**Required Guiding Statements**

We are required to have clearly articulated statements that define our

* *Vision:*  describes how the community/world will be different if the school or program achieves its aims.
* *Mission Statement:*  identifies what we will accomplish operationally in our instructional, community engagement and scholarly activities. The mission may also define our setting or community and priority population(s).
* *Goals[[1]](#footnote-1):*  describes strategies to accomplish the defined mission.
* *Values:* informs stakeholders about our core principles, beliefs and priorities.

Our guiding statements must address instruction, scholarship and service.

Our guiding statements must be sufficiently specific to allow us to rationally allocate resources and to guide evaluation of outcomes.

**Current Guiding Statements**

**Vision: None (new requirement)**

**Mission**

The mission of the WKU Kentucky University Public Health Program (MPH and Undergraduate PH) is to prepare competent public health practitioners -- through instruction, research, and service -- to enhance the health status and quality of life of diverse populations in local, state, national, and global communities.

**Goals**

Instruction

Instructional Goal 1: Provide professional preparation in the core disciplines and domains of public health and in area of concentration.

*The program provides quality, competency-based education throughout its core curriculum, areas of academic focus (health education, environmental health and generalist), and culminating and practice experiences. As a teaching institution, WKU places a premium on teaching and student learning, and is outcomes-driven in terms of student success.*

Research

Research Goal 1: Foster applied public health research among faculty and students in area of expertise/concentration.

*WKU encourages applied research, which dovetails nicely with public health’s call for community-based participatory research. All graduate faculty members are expected to establish and maintain an active research agenda in their field of expertise, and to disseminate their findings in professional venues. Faculty and students alike, are encouraged to seek and receive extramural and intramural funding.*

Research Goal 2: Encourage collaborative research between faculty, students, and other constituents.

*By nature, public health depends on collaborative relationships among diverse professions to promote and protect health. In recognition, the PH program emphasizes research that is interdisciplinary and community-based, that creates synergy by capitalizing on the individual strength and expertise of the faculty working together, and that involves students through faculty-directed research or their own applied research agendas.*

Service

Service Goal 1: Provide opportunities for students to engage in meaningful service-learning.

*The PH program embodies WKU’s quality enhancement plan (QEP) theme, “Engaging Students for Success in a Global Society,” by emphasizing learning through service -- in classroom activities, practice placements, and extracurricular activities -- to cultivate professionalism and civic, social, and moral responsibility.*

Service Goal 2: Foster faculty involvement in public service activities.

*The PH program encourages faculty to be actively involved in service illustrative of its vision -- improving the health of people where they live, work, learn, and play – through direct activities and membership in organizations and professional societies.*

**Values**

WKU’s first president, Henry Hardin Cherry, expressed a theme for WKU's educational commitment that is an often quoted inspiration to faculty, students and alumni: "The Spirit Makes the Master." The WKU Public Health Program values guide the program -- in and out of the classroom and beyond the borders of our academic home -- that captures this theme:

**S**ervice to students, department, university, and the communities we serve

**P**artnerships and collaborations within and beyond our academic home

**I**nvolved, inclusive, and engaged in our classrooms, community, and profession

**R**esearch that is applied, community-based, and engages students

**I**ntegrity, professionalism, and transparency in all we do

**T**eaching excellence: competency-based, relevant, and application-focused

1. In the technical assistance webinar, there was a lot of focus on creating meaningful, rather than generic, goals. Ex: Offer a curriculum that prepares students to be effective public health professionals (generic) vs Strengthen student-centered culture and excellence in public health education through an engaging and innovative teaching and learning environment (meaningful). [↑](#footnote-ref-1)