

2005-2006 Unit Action Plan

Division: Academic Affairs

College/Unit: Michigan College of Optometry

Significant Areas of Success:

Over the past 12-24 months, the Michigan College of Optometry (MCO) has seen an unprecedented level of activity within the college, the university, the community and the nation. All of these activities contribute to the overall vision of the University and its three part: (1) we need to create a learner-centered university, (2) we must work together and (3) we must become an engaged campus. Significant areas of success that have contributed to the overall vision of Ferris State University are noted below:

- The MCO faculty and administration have successfully review the 26 year-old curriculum and constructed a modern, up-to-date curriculum. The new curriculum more accurately reflects the scope of optometric practice today. Phase-in of the new curriculum has begun and will be completed by the end of 2006. (Pillar 1)
- The MCO Realize-the-Vision campaign to raise money for a new optometry building was unveiled in October 2004. To date, over \$350,000 has been pledged, with the faculty leading by pledging \$170,000. (Pillars 1 & 2)
- The MCO faculty and administration are involved in the profession on a local, state and national level. Dr. Mark Swan is a trustee of the Michigan Optometric Association. Dr. Nancy Peterson-Klein is involved in the admittance committee of the American Academy of Optometry. Dean Kevin Alexander is the Secretary-Treasurer of the American Optometric Association. Many MCO faculty members are involved in various other state and national committees. (Pillar #3)
- MCO facilitated release time for Dr. Randy Vance to serve as the campus-wide E-Learning consultant leading Web CT workshops for the faculty. (Pillars 1 & 2)
- By changing our admissions timeline, and through new “marketing” strategies, MCO has significantly increased the number of applicants with 128 in 2004 and 161 in 2005. (Pillar 1)
- In 2004, MCO—along with the Colleges of Pharmacy and Allied Health, received the Secretary’s Award for Innovation in Health Care. This award was given to recognize a collaborative diabetic care effort by the three colleges. (Pillars 2 & 3)

- MCO sponsored a Teaching Fellowship in 2004 that resulted in the hire of Renee Mika, O.D., upon completion of the Fellowship. (Pillar 1)
- MCO is a leader in the use of technology in teaching. Tele-optometric rounds programs were held between external rotation sites and MCO in 2004. Additionally, Web CT was utilized to connect external sites to the Big Rapids campus by facilitating “virtual” grand rounds in on-line chat rooms. (Pillar 1)
- SVOSH (Students for Vision and Optometric Service to Humanity)—a program to provide eye care to third world countries—conducted several missions in the past 24 months. (Pillar 3)
- With the assistance of the Nursing faculty, MCO designed a new course in injectable pharmaceuticals. Twenty-three states permit optometrists to use injectable pharmaceuticals, and several state boards have requested that we provide specific training in this area so our graduates may be licensed throughout the country. (Pillars 1 & 2)
- MCO has started a new post-graduate Residency in Cornea and Contact Lenses on campus. The program will be reviewed for accreditation in May 2005. (Pillar 1)

Ongoing or Proposed Significant Activities:

The Michigan College of Optometry has two major ongoing activities that must be completed to assure that the program moves forward:

- A new building for Optometry is essential to the long-term vitality and survival of the program. A new building will provide appropriate teaching and clinical facilities for the program. The clinic itself will be a resource for the community and region. A new facility will enhance our ability to attract top optometry students from across the country. Initiating the “Realize the Vision” campaign has made a substantial start, however, much more fundraising will have to occur in 2005-2006 to make this building a reality. (Pillars 1 & 2)
- The phase-in of the new MCO curriculum must be completed by 2006. There has been extraordinary cooperation between the Colleges of Arts and Sciences, Pharmacy and Optometry to assist in making the phase-in go smoothly. We will need to continue our level of faculty coverage, and add one faculty person as the new summer semester is added between years 2 and 3. (Pillars 1 & 2)

- We seek federal 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. Both the Colleges of Optometry and Education and Human Services will participate. The outreach component of the clinic will include a fully equipped eye van to bring care to more remote or isolated school systems. (Pillars 1, 2 & 3)
- MCO will continue our residency programs and seek to add one additional program in the area of Pediatric Eye Care. (Pillars 1 & 2)
- MCO will continue to be involved in state and national optometric organizations. Faculty will be encouraged to continue committee involvement and to present papers at national meetings. (Pillars 1 & 3)