

Wichita State University (WSU)
Department of Communication Sciences and Disorders (CSD) Strategic Plan

*Converted to WSU Recommended Template

University Goal 1: *Guarantee an applied learning or research experience for every student by each academic program.*

CHP Goal: *Enhance quality of academic programs*

CSD Goal: *Enhance quality of all CSD programs (UG, Masters, AuD, PhD)*

Strategy 1.1 *Ensure that every CSD student has a quality applied learning experience in the classroom and clinic practicum*

Metrics and Targets

- The syllabus for each CSD course is reviewed and updated annually to ensure inclusion of latest evidence/research and match with most recent Council for Clinical Certification in Audiology and Speech-Language Pathology (CFCC) standards
- Ensure that appropriately qualified and experienced faculty (academic and clinical) are teaching both academic and clinical courses
- Ensure that appropriate external placements are found for all CSD students
- The Department will engage in curriculum review every 3 years to ensure the optimum sequence of courses is being offered for UG, MA (SLP), AuD, and PhD programs (schedule: Year 1 – UG; Year 2 – MA; Year 3 – AuD & PhD). Note: This target does not preclude on-going adjustments to curriculum as deemed necessary by the faculty.

Additional Resources Needed

- Funding to support appropriate number of qualified and experienced academic and clinical faculty
- Support for individual in charge of organizing clinical placements (both audiology and SLP) – might include reduction of other duties and/or overload pay.

Source of Additional Resources

- Program fees and clinic revenue

Evaluative Processes (tracked by Assessment Coordinator)

- Updated syllabi for all CSD courses to be collected each semester
- Annual report on external placements for SLP and AuD
- Number and qualifications of academic and clinical faculty are considered appropriate for accreditation purposes (i.e., Annual CAA Report; Accreditation Report)
- Annual report from Academic Affairs committee reflects appropriate curriculum review completed

Strategy 1.2 *Ensure that CSD students (undergraduate honors, MA, AuD, and PhD) have a quality research experience*

Metrics and Targets

- Ensure that all research labs have sufficient and up-to-date equipment to allow for students to be involved in quality research
- SLP non-thesis students will be assigned to “research teams” with a specific faculty member to engage in a research process

- Curriculum revision to make SLP thesis option more attractive to students
- Increase number of students in UG Honors (includes required research component)
- Increase the number of publications and presentations that include students

Additional Resources Needed

- Funding to upgrade or add equipment for research labs
- Funding to encourage students (and faculty) to present research at appropriate national and regional conferences

Source of Additional Resources

- Research grants; Foundation funds; Program Fees

Evaluative Processes (tracked by Assessment Coordinator)

- Annual report from faculty who run research labs detailing new/upgraded equipment and current needs and costs (as well as detailing scholarly production from lab)
- Research teams produce presentations and publications
- Curriculum changes to CSD 891/892 to facilitate research teams
- Curriculum changes to encourage students to choose to do a thesis
- Track number of students enrolled in CSD Honors track
- Track number of publications and presentations that include students (data taken from annual FAR)

Strategy 1.3 *Maintain CAA accreditation and compliance with CHP and WSU metrics*

Metrics and Targets

- Annual Report to CAA
- Establish an “Assessment Coordinator” position to develop assessment plans and monitor all assessment aspects for each CSD program (i.e., UG, SLP Masters, AuD, PhD)
- Successful CAA Site Visit (September, 2017) that results in continued CAA Accreditation

Additional Resources Needed

- Stipend for Assessment Coordinator position

Source of Additional Resources

- Program Fees

Evaluative Processes

- Annual Report to CAA approved
- Successful accreditation site visit in September 2017
- Continued accreditation awarded (Decision in Spring 2018)
- Assessment plan established for each CSD program by start of Fall 2017 semester
- Implementation and systematic monitoring of assessment plans

University Goal 2: *Pioneer an educational experience for all that integrates interdisciplinary curricula across the university.*

CHP Goal: *Enhance quality of academic programs*

CSD Goal: *Enhance quality of all CSD programs (UG, Masters, AuD, PhD)*

Strategy 2.1 *Ensure that all CSD graduates engage in significant and meaningful inter-professional educational activities*

Metrics and Targets

- Participation in interprofessional activities available in CHP
- Continued participation of audiology and SLP students in HP 801
- Increase number of CSD-Generated IPE activities through increased collaborations across departments/universities/community.
- Add specific IPE module to CSD 832A to help students connect the concepts of critical thinking, EBP and IPE.

