Medical College of Georgia
at Augusta University

STRATEGIC PLAN 2015-2020

Our 186-Year Legacy and Future: People Make the Place
The Medical College of Georgia celebrated the opening of its new academic home, The J. Harold Harrison M.D. Education Commons, October 2014.

MCG moved into its first academic home, the Old Medical College building, a National Historic Landmark on Telfair Street in downtown Augusta, January 1835.
Dear Colleagues and Friends,

A timeless message that resonates from graduates of the Medical College of Georgia is that the state’s public medical school absolutely prepared them for their profession. As a cross section of so many distinguished individuals helped us assess and strategize a roadmap for the future, that sentiment continued to reverberate. In fact, it became a sub-heading for MCG’s 2015-2020 Strategic Plan: People Make the Place.

Now we are implementing the multifaceted plan that, in alignment with our university, strengthens our very core, our teaching mission, as well as our absolutely parallel missions of research and clinical care. As with any great team, there is much synergy between these missions: They all build upon and depend upon each other for success.

And we will build them all by optimizing leadership throughout our venerable institution, which includes ensuring that the people who are the Medical College of Georgia get the professional support they need and deserve to maximize their potential. This will help ensure that we get and keep the best people, which is absolutely essential to our present and to an even stronger future. We will do all this in an environment that is diverse, inclusive, and, again, supportive.

We will further engage the many alums and other friends we are privileged to have to ensure that they know what we are doing and why we are doing it, and to continue to get their valuable input. This includes, of course, our physician and hospital partners across our state, who are invaluable to the success of the Medical College of Georgia and to the education of the next generation of physicians. And, we will heighten our philanthropic efforts to ensure that our faculty, staff, students, and residents have the resources they need to do the work of the Medical College of Georgia and to improve the health of our state and nation. That, of course, takes us full circle.

It was truly an amazing time to do this level of soul searching and planning, with the transformative gifts of Dr. J. Harold Harrison and his wife Sue, and the opening of our new academic home, the J. Harold Harrison M.D. Education Commons, fresh on our minds and hearts. That already remarkable venue was bolstered by so many conversations with leaders throughout our community and state about what they think of and want for this medical school.

It seems we all want the same thing and together, we will achieve it.

My endless thanks to our Strategic Plan Co-Chairs, Drs. Jack Yu and Barbara Robinson; to the entire MCG Strategic Plan Steering Committee, which included representatives from our campuses and partners from across this vast state; to our MCG Faculty Senate for their incredible leadership of this important initiative; and to you for your support.

It is my privilege and pleasure to serve as dean of this remarkable medical school where people really do make the place.

My best always,

Peter F. Buckley, M.D.
MCG MISSION, VISION, & VALUES

Mission
MCG will lead Georgia and the nation to better health through excellence in biomedical education, discovery, patient care, and service.

Vision
MCG will be a nationally recognized leader in medicine, delivering patient-centered and technologically advanced medical education, transformative research, and exceptional clinical and preventive care, leading to healthier communities.

Values
COLLEGIALITY: collaboration, partnership, sense of community, and teamwork.

COMPASSION: caring, empathy, and social responsibility.

EXCELLENCE: distinction, effectiveness, efficiency, enthusiasm, passion, and quality.

INCLUSIVITY: diversity, equality, fairness, impartiality, and respect.

INTEGRITY: accountability, ethical behavior, honesty, and reliability.

LEADERSHIP: courage, honor, professionalism, transparency, and vision.

LOYALTY: reflected in mutuality of commitment between employee and institution.
STRATEGIC FOCUS 1: EDUCATION
Provide exceptional future-oriented learning experiences for physicians in training and other advanced-degree health sciences professionals.

GOAL 1.1: Deliver outstanding and innovative educational programs on all campuses, providing high-quality education for learners at all levels including continuing professional development, emphasizing the health care needs of Georgia.

GOAL 1.2: Ensure availability of all resources necessary to support an outstanding educational program, including faculty, faculty training, money, space, equipment, physical plant, and appropriate clinical experiences at all educational sites.

GOAL 1.3: Enhance learning through instructional technology on all campuses, including an asynchronous statewide learning platform, preparing learners to use the technology that will underpin their practice.

GOAL 1.4: Develop a nurturing, learner-centered academic environment that reflects our values in all educational settings.
STRATEGIC FOCUS 2: RESEARCH
Generate outstanding transdisciplinary, translational, basic, clinical, population, community-based, and educational research.

GOAL 2.1: Enhance infrastructure and regulatory processes that support basic, clinical, translational, community-based, and educational research.

GOAL 2.2: Foster a supportive research culture on all campuses.

GOAL 2.3: Foster an innovative research environment facilitating discoveries and their application for health care.

GOAL 2.4: Excel in interdisciplinary research and through partnerships with institutions and industry partners statewide.

GOAL 2.5: Achieve an excellent reputation regionally, statewide, and nationally.
GOAL 3.1: Create a sustainable, efficient, and future-oriented health care system.

GOAL 3.2: Provide quality and value in all clinical services.

GOAL 3.3: Address the health care needs and diversity of our communities.

GOAL 3.4: Enhance access to complex care.

STRATEGIC FOCUS 3: CLINICAL CARE
Develop an efficient health care system of quality and value with enhanced access to complex care.

Education, Research, Clinical Care, People & Process Excellence, Cultural Transformation & Diversity, External Affairs
STRATEGIC FOCUS 4: 
PEOPLE & PROCESS EXCELLENCE

Maximize our leadership capacity at all levels through professional growth.

GOAL 4.1: Create a culture of integrity, transparency, respect, collaboration, and openness.

GOAL 4.2: Ensure operational excellence to advance all MCG mission areas through appropriate infrastructure, systems, processes, and funding.

GOAL 4.3: Promote career development for students, faculty, staff, and residents at all levels of their careers.

GOAL 4.4: Recruit, retain, recognize, and reward exemplary and loyal students, faculty, staff, and residents.
STRATEGIC FOCUS 5: CULTURAL TRANSFORMATION & DIVERSITY

Create a **diverse, inclusive environment** that supports faculty, students, residents, and staff.

**GOAL 5.1:** Develop, implement, and **enhance practices and policies** of diversity and inclusivity that facilitate a culturally sensitive college and academic health center environment.

**GOAL 5.2:** Optimize **diversity** and cultural sensitivity by fostering **community engagement and partnerships** focused on reducing factors associated with health care disparities.

**GOAL 5.3:** Recruit, matriculate, and graduate an excellent, talented, and **diverse student body** to meet the needs of the communities we serve.

**GOAL 5.4:** Grow health careers interest and academic **pipeline programs** in partnership with the University System of Georgia and other Georgia colleges and universities to **promote health science interest** and facilitate admissions and matriculation of students from under-represented populations.
STRATEGIC FOCUS 6: EXTERNAL AFFAIRS

Engage our alumni and community by advancing MCG growth through philanthropy and communications.

GOAL 6.1: Collaborate with the AU Division of Communications and Marketing to enhance internal and external communications to increase awareness, understanding, and support of MCG and its local, statewide, and national presence and impact.

GOAL 6.2: Collaborate with the AU Office of Advancement to build a culture of philanthropy and increase alumni engagement in MCG activities.

GOAL 6.3: Work with the AU Office of Government Relations and Community Affairs to enhance community engagement locally and statewide on all campuses.

GOAL 6.4: Work with the MCG Foundation to enhance and grow stewardship, scholarship, and endowed faculty programs at MCG.