

Strategic Initiative Funding

Fiscal Year 25

FY25 Strategic Initiative Funding: By the Numbers

\$250,000
Dollars Allocated

\$609,330
Dollars Requested

30%
Funds Awarded

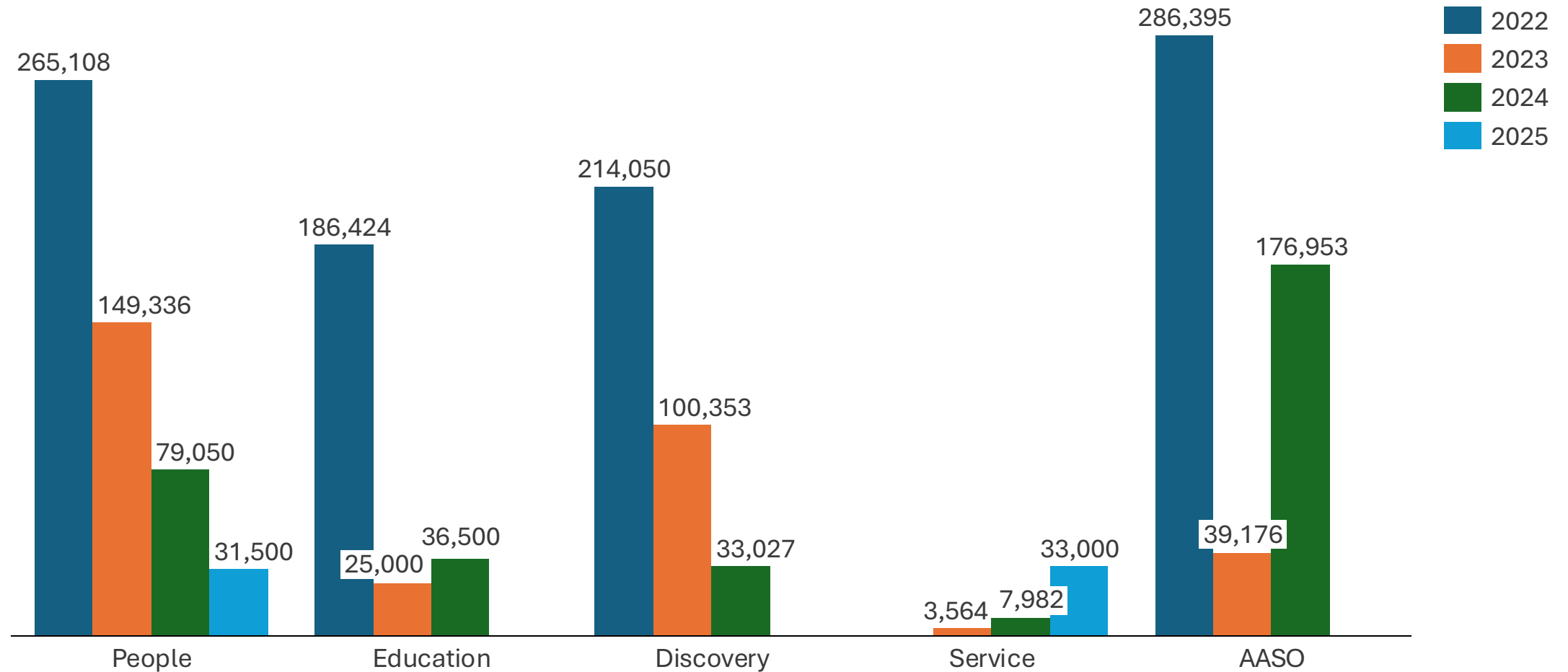
Ongoing
Award Rounds

6
Proposals Submitted

3
Proposals Funded

\$75,000 Awarded in FY25

Strategic Initiative Funding Awards by Pillar



Funding total of \$1,681,318 as of June 30, 2025
 75% of total awarded funds have been spent as of July 1, 2025
 Action plan progress is tracked via quarterly updates in Envisio

Branded NEOMED-Cleveland Browns Name Recognition Campaign

Total Awarded: \$33,000 (97% spent)

Pillars Impacted: Service and Community Engagement

Focus Areas Impacted: Exceptional Experience

Project Lead(s): Tonya Strong-Charles

Action Plan Status: Complete

Action Plan Impact:

- NEOMED students and NEOMED Board of Trustee members appreciate the University's partnership with the NFL.
- Next Steps: NEOMED will co-sponsor events with the Browns focused on education, research, and community service.

