needle sticks, patient emergencies, etc.	Clinic Dean	Summer 2019
	Develop procedures and protocols that ensure the safety of students, faculty, staff & patients on campus while the threat of Covid-19 transmission exists	President, Clinic Director, Academic Director	Summer 2020