Agreement Timeline

Definitive Agreement Signed by July 1, 2016

Closing by January 1, 2017
Conceptual Model

Shared Orientation

Professional Learning Through **Doing**

Expertise/Solutions

**Patient Experience**

**Approach**

- Interdisciplinary
- Innovative Integrated Medical/Health Education

**Key Capabilities**

- Innovative Healthcare Services Delivery
- Biomedical/Health Research
- City Education Campus & Clinical Facilities

**Key Assets**

- Biomedical Research Facilities
- Grad-Doctoral Education & GME

**Design Thinking & Customer Experiences**

- Transdisciplinary
- Integrated Professional Education
- Innovative Curriculum Development
- Innovation & Industry Engagement
- Integrated Campus Experience
- Prototyping & Learning Facilities
- Undergraduate/Graduate Education
Conceptual Model

Shared Orientation

Expertise/Solutions

Approach

Patient Experience

Interdisciplinary

Innovative Integrated Medical/Health Education

Innovative Healthcare Services Delivery

Biomedical /Health Research

City Education Campus & Clinical Facilities

Key Capabilities

Empathy & Systems

Preeminent Professional Education Model

Comprehensive Value Delivery

Unparalleled Student Experiences

Innovation through Integrated Discovery

New Program Paradigms

Design Thinking & Customer Experiences

Transdisciplinary

Integrated Professional Education

Innovative Curriculum Development

Innovation & Industry Engagement

Integrated Campus Experience

Prototyping & Learning Facilities

Undergraduate/Graduate Education
A comprehensive university focused on transdisciplinary, experiential professional education, one that is designed to deliver high-impact education and value for students with preeminence in architecture, business, design, fashion, engineering, health, science and textiles, informed by the liberal arts.
Designing the Planning Process

Strategic Planning: committee and subcommittee work

Integration Process (based on planning recommendations)

Phase I: February-April 2016
Phase II: May-July 2016
Phase III: August 2016-ongoing
Principles Guide the Process

1. Derived from Our Shared Vision Statement
2. To Drive Student Centric Value Creation
3. Research + Innovation = Discovery
4. Inclusive of Stakeholders
5. Merit Over Legacy
6. Integration vs. Independence: Decisions are Based on Future Value Creation
7. Action Oriented – Balanced Thought and Action
8. Market Driven
9. Think in Terms of the Enterprise
10. Communication is Critical
11. Financial Stewardship
12. Metrics to Determine the Success of Integration
Attributes are the Aspirational End State

1. Personalized Education
2. Value of the Academic Investment
3. Focus on Student Outcomes – Graduate School or Job Placement
4. Supports/Enhances the Disciplinary Heritage (Legacy Programs) & Institutional Brand
5. Demands of the Current and Future Workforce
6. Instill Passion for the Profession
7. Leverage Technology
8. Flexibility in Programming & Delivery
9. Community Outreach & Engagement Application
### Strategic Planning and Integration Process

#### Designing Planning Process
- Prepare core messages and marketing communications cascade by audience
  - Trustees
  - Current/Prospective Students
  - Families
  - Faculty and Staff
  - Alumni
  - Higher Education and Press
  - Employers and other influencers
- Sr. Mgmt. to draft integration team support materials
  - Organization structure
  - Integration process, structure, timeline
- Update FAQs and presentations
- Schedule Town Hall Meetings
  - Share high level integration process plan and early wins
- Update Integration Websites
- Leadership to Schedule Dept. & Constituent Meetings

### Strategic Planning and Integration Process
- Finalize marketing communications cascade for definitive agreement announcement
  - Town Halls and meetings
  - Press Release/scheduled interviews
  - Email communication
  - Direct mail announcements
    - Prospective and current students
    - Updated FAQs
- Begin to create intranet site
- Begin mkt research process strategies for brand integration
- Develop synergistic strategies/messaging specific for student recruitment
- Develop strategies/messaging specific to higher education and other influencers audiences
- Leadership holds Dept. & Constituent Meetings. Ensure communications consistency through core messages.

