

**DEPARTMENT OF COMMUNICATION DISORDERS
STRATEGIC PLAN
REVISED AY 2021-2022**

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 of 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 2020-2021 SEE CAA REPORT | CONTINUE AY 2021- 2022 | DEPT. CHAIR |
| | Student Exit Interview | Completed and reviewed | ACTIVITY COMPLETED SEE UNIVERSITY ASSESSMENT REPORT | CONTINUE AY 2021- 2022 | 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 2020-2021 SEE CAA REPORT | CONTINUE AY 2021- 2022 | FACULTY AND DEPT. CHAIR |
| | CF Supervisor Survey | Completed and reviewed | ACTIVITY COMPLETED SEE UNIVERSITY ASSESSMENT REPORT | CONTINUE AY 2021- 2022 | DEPT. CHAIR |

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| Students will be provided with a wide variety of clinical experiences with current and further developed opportunities | Exposure to specialty clinic opportunities and multiple populations | Wide variety of experiences as noted on student summary via CALIPSO | ACHIEVED AY 2020-2021 | CONTINUE AY 2021- 2022 | 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 | TRACK THROUGH DEPARTMENT | RESEARCH |
| | Student participation in research projects | # And variety of research activities | ONGOING | TRACK | DEPT. CHAIR |
| | Student presentations at professional meetings | # Of student at professional meetings | ONGOING | RESEARCH | RESEARCH |

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| 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 Outcomes documented via CALIPSO | DEVELOPED IPE CONFERENCE - CANCELLED DUE TO COVID-19 FORMATION OF A FORMAL COHP IPE/IPP COMMITTEE COMPLETED VIRTUAL IPE EXPERIENCES | CONTINUE COLLABORATIVE INITIATIVE CREATE MINI-IPE ACTIVITIES IN 2021-2022 | Monitoring: DIRECTOR OF CLINICAL EDUCATION AND FACULTY |
| | 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 Interprofessional Health Student Organization at MU with formal executive committee | COMPLETED AY 2019-2020 | CONTINUE COLLABORATIVE INITIATIVE ONGOING | Monitoring: DIRECTOR OF CLINICAL EDUCATION AND FACULTY |

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| <p>Students will be provided with global awareness opportunities and experiences.</p> | <p>Special Topics: Global Issues in SLP-Jamaica 675 Distant Practicum Uganda</p> | <p># Of students participating in global experiences</p> | <p>GLOBAL EXPERIENCES UNAVAILABLE DUE TO COVID 19 ONGOING for AY 2021-2022</p> | <p>CONTINUE TO FACILITATE ACCESS TO GLOBAL EXPERIENCES AND THE DEVELOPMENT OF AN ELECTIVE COURSE FOR GLOBAL EXPERIENCES IN SLP</p> <p>EXPLORE OFFERING GLOBAL TELEHEALTH SERVICES</p> | <p>FACULTY AND DEPT. CHAIR</p> |
| <p>Students will be exposed to opportunities for cultural diversity, equity, and inclusion</p> | <p>Clinical simulations Create DEI committee with committee charge, goals, and membership, Investigate student involvement with DEI Committee</p> | <p>Tracking students via CALIPSO</p> <p>DEI committee formed with student involvement</p> | <p>MET AY 2020- ESTABLISHED 2021-2022</p> | <p>CONTINUE AY 2021- 2022</p> | <p>FACULTY AND DEPT. CHAIR</p> |

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: | | | | | |
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| DESIRED OUTCOME | ACTIVITIES | INDICATORS OF SUCCESS | STATUS REVIEW | RECOMMENDATIONS | 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 2020-2021 RECEIVED AEP GRANT AND PALLOTTINE GRANT | CONTINUE COLLABORATING WITH THE WV DEPARTMENT OF EDUCATION TO OBTAIN ADDITIONAL FUNDING FOR GRANTS AND COURSE OFFERINGS | FACULTY, STAFF AND DEPT. CHAIR |
| | Support of Scottish Rite activities | Continued annual contribution from SR foundation | ONGOING | CONTINUE ALL ENDEAVORS 2021-2022 | FACULTY, STAFF AND DEPT. CHAIR |

