COLLEGE OF APPLIED HEALTH SCIENCES
DEPARTMENT OF SPEECH AND HEARING SCIENCE
STRATEGIC PLAN (FY24-2028)

GOALS, METRICS, AND INITIATIVES

Mission

Enhancing communication across the lifespan by integrating research and clinical practice from the biological, behavioral, and social sciences.

Vision

Serve as a global leader for interdisciplinary research, education, clinical practice, and public engagement in human communication and its disabilities across the lifespan.

Goals

Discovery: Provide national and international leadership on research and evidence-based practice related to communication sciences and disorders

Undergraduate Education: Provide outstanding undergraduate educational opportunities in speech and hearing science communication sciences and disorders

Graduate Education: Provide outstanding graduate educational opportunities in communication sciences and disorders

Outreach and Engagement: Enhance public engagement and impact with external partners

Resources/Revenue**:** Steward current resources and generate additional resources for strategic investment

GOALS with Metrics and Initiatives

<u>Discovery</u>: Provide national and international leadership in discovery, scholarship, and innovation related to communication sciences and disorders

Metrics:

- Increase # of tenure-track faculty
- Increase FTE specialized faculty
- Increase % of academic staff from under-represented groups
- Increase # of faculty at rank of professor
- Increase # of grant proposals submitted annually
- Increase annual sponsored research expenditures (total and per faculty FTE)
- Increase # of grants with both academic and specialized faculty investigators
- Increase # of peer-reviewed publications annually

Initiatives:

- Evaluate 3-year hiring plan in light of strategic initiatives and program needs
- Use campus mechanisms for recruiting academic staff from under-represented groups
- Formalize departmental guidance and expectations for annual review, tenure and promotion
- Support faculty participation in grant-writing workshops and professional development
- Develop promotion review processes for specialized faculty and mid-career faculty
- Facilitate opportunities for tenure-system and specialized faculty research partnerships to emerge through department activities such as SHS proseminar, annual retreats, invited workshops, and formation of specialty interest groups
- Increase support for specialized faculty attendance at professional conferences

Rationale: The goal statement, metrics and initiatives acknowledge hiring and mentoring activities that occur within SHS to enhance faculty development and increase research funding and dissemination of research results.

<u>Undergraduate Education</u>: Provide outstanding undergraduate educational opportunities in communication sciences and disorders

Metrics:

- Increase # of undergraduate majors
- Increase % of undergraduates from diverse backgrounds, including students who come from different educational, cultural, geographic, and familial backgrounds
- Increase # of undergraduate graduates
- Decrease overall time to degree completion for undergraduates

Initiatives:

- Enhance, expand, and diversify recruiting materials and recruiting activities
- Increase visibility/public awareness campaigns for conditions affecting speech, language, and hearing
- Review/enhance undergraduate major and minor
- Review schedule of course offering based on optimal sequencing
    - Increase the number of times per year undergraduate courses are offered
    - Develop new fully online undergraduate courses
    - Develop 2-year and 3-year course sequence plans
- Explore a fully online ASL course sequence

<u>Graduate Education</u>: Provide outstanding graduate educational opportunities in communication sciences and disorders

Metrics:

- Increase # of PhD Students graduating annually
- Increase # of applicants to the Doctor of Audiology (AuD)
- Increase # of AuD students graduating annually
- Increase the number of UIUC undergraduates who apply to the AuD program
- Increase % of graduate students graduating from diverse backgrounds, including students who come from different educational, cultural, geographic, and familial backgrounds
- Increase graduate student satisfaction ratings from clinical MA and AuD programs

Initiatives:

- Expand/diversify recruitment activities and materials to diversify the applicant pool
- Review and revise PhD program curriculum
- Review/enhance clinical degree programs, including regular opportunities for Academic and Clinical collaboration and planning for clinical education
- Expand academic and clinical opportunities for interdisciplinary and interprofessional education through coursework, proseminar, and invited speakers

Rationale: The goal statements, measures, and initiatives reflect the need to increase the size, diversity, and quality of our educational programs within the department and to promote effective teaching and student learning outcomes.

Outreach and Engagement: Enhance the visibility and societal impact of outreach to the community, including clinical services and outreach events, as well as public engagement with external partners.

Metrics:

- Increase # of interprofessional community engagement activities annually
- Increase # of students and faculty participating in annual spring and fall events
- Increase # of new clients annually
- Increase # of diagnostic evaluations and adult appointments for speech-language pathology and pediatric appointments for audiology
- Increase # of formal partnerships with community agencies (e.g., school districts, healthcare organizations, community centers).

Initiatives:

- Develop a calendar of annual outreach events and advertise and promote upcoming events to increase student and faculty participation
- Conduct workshops, seminars, and informational sessions to enhance community education and awareness of communication disorders, prevention and treatment
- Conduct speech-language and hearing screenings at least once each semester
- Actively engage with local healthcare providers, community leaders, and educators to grow our referral network and strengthen community partnerships
- Develop and implement standard clinical protocols to promote faculty collaboration and evidence-based practice.
- Facilitate collaborative planning meetings of clinical and academic faculty to establish a shared vision and common goals for outreach events.

Rationale: The goal statement, measures, and initiatives acknowledge the diverse range of outreach and engagement that occur within SHS to encourage translation of research, public service, and community engagement.

Resources/Revenue: Steward current resources and generate additional resources for strategic investment

Metrics

- Increase # of SHS Majors
- Increase total # of undergraduate IUs paid on unit funds
- Increase annual revenue generated by the Audiology and Speech-Language Pathology Clinic
- Increase annual indirect cost recovery generated from grants
- Increase expenditures on grants and contracts
- Increase financial support for students via scholarships and awards

Initiatives

- Increase marketing of SHS undergraduate major, minor, online course offerings, and clinical services
- Expand SHS course offerings for undergraduates and non-degree seeking students, including online, summer, and certificate courses (e.g., IADP)
- Annually evaluate and make recommendations for use of resources for teaching (e.g., adjuncts, teaching assistants), and research (e.g., lab space), and public engagement (e.g., clinic space, billing, insurance) to promote operational excellence
- Expand insurance providers and contracts for clinical services
- Explore demand for new clinical programs and continuing education opportunities
- Work with AHS Advancement to cultivate interest in student support and department programs

Rationale: The goal statement, measures, and initiatives reflect primary sources of revenue and resources to manage efficiently for students, faculty, and staff to thrive and for research, teaching and public engagement activities to grow.