

Strategic Plan
2023 - 2027

Year Two Update

GW Cancer Center

Revolutionary Research and Care:
Creating a Cancer-Free Future For All

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YEAR TWO

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LETTER FROM THE DIRECTOR

Dear GW Community,

As we enter the second year of the 2023-2027 strategic plan for the George Washington University Cancer Center, I am proud to reflect on our collective achievements and the promising path ahead. Our first year has been marked by extraordinary progress, collaboration, and growth across our strategic pillars.

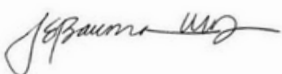
In **Community Outreach and Engagement**, we launched a dedicated Office of COE, defined our catchment area, and laid a foundation for future impact breaking ground on our Cancer Prevention and Wellness Center in Ward 8. We also restructured our Oncology Service Line to integrate cancer care across the enterprise and recruited key talent. Our expansion into cellular therapy and the completion of the new Academic Cellular Therapy Facility are particularly exciting advancements.

We identified strong leaders for our Research Programs, who are making significant strides as we seek to increase collaboration within and across disciplines. In **Basic Science**, significant infrastructure improvements included expanding flow cytometry resources and formalizing a small animal imaging lab. **Population Science** efforts laid the groundwork for cross-disciplinary collaboration to address cancer prevention, control, and policy. We established the Catchment and Epidemiology Shared Resource (CESR), managing critical data to visualize cancer incidence and mortality, behavioral risk factors, and social determinants of health throughout our catchment. **Clinical and Translational Research** achievements included building our Clinical Trials Office capacity, quintupling the number of clinical trial accruals since 2022.

Aligned with our vision, we've begun efforts to prepare for the NCI's Plan to Enhance Diversity and have formalized a leadership structure for **Inclusion, Diversity, Equity, and Accessibility (IDEA)**. In **Education and Training**, programs like SPARC and our international professional education courses are shaping the next generation of cancer researchers. To strengthen our **Infrastructure**, we reconstituted the Executive Advisory Board, consolidated financial reporting, and enhanced our communications.

Looking ahead to the second year of this ambitious plan, we are committed to building on these achievements, further integrating research, education, and care, and expanding our impact locally and beyond. With a strong foundation, new partnerships, and a clear vision, I am confident that we are well-positioned to make even greater strides toward our ultimate goal: a cancer-free future for all. Thank you for your dedication, passion, and continued support. Together, we are making a profound difference.

With deepest gratitude,



Julie E. Bauman, MD, MPH
Dr. Cyrus Katzen Family Director of the GW Cancer Center
Professor of Medicine





Pillars and Foundation



Pillar 1: Community Outreach and Engagement

Infuse inclusivity and equity through all GW Cancer Center endeavors in cancer care, research, and education in order to become a trusted partner that positively impacts the health of our richly diverse communities.

Pillar 2: Oncology Service Line

Establish the GW Cancer Center as a premier multidisciplinary oncology services program, recognized by our communities for providing compassionate, evidence-based, innovative, and equitable cancer care.



Pillar 3: Basic Science Discovery

Decode fundamental mechanisms of tumorigenesis and immune modulation in order to discover new targets for cancer prevention, diagnosis and treatment.

Pillar 4: Population Science

Unravel the individual and population level determinants of cancer risk in order to design interventions that reduce the cancer burden in our catchment, with a focus on disproportionately impacted communities.



Pillar 5: Clinical and Translational Research

Transform scientific discoveries into novel therapeutics and technologies for human application in order to reduce cancer morbidity and mortality.

Pillar 6: Inclusion, Diversity, Equity and Accessibility

Embrace and strengthen diversity, equity, and inclusion in all GW Cancer Center actions to build and empower a transformational cancer workforce.



Pillar 7: Education and Training

Create comprehensive education and training pathways across the continuum of learners in order to recruit and develop a new generation of cancer researchers.

Foundation: Infrastructure

Improve the fundamental physical and organizational structures essential for the continual growth of the GW Cancer Center.





Community Outreach and Engagement

Aspiration: Infuse inclusivity and equity through all GW Cancer Center endeavors in cancer care, research, and education in order to become a trusted partner that positively impacts the health of our richly diverse communities.