Strategic Plan Refresh VOC

Total Awarded: \$31,500 (100% spent)

Pillars Impacted: People

Focus Areas Impacted: Exceptional Experience

Project Lead(s): Lacey Madison

Action Plan Status: Complete

Action Plan Impact:

- Voice of Customer completed in early 2025.
- Strategic plan refresh launched July 2025.

Ignite Scholars Pilot Recruitment

Total Awarded: \$10,500 (76% spent)

Pillars Impacted: People

Focus Areas Impacted: People

Project Lead(s): Julie Aultman, Marc Basson

Action Plan Status: On Track

Action Plan Impact

- Opportunity for more advertising increased the number of candidates.
- An offer was made to a candidate for the teaching track.
- Interviews are being scheduled for the research track.
- Next Steps: Continue to interview and screen candidates until 3 research track and 2 teaching track scholars are identified.

Appendix

FY22 Strategic Initiative Funding: By the Numbers

\$1M
Dollars Allocated

\$2.5M
Dollars Requested

94%
Funds Awarded

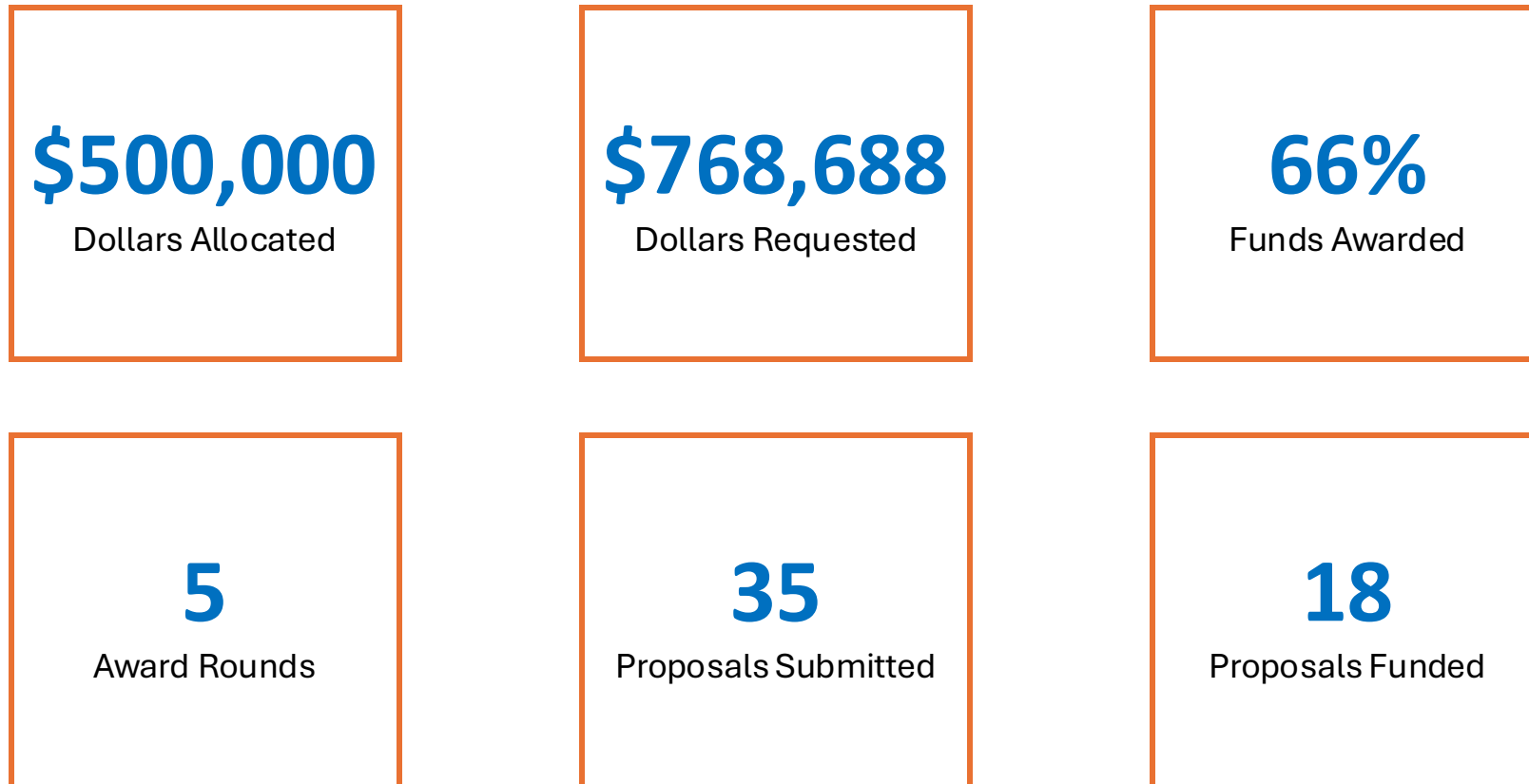
10
Award Rounds

36
Proposals Submitted

23
Proposals Funded

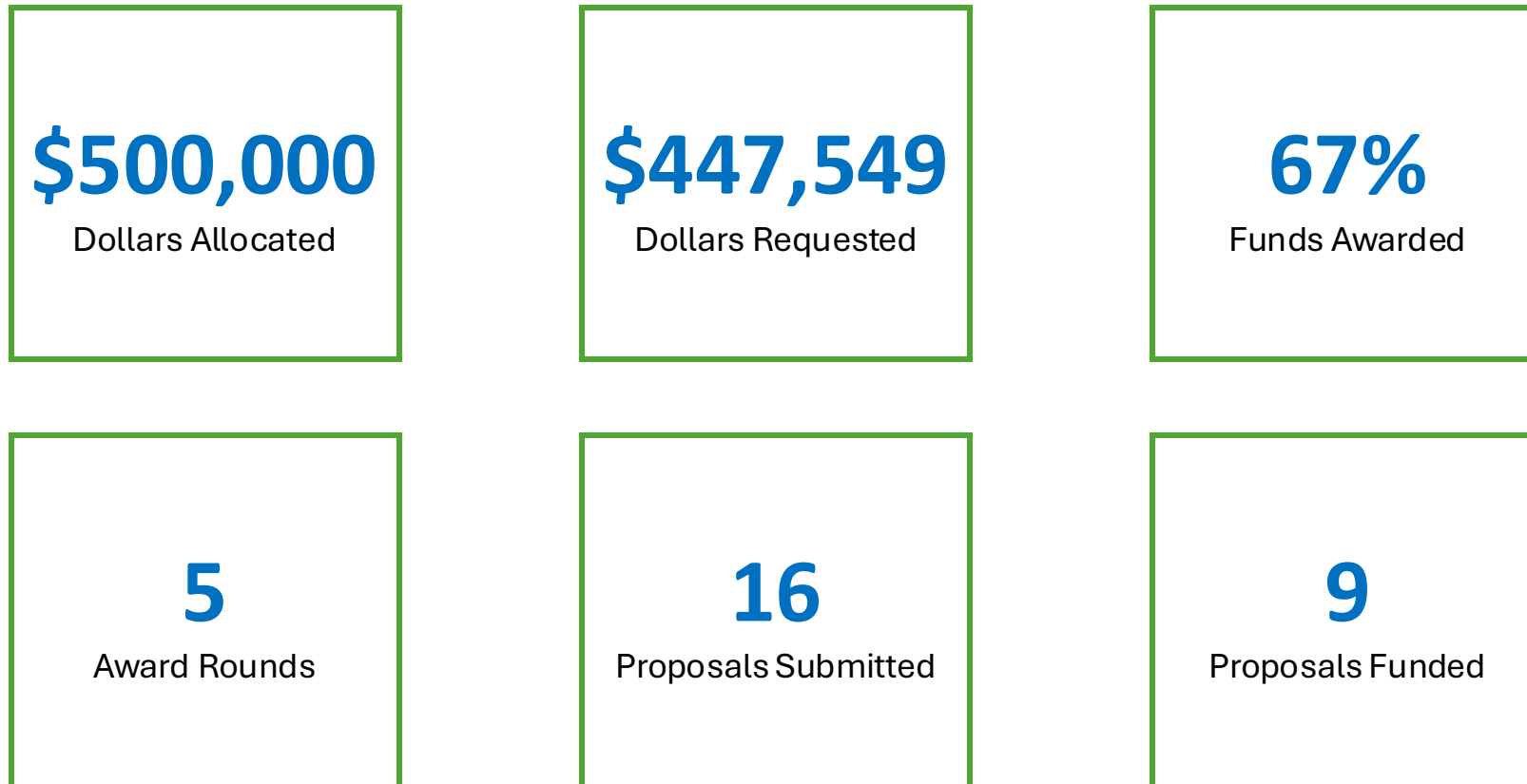
\$943,717 Awarded in FY22

FY23 Strategic Initiative Funding: By the Numbers



\$329,089 Awarded in FY23

FY24 Strategic Initiative Funding: By the Numbers



\$333,512 Awarded in FY24

FY25 Strategic Initiative Funding Awards

