

---

**JACKSONVILLE UNIVERSITY  
BROOKS REHABILITATION COLLEGE OF  
HEALTHCARE SCIENCES  
KEIGWIN SCHOOL OF NURSING**

---



**Strategic Plan  
2023-2028**

**Revised: 2/16/23**

---

## Community of Interest

---

Community of Interest: KSON defines the community of interest as its faculty, staff, current students and their families, alumni, university colleagues, clinical partners, strategic partners, and

are essential in promoting the undergraduate and graduate programs, providing feedback for continual program improvement, improving health outcomes of patient populations, and in meeting their needs and expectations. The majority of KSON graduates will live among and promote the health of people in the communities of Duval, St. Johns, Flagler, Putnam, Clay, Baker, and Nassau counties. KSON's advisory board is comprised of university, local agency, and community stakeholders.

---

## Mission Statement

---

Jacksonville University Keigwin School of Nursing is committed to the success of each student as a self-assured, clinically competent, caring professional nurse, who practices in an evolving, complex health care environment, provides leadership to promote health among culturally diverse people and promotes the advancement of nursing knowledge through evidence-based practice and life-long learning.

## Vision

The Keigwin School will promote better health for all by educating and preparing future nurses, advanced practice nurses, nursing leaders, and nursing scholars who will represent the school's core values and make meaningful contributions to nursing.

The Keigwin School of Nursing identifies the following core values:

We will set an example for **Clinical Excellence, Compassion, and Collaboration** in nursing.

We will be **Advocates** for the communities we serve.

We will be **Respectful and Responsible** in our operations.

We will pursue **Equity, diversity, inclusion, and belonging**



---

**Goal**

**Promote health and improve health outcomes.**

---

**Strategic Plan**

Develop faculty-managed health clinics.

Offer interdisciplinary services at faculty-managed clinics.

Increase student participation in community health events at both the graduate and undergraduate level.

**Key Performance Indicators**

- 1. Establish a faculty-managed clinic 2025**
- 2. Offer interdisciplinary services 2025**
- 3. Increase student participation in community health events by 25% by 2026**

---

**Goal**

**Recruit a diverse and talented faculty, administrative staff, and student body**

---

**Strategic Plan**

Recruit a diverse KSON workforce.

Continue to recruit a diverse student body.

**Key Performance Indicators**

- 1. The KSON workforce has an annual increase in diversity**
- 2. Establishment of a diversity, equity and inclusion committee with identified goals and objectives for 2023-2028.**

## Goal

Develop and foster community and strategic partnerships. Launch and Foster BMC 12

## Strategic Plan

Launch an ABSN program in Palm Coast.

Launch the Mayo 12-month ABSN.

Foster BMC 12-month ABSN.

Develop new partnerships. Develop new

x Establish primary care partnerships for APN students.

x Explore collaboration with other institutions.

**Goal**

**Collaborate to promote interprofessional practice**

**Strategic Plan**

- Achieve