### Marketing Communications

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Designing Planning Process</strong></td>
<td><strong>Strategic Planning and Integration Process</strong></td>
<td><strong>Marketing Communications</strong></td>
</tr>
<tr>
<td>- Prepare core messages and marketing communications cascade by audience</td>
<td>- Finalize marketing communications cascade for definitive agreement announcement</td>
<td>- Finalize and implement marketing communications rollout and events by audience for closing announcement stage and beyond</td>
</tr>
<tr>
<td>- Trustees</td>
<td>- Town Halls and meetings</td>
<td>- Implement integration marketing campaign to positively support and impact student recruitment efforts</td>
</tr>
<tr>
<td>- Current/Prospective Students</td>
<td>- Press Release/scheduled interviews</td>
<td>- Leadership to continue regular Town Halls and meetings</td>
</tr>
<tr>
<td>- Families</td>
<td>- Email communication</td>
<td>- Provide updates to integration intranet site</td>
</tr>
<tr>
<td>- Faculty and Staff</td>
<td>- Direct mail announcements</td>
<td>- Continue to answer employee questions on ongoing basis</td>
</tr>
<tr>
<td>- Alumni</td>
<td>- Prospective and current students</td>
<td>- Provide communications support to integration team, as needed</td>
</tr>
<tr>
<td>- Higher Education and Press</td>
<td>- Updated FAQs</td>
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Philadelphia University + Thomas Jefferson University

Creating a Powerhouse Comprehensive University for Professional Education

• Interprofessional, transdisciplinary and experiential learning transforms professional education.
• Delivering for students all that we’ve promised and more.
• Building even greater value for students so they can drive more value for society.
Content Experts will serve as critical members & be assigned to each team
Early Wins: Guiding Principles

**Timing:** Can be accomplished in the 1st 120 days from today

**Valuable:** Will have a positive impact on either:
- Enrollment
- Visibility/Reputation/Brand
- Student Experience
- Faculty/Staff Experience
- Organizational Finances

**Measurable:** Has clear metrics for success

**Legal:** Can be done as an articulation agreement before Final Agreement & Close

**Sustainable:** Has potential for continuation beyond the 120 day period
Some Early Wins

- Articulation Agreements
- Collaboration on further leveraging space in the new Health Sciences Building
- JAZ Tank Challenge
- RFP for Market Research Study
Philadelphia University Faculty/Staff Forum
Introduction to Thomas Jefferson University
March 31, 2016

Mark L. Tykocinski, M.D.
Provost, TJU
Dean, SKMC
Reimagining The Education Enterprise
Learning Spheres | Transdisciplinary

TRANSDISCIPLINARY LEARNING

❖ Across Colleges | JCIPE + NEXUS
❖ Across Departments | Institutes & Centers
❖ Across Knowledge Domains | Medicine\(^+\); Health +; PhD\(^+\)
❖ Across the Undergraduate-Graduate Divide | New College & Degree Categories
❖ Across Institutions | Hosting Outside Experts
Reimagining The Education Enterprise
Transdisciplinary | Distinguishing Degrees

Design Thinking

Design

MedStudio/Architecture

Shaping Environments

Medicine

Visual and Reflective Thinking

Nursing

Creating Value

Pharmacy

Shaping Society

PHD

Public Policy

PA

Computational Science

OT/PT

Cultivating the Digital Nexus

"THINK LIKE A DESIGNER"
SOLVE PROBLEMS BY FOCUSING ON PEOPLE - THEIR NEEDS AND THEIR RESPONSES TO POTENTIAL SOLUTIONS

EMPATHIZE DEFINE IDEATE PROTOTYPE TEST

SKMC+Princeton Early Assurance

Masters of Strategic Design

SKMC CwIC+Design

Masters of Industrial Design

PHILADELPHIA UNIVERSITY

Jefferson

Princeton University

PhilaU
PERSONALIZED LEARNING

✜ Inter-institutional collaboration that creates new training paths

✜ Accelerated and Dual Degrees

✜ Institute of Emerging Health Professions

✜ Leveraging collaboration globally

Logic:

✜ Student marketplace demands tailoring of degree types and paths, along with coursework, to individual interests
  - higher, more specialized degrees, with marketability
  - undergraduate programs with graduate program linkages
  - shortened, more affordable training
EXPERIENTIAL LEARNING

- Clinical Affiliates
- Community Outreach
  - JeffHOPE
  - Refugee Health Partners
  - Jefferson Clowns for Medicine
  - JeffEARTH
  - JeffMENTORS
    ....and many more
- Industry Linkages
Reimagining The Education Enterprise
Experiential | More Training Sites & Applied Science

Jefferson Clinical Affiliates & Mergers

Philau Industry & Academic Partners
LIFELONG LEARNING

- Curriculum redesign, cognizant of the educational path before and after
- Coordination with undergraduate and post-graduate programs
- Capturing the full educational continuum, envisioning a new future for CME and Executive Degrees
Diversifying Funding Sources

Filling Gaps in the Scientific Continuum (Adding ‘Applied’ Sciences’)

