

# FERRIS STATE UNIVERSITY

## MICHIGAN COLLEGE OF OPTOMETRY

### Mission, Goals, and Objectives

The mission of the Ferris State University Michigan College of Optometry is to prepare doctoral and post-doctoral students for successful careers as optometric health care leaders serving patient and society with integrity and professionalism. The program serves the health care needs of the public through its research, scholarly activity, evidence based clinical education, and patient-centered care.

Goals	Objectives
1. Preparing doctoral and post-doctoral students for successful careers as optometric health leaders.	1. Maintain a curriculum that assures graduate achievement of entry level attributes of the profession.
	2. Create an active academic environment that produces engaged, self-motivated learners and promotes lifelong learning.
	3. Recruit and retain the highest caliber students
2. Serving patients and society with integrity and professionalism.	1. Develop and maintain opportunities for interprofessional learning and patient care.
	2. Intentionally present and assess professionalism and ethics of students throughout the curriculum.
3. Serving the health care needs of the public through research and scholarly activity.	1. Establish a vision regarding the priority of research for the MCO program.
	2. Develop programs and resources to promote research and scholarly activities at MCO.
4. Serving the health care needs of the public through evidence based clinical education and patient-centered care.	1. Achieve the proper balance between clinical education and patient-centered care.
	2. Emphasize the importance of entry level primary care in both patient care and student education.