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| | Support of Luke Lee Program | Continued annual budget from legislature | ONGOING | | PROGRAM DIRECTOR OF LUKE LEE AND DEPT. CHAIR |
| | Review of financial aspects of clinical contracts related to costs and growth Clinical Contracts (River Park Hospital, WV BTT, Cabell County Board of Education, Kanawha County Board of Education) | # Of contracted speech language and hearing services | DISCONTINUED SERVICES AT SYBENE HEADSTART | THE DEPARTMENT WILL CONTINUE TO COLLABORATE WITH CURRENT CLINICAL FACILITIES | DIRECTOR OF CLINICAL EDUCATION AND DEPT. CHAIR |
| ONGOING | | | | | |
| # Of billable hours per contract | | ONGOING | | | |
| | Review of available contracts | Addition of 1-2 new clinical contracts | ONGOING | | |

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| The department will receive support from community, grants, or other non- university support | Online Education | Exploration of feasibility | ONGOING | CONTINUE 2021-2022 | CE Committee |
| The department will maintain Continuing Providership through ASHA | Completion of supporting documents and application for approval | Establishment of CEU Provider | COMPLETED ONGOING RECEIVED 5 YEAR RENEWAL | CONTINUE 2021-2022 | |
| The department will maintain Continuing Education Providership through ASHA | CE Activities | # Of CE offerings and number of participants # On-line courses | ONGOING | CONTINUE 2021-2022 | |

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| <p>The department will investigate the development online courses which can serve as CE credits and increase distance education student enrollment</p> | <p>CE Activities</p> | <p># Of CE offerings and number of participants # On-line courses</p> | <p>COMPLETED 2020-2021</p> | <p>ADD LINK/APPLICATION FOR THOSE INTERESTED IN HAVING MU SPONSOR A CE ACTIVITY ONLINE?</p> | <p>CE Committee ad Hoc On-line committee</p> |
| <p>The department will increase financial base for the MUSHC</p> | <p>Review of Fee Structure</p> | <p># Of New Contracts</p> | <p>ONGOING</p> | <p>REVIEW FEE STRUCTURES ANNUALLY</p> | <p>CLINICAL MANAGEMENT COMMITTEE</p> |
| | <p>Development/seeking of new revenue streams</p> | <p># Of Client base</p> | <p>ONGOING</p> | <p>ADMINISTRATIVE ASSISTANT TRACKING AT END OF FISCAL YEAR</p> | <p>DEPT. CHAIR AND DIRECTOR OF CLINICAL EDUCATION</p> |
| | <p>Continued EHR with Marshall Health</p> | <p># Of Clients</p> | <p>ONGOING</p> | <p>ONGOING</p> | |

FOCUS AREA: CLINICAL EDUCATION/ MARSHALL UNIVERSITY 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 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 | STATUS | RECOMMENDED ACTION | RESPONSIBILITY |
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| The department will provide new methods of service provision | Maintenance of teletherapy model | Implementation of a teletherapy practice | CONTINUED AY 2020-2021 DEVELOPED EDUCATIONAL PROTOCOLS TO PREPARE STUDENTS TO PROVIDE TELETHERAPY SERVICES | CONTINUE AY 2021- 2022 CONTINUE DEVELOPMENT AND EXPANSION OF TELETHERAPY SERVICES AND INVESTIGATE STATE FUNDED GRANTS | DIRECTOR OF CLINICAL EDUCATION AND DEPT. CHAIR |
| Maintain teletherapy clinical services | Marketing of teletherapy services to physicians and to public schools | Maintain number of teletherapy clients | CONTINUED 2020-2021 | CONTINUE AY 2021- 2022 | DIRECTOR OF CLINICAL EDUCATION AND DEPT. CHAIR Monitoring: ADMINISTRATIVE ASSISTANT |

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| 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 2021- 2022 | CLINICAL |
| | Investigation of additional specialty clinics such as Childhood Apraxia of Speech, Voice, and Adult Swallowing | Implementation of services | MET AY 2020-2021 (VOICE AND SWALLOWING) | CONTINUE AY 2021- 2022 | DIRECTOR OF CLINICAL EDUCATION AND DEPT. CHAIR |
| | Investigation of summer camps | Implementation of services | INITIATED AY 2019-2020 COMPLETED AY 2020-2021 - STEM CAMP AND IEP SUMMER SPEECH CAMP | CONTINUE EXPANDING CAMP OFFERINGS 2021-2022 | FACULTY AND DIRECTOR OF CLINICAL EDUCATION |