STRATEGIES

- 1 Characterize and monitor the cancer burden within our catchment area.
- 2 Develop and sustain bi-directional partnerships between our research programs and diverse communities to prioritize catchment-responsive research and translation to practice.
- 3 Collaborate with community-based organizations focused on risk reduction, early detection, and survivorship to promote cancer health equity and cancer control.
- 4 Enhance collaboration with DC Health and congressional leaders to influence local and federal policies that reduce the cancer burden across the GWCC catchment.
- 5 Overcome structural barriers to representative participation of all people in clinical research, inclusive of race, ethnicity, sexual orientation, gender identity, and age across the lifespan.
- 6 Invest in the infrastructure to best support community outreach and bi-directional engagement.

2024-2025 ACTIONS

- Enhance data granularity and assess the geography of the catchment area, distinguishing how our catchment differs from nearby Centers.
- Disseminate the refined catchment to our membership to ensure catchment-responsive research.
- Clearly define success metrics for our prioritized cancers.
- Restructure the community advisory board into a Community Action Council (CAC).
- Formalize the COE Advisory Council, ensuring representation from each Research Program and Children's National Hospital.
- Design a cancer-focused community needs assessment.
- Increase the impact of initiatives responsive to GWCC's priority populations and cancers.
- Collaborate with GWCC Communications to publish key events from the internal annual calendar that align with our priority cancers and highlight events in the monthly Center newsletter, The Nucleus.
- Identify and strengthen existing policy and advocacy efforts across the GW Cancer Center.
- Define optimal data elements on race, ethnicity, sexual orientation, gender identity, and other demographics to be collected across the cancer enterprise.
- Design prevention and wellness programming based on community needs.
- Coordinate screenings across the GW Cancer Center enterprise.

Community Outreach and Engagement Completed Strategic Plan Actions

2023 - 2024 Accomplishments

- Defined the GW Cancer Center catchment area.
- Identified priority populations and cancers in our catchment.
- Launched the Office of Community Outreach and Engagement.
- Developed an annual calendar with strategic and prioritized community events for the GW Cancer Center to engage with community members.
- Hosted community focus groups to support the design of the GWCC Cancer Prevention and Wellness Center.

2024 - 2025 Accomplishments

2025 - 2026 Accomplishments

2026 - 2027 Accomplishments



Oncology Service Line

Aspiration: Establish the GW Cancer Center as a premier multidisciplinary oncology services program, recognized by our communities for providing compassionate, evidence-based, innovative, and equitable cancer care.

STRATEGIES

- 1** Establish the leadership, governance, and practice structures of the oncology service line (OSL).
- 2** Establish nationally renowned multidisciplinary teams, prioritizing the high incidence, high disparity cancers within the GW Cancer Center catchment.
- 3** Deliver world-class cancer care with a continuous focus on access, equity, and the patient experience.
- 4** Integrate clinical trials into standard of care operations within the oncology service line.
- 5** Establish an integrated oncology quality program across inpatient and outpatient domains.

2024-2025 ACTIONS

- Evaluate and develop a clinical leadership structure for multidisciplinary teams.
- Establish a comprehensive plan to support clinical activities at Cedar Hill Regional Medical Center GW Health.
- Develop a cohesive departmental structure to enhance oncology service line operations.
- Prepare for cell processing FACT accreditation.
- Prepare for apheresis FACT accreditation.
- Initiate a clinical pharmacy program.
- Integrate equity and navigation practice models with Community Outreach and Engagement.
- Establish methodology to integrate patient satisfaction data into operations review.
- Redesign the patient intake process to affirm patient identities, promote equity, and foster an inclusive environment across the Cancer Center.
- Enhance cellular therapy capabilities through the integration of advanced technologies, such as CAR-T and BITE therapies, to expand treatment options and improve patient outcomes.
- Develop a clinical trials awareness campaign.
- Determine quality data sources.
- Implement routine tracking and reporting of four quality measures.

Oncology Service Line

Completed Strategic Plan Actions

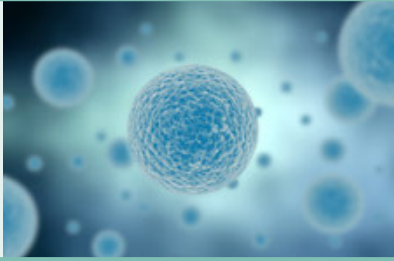
2023 - 2024 Accomplishments

- Evolved the oncology service line leadership structure to encompass all cancer clinical activities across the enterprise.
- Defined spheres of ownership vs. influence.
- Evolved the compensation model to support clinical research.
- Initiated strategic recruitment of physicians in breast, genitourinary, thoracic, and gastrointestinal cancer.
- Ensured major tumor types in our catchment had active tumor boards with clinical research integration.
- Launched a primary malignant hematology and cellular therapy inpatient service.
- Planned the oncology service model at the Cedar Hill campus.
- Developed onboarding for clinical research nurses.
- Streamlined clinical research labs and their integration into the electronic medical record.
- Strengthened the disease-based clinical research teams.

