

**DEPARTMENT OF COMMUNICATION DISORDERS
STRATEGIC PLAN
REVISED AY 2020-2021**

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: *To Prepare students to contribute to their profession and community by expanding student thinking through development of learning opportunities within and beyond the traditional educational setting and including utilization inter-professional education (IPE), diversity, community integration and globalization.*

SHORT TERM INDICATORS:

DESIRED OUTCOME	ACTIVITIES	INDICATORS OF SUCCESS	ANNUAL STATUS REVIEW	RECOMMENDED ACTIONS	RESPONSIBILITY
Students will be prepared with the knowledge and skills required to meet certification standards	Successful completion of course work	Praxis Pass Rate Meets or Exceeds ASHA Criteria of 80% Achievement of Standards of Certification	OUTCOME ACHIEVED AY 2019-2020 SEE CAA REPORT	CONTINUE AY 2020-2021	DEPT. CHAIR
	Student Exit Interview	Completed and reviewed	ACTIVITY COMPLETED SEE UNIVERSITY ASSESSMENT REPORT	CONTINUE AY 2020-2021	COMMUNITY PROFESSIONALS
	Successful completion of clinical course work and practicum	Praxis Pass Rate Meets or Exceeds ASHA Criteria of 80% Achievement of Standards of Certification	OUTCOME ACHIEVED AY 2019-2020 SEE CAA REPORT	CONTINUE AY 2020-2021	FACULTY AND DEPT. CHAIR
	CF Supervisor Survey	Completed and reviewed	ACTIVITY COMPLETED. SEE UNIVERSITY ASSESSMENT REPORT	CONTINUE AY 2020-2021	DEPT. CHAIR
Students will be provided with a wide variety of clinical	Exposure to specialty clinic opportunities and multiple populations	Wide variety of experiences as noted on	ACHIEVED AY 2019-2020	CONTINUE AY 2020-2021	DIRECTOR OF CLINICAL EDUCATION

experiences with current and further developed opportunities		student summary via CALIPSO			
Students will have opportunities to engage in research activities	Development of faculty research lines	# of students engaged in research activities	ONGOING	TRACK THROUGH DEPARTMENT RESEARCH GA	RESEARCH COMMITTEE CHAIR AND DEPT. CHAIR
	Student participation in research projects	# and variety of research activities	ONGOING	TRACK ENROLLMENT IN ELECTIVE RESEARCH COURSES THROUGH BANNER	DEPT. CHAIR
	Student presentations at professional meetings	# of student presentations at professional meetings	ONGOING	RESEARCH TRACKING THROUGH DIGITAL MEASURES	RESEARCH COMMITTEE/ CHAIR
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	DEVELOPED IPE CONFERENCE - CANCELLED DUE TO COVID-19	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 Formed formal student organization <i>Interprofessional Health Student Organization at MU</i> with formal executive committee	COMPLETED AY 2019-2020	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 675 Distant Practicum-Uganda	# of students participating in global experiences	GLOBAL EXPERIENCES UNAVAILABLE DUE TO COVID-19 ONGOING for AY 2020-2021	CONTINUE TO FACILITATE ACCESS TO GLOBAL EXPERIENCES AND THE DEVELOPMENT OF AN ELECTIVE COURSE FOR GLOBAL EXPERIENCES IN SLP	FACULTY AND DEPT. CHAIR
Students will be exposed to opportunities for cultural diversity	Clinical simulations Clinical rotations Elective Graduate Seminars (examples- NAS. Multicultural/Counseling)	Tracking students via CALIPSO	MET AY 2019-2020	CONTINUE AY 2020-2021	FACULTY AND 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	CONTINUE COLLABORATING WITH THE WV DEPARTMENT OF EDUCATION TO OBTAIN ADDITIONAL FUNDING FOR GRANTS AND COURSE OFFERINGS	FACULTY AND STAFF DEPT. CHAIR

	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 Head start, WV BTT, Cabell County Board of Education, Kanawha County Board of Education)	# of contracted speech-language and hearing services	ONGOING	THE DEPARTMENT WILL CONTINUE TO COLLABORATE WITH CURRENT CLINICAL FACILITIES	DIRECTOR OF CLINICAL EDUCATION AND DEPT. CHAIR
		# of billable hours per contract	ONGOING		DIRECTOR OF CLINICAL EDUCATION AND DEPT. CHAIR
	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	ONGOING		
The department will establish and maintain Continuing Education Providership through ASHA	Completion of supporting documents and application for approval	Establishment of CEU Provider	COMPLETED ONGOING		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 and increase distant education student enrollment	CE Activities	# of CE offerings and number of participants # On-line courses	ONGOING	ADD LINK/APPLICATION FOR THOSE INTERESTED IN HAVING MU	CE Committee adHoc On-line committee