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| | Exploration of expansion of support groups, continue with current groups (ALS support group, fluency and BIG) Explore Additional Opportunities for Clinical Simulations | # Of groups offered | MET AY 2020-2021 | ONGOING | CLINICAL MANAGEMENT COMMITTEE |
| The department will Increase its visibility | Marketing of MUSHC services | Development of Marketing Plan Website | MET AY 2020-2021 | ONGOING 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: | | | | | |
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| DESIRED OUTCOME | ACTIVITIES | INDICATORS OF SUCCESS | STATUS REVIEW | RECOMMENDATIONS | RESPONSIBILITY |
| The department will enhance public access to faculty | Dissemination of information (i.e., website, press releases). | Ongoing review and update of website | CONTINUED TO BE MET AY 2020-2021 ONGOING | CONTINUE AY | ADMINISTRATIVE ASSISTANT/ AD HOC COMMITTEE and GA; RESEARCH COMMITTEE CHAIR |
| | Publicity for faculty/student projects | Displaying of projects in Smith Hall hallway Submissions to marketing and website CD 401 | MET AY 2020-2021 CONTINUED SPOTLIGHTED NEWS SEGMENT ON LOCAL NEWS CHANNEL- WSAZ IMPLEMENTED SOCIAL MEDIA SCHEDULE FOR FACEBOOK, INSTAGRAM AND TWITTER- HIGHLIGHTED STUDENTS, FACULTY, AND ALUMNI | CONTINUE AY 2021-2022 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 WEBSITE | RESEARCH COMMITTEE/ ASSIGNED GA |
|---|---|--|--|-------------------------|---------------------------------|
| The department will Increase visibility and training within the SOM | Provision of guest speakers in communication and swallowing disorders | Increased number of referrals due to visibility | MET AY 2019-2020 CONTINUED AY 2020-2021 | ONGOING AY 2021-2022 | 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 CONTINUED AY 2020-2021 | ONGOING AY 2021-2022 | MEDIA AND MARKETING COMMITTEE |
| | | Investigate offering additional Community Based Learning Opportunities | MET AY 2019-2020 CONTINUED INVESTIGATION AY 2020-2021 | ONGOING AY 2021-2022 | FACULTY AND DEPT. CHAIR |
| | | Continue collaboration for Wellness in the Arts | MET AY 2019-2020 CONTINUE AY 2020-2021 | ONGOING AY 2021-2022 | CD AND CAM FACULTY |

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| | | Continuation of -BIG @Marshall (Brain Injury Group) -KIDS Clinic -Fluency Group -Huntington Reading FUN | MET AY 2019- 2020 CONTINUED AY 2020-2021 | ONGOING AY 2021- 2022 | 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 levels | Number of faculty serving on professional committees | MET AY 2019- 2020 SEE ASHA ANNUAL REPORT CONTINUED AY 2020-2021 | ONGOING AY 2021- 2022 | 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 INCREASED FUNDING BY \$50,000 FOR STATE-BASED FUNDING AY 2020- 2021 | ONGOING AY 2021- 2022 | FACULTY AND DEPARTMENT CHAIR PROGRAM DIRECTOR OF LUKE LEE |

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 which will include scholarship of teaching and learning | Faculty submission of a 5-year research plan | One 5-year plan | ONGOING | ONGOING AY 2021-2022 | INDIVIDUAL FACULTY |
| | Journal submissions and/or presentations Maximization of faculty time while meeting the demands of the university's R-2 designation. Collaboration with MURC to develop research lines with grant | # Of presentations or submissions per academic year # Of research lines or grants obtained per academic year Positive review for mid tenure, tenure and Promotion # Of new interdisciplinary research labs per academic year | ONGOING COMPLETED AY 2020-2021 REQUESTED ADDITIONAL SPACE FOR LAB REVIEWED UPDATED UNIVERSITY PROMOTION AND TENURE CRITERIA AND MAKE CHANGES AS NECESSARY | ONGOING 2021-2022 | INDIVIDUAL FACULTY DEPT. CHAIR PROMOTION AND TENURE COMMITTEE |