Individual  Programmatic
Reimagining The Scientific Enterprise
Research Spheres | Collaboration

COLLABORATION

❖ Orchestrating Programmatic Research Themes

❖ Building Collaborative Networks for Programs of Distinction: Regional and International

❖ Tailoring the Organizational Structure to Meet the Collaboration Imperative
<table>
<thead>
<tr>
<th><strong>Programmatic Research Themes</strong></th>
<th>Examples</th>
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</thead>
<tbody>
<tr>
<td>Mitochondrial Pathogenesis - <em>MitoCare</em></td>
<td></td>
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<tr>
<td>Pattern Discovery in High Dimensional Sequence Datasets - <em>CMC</em></td>
<td>&quot;Small RNA Discovery&quot;</td>
</tr>
<tr>
<td>Prostate Cancer Working Group - <em>Prostate SPORE</em></td>
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<td>Fibrotic Diseases - <em>RCFD</em></td>
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<tr>
<td>Neurodegeneration/ALS - <em>Weinberg ALS Center</em></td>
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<tr>
<td>Airway Disease (Asthma, Airway Inflammation &amp; Lung Fibrosis) - <em>Korman Lung Center</em></td>
<td></td>
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<tr>
<td>Injury - Musculoskeletal, Heart, Brain</td>
<td>Hypoxic Cell Fate</td>
</tr>
<tr>
<td>Immunity to Infectious Diseases</td>
<td>Humanized mouse models</td>
</tr>
<tr>
<td>Linkage to an Existing Clinical Program of Distinction</td>
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</tbody>
</table>
EMPOWERMENT

❖ Streamlining the life of the PI, with enhanced common resources and support services
❖ Giving successful PI’s an enterprise-wide voice, reaching beyond their departmental walls
• Research Administration Center of Excellence (RACE) creates a tailored administrative structure separate from ORA and SPAO, focused on providing exceptional local research administration support for PIs.
• Success of RACE is dependent on strong partnerships with other constituencies (ORA, SPAO, Colleges, Departments, and Faculty).
• RACE & ORA report to the Provost’s Vice President for Administration.
• SPAO reports to the Controller, under the CFO.
HIGH VALUE TRAINING

- Elevating the caliber of research and design trainees, via unique programming

- Embedding discovery and design within our curricula
Reimagining The Education Enterprise

The colleges...

East Falls (PhilaU)
- Kanbar College of Design, Engineering & Commerce
- College of Science, Health & the Liberal Arts
- College of Architecture & the Built Environment
- School of Continuing & Professional Studies

Washington Sq. West (TJU)
- Sidney Kimmel Medical College
- Jefferson College of Nursing
- Jefferson College of Health Professions
- Jefferson College of Pharmacy
- Jefferson College of Biomedical Sciences
- Jefferson College of Population Health

New Colleges
One Jefferson, Four Pillars

Academic
Education | Research

Clinical

Innovation

Philanthropy
Total Enrollment: 3692 students

Jefferson College of Biomedical Sciences
- Biomedical Sciences (MS)
- Forensic Toxicology (MS)
- Microbiology (MS)
- Pharmacology (MS)
- Cell & Developmental Biology (MS & PhD)
- Biochemistry & Molecular Pharmacology (PhD)
- Genetics, Genomics & Cancer Biology (PhD)
- Immunology & Microbial Pathogenesis (PhD)
- Neuroscience (PhD)

Sidney Kimmel Medical College
- Medicine (MD)

Jefferson College of Population Health
- Applied Health Economics & Outcomes Research (MS & Certificate)
- Health Policy (MS & Certificate)
- Healthcare Quality & Safety (MS & Certificate)
- Population Health (MS & Certificate)
- Public Health (MPH & Certificate)
- Population Health Sciences (PhD)

Jefferson College of Pharmacy
- Doctor of Pharmacy (PharmD)

Jefferson College of Health Professions
- Cardiac Sonography (BS)
- General Sonography (BS)
- Health Professions Management (BS)
- Health Services Management (BS)
- Invasive Cardiovascular Technology (BS)
- Magnetic Resonance Imaging (BS)
- Medical Dosimetry (BS)
- Medical Laboratory Sciences (BS)
- Nuclear Medicine (BS)
- Radiation Therapy (BS)
- Radiography (BS)
- Vascular Sonography (BS)
- Computed Tomography (BS & Certificate)
- Health Services Management Information Systems (BS & Certificate)
- Biotechnology (BS & MS)
- Cytotechnology (BS & MS)
- Occupational Therapy (BSMS, EMOT, OTD & PP-OTD)
- Family Therapy (MFT)
- Medical Laboratory Sciences (MS)
- Physician Assistant Studies (MS-PAS)
- Radiologic & Imaging Sciences (MS)
- Physical Therapy (DPT)
Jefferson College of Nursing

