



2008-2009 Unit Action Plan

Division: Academic Affairs

College/Unit: Michigan College of Optometry

Department:

Significant Areas of Success:

***Pillar I: Learning-Centered University***

- Continued to position new building project with Michigan legislature.
- Continued phase-in of new curriculum adding new summer semester.
- Solid student applicant pool—217 applicants for 36 positions, application deadline February 1, 2008.
- Accepted Advanced Standing student from New South Wales in Doctor of Optometry Degree program.
- MCO sponsored one major continuing education program.
- Increased tele-optometry conferences to include Medicare compliance.
- Received approximately \$30,000 in grants from 4 sources

***Pillar II: Work Together***

- MCO hosted "Head-to-Toe: Inter-Professional Diabetes Education for Tomorrow's Providers" for FSU students in the pharmacy, optometry, nursing, and dental hygiene programs. The project was funded by a \$5,000 grant, supported by Vision Service Plan (VSP).
- Collaborated with FSU College of Education and Human Services to establish Reading Clinic in University Eye Center.
- Collaborated with nursing and pharmacy programs to staff Diabetic Clinic at University Eye Center.
- Completed screening programs for dormitories, athletics, and criminal justice.
- 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 of the American Optometric Association; Dr. Mark Swan is the President of the Michigan Optometric Association; and fourth year student Mary Phillips is the Vice President of the American Optometric Student Association. MCO Faculty members are involved in various other state and national committees.



- Associate Dean Nancy Peterson-Klein was again invited to provide clinical and classroom instruction to Optometry Program in Bangkok, Thailand.
- Continued development of our MCO Alumni web page.
- Alumni functions at MOA annual and fall meetings and American Academy of Optometry meeting.
- MCO eyecare mission trips—16 students to Mexico, Grenada, Latvia and Dominica.



2008-2009 Unit Action Plan

Division: Academic Affairs

College/Unit: 

---

Michigan College of Optometry

Department: 

---

---

Challenges to Continued Success:

- State of Michigan economy continues to block approval of funding for new optometry building
- Due to retirements and the untimely death of a faculty member, faculty recruitment will be a challenge. Further complicating recruitment is the establishment of three new optometry schools who are aggressively recruiting from existing optometry schools.
- The departure of Dean Alexander creates a challenge to find new leadership for the College.



2008-2009 Unit Action Plan

Division: Academic Affairs

College/Unit: Michigan College of Optometry

---

Department:

---

Ongoing or Proposed Significant Activities:

- Continue efforts to acquire a new building for optometry.
- Establish a community-based eye clinic in Baldwin.
- Continue to add clinical equipment that prepares our students for the “high-tech” environment they will encounter upon graduation.
- 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.
- 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.
- Develop new student recruitment tools in preparation for future centralized application system for all the schools and colleges of optometry.
- Develop sponsor-funded capstone seminar for 4<sup>th</sup>-year students.
- Continue to improve student recruiting.