Imagine MUSC 2020

As the summer kicks off and a new academic year approaches, progress continues as units across MUSC continue to align with Imagine MUSC 2020, our strategy for the future. 2015 was filled with events and communications raising awareness of our plan’s five goals of Commit to Patients First, Foster Innovative Education & Learning, Advance New Knowledge & Scientific Discoveries, Embrace Diversity & Inclusion, and Build Healthy Communities.

Within the past few months, important headway has been made that will propel us toward realizing our goals in a more deliberate way.

One of the key accelerators in moving us forward is the appointment of Darlene Shaw, Ph.D., to the new position of chief institutional strategy officer. In this role, Dr. Shaw adds to her duties as associate provost for educational affairs and student life, the responsibility of keeping Imagine MUSC 2020 plans, processes and progress on track. She is playing a critical role ensuring that as one MUSC, we are focused on integrating our three missions of education, research and clinical care, and aligning them with our five strategic goals.

Plans, even the best plans, are meaningless if not put into action. To that end, the Strategy Advisory Council (SAC) was chartered by President Cole and charged with ensuring successful implementation of Imagine MUSC 2020. The SAC will oversee strategy development, deployment, and accountability and is co-chaired by Darlene Shaw and Matt Wain, chief operating officer of MUSC Health. The SAC is also charged with developing a communications strategy to keep the MUSC family apprised of progress and to explain how each employee and student will play a role in the success of Imagine MUSC 2020.

In addition to the SAC providing guidance and accountability during our Imagine MUSC 2020 journey, each of the five goals of the plan has several prioritized initiatives which come underneath them. Each of those initiatives, 17 in all, has an executive champion, implementation team, and implementation team leader. Each implementation team is responsible for developing an action plan to achieve the initiative assigned to them. This structure will ensure our plan is not simply words on paper, but will become values in action that will truly change our organization and culture. Teams are being built and chartered this summer and an initial list of milestones -- an important way we will measure our success -- will be submitted by those teams by the end of September.

A new, redesigned Imagine MUSC 2020 website is under development and will be in place by the new academic year. It will be a hub of inspiring stories “connecting the dots” of what it means to weave the goals of Imagine MUSC 2020 through the work each of us does. It will also be the place where progress will be updated, upcoming events will be posted, and you can find messages to share within your department to make sure we are all rowing in the same direction. A broad communications plan will also be put into place, ensuring every pocket of MUSC is included and considered as we move forward.

While there is no start, nor end date to the culture we are building, this next phase of bringing Imagine MUSC 2020 to life is a great time to dig in and find your own personal way to get involved. It’s an exciting time to be at MUSC -- and imagine.