• Prelicensure Bachelor of Science in Nursing (BSN)
• FACT- 1 Year (BSN)
• FACT- 2 Year (BSN)
• Adult Gerontology: Acute Care Nurse Practitioner (MSN)
• Adult Gerontology: Primary Care Nurse Practitioner (MSN)
• Adult Gerontology: Clinical Nurse Specialist (MSN)
• Community Systems Administration (MSN)
• Community Systems Administration: Family-Individual Across the Lifespan Nurse Practitioner (MSN)
• Community Systems Administration: Nursing Informatics (MSN)
• Family-Individual Across the Lifespan Nurse Practitioner (MSN)
• Neonatal Nurse Practitioner (MSN)
• Nursing Informatics (MSN)
• Pediatric Primary Care Nurse Practitioner (MSN)
• Women’s Health: Gender Related Nurse Practitioner (MSN)
• Post-Bachelor of Science in Nursing (DNP)
• Post-Master of Science in Nursing (DNP)
• Post-BSN to DNP Nurse Anesthesia (DNP)

Distinctive Academic Assets

• Comprehensive Medical & Health Education
• Interprofessional Education & Simulation Center
• Extensive network of clinical affiliates
• Global collaborations
Faculty Affairs & Governance
Faculty Senate | Senate Composition

**Senate Composition**

24 Senators
- Elected by Academic Divisions & Serve Four-Year Terms

Senator Representation among the Colleges:
- Sidney Kimmel Medical College (SKMC) 8
- College of Biomedical Sciences (JCBS) 4
- College of Health Professions (JCHP) 4
- College of Nursing (JCN) 4
- College of Pharmacy (JCP) 2
- College of Population Health (JCPH) 2
• **President & Secretary**
  - Must be from two different Academic Divisions
  - Serve Two-Year Terms

• **Standing Committees:**
  - Policy Committee
  - Education Committee
  - Infrastructure Committee
  - Faculty Affairs Committee
  - Research Committee

**Committee Membership:** Where possible, each committee has at least one representative from each college; academic divisions without representation may designate a faculty member to serve as an **Affiliated Member** of the committee.
Partnering with Human Resources to address and enrich communications regarding health benefits and wellness

Partnering with University Research Committee to actively enhance the research climate

Partnering with IS&T to enrich the technology needs of the research faculty

Partnering with Human Resources to create a Child-Care Needs Assessment for all
### Faculty Affairs & Governance

**Faculty Governance | SKMC Example**

<table>
<thead>
<tr>
<th>General Faculty</th>
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</thead>
<tbody>
<tr>
<td>The General Faculty Shall Consist of all persons who hold an academic appointment to the faculty of the College.</td>
</tr>
<tr>
<td>• Function</td>
</tr>
<tr>
<td>• Provide education and research of the highest quality</td>
</tr>
<tr>
<td>• Promote close liaison among all professional personnel</td>
</tr>
<tr>
<td>• Consider matters of general interest</td>
</tr>
<tr>
<td>• Promote welfare of the College</td>
</tr>
<tr>
<td>• Participate in institutional activities</td>
</tr>
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<thead>
<tr>
<th>Executive Council</th>
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<tbody>
<tr>
<td>The Executive Council shall consist of the Dean as Chairperson and the President, ex officio, the Chairpersons of the Departments and two elected representatives from the Professorial Faculty.</td>
</tr>
<tr>
<td>• Authority</td>
</tr>
<tr>
<td>• Bylaws and Rules of the College</td>
</tr>
<tr>
<td>• Faculty Appointments &amp; Promotions</td>
</tr>
<tr>
<td>• Faculty Welfare</td>
</tr>
<tr>
<td>• All other academic matters not delegated to the Professorial Faculty</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Professorial Faculty</th>
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<tbody>
<tr>
<td>The Professorial Faculty shall consist of the President of the University, the Deans and Officers of the Medical College, and all members of the faculty who hold academic rank (prefixed or unprefixed) of Professor and Associate Professor.</td>
</tr>
<tr>
<td>• Authority</td>
</tr>
<tr>
<td>• Admission &amp; Promotion of Students</td>
</tr>
<tr>
<td>• Student Affairs</td>
</tr>
<tr>
<td>• Curriculum</td>
</tr>
<tr>
<td>• Research &amp; Academic Freedom</td>
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Read more about what’s next at http://www.philau.edu/powered