Additional Resources Needed

- To be determined

Source of Additional Resources

- To be determined

Evaluative Processes

- Track interprofessional activities and collaborations via faculty report submitted with annual FAR
- SLP and AuD students enrolled in HP 801
- Track number of CSD-generated IPE activities
- Specific module included in CSD 832A syllabus starting Fall 2017

University Goal 3: *Capitalize systemically on relevant existing and emerging societal and economic trends that increase quality educational opportunities.*

CHP Goal: *Expand academic programs and increase enrollment*

CSD Goal: *Expand all CSD programs and increase enrollments*

Strategy 3.1 *Develop online versions of core pre-requisite UG courses for entry into SLP Masters programs*

Metrics and Targets

- Identify appropriate core UG courses to be converted to fully online
- Identify faculty who have expertise in online teaching to engage in conversion of courses (Based on QM Rubric?)
- Develop timeline for converting currently offered UG face-to-face courses into fully online courses
- Convert currently offered UG face-to-face courses into fully online courses
- Market courses nationally for students with no background in CSD but who want to apply to an SLP Masters program

Additional Resources Needed

- Funding to support overload for faculty doing course conversions
- Technology resources

Source of Additional Resources

- WSU Instructional Design and Technology

Evaluative Processes

- Core courses identified through discussions in CSD Academic Affairs and approved by full department
- Appropriate faculty to complete conversions recruited
- Conversions completed
- Active marketing of courses
- Increased enrollment in online courses, including enrollment of students outside of WSU CSD Majors

Strategy 3.2 *Increase CSD's ability to attract high quality students*

Metrics and Targets

- Seek funding for new student scholarships
- Increase recruiting activities with related departments/Colleges across campus (e.g., Psychology, Engineering, Sociology/Anthropology, Social Work, Education, Music)
- Participation in career fairs across campus
- Develop creative ways to reward high achieving students in both UG and graduate CSD programs

Additional Resources Needed

- Funding to support new student scholarships
- Funding to support rewards for high achieving students

Source of Additional Resources

- To be determined

Evaluative Processes

- Minimum of 1 new scholarship secured
- Track number of recruiting activities with related departments/Colleges
- Track participation in career fairs
- Rewards for high achieving students described in CSD Faculty & Student Affairs Committee annual report

Strategy 3.3 *Increase enrollment in AuD and SLP Masters graduate programs*

Metrics and Targets

- Seek funding for new student scholarships
- Increase recruiting activities at local high schools
- Increase recruiting activities with related departments/Colleges across campus (e.g., Psychology, Engineering, Sociology/Anthropology, Social Work, Education, Music)
- Develop creative solutions to secure additional clinical extern placements for AuD and SLP Masters students to enable increase in enrollment in those programs

Additional Resources Needed

- Funding to support new student scholarships
- Funding to support recruiting activities
- Additional audiology and SLP faculty to support increased teaching and research needs
- Additional clinical supervision support for additional students in AuD and SLP Masters programs

Source of Additional Resources

- Graduate School has provided funding for recruiting activities in the past

Evaluative Processes

- Minimum of 1 new scholarship secured
- Track number of recruiting trips to local high schools
- Track number of recruiting activities with related departments/Colleges
- Track number of clinical placements secured for AuD and SLP Masters programs
- Report on new academic and clinical faculty hires/position approvals
- Track number of students enrolled in AuD and SLP Masters programs

Strategy 3.4 *Increase enrollment in PhD program*

Metrics and Targets

- Hold recruiting event for past SLP Masters and AuD students every 3 years
- Increase funding for PhD training through both research and training grants
- Establish an on-going GA/clinical educator position that is filled by a PhD student with certification
- Identify Masters-only SLP programs in our region and make recruiting trips on a rotating schedule

Additional Resources Needed

- Funding for recruiting event
- Resources for increase in external funding (See Strategies 1.5 and 3.1)
- Increased support from Graduate School for GA/Clinical Educator position
- Funding for recruiting trips

Source of Additional Resources

- Graduate School has provided funding for recruiting activities in the past

Evaluative Processes

- Recruiting event is held every 3 years (report on event as part of Doctoral Coordinator annual report). Track number of students attending and number of new enrollments gained from this event
- Track number of research and training grants applied for/\$\$ secured for funding PhD students
- GA/Clinical educator position is established and filled annually by a PhD student
- Track number of recruiting trips to regional Masters-only programs
- Track number of students enrolled in PhD program

University Goal 4: *Accelerate the discovery, creation and transfer of new knowledge.*

