Strategy: 1.3 Lead the field of veterinary medicine by sharing educational expertise and best practices locally, nationally and internationally.

Date: Fall Quarter 2012

Summary of Activities: The tactics proposed during the planning phase for the advancement of Strategy 1.3 are listed below. Activity summaries are sub-divided and discussed below each individual tactic sub-heading.

Tactics
A. Conduct and publish peer-reviewed research on educational methodology.
   The UCD SVM faculty continues to contribute to the literature in this important area. The curricular reform currently underway is likely serving as a short-term impediment to the implementation of this tactic, but is expected to yield strong long-term benefits as the faculty explore novel teaching modes and share those experiences through research manuscripts. Two recent SVM publications in this area are highlighted below.

   Dr. Chigerwe’s work has advanced our understanding of the impact of a veterinary curriculum’s delivery on student’s career path choices as well as their approaches to the learning process. Perhaps even more importantly, Dr. Chigerwe’s efforts have helped to create a process template for collaboration between faculty and the educational experts assigned to the curricular support team and VMDO. This same framework is being used to support Dr. Mellema’s work into the impact of personality type on learning outcomes in the didactic portion of the SVM curriculum. In addition, Dr. Mellema is pursuing research into the role that burnout and imposterism play in limiting student academic performance. Lastly, Dr. Mellema has met with the VMTH Director to receive preliminary approval to perform research on the role of burnout and imposterism on resident performance as teachers. Institutional Review Board (IRB) approval is being sought for these studies at present.

B. Consider marketing educational programs that advance veterinary medicine.
   Advancement of this long-term goal is currently hampered by the ongoing curricular revision. The bulk of the educational programs offered by the SVM are tied to the veterinary curriculum, which is presently in flux. It is anticipated that utilization of this tactic will progress in earnest once the curricular revision nears completion.

C. Evaluate the School’s use of distance learning to enhance its effectiveness.
   i. Expand fee-based continuing education online.
   ii. Provide web-based international graduate training programs.

This tactic is somewhat linked to those aimed at advancing the VMTH’s Telehealth initiatives due to the
overlapping requirements in hardware, technical expertise, and faculty interest. The UCD SVM faculty has been active in advancing this goal, although efforts have been decentralized, sporadic, and wholly independent in nature. Select recent examples of fee-based online CE originating with SVM personnel include:

- **Emergency and Critical Care Webinar**
  A Criticalist’s Perspective on Parvo: Recent Literature and Practical Experience
  Tuesday March 6th, 2012 6 – 8pm (Pacific Time)

- **UCD SVM Diagnostic Imaging Symposium**
  May 15th, 2011
  All day

- **Behavior Webinar**
  Out of the Box Experiences: Helping Cats with Inappropriate Elimination
  Wednesday, August 10, 2011
  5:00pm – 6:30pm (PDT)

A host of student-run symposia in the past twelve months have offered webinar enrollment as an alternative to physical attendance. In nearly all cases, webinar enrollment has exceeded the number of attendees opting to travel to UCD for their participation. This experience serves as a proof of concept for expansion of these activities.

The SVM VMDO has recently proposed that all CE be centralized and that independent student-run CE offerings be rapidly phased out for the foreseeable future. It is anticipated that this change will allow for more uniform fee-based online CE, greater quality control, enhanced protection of the UCD SVM “brand” within the larger market as a whole, and more rapid advancement of this aim.

Providing web-based international graduate training programs remains a largely untapped model in both advancing our educational mission and expanding SVM revenue streams. In July of 2009, Dean Osburn met with a delegation from the United Arab Emirates. This meeting (as well as from similar discussions with representatives of the University of Phoenix and others) strengthened the perception that there is reasonably strong market interest in online accession of the UCD SVM graduate training programs both nationally and internationally. The long-term exploration of programs of this nature remains a priority, but one best deferred until our graduate programs have completed revision of the curriculum.

Both Telehealth and Distance-Learning initiatives were addressed in the ad hoc VMTH Telemedicine Committee Report, which was submitted to the VMTH Director’s Office on 12/8/10. The interested reader is referred to that document for additional details. The recommendations of that committee identified several key objectives that members felt the SVM and VMTH should actively pursue.

Among the most vital near-term objectives identified were the following:

- The creation of a SVM standing committee on Telehealth and Distance-Learning Activities
- Active pursuit of clarification of the ambiguous legal/regulatory status of Veterinary Telehealth activities within California. Major areas in need of clarification include the following:
  - Clarification from the California VMB regarding whether the personal licensure exemption provided to VMTH clinic personnel extends to telehealth activities as well
  - Clarification of the role of the FDA in the oversight of veterinary telehealth technology standards
  - Clarification of the legal limits of the role of veterinarians and technicians in the provision of care via telehealth methods

Matt Mellema, Larry Cowgill, and Frank Labonte collectively have had a series of meetings with members of the CVMA, the VMB, and the California Department of Consumer Affairs to create an agenda/road map for addressing these statutory and regulatory issues. The VMB has referred the issue of telehealth to their Multi-Disciplinary Committee (MDC) and the MDC has added this issue to the agenda for the January 2013 meeting scheduled in Sacramento. The aforementioned VMTH personnel will be in attendance seeking to advance SVM/VMTH interests in this area.
D. Advance the development of a center of excellence related to Food Animal Veterinary Medicine for the Western U.S.

Please see a separate posting to the Strategic Plan homepage for the accompanying update on the implementation of this tactic.

E. Explore regional collaborative efforts to share educational resources between vet schools. (Links to Strategy 7.1)

Please see a separate posting to the Strategic Plan homepage for the accompanying update on the implementation of this tactic.

F. Consider the development of a teaching academy to foster best practices in teaching.

Please see a separate posting to the Strategic Plan homepage for the accompanying update on the implementation of this tactic.

G. Recognize and reward educational investment, innovation, and scholarship in faculty and staff career advancement.

A Task Force on Teaching Effectiveness under the leadership of Sue Stove has been assembled and is currently developing procedural guidelines for the recognition of faculty efforts in this area.

Resource Materials/Data Analysis

2010_VMTH_Telemedicine_Committee_Report_Final.doc

Upcoming Activities/Initiatives

January 2013, Sacramento, CA: Meeting of the Multi-Disciplinary Committee of the California Veterinary Medical Board

• Defining the legal/regulatory status and scope of veterinary telehealth activities in California

Accomplishments – N/A