Fall 2019 KDHS Opening Assembly
Fall Assembly

- Progress and growth
- AVP reports
- Progress with research initiatives
- Marketing and communications update
- Faculty Senate report
- Housekeeping
Priority #1

• Student Connections are our #1 priority
• Recruitment and Retention
A Call to Action

• Graduate Faculty meeting September 27 at 2:30 pm, reviewing bylaws and council membership

• Location: Pocatello - Rendezvous Suites ABC and Meridian 686
Trailblazers

- Idaho is the 5th state to allow psychologists with appropriate training prescription privileges.
- Master’s in Clinical Psychopharmacology (MSCP) launched this Fall.
- Two-year, post doctoral program to provide licensed psychologist training in the use of medication as part of treatment of psychological disorders.
- The program has a strong biomedical focus with interdisciplinary faculty including:
  - Mark Austin and Gustavo Gonzalez-Cuevas in neuroscience
  - Ryan Manwaring a psychiatric nurse practitioner
  - Eric Silk, program director and clinical psychologist with training in psychopharmacology
  - Noah Harper and Lorinda Smith from TVAPL
  - Hiring a psychiatric pharmacist
Progress and Growth

Three psychologists are in the inaugural class and will be trailblazers in their field.
Progress and Growth – CRCS PhD

5 PhD students in interdisciplinary Rehabilitation and Communication Sciences program
Progress and Growth

• PhD in Rehabilitation and Communication Sciences Program
  • 5 students – Meridian, Pocatello, online

• Students' research focus:
  • Speech Language Pathology
  • Physical Therapy
  • Behavioral Neuroscience
  • Rehabilitation Disciplines
  • Athletic Training with emphasis on Physical Therapeutic Rehabilitation Education

• Website:
  https://www.isu.edu/rehabsciences/phd-
Progress and Growth – Health Informatics

- Master of Science in Health Informatics moved from College of Business to College of Health Professions
- Revised MSHI program will be offered online and meet accreditation requirements
- With accreditation, MSHI graduates will be able to sit for certification exams
- In the new MSHI program, students will take a core set of courses and then specialize:
  - Clinical Informatics
  - Consumer Health Informatics
  - Data Science & Analytics
  - Population Health
  - Clinical Research
  - Rural Health
Progress and Growth

- Radiographic Science 12-month Sonography program
- By the end of the program, students take board exams
- All aspects of diagnostic medical ultrasonography: abdomen, OB/GYN, breast, etc. as well as interventional procedures and biopsies
- 6-8 students per year: CURRENTLY have 2 students—“the legends”
- Using SonoSim, sonography simulation equipment to help acquire knowledge and technical skills before working with patients.

Family Medicine and PA programs are also using SonoSim.

- Students in the program have already been hired!
Progress and Growth

• Health Sciences Academic Advisor

• Marketing help

• Brian Hickenlooper – Assistant VP for Clinical Services (and UBO)

• MOT to Meridian Fall 2020

• Clinical Rehabilitation Counseling Fall 2020

• Dietetics program name change to Department of Nutrition and Dietetics
KDHS Faculty Advisory Committee

We are happy to announce the new membership:

- Pharmacy: Barbara Mason
- Nursing: Melody Weaver
- Health Professions: Elizabeth Horn
- Rehabilitation and Communication Sciences: Victoria (Tori) Scharp

- Three at Large Members: Amy Hardy, Glenda Carr, and JoAnn Gurenlian

- Non-Voting ex officio Member: Chris Owens
AVP Reports
AVP Office: Dr. Chris Owens

• The AVP-Pocatello is an extension of the VP’s Office
• Work with others in the KDHS main office, including:
  • Jackie Furio, Manager of Organizational Development and Planning
  • Joe Wilcox, University Business Officer
  • Financial support staff: Kim Richter and Sabrina Corgatelli
  • Administrative support provided by Alyssa St. John and Joy Chivers
• Six main areas of responsibility that help to operationalize the KDHS strategic plan and support KDHS-wide functions
1. ISU Academic & Student Affairs

- Work with other AVPs in the Provost’s Office and Academic Affairs on policies and procedures
  - Activity Insight and annual evaluation process
- Work with the Registrar and Student Affairs to represent KDHS interests
  - Liaison for KDHS to ISU Central Academic Advising and New Student Orientation (for student recruitment activities)
  - Chair ASISU Scholarship Committee and review applications for KDHS-specific student scholarship awards
- Other related projects (e.g. ISU/ICOM Agreement for ISU students)
2. Work with the KDHS Faculty Advisory Committee