				SPONSOR A CE ACTIVITY ONLINE?	
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	ADMINISTRATIVE ASSISTANT TRACKING AT END OF FISCAL YEAR	DEPT. CHAIR AND DIRECTOR OF CLINICAL EDUCATION
	Continued EHR with Marshall Health	# of Clients	ONGOING		DEPT. CHAIR AND DIRECTOR OF CLINICAL EDUCATION

FOCUS AREA: CLINICAL EDUCATION/ 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	MET AY 2019-2020	CONTINUE DEVELOPMENT AND EXPANSION OF TELETHERAPY SERVICES AND INVESTIGATE STATE FUNDED GRANTS DEVELOP EDUCATIONAL PROTOCOLS TO PREPARE STUDENTS TO PROVIDE TELETHERAPY SERVICES	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	MET 2019-2020	CONTINUE AY 2020-2021	DIRECTOR OF CLINICAL EDUCATION AND DEPT. CHAIR Monitoring: ADMINISTRATIVE ASSISTANT
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	CONTINUE AY 2020-2021	CLINICAL MANAGEMENT COMMITTEE
	Investigation of additional specialty clinics such as Childhood Apraxia of Speech, Voice, and Adult Swallowing	Implementation of services	ONGOING	CONTINUE AY 2020-2021	DIRECTOR OF CLINICAL EDUCATION AND DEPT. CHAIR
	Investigation of summer camps	Implementation of services	INITIATED AY 2019-2020	CONTINUE EXPLORATION AY 2020-2021	FACULTY AND DIRECTOR OF CLINICAL EDUCATION

	Exploration of VA opportunities/dialect opportunities, and support groups.	Opportunities identified for review of potential service contracts; dialect opportunities and support groups	MET AY 2019-2020 for ALS support group, fluency support groups, dialect services, and BIG	DISCONTINUE EXPLORATION OF VA OPPORTUNITIES EXPLORE OPPORTUNITIES FOR CLINICAL SIMULATIONS	CLINICAL MANAGEMENT COMMITTEE
The department will increase its visibility	Marketing of MUSHC services	Development of Marketing Plan Website	ONGOING AY 2019-2020 CREATED MEDIA AND MARKETING COMMITTEE; GREEN AND WHITE DAYS	CONTINUE TO COLLABORATE WITH UNIVERSITY COMMUNICATIONS	SOM AND MU PUBLIC RELATIONS

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).	Ongoing review and update of website	MET AY 2019-2020	CONTINUE AY 2020-2021	ADMINISTRATIVE ASSISTANT/ AD-HOC COMMITTEE and GA; RESEARCH COMMITTEE CHAIR
			ONGOING		

	Publicity for faculty/student projects	Displaying of projects in Smith Hall hallway Submissions to marketing and website CD 401	INITIATED SPOTLIGHTED NEWS SEGMENT ON LOCAL NEWS CHANNEL- WSAZ IMPLEMENTED SOCIAL MEDIA SCHEDULE FOR FACEBOOK, INSTAGRAM AND TWITTER	CONTINUE AY 2019-2020 EXPLORE OPTION OF SCREEN IN WAITING AREA TO HIGHLIGHT CLINICAL INFORMATION AND RESEARCH	FACULTY MENTORING STUDENT PROJECT/ ASSIGNED GA
	Presentation of faculty research at professional meetings	Number of faculty presenting faculty research	ONGOING	MONITOR THROUGH DIGITAL MEASURES	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	MET AY 2019-2020	CONTINUE AY 2020-2021	CD AND SOM FACULTY
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	MET AY 2019-2020	CONTINUE AY 2020-2021	MEDIA AND MARKETING COMMITTEE
		Investigate offering additional Community Based Learning Opportunities	MET AY 2019-2020	CONTINUE INVESTIGATION AY 2020-2021	FACULTY AND DEPT. CHAIR
		Continue collaboration for Wellness in the Arts	MET AY 2019-2020	CONTINUE AY 2020-2021	CD AND CAMC FACULTY
		Continuation of -BIG @Marshall (Brain Injury Group) -KIDS Clinic -Fluency Group -HuntingTON Reading FUN	MET AY 2019-2020	CONTINUE AY 2020-2021	FACULTY MEMBERS