2024 - 2025 Accomplishments

2025 - 2026 Accomplishments

2026 - 2027 Accomplishments



Basic Science Discovery

Aspiration: Decode fundamental mechanisms of tumorigenesis and immune modulation in order to discover new targets for cancer prevention, diagnosis, and treatment.

STRATEGIES

- 1** Increase the effectiveness of the basic science Research Programs by enhancing engagement, leadership, and systems/processes.
- 2** Increase the scientific impact of the basic science research programs, emphasizing team science and cancers of high priority and relevance to the catchment area.
- 3** Strengthen the basic science workforce through recruitment, retention, mentorship, and training.
- 4** Invest in the technology and shared resources essential to basic cancer research.

2024-2025 ACTIONS

- Hold a spring 2025 mini-retreat with Clinical and Translational Research (CTOP) to promote inter-programmatic collaboration and team science in alignment with programmatic aims.
- Conduct a thorough review of all CBIP members to verify program membership accuracy, categorize members correctly, and identify any members that need to be added.
- Define the framework advancing GW discoveries from the laboratory to the clinic.
- Work with Cancer Center leadership to release program-specific RFA with a focus on collaborative team science, thus promoting collaborations within our program.
- Enhance CBIP's bidirectional connection to challenges facing our catchment area by involving basic scientists and T32 fellows in community outreach efforts.
- Recruit a basic science faculty member with expertise in environmental carcinogenesis.
- Review the score-driving elements of the Institutional Research Training Grant (T32) program in preparation for the renewal application.
- Increase the efficiency and breadth of the flow cytometry shared resource over the 2024-2025 academic year.
- Formalize the small animal imaging lab shared resource (SAIL) over the 2024-2025 academic year.
- Ensure cancer center representation on university-wide shared resource committees.

Basic Science Discovery

Completed Strategic Plan Actions

2023 - 2024 Accomplishments

- Recruited and/or reappointed basic science Program leaders.
- Held a retreat to support the Cancer Biology and Immunology Program self-evaluation against NCI metrics in preparation for the 2024 EAB meeting.
- Hosted a joint Cancer Biology and Immunology Program (CBIP)-Community Outreach Engagement (COE) workshop for community-aligned scientific activity.
- Assessed and supported the Prostate Cancer Working Group's needs.
- Designed a proactive faculty retention framework with system leadership.
- Increased the efficiency and breadth of the flow cytometry shared resource over the 2023-2024 academic year.
- Formalized the small animal imaging lab shared resource (SAIL) over the 2023-2024 academic year.
- Evaluated the on-campus needs and resources for bioinformatics services over the 2024-2025 academic year.

2024 - 2025 Accomplishments

2025 - 2026 Accomplishments

2026 - 2027 Accomplishments



Population Science

Aspiration: Unravel the individual and population level determinants of cancer risk in order to design interventions that reduce the cancer burden in our catchment, with a focus on disproportionately impacted communities.

STRATEGIES

- 1** Increase the effectiveness of the population science Research Programs by enhancing engagement, leadership, and systems/processes.
- 2** Increase the scientific impact of the population science Research Programs, emphasizing team science and cancers of high priority and relevance to the catchment area.
- 3** Build population science research capacity by strengthening recruitment, retention, mentorship, and training.
- 4** Invest in technology and shared resources essential to population sciences research

2024-2025 ACTIONS

- Hold a retreat to support the Cancer Control and Health Equity (CCHE) Program to promote collaboration and team science in alignment with programmatic aims.
- Conduct a thorough review of all CCHE members to verify program membership accuracy, categorize members correctly, and identify any members that need to be added.
- Enhance CCHE member engagement and facilitate more opportunities for inter- and intra-programmatic collaboration.
- Expand pilot funding opportunities for junior faculty through targeted outreach.
- Strengthen partnerships with Community Outreach and Engagement (COE) to advance community-engaged research initiatives addressing GWCC priority cancers and populations.
- Foster and enhance collaboration among researchers focused on the intersection of substance abuse and cancer, creating opportunities for joint initiatives.
- Develop a population science-focused internal grant review process for extramural submissions.
- Identify population science training gaps specific to cancer in preparation for a training grant submission.
- Formalize the Catchment and Epidemiology Shared Resource (CESR).
- Design the biostatistics shared resource.