- The FAC is a faculty-driven committee; purpose is to develop and update policies and procedures that support the success of KDHS faculty and programs
  - Avenue of communication from faculty to faculty
- As a non-voting *ex officio* member of the FAC, the AVP’s responsibility is to maintain continuity for the committee
- This year the committee will be reviewing and developing policies related to conflict of interest disclosure and consulting, workload, and early assurance programs
- Act as the curriculum committee for approval of KDHS-prefix courses
3. Interprofessional Affairs Council (IAC)

- The IAC is tasked with developing IPE opportunities for all our students working with representatives from the different programs and units of the KDHS
- Currently planning the 12th Annual Thomas Geriatric Symposium to be held in two parts (Sept 27 and Oct 4)
  - Events will be held in conjunction with the Pocatello Senior Activity Center and the Dick Eardley Boise Senior Center
  - Will also have an IPE case study activity on Oct 4; Students, faculty, and older adults will participate
- Will be reviewing its bylaws and resume planning and developing other IPE events, activities, and courses
4. KDHS Program Support

- A number of different programs and offerings are part of the KDHS but do not belong to any one college or unit:
  - Geriatric Certificate
  - BS in Health Sciences
  - Proposed AS in Health Sciences
  - Proposed Minor in Healthy Aging
  - Combined degree offerings (e.g. PharmD/MPH)

- UCC proposal to change HCA 1110 to DHS 1110 will be going through this semester

- Support the activities of University Health and the ISU Wellness Center and related initiatives, (i.e. Spring Health Fair), and Pre-Health Advising

- MS in Clinical Psychopharmacology Program support – interprofessional program housed in the College of Pharmacy begun this fall
  - AVP’s Office has been involved with the proposal and roll-out of this new program
5. Community Outreach

- Represent the university and KDHS on different boards and committees, locally and in the state:
  - Portneuf Medical Center Board of Trustees
  - Idaho Medicaid DUR Board
  - Pocatello City Center Campus Committee
  - SE Idaho AHEC Advisory Board
- Participation in strategic planning with these groups has led to better alignment of goals between KDHS and these entities
6. Interprofessional Continuing Education

- AVP’s Office supports interprofessional IPE in the KDHS and seeks to grow new opportunities
  - Preceptor development
  - Badging
  - Certifications
- We are up for reaccreditation this year
  - Self-study due next spring
ISU Meridian

Sam and Aline Skaggs Health Science Center

AVP Report
KDHS
KDHS Academics

- DPT
- RXP
- Nursing (Accelerated)
- MS Nutrition
- PHD Rehab Sciences

- SASLHS/VAMC
- ICHR
- CTR-IN

- ID Healthcare Student Placement Council
  - SLHS GME
  - VAMC GME
  - MyCE

- Program Growth
- Clinical Capacity
- Research
- Outreach

- Footprint
• IPE Collaboration
• TVAPL Gross Anatomy
• Counseling

• Masters Healthcare Administration
Spaces and Places
New Spaces and Places

Bengal Conference Room

Biostat Lab

Library
Clinic Renovation and Expansion

Master Plan and Design

Construction (Phase I)
Dec 2019-July 2020
- Communication Sciences
- Lobby and Branding

Construction (Phase II)
- Counseling Academic Unit
- Counseling Clinics
- PT/OT
- Pharmacy
- Nutrition/Dietetics
New Spaces and Places

- Student Services Expansion / Administration Relocation

- Sign Language Interpreting Student Lab (2nd Floor)

- Pharmacy Remodel (group spaces, admin, and research)

- Two new DL classrooms (pending funding)
ISU Meridian

Strategic Plan KDHS
Other ISU Initiatives
Facilities Charter
ISU Comprehensive Plan

(Meridian Comprehensive Plan)
Health Sciences Experience Night

- October 15th
- 5:00-7:30
KDHS Grants and Contracts: Proposals Submitted

Proposals Submitted

- FY17
- FY18
- FY19

Proposals Submitted
KDHS Grants and Contracts: $$ Requested

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>$$ Requested</th>
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<tr>
<td>FY17</td>
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<tr>
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<tr>
<td>FY19</td>
<td>23,000,000</td>
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FY19 has the highest $$ requested compared to FY17 and FY18.
KDHS Grants and Contracts: $$ Received

$$ Received

<table>
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<tr>
<th>Year</th>
<th>$$ Received</th>
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<tr>
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Idaho Center for Health Research (ICHR)
Mission

