

**DEPARTMENT OF COMMUNICATION DISORDERS
STRATEGIC PLAN
REVISED AY 2017-2018**

VISION STATEMENT

Our vision is for our undergraduate and graduate education to be recognized as a program of excellence for the state of WV and the region and to prepare students to take their place as future professionals in the field of communication disorders.

MISSION

Consistent with the mission of Marshall University and the COHP, the Department of Communication Disorders is committed to

- *offering broad-based undergraduate education and specific career-based graduate education*
- *providing state-of –the-art, progressive, innovative education in the field of communication disorders to prepare the next generation of speech-language pathologists to take their place in a culturally diverse, global society*
- *providing the community access to excellent family-centered clinical services that integrates theory, research and clinical practice*
- *preparing students to become life-long learners*
- *preparing students to contribute to both their profession and their community*
- *preparing students to adhere to the highest standards of ethical practice*

FOCUS AREA: STUDENTS

LONG TERM GOAL: Prepare students to contribute to the their profession and community by *expanding student thinking through development of learning opportunities within and beyond the traditional educational setting and establish groundwork for new initiatives in the areas of Inter-professional education (IPE), diversity, community integration and globalization.*

SHORT TERM INDICATORS:

DESIRED OUTCOME	ACTIVITIES	INDICATORS OF SUCCESS	STATUS REVIEW	RECOMMENDED ACTIONS	RESPONSIBILITY
Students will be prepared with the <i>knowledge</i> required for to meet certification standards	Praxis	Praxis Pass Rate Meets or Exceeds ASHA Criteria of 80%	ONGOING		DEPT. CHAIR
Students will be prepared with the <i>knowledge and skills</i> required to meet certification standards	Student Exit Interview	% of students employed after graduation	ONGOING		FACULTY AND DEPT. CHAIR
	*Student Survey	25% of students complete survey at end of CF		REVIEWED DISCONTINUED	
	CF Supervisor Survey	25% Return rate from supervisors	ONGOING		DEPT. CHAIR
Students will be provided with a wide variety of clinical experiences with current and further developed opportunities	Increase number of specialty clinic opportunities	Wide variety of experiences as noted on student summary via CALIPSO	ONGOING		DIRECTOR OF CLINICAL EDUCATION
Students will have opportunities to engage in research activities	Development of faculty research lines	# of students engaged in research activities	ONGOING		RESEARCH COMMITTEE CHAIR AND DEPT. CHAIR
	Student participation in research projects	# and variety of research activities	ONGOING	Track enrollment in elective research courses	DEPT. CHAIR
	Student presentations at professional meetings	# of student presentations at professional meetings	ONGOING	Develop and Implement Research Tracking Forms (Googledocs)	RESEARCH COMMITTEE

DESIRED OUTCOME	ACTIVITIES	INDICATORS OF SUCCESS	STATUS REVIEW	RECOMMENDED ACTIONS	RESPONSIBILITY
Students will continue to be provided with the opportunity to recognize the skills required to work with professionals in other disciplines	COHP IPE	Student participation in COHP IPE activities	ONGOING	Continue Collaborative Initiative	Monitoring: DIRECTOR OF CLINICAL EDUCATION
	Investigate the development of a collaborative initiative among student organizations across all disciplines in COHP, SOM, and SOP.	Data compiled on pre and post surveys (DEVELOPED IPE SENATE)	COMPLETED	Continue Collaborative Initiative	Monitoring: DIRECTOR OF CLINICAL EDUCATION
Students will be provided with global awareness opportunities and experiences.	Special Topics: Global Issues in SLP-Jamaica	# of students participating in global experiences	DISCONTINUED		
			ONGOING	Develop an Elective Course for Global Experiences in SLP	FACULTY AND DEPT. CHAIR
			ONGOING	Develop a Global Awareness/Diversity Committee	FACULTY AND DEPT. CHAIR
Students will be exposed to opportunities for cultural diversity	INTO PROGRAM	Continue to collaborate with INTO program # of INTO Students participating in the elective # of clock hour graduate students earn # of Undergraduate Dialect Partners and students times	ONGOING	Develop a Global Awareness/Diversity Committee	FACULTY AND DEPT. CHAIR
	Elective Graduate Seminars (example Multicultural/Counseling)	# of Graduate Students Participating in Elective Courses	ONGOING		DEPT. CHAIR

FOCUS AREA: BUDGET AND FINANCE

LONG TERM GOAL: *To Create a solid financial base to offset shrinking financial support from the university.*

SHORT TERM INDICATORS:

