Good News
Dean Brown announced the appointment of Keith Choate, MD ’04, PhD ’01, as the inaugural associate dean for physician-scientist development, effective December 1, 2020. After a very careful vetting process, she was impressed by his track record in mentorship, energy, and creativity in advancing the careers of physician-scientists.

Professionalism Database
Linda Mayes, Deputy Dean for Professionalism and Leadership, discussed the development of one central database for tracking and reporting of professionalism activities. The goal is to avoid the creation of data bases in individual departments, which would lead to fragmentation of information. She will continue to meet with departments individually to review the database.

Chairs’ Mini-Retreat
Dean Brown announced the next session of the virtual chairs’ retreat. Ken Kraft, PhD, an organizational psychologist, will lead a leadership discussion on how we collaborate and work together as a leadership group.

YSM Communications
Mary Hu, Deputy Dean for Communications, shared her department’s strategic plan. She reported a doubling of website traffic in the past year and a five-point rise in domain authority, a score indicating YSM’s trustworthiness as a resource. The over 2,500 articles and broadcasts featured on our website added a marketing equivalency value of $33M in exposure. Her vision is for Communications to be the central voice of the medical school. She outlined a multi-phase, multi-year plan to accomplish five strategies to

1. Strengthen YSM’s reputation,
2. Communicate effectively,
3. Establish a more unified voice,
4. Optimize technology enhancements, and
5. Create a unified, collaborative office culture