

**Wichita State University (WSU)**  
**Department of Communication Sciences and Disorders (CSD) Strategic Plan 2021-2026**

**CSD Goal 1: Enhance quality of all CSD programs (UG, Masters, AuD, PhD)**

**Strategy 1.1** *Ensure that every CSD student has a quality applied learning experience in the classroom and clinic practicum*

**Metrics and Targets**

- The syllabus for each CSD course is reviewed and updated annually to ensure inclusion of latest evidence/research and match with most recent Council for Clinical Certification in Audiology and Speech-Language Pathology (CFCC) standards
- Ensure that appropriately qualified and experienced faculty (academic and clinical) are teaching both academic and clinical courses
- Ensure that appropriate external placements are found for all CSD students
- The Department will engage in curriculum review every 3 years to ensure the optimum sequence of courses is being offered for UG, MA (SLP), AuD, and PhD programs (schedule: Year 1 – UG; Year 2 – MA; Year 3 – AuD & PhD). Note: This target does not preclude on-going adjustments to curriculum as deemed necessary by the faculty.

**Additional Resources Needed**

- Funding to support appropriate number of qualified and experienced academic and clinical faculty
- Support for individual in charge of organizing clinical placements (both audiology and SLP) – might include reduction of other duties and/or overload pay.

**Source of Additional Resources**

- Program fees and clinic revenue

**Evaluative Processes** (tracked by Assessment Coordinator)

- Updated syllabi for all CSD courses to be collected each semester
- Annual report on external placements for SLP and AuD
- Number and qualifications of academic and clinical faculty are considered appropriate for accreditation purposes (i.e., Annual CAA Report; Accreditation Report)
- Annual report from Academic Affairs committee reflects appropriate curriculum review completed

**Strategy 1.2** *Ensure that CSD students (undergraduate honors, MA, AuD, and PhD) have a quality research experience*

**Metrics and Targets**

- Ensure that all research labs have sufficient and up-to-date equipment to allow for students to be involved in quality research
- SLP non-thesis students will be assigned to “research teams” with a specific faculty member to engage in a research process
- Curriculum revision to make SLP thesis option more attractive to students
- Increase number of students in UG Honors (includes required research component)
- Increase the number of publications and presentations that include students

**Additional Resources Needed**

- Funding to upgrade or add equipment for research labs

- Funding to encourage students (and faculty) to present research at appropriate national and regional conferences

#### Source of Additional Resources

- Research grants; Foundation funds; Program Fees

#### Evaluative Processes (tracked by Assessment Coordinator)

- Annual report from faculty who run research labs detailing new/upgraded equipment and current needs and costs (as well as detailing scholarly production from lab)
- Research teams produce presentations and publications
- Curriculum changes to CSD 891/892 to facilitate research teams
- Curriculum changes to encourage students to choose to do a thesis
- Track number of students enrolled in CSD Honors track
- Track number of publications and presentations that include students (data taken from annual FAR)

### **Strategy 1.3 Maintain CAA accreditation and compliance with CHP and WSU metrics**

#### Metrics and Targets

- Annual Report to CAA
- Establish an “Assessment Coordinator” position to develop assessment plans and monitor all assessment aspects for each CSD program (i.e., UG, SLP Masters, AuD, PhD)
- Successful CAA Site Visit (Spring 2025) that results in continued CAA Accreditation

#### Additional Resources Needed

- Stipend for Assessment Coordinator position

#### Source of Additional Resources

- Program Fees

#### Evaluative Processes

- Annual Report to CAA approved
- Successful accreditation site visit in Spring 2025
- Continued accreditation awarded (Decision in Fall 2025)
- Assessment plan established for each CSD program
- Implementation and systematic monitoring of assessment plans

### **CSD Goal 2: Enhance quality of all CSD programs (UG, Masters, AuD, PhD)**

#### **Strategy 2.1 Ensure that all CSD graduates engage in significant and meaningful inter-professional educational activities**

#### Metrics and Targets

- Participation in interprofessional activities available in CHP
- Continued participation of audiology and SLP students in CSD 834
- Increase number of CSD-Generated IPE activities through increased collaborations across departments/universities/community.
- Add specific IPE module to CSD 832A to help students connect the concepts of critical thinking, EBP and IPE.

