

**Department of Audiology and Speech Pathology**  
**Five Year Strategic Plan**  
**2018 - 2022**

**Vision**

The Department of Audiology and Speech Pathology is nationally recognized for educational, clinical and research programs that serve Arkansas, the mid- south, and the nation by:

- Provision of excellent education that promotes competency, professionalism, and leadership
- Implementation of innovative clinical programs
- Generation and dissemination of knowledge through research and scholarship

**Values**

The Department of Audiology and Speech Pathology values excellence in:

- Education
- Client and family-centered care
- Scholarship
- Communication access
- Diversity
- Collegiality and collaboration
- Ethics and integrity
- Alumni engagement

**Mission**

To educate and develop future audiologists and speech-language pathologists who will provide evidence-based services to enhance communication and address associated disorders (including swallowing and balance disorders) for diverse populations in a wide range of settings by:

- Advancing knowledge, theory and practice through collaborative and mentored research;
- Facilitating a commitment to lifelong scholarship and service through community engagement, interprofessional education, and active learning; and
- Improving client quality of life through family-centered care.

**Pillars**

The Department of Audiology and Speech Pathology will continue to expand its influence as a dynamic, collaborative, and innovative consortium program built upon four pillars:

- *Academic programs* that attract outstanding students and promote intellectual development
- *Service* that strengthens our ties to the community, region, and state
- *Research* programs that advance scientific inquiry and scholarly endeavors
- *Fiscally responsible planning* that results in long-term sustainability

**Goal 1 (Academic programs)**

Recruit and graduate outstanding students by creating a stimulating intellectual community resulting in the preparation of exceptional (pre)professionals

**Objectives**

1. Increase undergraduate enrollment in the CSD major by 20% over the next five years.
2. Increase post baccalaureate enrollment in the undergraduate program by 20% over the next five years.
3. Maintain the three-year mean of the admissions ratio (number of applicants to number admitted) for the graduate clinical programs (Audiology and Speech-Language Pathology) of 5:1.
4. Continue to exceed the three-year mean of 80% completion rate (number of students completed by the number of students that started), established by the Council of Academic Accreditation for the graduate clinical programs (Audiology and Speech-Language Pathology).
5. Maintain a three-year mean of Graduate Record Examination test scores (verbal and quantitative) of at least 290 for students admitted into the graduate clinical programs (Audiology and Speech-Language Pathology).
6. Maintain a 100% pass rate on the national praxis examination over the next five years as a measure of the quality of our clinical programs.

**Strategies**

1. The Department will update its recruitment plans and efforts annually.
2. The Department will increase the amount of funding available for student education.
3. The Department will support faculty participation in continuing education activities designed to enhance teaching strategies.
4. The Department will provide travel funds for faculty to participate in continuing education activities to increase their discipline-specific knowledge and skills (e.g., ASHA, AAA, etc.).

## **Goal 2 (Service)**

Provide professional services that improve the health and well-being of our community, state, region, and nation

### **Objectives**

1. Identify a three-year mean of the annual number of client encounters audiological and speech-language pathology services through the UA Little Rock Speech and Hearing Clinic.
2. Identify a three-year mean of the annual number of individuals receiving speech/language/hearing screening services provided by Department faculty/students.
3. Identify a three-year mean of the annual number of department outreach activities (e.g., technical assistance projects, consumer publications and consumer education events).

### **Strategies**

1. The Department will evaluate its current marketing strategy (e.g., NPR PSAs, Social Media outlets, etc.) to determine its effectiveness in reaching potential clients.
2. The Department will work closely with key community members to provide the region with high quality clinical services and professional expertise.
3. The Department will support faculty participation in community service and outreach activities.
4. The Department will explore development opportunities for professionals who serve individuals with communication disorders.

### **Goal 3 (Research)**

Expand productive scholarly activities

#### **Objectives**

1. Increase the number of submitted external grant proposals by 10% over the next five years.
2. Increase the number of scholarly publications (including books, book chapters, manuscripts, etc.) by 25% over the next five years.
3. Increase the number of faculty scholarly presentations by 10% over the next five years.
4. Increase the number of student research projects submitted for presentation/publication from two per year to four per year over the next five years.
5. Increase the annual number of state/regional/national student research presentations by 10% over the next five years.

#### **Strategies**

1. The Department will maintain research laboratory space for each Ph.D. faculty member.
2. The Department will provide Ph.D. faculty with protected time to engage in scholarly activity.
3. The Department will negotiate with the College and University to provide faculty with research support services (*i.e.*, statistical consultants, budget consultants, workshops, *etc.*)
4. The Department will negotiate with the College and University to provide faculty-student research funding.

**Goal 4 (Fiscal responsibility)**

Ensure responsible departmental fiscal practices.

**Objectives**

1. Increase the annual revenue generated through contracts and clinical services by 10% over the next 5 years.
2. Explore options for fundraising activities beyond student scholarship
3. Manage resources as allocated by the Universities.

**Strategies**

1. Develop a clinical marketing plan to result in increased client visits and increased clinical revenue.
2. Broaden faculty, staff and “friends of the clinic” participation in departmental philanthropy.
3. Review budget reports quarterly.

**Assessment Timeline**

This is a five-year plan. The Department of Audiology and Speech Pathology will collect data on each of these objectives and assess performance annually.