Population Science

Completed Strategic Plan Actions

2023 - 2024 Accomplishments

- Recruited two co-leaders with complementary expertise for the Cancer Control and Health Equity (CCHE) Program.
- Created mechanisms to stimulate and support the Tobacco-Related Cancer Working Group.
- Identified and surveyed population scientists with expertise in cancer prevention, control, and policy.
- Enhanced relationships and engagement with the Schools of Medicine and Health Sciences, Public Health, and Nursing to further promote recruitment and retention.
- Developed training grant applications in cancer-focused population sciences (e.g., Institutional Research Training Grant - T32, Education Research Grant - R25).
- Designed and developed the Catchment and Epidemiology Shared Resource (CESR).

2024 - 2025 Accomplishments

2025 - 2026 Accomplishments

2026 - 2027 Accomplishments



Clinical and Translational Research

Aspiration: Transform scientific discoveries into novel therapeutics and technologies for human application in order to reduce cancer morbidity and mortality.

STRATEGIES

- 1** Increase the effectiveness of the clinical and translational research programs by enhancing engagement, leadership, and systems/processes.
- 2** Increase the scientific impact of the clinical and translational research programs, emphasizing team science and cancers of high priority and relevance to the catchment area.
- 3** Build clinical and translational research capacity by strengthening recruitment, retention, mentorship, and training.
- 4** Invest in the technology and shared resources essential for clinical and translational research.
- 5** Leverage an integrated clinical protocol and data management system and strengthen data safety and monitoring processes across the life cycle of cancer clinical trials.
- 6** Recruit, train, and retain a qualified Clinical Trials Office workforce to optimize compliance and safety.

2024-2025 ACTIONS

- Recruit a Clinical and Translational Oncology Program (CTOP) co-leader representing the Department of Pediatrics.
- Conduct a thorough review of all CTOP members to verify program membership accuracy, categorize members correctly, and identify any members that need to be added.
- Hold a retreat to support CTOP's self-evaluation against NCI metrics to promote collaboration and team science in alignment with programmatic aims.
- Explore philanthropic opportunities to develop a K-like scholar program to support junior faculty in developing translational research careers.
- Establish mechanisms to monitor enrollment of women and priority populations in interventional studies.
- Establish a pilot funding initiative to stimulate the development and implementation of clinical trials.
- Evaluate GW Cancer Center's readiness to successfully submit a competitive Minority/Underserved NCORP application.
- Develop a curriculum for onboarding new clinical principal investigators
- Conduct a comprehensive evaluation of the year one junior faculty onboarding procedures to ensure effectiveness.
- Form an advisory committee to guide expansion of the Academic Cellular Therapy Processing and Manufacturing Facility (cGMP).
- Develop the biospecimen collection, processing, and analysis shared resource.
- Design the immune discovery and monitoring shared resource.
- Outline collaboration scope with Children's National Medical Center for clinical research activity.
- Expand oversight of the GW Cancer Center Protocol Review and Monitoring Committee to all cancer trials on campus.
- Establish a GW Cancer Center data safety and monitoring committee.
- Streamline and enhance the contracting workflow by identifying and implementing necessary changes to reduce time to activation.
- Create career pathways for clinical research coordinators, nurses, and regulatory specialists.
- Develop robust programs for training and maintenance of competencies for all Clinical Trials Office personnel.
- Enhance the administrative structure of the Clinical Trials Office (CTO) to effectively support and drive the next stage of organizational growth and development.

Clinical and Translational Research Completed Strategic Plan Actions

2023 - 2024 Accomplishments

- Recruited two co-leaders with complementary expertise for the Clinical and Translational Oncology Program (CTOP).
- Defined roles between the GW Cancer Center Clinical Trials Office and the School of Medicine and Health Sciences Office of Clinical Research.
- Created a joint molecular therapeutics working group to strengthen the links between the clinical and laboratory activities.
- Identified the needs of the Cellular Engineering and Tumor Immunology (CETI) Working Group in order to formalize support mechanisms.
- Recruited clinical faculty with a clinical-translational research track record.
- Initiated Association of Clinical Research Professionals (ACRP) certification for clinical research coordinators.
- Completed construction and commissioning of the Academic Cellular Therapy Processing and Manufacturing Facility (cGMP).
- Implemented Florence eBinder system for managing regulatory documents.
- Published the GW Cancer Center data safety and monitoring plan.