#### Additional Resources Needed

- To be determined

### Source of Additional Resources

- To be determined

### Evaluative Processes

- Track interprofessional activities and collaborations via faculty report submitted with annual FAR
- SLP and AuD students enrolled in CSD 834
- Track number of CSD-generated IPE activities

## **CSD Goal 3: Expand all CSD programs and increase enrollments**

### **Strategy 3.1** *Develop online versions of core pre-requisite UG courses for entry into SLP Masters programs*

#### Metrics and Targets

- Identify appropriate core UG courses to be converted to fully online
- Identify faculty who have expertise in online teaching to engage in conversion of courses (Based on QM Rubric?)
- Develop timeline for converting currently offered UG face-to-face courses into fully online courses
- Convert currently offered UG face-to-face courses into fully online courses
- Market courses nationally for students with no background in CSD but who want to apply to an SLP Masters program

#### Additional Resources Needed

- Funding to support overload for faculty doing course conversions
- Technology resources

#### Source of Additional Resources

- WSU Instructional Design and Technology

#### Evaluative Processes

- Core courses identified through discussions in CSD Academic Affairs and approved by full department
- Appropriate faculty to complete conversions recruited
- Conversions completed
- Active marketing of courses
- Increased enrollment in online courses, including enrollment of students outside of WSU CSD Majors

### **Strategy 3.2** *Increase CSD's ability to attract high quality students*

#### Metrics and Targets

- Seek funding for new student scholarships
- Increase recruiting activities with related departments/Colleges across campus (e.g., Psychology, Engineering, Sociology/Anthropology, Social Work, Education, Music)
- Participation in career fairs across campus
- Develop creative ways to reward high achieving students in both UG and graduate CSD programs

#### Additional Resources Needed

- Funding to support new student scholarships
- Funding to support rewards for high achieving students

#### Source of Additional Resources

- To be determined

#### Evaluative Processes

- Minimum of 1 new scholarship secured
- Track number of recruiting activities with related departments/Colleges
- Track participation in career fairs
- Rewards for high achieving students described in CSD Faculty & Student Affairs Committee annual report

### ***Strategy 3.3 Increase enrollment in AuD and SLP Masters graduate programs***

#### Metrics and Targets

- Seek funding for new student scholarships
- Increase recruiting activities at local high schools
- Increase recruiting activities with related departments/Colleges across campus (e.g., Psychology, Engineering, Sociology/Anthropology, Social Work, Education, Music)
- Develop creative solutions to secure additional clinical extern placements for AuD and SLP Masters students to enable increase in enrollment in those programs

#### Additional Resources Needed

- Funding to support new student scholarships
- Funding to support recruiting activities
- Additional audiology and SLP faculty to support increased teaching and research needs
- Additional clinical supervision support for additional students in AuD and SLP Masters programs

#### Source of Additional Resources

- Graduate School has provided funding for recruiting activities in the past

#### Evaluative Processes

- Minimum of 1 new scholarship secured
- Track number of recruiting trips to local high schools
- Track number of recruiting activities with related departments/Colleges
- Track number of clinical placements secured for AuD and SLP Masters programs
- Report on new academic and clinical faculty hires/position approvals
- Track number of students enrolled in AuD and SLP Masters programs

### ***Strategy 3.4 Increase enrollment in PhD program***

#### Metrics and Targets

- Hold recruiting event for past SLP Masters and AuD students every 3 years
- Increase funding for PhD training through both research and training grants
- Establish an on-going GA/clinical educator position that is filled by a PhD student with certification
- Identify Masters-only SLP programs in our region and make recruiting trips on a rotating schedule

#### Additional Resources Needed

- Funding for recruiting event

- Resources for increase in external funding (See Strategies 1.5 and 3.1)
- Increased support from Graduate School for GA/Clinical Educator position
- Funding for recruiting trips

#### Source of Additional Resources

- Graduate School has provided funding for recruiting activities in the past

#### Evaluative Processes

- Recruiting event is held every 3 years (report on event as part of Doctoral Coordinator annual report). Track number of students attending and number of new enrollments gained from this event
- Track number of research and training grants applied for/\$\$ secured for funding PhD students
- GA/Clinical educator position is established and filled annually by a PhD student
- Track number of recruiting trips to regional Masters-only programs
- Track number of students enrolled in PhD program