The department will pursue professional leadership role at both at a state and national levels	Participation on committees at the local, state, and national level	Number of faculty serving on professional committees	MET AY 2019-2020 SEE ASHA ANNUAL REPORT	CONTINUE AY 2020-2021	DEPARTMENT CHAIR
The department will continue to seek ways to increase listening and spoken language services across the state via increasing funding for programs	Continued correspondence with WV State Legislature Continued presence at WV State Legislature	Continue presence across the state of WV	MET AY 2019-2020	CONTINUE ADVOCACY FOR STATE-BASED FUNDING AY 2020-2021	FACULTY AND DEPARTMENT CHAIR PROGRAM DIRECTOR OF LUKE LEE AND DEPT. 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 submissions and/or presentations Maximization of faculty time while meeting the demands of the university's R-2 designation.	# of presentations or submissions per academic year # of research lines or grants obtained per academic year	ONGOING REQUESTED ADDITIONAL SPACE FOR LAB	REVIEW UPDATED UNIVERSITY PROMOTION AND TENURE CRITERIA AND MAKE CHANGES AS NECESSARY	INDIVIDUAL FACULTY DEPT. CHAIR PROMOTION AND TENURE COMMITTEE
	Collaboration with MURC to develop research lines with grant funding for populations	Positive review for mid-tenure, tenure and promotion		FOLLOW UP ON REQUEST FOR ADDITIONAL SPACE	

	<p>of individuals being served in the MUSHC</p> <p>Development of interdisciplinary research labs</p> <p>Active engagement in seeking outside funding sources</p>	# of new interdisciplinary research labs per academic year			
The department will facilitate further development of faculty interested in specialty areas	Faculty engagement in clinical specialties and/or research	# specialty clinics and/or clinical research	ONGOING	CONTINUE AY 2020-2021	INDIVIDUAL FACULTY DIRECTOR OF CLINICAL EDUCATION DEPT. CHAIR
	Support for travel to professional meetings/ Continuing Education	Faculty reimbursed for CE activities	ONGOING	INVESTIGATE VIRTUAL OPPORTUNITIES	DEPT. 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	<p>No open faculty lines</p> <p>Positive review for mid-tenure, tenure and promotion</p>	ONGOING	REVIEW UPDATED UNIVERSITY PROMOTION AND TENURE CRITERIA AND MAKE CHANGES AS NECESSARY	INDIVIDUAL FACULTY DEPT. CHAIR PROMOTION AND TENURE COMMITTEE
The department will assist in the development of Health and Rehabilitation Sciences Interdisciplinary Doctoral Program on campus	Continued collaboration with other disciplines in the COHP to complete the intent to Plan for the Interdisciplinary Doctoral program in Rehabilitation Sciences	Intent to Plan will be submitted to the Provost	ONGOING	CONTINUE AY 2020-2021	DEPT. CHAIR AND FACULTY OTHER REPRESENTATIVES AND DISCIPLINES FROM COHP

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	Completion of Direct Assessment Points	Annual University Assessment Report	MET AY 2019-2020	CONTINUE AY 2020-2021 REVIEW AND CONTINUE TO MODIFY DEPARTMENT LEARNING OUTCOMES AND ALIGNMENT TO ASHA 2020 STANDARDS	FACULTY AND CURRICULUM ASSESSMENT COMMITTEE
	Completion of Indirect Assessment Activities: -Exit Interviews -CF Surveys -Course-based Artifacts	Annual University Assessment Report	MET AY 2019-2020		
	Student Advisory Council	Semester Report Provided to Faculty	MET AY 2019-2020		
	Completion of Curricular Review	Courses reviewed and assessed for sequence and content	MET AY 2019-2020	CONTINUE AY 2020-2021 REVIEW COURSE SEQUENCE AND CONTENT AND MAKE CHANGES, AS NEEDED.	FACULTY AND CURRICULUM ASSESSMENT COMMITTEE
The department will maintain excellence in the area of Assessment of undergraduate program	Completion of Direct Assessment Points	Annual University Assessment Report	MET AY 2019-2020	CONTINUE AY 2020-2021 CONTINUE CURRENT ASSESSMENT PROCEDURES TO MEASURE STUDENT LEARNING OUTCOMES	FACULTY AND CURRICULUM ASSESSMENT COMMITTEE
	Completion of Indirect Assessment Activities	Annual University Assessment Report	MET AY 2019-2020		
	NSSLHA/Student Advisory Council	Semester Report Provided to Faculty	MET AY 2019-2020		
	Completion of Curricular Review	Courses reviewed for current content	MET AY 2019-2020	CONTINUE AY 2020-2021	FACULTY AND CURRICULUM ASSESSMENT COMMITTEE

				CONTINUE ONGOING REVIEW OF UNDERGRADUATE COURSE OUTCOMES	
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