2024 - 2025 Accomplishments

2025 - 2026 Accomplishments

2026 - 2027 Accomplishments



Inclusion, Diversity, Equity and Accessibility (IDEA)

Aspiration: Embrace and strengthen inclusion, diversity, equity, and accessibility in all GW Cancer Center actions to build and empower a transformational cancer workforce.

STRATEGIES

- 1** Establish the GW Cancer Center Office for Inclusion, Diversity, Equity and Accessibility (IDEA).
- 2** Recruit and retain staff, faculty, and leaders from populations historically underrepresented in the cancer workforce.
- 3** Create engagement opportunities that support continuous learning and self-development to enable all GW Cancer Center team members to serve as champions for Inclusion, Diversity, Equity and Accessibility.
- 4** Leverage institutional and national opportunities in career and leadership development for individuals underrepresented in the cancer workforce.
- 5** Continually assess and implement structural improvements to GW Cancer Center processes and policies that enable an inclusive, diverse, equitable, and accessible workplace.

2024-2025 ACTIONS

- Recruit the Associate Center Director of Inclusion, Diversity, Equity and Accessibility (IDEA).
- Draft the GW Cancer Center Plan to Enhance Diversity (PED) in accordance with NCI criteria.
- Conduct a self-assessment of current staff, faculty, and leader demographics.
- Design a plan that identifies barriers and solutions for retaining underrepresented staff and faculty.
- Partner with COE and the Office of Faculty Affairs and Diversity to offer training in workforce diversity across our membership.
- Formulate a plan to periodically evaluate and update IDEA training content based on feedback and evolving best practices.
- Inventory institutional leadership development programs.
- Draft a strategy to link professional development opportunities with underrepresented individuals in the GW Cancer Center community.
- Align search committee processes with the Office of Faculty Affairs and Diversity.
- Outline a plan for continuous review and improvement of internal GW Cancer Center policies with an IDEA lens.

Inclusion, Diversity, Equity and Accessibility (IDEA) Completed Strategic Plan Actions

2023 - 2024 Accomplishments

- Formalized the Inclusion, Diversity, Equity, and Accessibility (IDEA) Task Force, comprised of self-nominated members from across the GW Cancer Center.
- Created and distributed a demographics survey aligned with the Plan to Enhance Diversity.
- Established a leadership structure for Inclusion, Diversity, Equity, and Accessibility (IDEA) efforts across the Cancer Center.

2024 - 2025 Accomplishments

2025 - 2026 Accomplishments

2026 - 2027 Accomplishments



Education and Training

Aspiration: Create comprehensive education and training pathways across the continuum of learners in order to recruit and develop a new generation of cancer researchers.

STRATEGIES

- 1** Strengthen, expand and coordinate GW Cancer Center education, training, and career development programs tailored to learners across the continuum.
- 2** Enhance pathways to recruit and sustain diverse learners within GWCC research and clinical training programs.
- 3** Grow and disseminate professional community educational offerings to become the leading resource for cancer education.
- 4** Work with program-specific mentorship programs to cultivate a culture of mentorship that supports successful career development across the GW Cancer Center.
- 5** Invest in the education and training infrastructure to support cancer workforce capacity development.

2024-2025 ACTIONS

- Evaluate the necessity and structure of a CRTEC Advisory Council or liaison model, ensuring representation and engagement from all Research Programs.
- Prepare and submit renewal application for Cancer Biology Training Grant NCI T32.
- Manage Cancer Biology Training Program (T32).
- Prepare applications to support summer research program (NCI R25, ACS DICR).
- Assist with ACS DIRG award management to support SPARC DICR.
- Review undergraduate offerings in cancer biology.
- Assist with data tables, training history for R25, T32 and other trainee-related applications.
- Plan and facilitate the 2025 Summer Program to Advance Research on Cancer (SPARC).
- Guide, support, and monitor F, K, and T grant applications and awards submitted by Center faculty.
- Establish administrative support for professional education with a dedicated GWCC Conference Planning Unit.
- Consider opportunities for the creation of professional development badges, based on health sciences research experience.
- Create mentoring committees for all research-oriented faculty.
- Plan and facilitate the 2024-2025 American Cancer Society Institutional Research Grant for junior investigators.
- Plan and facilitate the 2025 Tucker Fellowship.
- Plan and execute SMHS Research Showcase.
- Provide guidance and support to faculty on the development of biosketches using SciENCv, in preparation for the NIH requirement effective May 25, 2025.
- Discuss GWCC clinical trial development workshops.
- Develop young clinical investigator program leading to independent PI IITs and co-I roles on clinical research grants.