### **CSD Goal 4: Enhance quality of all CSD programs (UG, Masters, AuD, PhD)**

#### **Strategy 4.1 Increase research productivity in CSD**

##### Metrics and Targets

- Increase number of publications (including professional journals, books, book chapters) by faculty
- Increase number of applications for external funding for research
- Increase number of applications for internal funding for research
- Sustain high number of national and state presentations of research
- Increase number of international presentations of research

##### Additional Resources Needed

- Seed funding for start-up research projects
- Funding for travel to present research at appropriate national and regional conferences
- Funding for travel to present research at appropriate international conferences

##### Source of Additional Resources

- To be determined

##### Evaluative Processes

- Track number of publications (Data taken from annual FAR)
- Track number of applications for external funding (Data taken from annual FAR)
- Track number of applications for internal funding (Data taken from annual FAR)
- Track number of national and state presentations (Data taken from annual FAR)
- Track number of international presentations (Data taken from annual FAR)

#### **Strategy 4.2 Increase external funding**

##### Metrics and Targets

- Increase number of applications for external research grants/awards
- Increase number of applications for external training grants/awards
- Fill Distinguished Chair position

- Focus on collaboration across Department for funding proposals

Additional Resources Needed

- Seed funding for start-up research projects
- Time/support for faculty to prepare funding applications
- Guidance/training/support from Office of Research

Source of Additional Resources

- To be determined

Evaluative Processes

- Track number of applications for external research grants/awards (Data taken from annual FAR)
- Track number of applications for external training grants/awards (Data taken from annual FAR)
- Distinguished Chair position filled

**CSD Goal 5: Enhance quality of all CSD programs (UG, Masters, AuD, PhD)**

**Strategy 5.1** *Promote the development of critical thinking and leadership in all CSD students*

Metrics and Targets

- Teach critical thinking and leadership skills in CSD 832A, CSD 832B, and CSD 832C
- Continue development of the CSD 832A-C curriculum
- Develop a “Critical thinking and leadership” module for CSD Honors students

Additional Resources Needed

- Resources and time for developing and teaching critical thinking and leadership courses

Source of Additional Resources

- To be determined

Evaluative Processes

- CSD 832A-C sequence continues to be taught
- Students in CSD 832 sequence evaluated for critical thinking skills and disposition and leadership (Requires research on appropriate measurement tools)
- “Critical thinking and leadership” module for CSD Honors Track is developed

**CSD Goal 6: Enhance quality of all CSD programs (UG, Masters, AuD, PhD)**

**Strategy 6.1** *Increase the diversity of faculty, staff, and students*

Metrics and Targets

- Engage with the WSU Office of Diversity and Inclusion to explore ways for CSD to increase recruiting profile with traditionally under-represented groups of UG students.
- Explore funding sources for a new scholarship specifically targeting under-represented groups.
- Engage with the WSU Office of Diversity and Inclusion to explore ways for CSD to increase recruiting profile with traditionally under-represented groups within the community when filling faculty and staff positions.

### Additional Resources Needed

- Funding for additional scholarships specifically targeting under-represented groups.

### Source of Additional Resources

- To be determined

### Evaluative Processes

- Plan for increasing recruiting with under-represented groups of UG students is drafted
- Plan for increasing recruiting with under-represented groups of UG students is implemented
- Plan for increasing recruiting with under-represented groups of for faculty and staff is implemented
- New scholarship is funded

## **CSD Goal 7: Address resource concerns**

### **Strategy 7.1 Stabilize/increase CSD Clinic revenue**

#### Metrics and Targets

- Optimization of clinic functioning and billing practices
- Expanded clinic hours of operation
- Additional clinical faculty to maximize revenue
- Outsourcing student practicum opportunities (e.g., USD 259, Independent School)
- Explore clinic sponsorship/partnership with community health agency

#### Additional Resources Needed

- Funding for additional clinical faculty

#### Source of Additional Resources

- To be determined

#### Evaluative Processes

- Clinic budget stabilized/increased
- Positions at clinic (front desk and billing) filled
- Positive revenue change associated with expanded hours of operation
- Additional clinical faculty hired
- Track numbers of students completing practicum experiences off-site prior to educational/medical placements