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| | <p>funding for populations of individuals being served in the MUSHC</p> <p>Development of interdisciplinary research labs</p> <p>Active engagement in seeking outside funding sources</p> | | <p>FOLLOWED UP ON REQUEST FOR ADDITIONAL SPACE</p> | | |
| <p>The department will facilitate further development of faculty interested in specialty areas</p> | <p>Faculty engagement in clinical specialties and/or research</p> | <p># Specialty clinics and/or clinical research</p> | <p>ONGOING</p> | <p>CONTINUE AY 2021 2022</p> | <p>INDIVIDUAL FACULTY</p> <p>DIRECTOR OF CLINICAL EDUCATION</p> <p>DEPT. CHAIR</p> |
| | <p>Support for travel to professional meetings/ Continuing Education</p> | <p>Faculty reimbursed for CE activities</p> | <p>ONGOING</p> <p>MET AY 2020-2021 INVESTIGATED VIRTUAL OPPORTUNITIES</p> | <p>CONTINUE AY 2021 2022</p> | <p>DEPT. CHAIR</p> |

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|---|--|--|----------------|----------------------------------|---|
| <p>The department will maintain ongoing recruitment and retention of qualified faculty</p> | <p>Faculty with terminal degree or expertise in specific clinical areas and/or research</p> | <p>No open faculty lines Positive review for mid tenure, tenure and promotion</p> | <p>ONGOING</p> | <p>CONTINUE AY 2021 2022</p> | <p>INDIVIDUAL FACULTY DEPT. CHAIR PROMOTION AND TENURE COMMITTEE</p> |
| <p>The department will assist in the development of Health and Rehabilitation Sciences Interdisciplinary Doctoral Program on campus</p> | <p>Continued collaboration with other disciplines in the COHP to complete the intent to Plan for the Interdisciplinary Doctoral program in Rehabilitation Sciences</p> | <p>Intent to Plan will be submitted to the provost</p> | <p>ONGOING</p> | <p>CONTINUE AY 2021- 2022</p> | <p>DEPT. CHAIR AND FACULTY OTHER REPRESENTATIVES AND DISCIPLINES FROM COHP</p> |

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 Assessment of graduate program | Completion of Direct Assessment Points | Annual University Assessment Report | MET AY 2020-2021 | CONTINUE AY 2021-2022 | FACULTY AND CURRICULUM ASSESSMENT COMMITTEE |
| | Completion of Indirect Assessment Activities: -Exit Interviews -CF Surveys -Course-based Artifacts | Annual University Assessment Report | MET AY 2020-2021 REVIEWED AND MODIFIED DEPARTMENT LEARNING OUTCOMES AND ALIGNMENT TO ASHA 2020 STANDARDS IMPLEMENTED ASSESSMENT | | |

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| | Student Advisory Council | Semester Report Provided to Faculty | MET AY 2020-2021 VIA CHAT WITH CHAIR | | |
| | Completion of Curricular Review | Courses reviewed and assessed for sequence and content | MET AY 2020-2021 | ONGOING CONTINUE AY 2021-2022 REVIEW COURSE SEQUENCE AND CONTENT AND MAKE CHANGES, AS NEEDED | FACULTY AND CURRICULUM ASSESSMENT COMMITTEE |
| The department will maintain excellence in Assessment of undergraduate program | Completion of Direct Assessment Points | Annual University Assessment Report | MET AY 2020-2021 | CONTINUE AY 2021-2022 | FACULTY AND CURRICULUM ASSESSMENT COMMITTEE |
| | Completion of Indirect Assessment Activities | Annual University Assessment Report | MET AY 2020-2021 | CONTINUE CURRENT ASSESSMENT PROCEDURES TO MEASURE STUDENT LEARNING OUTCOMES | |

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| | Implementation of CD Student Families | Semester Report Provided to Faculty | REVISED AY 2020-2021 (STUDENT ADVISORY GROUP TRANSITIONED TO CD STUDENT FAMILIES) | DEVELOP NEW MEASURES FOR STUDENT FAMILIES | FACULTY AND CURRICULUM ASSESSMENT COMMITTEE |
| | Completion of Curricular Review | Courses reviewed for current content | ONGOING AY 2020-2021 | CONTINUE AY 2021-2022 | FACULTY AND CURRICULUM ASSESSMENT COMMITTEE |
| | | | | CONTINUE ONGOING REVIEW OF UNDERGRADUATE COURSE OUTCOMES | |