To foster collaborative interdisciplinary research to promote wellness and improve health outcomes
## Fall 2019

<table>
<thead>
<tr>
<th>Date and Time</th>
<th>Activity</th>
<th>Why Come?</th>
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</thead>
<tbody>
<tr>
<td>October 8 @1pm MT</td>
<td>Introductions</td>
<td>To meet potential collaborators</td>
</tr>
<tr>
<td>November 12 @1pm MT</td>
<td>Research resources, grant feedback review</td>
<td>To share good stuff and learn from each other</td>
</tr>
<tr>
<td>December TBD</td>
<td>Collaboration building activity</td>
<td>To find partners for your next grant (it will be like speed dating for research)</td>
</tr>
</tbody>
</table>
Go to isu.edu/ichr to join us!
KDHS Marketing & Communications
FY18 / FY19 update
Objectives

- Become known as THE Northwest destination for a health profession education
- Generate awareness of all that KDHS offers to students looking to gain a health profession education
- Generate increased revenue throughout KDHS and its myriad of programs
- Increase awareness of KDHS presence within the community
- Attract the best and brightest to KDHS
Strategic Statements

- Develop a brand that is inclusive of all that KDHS embodies and can be applied to every form of communication regardless of medium.
- Facilitate open communication, both internally and externally, through implementation of processes, marketing communications and transparency across KDHS and the people it serves.
- Implement a priority-based marketing program that uses budgets efficiently to maximize revenue across the division.
- Differentiate KDHS through changes in the student experience, clinic model and an unprecedented relationship with the community.
KDHS Marketing Strategic Plan – June 2018

Priorities Identified - Noah

- KDHS Branding and Awareness campaign
- Internal Communication
- Program Marketing
- Meridian Bioskills Lab Marketing
- Clinic Marketing
So, how did we do?
Coordinated rebranding efforts with ISU Marketing & Communications

Idaho State University | Kasiska Division of Health Sciences
Idaho State University | College of Nursing
Idaho State University | College of Health Professions
Idaho State University | College of Pharmacy
Idaho State University | College of Rehabilitation and Communication Sciences
KDHS Awareness and Exposure
Earned Media

Approximately $200,000 in earned (non-paid) media

175 news stories and video news features in 20 different news outlets across the state and the nation

Calculated using cost per inch for print ads and cost per minute of produced video for video outlets
KDHS Awareness and Exposure
Social Media

Followers/likes/fans have grown by approximately 650 across platforms (82% increase)

Reach/Exposure on Facebook: 175% increase in 2018 over 2017

Reach/Exposure on Instagram: 100% increase in 2018 over 2017 (no Instagram in 2017)

Reach/Exposure on Twitter: 310% increase in 2018 over 2017

Rex also has a Twitter account that we encourage you to follow for additional content

Reach/Exposure on YouTube: Working on it.

Reach/Exposure on LinkedIn: Working on it. Please follow us on LinkedIn and encourage others to do the same.
Join the conversation by:
following | sharing | tagging | liking | commenting
KDHS Awareness and Exposure
Paid Media

Over $50,000 of KDHS awareness ads in various forms, placed and planning to be placed in: media outlets across the state and event sponsorship programs in FY18 and so far in FY19.

1. Congrats to our graduates in both Pocatello and Treasure Valley, with a list of the numbers in each discipline
2. High school gym and sports arena ads in both Pocatello and Treasure Valley
3. Feature ads in Chamber of Commerce magazine in both Pocatello and Treasure Valley
4. Billboard in FY18
5. Digital media campaigns in FY19
KDHS Awareness and Exposure Events

Homecoming
ISU Health Fair
Research Day
Geriatric Symposium
Hispanic Healthcare & STEM Conference
Idaho State Journal Health Expo
Bengal Visit Day
Experience ISU
Snowflakes of Support
Idaho Business Review Forum on the Future
ISU Day at the Capitol
YouVisit Campus Tour Stops in Pocatello & Meridian
Idaho Hospital Association
Idaho Healthcare Summit
Idaho Student Opioid Conference
Latina Health Professions Symposium
and many more
KDHS Awareness and Exposure
Crisis Communication
Internal Communications
Email newsletters
Internal Communications
Video Newsletters
TVAPL Marketing
Digital Ad Campaigns
TVAPL Marketing
Digital Ad Campaigns

BIOSKILLS LEARNING CENTER
MERIDIAN, IDAHO
Clinic Marketing
Student Affairs App
Clinic Marketing
Billboards
Clinic Marketing
Clinics Card

