

**2007-2008 Unit Action Plan
Division: Academic Affairs**

Michigan College of Optometry

Significant Areas of Success:

Pillar I: Learning-Centered University

- The MCO “Realize-the-Vision” campaign continued to raise money for a new building. To date, individual and corporate pledges total nearly \$2M. This includes a \$1M grant from the Dow Foundation.
- Building project included in capital outlay that passed Michigan Legislature.
- Continued phase-in of new curriculum adding new summer semester.
- Finalized TLC partnership—completed 22 surgeries to date.
- Added new Residency in Ocular Disease at the Detroit VA Medical Center.
- MCO hired new faculty: Drs. Avesh Raghunandan and Josh Lotoczky.
- Solid student applicant pool—255 applicants for 36 positions.
- MCO sponsored two major continuing education programs
- Increased tele-optometry conferences to include Medicare compliance.
- Received approximately \$50,000 in grants from 5 sources

Pillar II: Work Together

- MCO hosted "Head-to-Toe: Inter-Professional Diabetes Education for Tomorrow's Providers." Approximately 200 students attended, representing pharmacy, optometry, nursing, and dental hygiene. The project was funded by a \$5,000 grant, supported by Vision Service Plan (VSP).
- Completed screening programs for dormitories, athletics, and criminal justice.
- Participated in UC “Strategies” program-100 students screened.
- Continued our injectables course with the nursing program
- Dr. Randy Vance continues to assist with “Ferris Connect” campus development

Pillar III: Create an Engaged Campus

- MCO faculty and administration are involved in the profession on a local, state and national level. Dean Kevin Alexander is the President-Elect of the American Optometric Association; Dr. Mark Swan is the President-Elect of the Michigan Optometric Association; and Dr. Nancy Peterson-Klein is on the admittance committee of the American Academy of Optometry. MCO Faculty members are involved in various other state and national committees.
- Continued development of our MCO Alumni web page.
- Alumni functions at MOA annual and fall meetings and American Academy of Optometry meeting.
- MCO mission trips—16 students to Mexico, Grenada, Honduras and Dominica.

Ongoing or Proposed Significant Activities:

- Continue efforts to acquire a new building for optometry.
- Continue final phase-in of new curriculum—added 12 credits in new summer semester. Will ultimately need new faculty position.
- Grow the TLC Laser Vision Correction Center at MCO.

- Continue to add clinical equipment that prepares our students for the “high-tech” environment they will encounter upon graduation.
- Continue “Monday-night” planning sessions focusing on clinic curriculum.
- Continue to develop and expand “Ferris Connect” with student externs.
- Continue to develop and expand our Teleoptometry distance clinical teaching.
- Continue to seek industry funded Contact Lens Research Unit. The purpose of this unit will be to conduct clinical research on new contact lens products for industry.
- Continue to seek funding for the Michigan Institute for Vision in Infants and Children (MIVIC). This will be a regional eye care resource that will provide vision and eye care for underprivileged school children in a four county area.
- Finalize needs assessment for a community based eye clinic in Baldwin, Grant or White Cloud.
- Establish an on-campus, post-graduate residency in Pediatric Optometry.
- Continue to investigate a permanent clinic in Dominica, West Indies. This is an outgrowth of our student VOSH mission trips that are conducted annually.
- Continue to engage MCO faculty and administrators in professional organizations and scholarly activity.
- Continue to improve student recruiting.