Action Plan	Total Amount Awarded
Branded NEOMED-Cleveland Browns Name Recognition Campaign	\$33,000
Strategic Plan Refresh - VOC	\$31,500
Ignite Scholars Pilot Recruitment	\$10,500

Dollars spent as of June 30,2025

FY24 Strategic Initiative Funding Awards

Action Plan	Total Amount Awarded
Transact E-Payment Collector	\$2,500
Joint Accreditation – Interpersonal Continuing Education	\$36,500
People Admin	\$16,500
Scintillation Counter	\$28,215
Doctor for a Day	\$7,981.50
CMU Computer Monitors	\$4,812
Envisio	\$256,953*
Aunt Flow	\$2,750
Brand Awareness Campaign	\$59,800

FY23 Strategic Initiative Funding Awards

Action Plan	Total Amount Awarded
Lactation Space	\$3,086
Soccer Goals	\$4,000
Transformational Health Professions Enrollment Marketing Plan	\$54,000
Cloud-based Contract Management System	\$7,176
Title IV Federal Student Aid Policies and Procedures Development	\$32,000
Student Government Affairs Advisory Council	\$3,564
NEOMED URM Student Mental Health Initiative	\$35,000
HOBO Data Logging System	\$14,924
Peer Recognition Program	\$9,100

FY23 Strategic Initiative Funding Awards

Action Plan	Total Amount Awarded
GATAN Camera	\$67,760
AAMC-AAHC Lead, Serve, Learn Meetings	\$26,400
Diversity Mini-Grant Program	\$25,000
Employee Referral Program	\$6,000
Disability Studies and Health Professions Expansion Program*	\$16,935 (\$8,260 in FY23)