CHP Goal: *Enhance quality of academic programs*

CSD Goal: *Enhance quality of all CSD programs (UG, Masters, AuD, PhD)*

Strategy 4.1 *Increase research productivity in CSD*

Metrics and Targets

- Increase number of publications (including professional journals, books, book chapters) by faculty
- Increase number of applications for external funding for research
- Increase number of applications for internal funding for research
- Sustain high number of national and state presentations of research

- Increase number of international presentations of research

Additional Resources Needed

- Seed funding for start-up research projects
- Funding for travel to present research at appropriate national and regional conferences
- Funding for travel to present research at appropriate international conferences

Source of Additional Resources

- To be determined

Evaluative Processes

- Track number of publications (Data taken from annual FAR)
- Track number of applications for external funding (Data taken from annual FAR)
- Track number of applications for internal funding (Data taken from annual FAR)
- Track number of national and state presentations (Data taken from annual FAR)
- Track number of international presentations (Data taken from annual FAR)

CHP Goal: *Address resource concerns*

CSD Goal: *Address resource concerns*

Strategy 4.2 *Increase external funding*

Metrics and Targets

- Increase number of applications for external research grants/awards
- Increase number of applications for external training grants/awards
- Fill Distinguished Chair position
- Focus on collaboration across Department for funding proposals

Additional Resources Needed

- Seed funding for start-up research projects
- Time/support for faculty to prepare funding applications
- Guidance/training/support from Office of Research

Source of Additional Resources

- To be determined

Evaluative Processes

- Track number of applications for external research grants/awards (Data taken from annual FAR)
- Track number of applications for external training grants/awards (Data taken from annual FAR)
- Distinguished Chair position filled

University Goal 5: *Empower students to create a campus culture and experience that meets their changing needs.*

CHP Goal: *Enhance quality of academic programs*

CSD Goal: *Enhance quality of all CSD programs (UG, Masters, AuD, PhD)*

Strategy 5.1 *Promote the development of critical thinking and leadership in all CSD students*

Metrics and Targets

- Teach critical thinking and leadership skills in CSD 832A, CSD 832B, and CSD 832C
- Continue development of the CSD 832A-C curriculum
- Develop a “Critical thinking and leadership” module for CSD Honors students

Additional Resources Needed

- Resources and time for developing and teaching critical thinking and leadership courses

Source of Additional Resources

- To be determined

Evaluative Processes

- CSD 832A-C sequence continues to be taught
- Students in CSD 832 sequence evaluated for critical thinking skills and disposition and leadership (Requires research on appropriate measurement tools)
- “Critical thinking and leadership” module for CSD Honors Track is developed

University Goal 6: *Be a campus that reflects—in staff, faculty and students—the evolving diversity of society.*

CHP Goal: *Enhance quality of academic programs*

CSD Goal: *Enhance quality of all CSD programs (UG, Masters, AuD, PhD)*

Strategy 6.1 *Increase the diversity of faculty, staff, and students*

Metrics and Targets

- Engage with the WSU Office of Diversity and Inclusion to explore ways for CSD to increase recruiting profile with traditionally under-represented groups of UG students.
- Explore funding sources for a new scholarship specifically targeting under-represented groups.
- Engage with the WSU Office of Diversity and Inclusion to explore ways for CSD to increase recruiting profile with traditionally under-represented groups within the community when filling faculty and staff positions.

Additional Resources Needed

- Funding for additional scholarships specifically targeting under-represented groups.

Source of Additional Resources

- To be determined

Evaluative Processes

- Plan for increasing recruiting with under-represented groups of UG students is drafted
- Plan for increasing recruiting with under-represented groups of UG students is implemented
- Plan for increasing recruiting with under-represented groups of for faculty and staff is implemented
- New scholarship is funded

University Goal 7: *Create a new model of assessment, incentive and reward processes to*

accomplish our vision and goals.

CHP Goal: *Address resource concerns*

CSD Goal: *Address resource concerns*

Strategy 7.1 *Stabilize/increase CSD Clinic revenue*

Metrics and Targets

- Optimization of clinic functioning and billing practices
- Expanded clinic hours of operation
- Additional clinical faculty to maximize revenue
- Outsourcing student practicum opportunities (e.g., USD 259, Independent School)
- Explore clinic sponsorship/partnership with community health agency

Additional Resources Needed

- Funding for additional clinical faculty

Source of Additional Resources

- To be determined

Evaluative Processes

- Clinic budget stabilized/increased
- Positions at clinic (front desk and billing) filled
- Positive revenue change associated with expanded hours of operation
- Additional clinical faculty hired
- Track numbers of students completing practicum experiences off-site prior to educational/medical placements