Education and Training

Completed Strategic Plan Actions

2023 - 2024 Accomplishments

- Submitted an R25 to develop a GW Cancer Research Summer Program for undergraduates and medical students linking cancer health equity to basic science.
- Planned and facilitated the 2024 Summer Program to Advance Research on Cancer (SPARC).
- Evaluated the existing professional education infrastructure and designed a new model to support and enhance efficiencies.
- Planned and facilitated the 2023-2024 American Cancer Society Institutional Research Grant.
- Planned and facilitated the 2024 Tucker Fellowship.
- Administratively supported the NCI T32 Cancer Biology Training Grant.
- Evaluated a process to support NIH biosketch development for clinical faculty to increase inclusion in applications.

2024 - 2025 Accomplishments

2025 - 2026 Accomplishments

2026 - 2027 Accomplishments



Infrastructure

Aspiration: Improve the fundamental physical and organizational structures essential for the continual growth of the GW Cancer Center.

STRATEGIES

- 1** Evolve the GW Cancer Center organizational model and financial systems to effectively manage operations and facilitate growth.
- 2** Position the GW Cancer Center to achieve successful NCI designation.
- 3** Formulate a communications strategy to consistently share our story both internally and externally.
- 4** Evolve the relationship with Children's National Hospital (CNH) to ensure faculty integration within a unified GW Cancer Center.
- 5** Expand the fundraising capacity of the GW Cancer Center.
- 6** Optimize existing GW Cancer Center space while also developing plans for building expansion.
- 7** Foster cross-program innovation to further collaborative activity across the GW Cancer Center enterprise.

2024-2025 ACTIONS

- Formalize administrative support for shared resources across the Center.
- Implement an accrual-based financial management system for clinical trials to enhance accuracy in financial reporting and optimize resource allocation.
- Establish comprehensive grants management services within the Center to enhance efficiency and effectiveness in departmental grant administration.
- Expand utilization of EVAL software to effectively monitor and track NCI metrics.
- Improve Cancer Center information systems to track and manage critical metrics for NCI designation.
- Streamline grant data within the university system.
- In collaboration with scientific leadership, conduct a comprehensive review and refinement of the GWCC membership process and policy.
- In collaboration with scientific leadership, create a comprehensive cancer-relevance policy for grants and publications.
- Work with EAB to assess readiness and prepare timeline for NCI Cancer Center Support Grant (CCSG) Submission.
- Develop the 2024-2025 Communications Plan and 2025 Editorial Calendar.
- Develop and launch a new GW Cancer Center website designed to improve accessibility, user experience, and engagement with patients, researchers, and the broader community.
- Reinstitute the CNH/GW Cancer Center leadership meetings.
- Institute mechanisms to routinely integrate CNMC grant data.
- Develop a comprehensive compilation of GW Cancer Center fundraising priorities.
- Curate a list of foundations with cancer activity funding preferences in the DC region.
- Draft the GW Cancer Center master facilities plan.
- Create a staffing plan and space program for oncology services at the Cedar Hill campus.
- Establish GW Cancer Center's bricks -and-mortar COE presence at Cedar Hill.
- Sponsor thematic retreats with associated pilot funding to support intra- and inter-programmatic team science and trans-center themes.
- Stimulate opportunities for co-authorship on high-impact publications.
- Identify opportunities to drive MPI awards and P01 style applications.

Infrastructure

Completed Strategic Plan Actions

2023 - 2024 Accomplishments

- Created consolidated financial reporting, blending the academic and clinical enterprise.
- Established performance metrics for each strategic plan pillar and ensured ongoing reporting.
- Reconstituted the External Advisory Board.
- Hired a Senior Communications Associate.
- Updated the 2023 - 2024 marketing and communications plan.
- Reinstated the GW Cancer Center membership newsletter.
- Launched a dedicated webpage detailing the GW Cancer Center strategic plan.
- Formulated a strategy to revitalize the GW Cancer Center website and its integration with enterprise partners.
- Formulated an office plan for the oncology service line.
- Initiated construction of the GWCC Prevention and Wellness Center.
- Redesigned the pilot funding program to support emerging Research Program aims and trans-center themes.

2024 - 2025 Accomplishments

2025 - 2026 Accomplishments

2026 - 2027 Accomplishments



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