NEOMED Regional Scholarship Day	\$8,750
Cultural Educational Displays	\$3,400
CMU Surgical Lights	\$17,669
OBGIG Women's Day	\$3,000

FY22 Strategic Initiative Funding Awards

Action Plan	Total Amount Awarded
Strategic Plan Communication Plan	\$44,757
Campus Map	\$21,600
University Enrollment Council	\$93,000
Stockdale Refresh	\$17,738
Dr. Gershen URM Scholarship Campaign	\$6,590
Exceptional Student Experience*	\$22,799
URM Documentary	\$37,419
Writing Center	\$85,167
NEOMED Journal of Medical Sciences	\$11,050

FY22 Strategic Initiative Funding Awards

Action Plan	Total Amount Awarded
COP NAPLEX Preparation	\$42,022
Translational Research Presentation Series and Pilot Grant Funding	\$65,000
Multidisciplinary Intramural Funding Program	\$90,000
Envisio	\$82,500
Disability Studies and Health Professions Expansion Program*	\$16,935 (\$8,675 in FY22)
FAME – Research Track	\$73,000
Statewide TV Commercial, Promotion and Branded Content Interview Campaign	\$100,000
Office of Financial Aid Banner Optimization	\$22,000

FY22 Strategic Initiative Funding Awards

Action Plan	Total Amount Awarded
Big Idea Campaign	\$5,000
VITALS	\$5,300
RFA Videos	\$48,000
Creating a Continuum of Leadership Education and Training in Health Systems Sciences	\$42,300
Streamlining Accounts Receivable and Billing Processes	\$19,800