Stay Healthy at ISU’s Campus Clinics

• No office visit fee for students
• Board-certified staff
• Patient portal access
• Available to all students and spouses of students
• Private insurance accepted
• Same day appointments

Stay Healthy at ISU’s Campus Clinics

Pocatello Clinic Services
- Health Center
- Counseling
- Bengal Pharmacy
- Bengal Laboratory
- Audiology
- Speech and Language

- Dental Hygiene
- Family Dentistry
- Physical and Occupational Therapy
- Psychology
- Wellness Center

Meridian Clinic Services
- Counseling
- Speech and Language

- Family Dentistry
- Health Center at Unity Health

Idaho Falls Clinic Services
- Health Center at Stetson Urgent Care
- Dental Hygiene

(208) 282-2330 • isu.edu/clinics
Measuring Results

**KDHS Branding and Awareness campaign**
Follow up perception surveys are scheduled as part of Phase 3

**Internal Communications**
Developing follow up surveys to analyze overall communication efforts and gather ideas for further improvement

**Program Marketing**
**Pharmacy**
Applicants from out of state have increased by approximately 40% and nearly every seat was filled at all 3 campuses while other colleges of pharmacy are experiencing a decrease in fill rates

**Emergency services**
Web inquiries increased by 50% over 2018

**Clinic Marketing**
Clinic revenue is up slightly (11%) in FY19 over FY 18
Next Steps

Public Relations
Earn expanded press coverage in Treasure Valley

Highlight interaction with legislators more publicly in both Pocatello and Treasure Valley

Internal Communications
Further develop Qualtrics survey to engage faculty and staff in:

Determining the best platform/s to deliver information

Determining the best platform/s to help faculty and staff help us distribute and share information
Next Steps

Social Media
Post more strategically on each of our various platforms to enhance engagement and exposure

Showcase the student experience through video and other initiatives

Showcase the impact of health professions education programs and clinics, specifically to rural and underserved populations

Study analytics to form strategies

Digital Advertising
Grow enrollment for designated programs

Increase the number of programs using this option to recruit

Study analytics to form strategies
Next Steps

Print Ad Placement
Reduce spending in this area, move it to video, social, and digital

Video
Create and utilize recruitment videos for appropriate programs to tell our story

Other
Continue to collaborate with ISU MarCom to stay at the forefront of their statewide marketing campaign
Questions?
Faculty Senate Update

KDHS Faculty Senators are:

Pharmacy: John Holmes
Nursing: Lucus Christoffersen
Health Professions: Christine Hall
Rehabilitation and Communication Sciences: James Ralphs
Meridian at Large: Evan Papa
At Large: Randy Astramovich, Kathy Eroschenko, Marv Sparrell
Faculty Senate Update

Review from Last Year

• New faculty constitution that highlights the importance of shared governance.

• With passage of the constitution, Faculty Senate began identifying and restoring councils that fall under Faculty Senate.

• The American Association of University Professors (AAUP) removed sanctions on ISU that were brought about several years ago when the Faculty Senate was essentially dismantled.
Upcoming Items for Consideration

• Review and update of Faculty Senate Bylaws and Council Bylaws to ensure consistency.
• Review, updating, and faculty feedback on ISU Policies and Procedures that are in need of updating.
• The Faculty Professional Policies Council (another Faculty Senate Council) and University Policy manager will be working together to develop a process for determining ISUPP priority and faculty input.
Faculty Senate Update

• Please reach out to your senators with questions / comments

• Open forum at the beginning of each Senate meeting (4pm, every other Monday)
Other Items of Interest

- Strategic plan
- Budgets
- New dean searches
  - CoN
  - CRCS
  - CHP
Fall Semester First Friday Events

- October 4th: Dr. Mary Nies and Dr. Melody Weaver presenting on PCORI

- November 1st: Dr. Rachel Hulse presenting “Identifying Clinical Factor Contributions to Idaho's Higher Education Crises"

- December 6th: TBA...suggestions???
Refreshments with Rex

- October 2\textsuperscript{nd}: Meridian, Bengal Den, 8:00-9:00 am
- November 13\textsuperscript{th}: Pocatello, Student Union, 8:00-9:00 am
- December 4\textsuperscript{th}: Pocatello, Student Union, 8:00-9:00 am
KDHS Calendar: To add events to the KDHS Calendar, please email kdhs-calendar@isu.edu
Questions...??