WELLWVU: The Students’ Center of Health

2014-2020 Strategic Plan

Vision

WELLWVU: The Students’ Center of Health offers a fully integrated approach to student health and wellbeing to promote the development of healthier students at West Virginia University. We are committed to best practices, research and being a premier health and wellness center

Mission & Vision

The mission of WELLWVU: The Students’ Center of Health & Wellness is to foster the complete wellbeing of our students through health care, education, promotion, advocacy and related services.

What the WELLWVU: The Students’ Center of Health Does:

Promote Wellbeing: We are dedicated to educating and empowering students to help them realize their fullest potential. We provide programs and services and advocate for policies to enhance students’ wellbeing.

Provide Services: We provide assessment, evaluation and treatment of student’s physical, emotional and social healthcare needs.

Advocate: We are committed to developing and supporting all aspects of students’ health and wellness including the social and physical environments in which they live.

Foster Research in Best Practices: We support ongoing research efforts into all areas relating to health and wellness. We monitor, promote and incorporate best practices in all we do.

The core values of WELLWVU: The Students’ Center of Health include:

- Commitment to excellence and being student centered in all we do
- Profound respect for students, fellow staff members and the environment
- Provision of compassionate, integrated health care
- Passion for health and wellness reflected in “practicing what we preach”
Target Market/Audience

WELLWVU: The Students’ Center of Health serves the students of West Virginia University. The medical services provided through WVU Health Care including Urgent Care, Student Health, and Occupational Medicine which serve the university community including students, faculty, staff and the broader Morgantown community.

2014-2020 Goals

1. Improve the health and wellbeing of WVU students thereby contributing to academic success, vitality and life-long learning.

2. Attract, develop and retain the best and brightest staff and student trainees committed to the health and wellbeing of WVU students.

3. Ensure strategic growth and fiscal responsibility to effectively meet the health and wellness needs of the communities we serve.

4. Strengthen academic links that promote collaborative research and the dissemination of innovative approaches to the health and wellness needs of students.

5. Create social and physical environments that promote good health for all

Strategies and Tactics

The 2014-2020 strategy and tactics refine and build on objectives from the Healthy Campus 2020 which is guided by the Center for Disease Control’s national objectives of Healthy People 2020. The American College Health Association (ACHA) provided leadership on the research, planning and development of Healthy Campus 2020 which reflects the work of over 600 higher education institutions representing multiple professional organizations and disciplines. As members of the American College Health Association, WELLWVU supports the mission of Healthy Campus 2020 which is to:

- Identify current and ongoing nationwide health improvement priorities in higher education;
• Increase campus community awareness and understanding of determinants of health, disease, and disability and the opportunities for progress;

• Provide measurable objectives and goals that can be used at institutions of higher education;

• Engage multiple stakeholders to take actions that are driven by the best available evidence and knowledge to strengthen policies, improve practices, and empower behavior change;

• Identify and promote relevant assessment, research, and data collection needs