DESIRED OUTCOME	ACTIVITIES	INDICATORS OF SUCCESS	STATUS REVIEW	RECOMMENDED ACTIONS	RESPONSIBILITY
The department will receive support from community, grants or other non- university support	Development of specific initiatives to support current and new programs	Creation of targeted growth areas that require funding	ONGOING		FACULTY AND STAFF
	Support of Scottish Rite activities	Continued annual contribution from the SR foundation	ONGOING		FACULTY AND STAFF
	Support of Luke Lee Program	Continued annual budget from legislature	ONGOING		PROGRAM DIRECTOR OF LUKE LEE AND DEPT. CHAIR
		Development and increase # of satellite offices across the state	ONGOING		
	Review of financial aspects of clinical contracts related to costs and growth Clinical Contracts (River Park Hospital, Sybene Headstart, WV BTT, INTO)	Generate report and analyze	ONGOING		DIRECTOR OF CLINICAL EDUCATION AND DEPT. CHAIR
		# of contracted speech-language and hearing services	ONGOING		DIRECTOR OF CLINICAL EDUCATION AND DEPT. CHAIR
		# of billable hours per contract	ONGOING		
	Review of available contracts	Addition of 1-2 new clinical contracts	ONGOING		

The department will receive support from community, grants or other non- university support	Online Education	Exploration of feasibility	DISCONTINUED		
The department will establish and maintain Continuing Education Providership through ASHA	Completion of supporting documents and application for approval	Establishment of CEU Provider	COMPLETED		CE Committee
The department will maintain Continuing Education Providership through ASHA	CE Activities	# of CE offerings and number of participants	ONGOING		CE Committee
The department will investigate the development online courses which can serve as CE credits.	CE Activities	# of CE offerings and number of participants	ONGOING		CE Committee
The department will increase financial base for the MUSHC	Review of Fee Structure	# of New Contracts	ONGOING	Review Fee Structures Annually	CLINICAL MANAGEMENT COMMITTEE
	Development/seeking of new revenue streams	# of Client base	ONGOING		DEPT. CHAIR AND DIRECTOR OF CLINICAL EDUCATION
	Continued EHR with Marshall Health	# of Clients	ONGOING		DEPT. CHAIR AND DIRECTOR OF CLINICAL EDUCATION

FOCUS AREA: MARSHALL UNIVERSITY SPEECH AND HEARING CENTER

MU Speech and Hearing Center

The Marshall University Speech and Hearing Center (MUSHC) is an integral part of the Department of Communication Disorders which is housed in the College of Health Professions at Marshall University.

Purpose

The MUSHC is part of the institution of higher learning and operates in order to:

(1) Ensure a well-rounded program of clinical experiences to prepare graduate students to function as competent speech-language pathologists thereby meeting the requirements for the Certificate of Clinical Competence which

is awarded by the American Speech-Language Hearing Association (ASHA)

(2) Ensure quality service provision to clients of all ages, whether they be from the Marshall University Community or the community at large.

LONG TERM GOAL: To serve as an evidence based provider of specialized clinical services and to be a resource for specialized consultation in speech-language pathology and audiology.

SHORT TERM INDICATORS:

DESIRED OUTCOME	ACTIVITIES	INDICATORS OF SUCCESS	STATUS REVIEW	RECOMMENDED ACTION	RESPONSIBILITY
The department will provide new methods of service provision	Maintenance of teletherapy model	Implementation of a teletherapy practice	COMPLETED	Investigate state funded grants	DIRECTOR OF CLINICAL EDUCATION AND DEPT. CHAIR
Increase teletherapy clinical services	Marketing of teletherapy services to physicians and to public schools	Increased number of teletherapy patients	ONGOING		DIRECTOR OF CLINICAL EDUCATION AND DEPT. CHAIR
The department will investigate the development and expansion of specialized clinics and community and consultative services	Creation of a consultative agreement with a variety of entities	Implementation of consultative services	ONGOING		CLINICAL MANAGEMENT COMMITTEE
	Investigation and development of a model for providing auditory processing disorders	Implementation of services	COMPLETED FALL 2017		
	Investigation of additional specialty clinics such as Childhood Apraxia of Speech, Voice and Adult Swallowing	Implementation of services	ONGOING		DIRECTOR OF CLINICAL EDUCATION AND DEPT. CHAIR
	Investigation of summer camps	Implementation of services	COMPLETED		
	Exploration of VA opportunities/	Opportunities identified for review of potential service contracts; dialect	ONGOING		CLINICAL MANAGEMENT COMMITTEE

DESIRED OUTCOME	ACTIVITIES	INDICATORS OF SUCCESS	STATUS REVIEW	RECOMMENDED ACTION	RESPONSIBILITY
	dialect opportunities, and support groups	opportunities and support groups			
The department will Increase its visibility	Marketing of MUSHC services	Development of Marketing Plan	ONGOING		SOM AND MU PUBLIC RELATIONS
		Website	ONGOING		

FOCUS AREA: FACULTY

LONG TERM GOAL: *To Enhance faculty visibility in the community and state.*

SHORT TERM INDICATORS:

DESIRED OUTCOME	ACTIVITIES	INDICATORS OF SUCCESS	STATUS REVIEW	RECOMMENDED ACTIONS	RESPONSIBILITY
The department will enhance public access to faculty achievements	Dissemination of information (i.e. website, press releases).	Review and update of website a minimum of one time per semester	ONGOING		ADMINISTRATIVE ASSISTANT/ AD-HOC COMMITTEE and GA
		80% of events linked to website	ONGOING		
	Publicity for faculty/student projects	Displaying of projects in SH hallway	ONGOING		FACULTY MENTORING STUDENT PROJECT/ ASSIGNED GA
		Submission to marketing			
		CD 401			
	Added to website				
	Presentation of faculty research at professional meetings	Number of faculty presenting faculty research	ONGOING		RESEARCH COMMITTEE/ ASSIGNED GA
The department will Increase visibility and training within the SOM	Provision of guest speakers in the area of communication and swallowing disorders	Increased number of referrals due to visibility	ONGOING		CD AND SOM FACULTY

DESIRED OUTCOME	ACTIVITIES	INDICATORS OF SUCCESS	STATUS REVIEW	RECOMMENDED ACTIONS	RESPONSIBILITY
The department will develop opportunities for civic engagement	Development of awareness and prevention activities	1-2 activities per semester e.g. May Better Speech and Hearing Activities	ONGOING		MONITORING TO BE ASSIGNED
		Offer additional Community Based Learning Opportunities ¹²¹⁶	ONGOING		FACULTY AND DEPARTMENT. CHAIR
		Wellness in the Arts	ONGOING		AUDIOLOGIST AND VOICE INSTRUCTORS
		ST. John's Reading Camp	DISCONTINUED		
		BIG @Marshall (Brain Injury Group)	ONGOING		FACULTY MEMBERS
The department will increase professional leadership role at both at a state and national level	Participation on committees at the local, state and national level	Number of faculty serving on professional committees	ONGOING		DEPARTMENT CHAIR

LONG TERM GOAL: *To Continue to develop and support faculty with specialized areas of interest.*

SHORT TERM INDICATORS:

DESIRED OUTCOME	ACTIVITIES	INDICATORS OF SUCCESS	STATUS REVIEW	RECOMMENDED ACTIONS	RESPONSIBILITY
The department will support the development of faculty line of translational research within the discipline	Faculty submission of a 5 year research plan	One 5 year plan	ONGOING		INDIVIDUAL FACULTY
	Journal submission and/or presentations	# of presentations or submissions per academic year	ONGOING		INDIVIDUAL FACULTY

DESIRED OUTCOME	ACTIVITIES	INDICATORS OF SUCCESS	STATUS REVIEW	RECOMMENDED ACTIONS	RESPONSIBILITY
The department will facilitate further development of faculty interested in specialty areas	Faculty engagement in clinical specialties and/or research	LiPS Program	ONGOING		INDIVIDUAL FACULTY AND DEPT. CHAIR
	Support for travel to professional meetings/ Continuing Education	Faculty reimbursed for CD activities	ONGOING		DEPARTMENT CHAIR
The department will maintain ongoing recruitment and retention of qualified faculty	Faculty with terminal degree or expertise in specific clinical areas and/or research	No open faculty lines	ONGOING		DEPARTMENT
Development of Health and Rehabilitation Sciences Interdisciplinary Doctoral Program on campus	The department will participate in the investigation of a Health and Rehabilitation Sciences Doctoral Program on campus	Intent to Plan will be submitted to the Provost	ONGOING		DEPT. CHAIR AND FACULTY

FOCUS AREA: ASSESSMENT

LONG TERM GOAL: *To Continue to conduct ongoing assessment of the undergraduate and graduate programs.*

SHORT TERM INDICATORS

DESIRED OUTCOME	ACTIVITIES	INDICATORS OF SUCCESS	STATUS REVIEW	RECOMMENDED ACTIONS	RESPONSIBILITY
The department will maintain excellence in the area of Assessment of graduate program	Assessment Points	Annual Assessment Report	ONGOING		FACULTY AND CURRICULUM ASSESSMENT COMMITTEE
	Indirect Assessment Activities	Annual Assessment Report	ONGOING		
	Student Advisory Council	Semester Report Provided to Faculty	ONGOING		

	Curricular Review	Courses reviewed and assessed for sequence and content	ONGOING		FACULTY AND CURRICULUM ASSESSEMENT COMMITTEE
The department will maintain excellence in the area of Assessment of undergraduate program	Assessment Points Completed	Annual Assessment Report	ONGOING		FACULTY AND CURRICULUM ASSESSMENT COMMITTEE
	Indirect Assessment Activities	Annual Assessment Report	ONGOING		
	Student Advisory Council	Semester Report Provided to Faculty	ONGOING		
	Curricular Review	Courses reviewed for current content	ONGOING		FACULTY AND CURRICULUM ASSESSMENT COMMITTEE

APPROVED