We exist to improve the healthcare outcomes of people living in the Central Valley by:

- **Inspiring diverse students from our region to commit to healthcare careers that serve our region;**
- **Developing compassionate, highly trained, intellectually curious, adaptive leaders capable of meeting the healthcare needs of the future through a performance-based education;**
- **Empowering people to teach, serve, research, innovate, and practice collaboratively in areas of skill and expertise in disciplines related to pharmacy.**

**T.E.A.M. - Together Everyone Achieves More**

**What: our value proposition**
CHSU COP is highly effective as an educational program and a great place to work because leadership, faculty and staff coordinate effectively with each other through shared goals, shared knowledge and mutual respect. Coordination is supported by frequent, timely, accurate, problem-solving communication. Students love coming here because, despite the challenging nature of the professional program, they feel respected, safe and supported. The student response is evidenced by extremely positive focus groups, Q12, and faculty, staff and student surveys.

**Why**
We care about each other and working together well. We care about promoting a healthy organization. And an organization can only be effective if it is healthy.

**STRATEGIC INITIATIVE 1**

**STRATEGIC INITIATIVE 2**

**Student Success – Meeting Milestones**

**What: our value proposition**
We employ assessments, support systems and education methodologies that ensure we minimize or eradicate the need for costly remediation and alternative progression plans. As a result, there are perfect on-time graduation rates, board passage rates, and remarkable success in securing residencies and fellowships.

**Why**
We are crystal clear about why we exist:
- To improve the health, welfare, and economic wellbeing of Central Valley residents
- To recruit and retain the best and the brightest locally, in a way that maximizes the number of CHSU graduates who serve the communities that are currently underserved
- To provide an education that produces quality, service-minded, giving, health care professionals
- To be an exemplary university, doing all the things that universities normally do!

**STRATEGIC INITIATIVE 3**

**Pipelines – Central Valley to Professional Program**

**What: our value proposition**
CHSU has reliable enrollment of highly qualified students whose diversity and communities of origin reflect the Central Valley as a whole. Enrollment is stable, CHSU COP is financially sustainable, and all enrolled students are successful.

**Why**
Given the mandate, “to recruit and retain the best and the brightest locally, in a way that maximizes the number of CHSU graduates choose to serve the communities that are currently underserved,” the demographics of our region, and the current reality of interest in pharmacy as a career, stable enrollment is not a foregone conclusion. We need to be proactive.

**STRATEGIC INITIATIVE 4**

**Healthy Central Valley**

**What: our value proposition**
CHSU students are participating members of health-directed, interprofessional communities of practice (CoPr) that engage impactfully with communities to help them reach their health-related goals. CoPr are united by a common mission, shared learning, practices, explicit roles, rules, and procedures, and a communal, practice-centered identity.

**Why**
These initiatives align perfectly with CHSU’s “reason to exist,” improving the health, welfare, and economic wellbeing of Central Valley residents. They are profoundly professionalizing, personally and professionally fulfilling to their members, and provide an authentic context for interprofessional collaboration.

**STRATEGIC INITIATIVE 5**

**Future Practice Model**

**What: our value proposition**
Pharmacists who graduated from CHSU are actively engaged in pursuing the quadruple aim as an integral part of their approach to practice: improving patient experience, population health, reducing cost, and caregiver health and wellness. As highly desirable providers of care, CHSU pharmacists are avidly sought as collaborators in patient care in all practice settings, especially underserved communities.

**Why**
The current vision of COP is to “turn pharmacy into a primary care profession.” The vision is problematic in that it is restrictive, since pharmacy is more than primary care; it is too ambitious, as the vision can only be achieved through broad collaboration among stakeholders throughout the US. The vision should be refocused to graduating practitioners assessing current practice, applying the quadruple aim as a framework to propose a set of incremental changes. After implementing changes, graduating practitioners can assess and improve processes to transform the practice into a recognized and equal partner in patient care. This vision will specifically align with patient needs in the Central Valley, focusing on addressing the special problems of underserved communities.

**STRATEGIC INITIATIVE 6**

**Post-Graduate Education – Advancing the Profession**

**What: our value proposition**
CHSU COP will develop and implement post-graduate educational opportunities for our graduates, including residencies and fellowships. Specific certifications or additional degree programs will advance the profession and promote the culture of continuous professional development.

**Why**
These opportunities will provide advanced training so that the needs of the people of the Central Valley are better served by pharmacists actively engaged in current practices and knowledge of pharmacy. In addition, these long-term educational opportunities will allow for our graduates to lengthen their stay in our community. Creating ties with the community is associated with an increased likelihood of long-term residence and practice: graduates retained in the Central Valley is evidence of CHSU realizing its mission.