

Department of Communication Sciences and Disorders

College of Allied Health

University of Oklahoma Health Sciences Center

Strategic Plan 2023-2027

Our departmental strategic plan is a dynamic road map for our future. It was developed to align with the strategic plans of the College of Allied Health and the University of Oklahoma Health Sciences Center.

Vision: We advance communication that builds connections and improves quality of life for individuals and communities.

Mission: To promote excellent interprofessional clinical education, discovery, and community-focused care in speech-language pathology and audiology.



How the Plan Works

The CSD Department Strategic Plan has six elements:

1. Our **Vision** presents our core values.
2. Our **Mission** reflects who we are and our purpose.
3. Our **Goals** lay out how we want to realize our vision.
4. Our **Strategies** describe how we will reach our goals.
5. Our **Tactics** detail the planning and execution of strategies to address our goals.
6. **Key Performance Indicators (KPIs)** measure progress towards our goals. These KPIs provide a means to measure progress so that tactics may be adjusted in response to changing circumstances. KPI measures are assessed internally and not published.

Goals

1. Provide holistic educational experiences that equip students to engage in modern collaborative care.
2. Create a safe, meaningful culture of high challenge and high support that fosters personal and professional growth from prospective students through alumni.
3. Establish a culture where every member of the team feels respected, valued, and supported to thrive.
4. Grow research and scholarship by promoting and sustaining a productive community of innovators.
5. Identify, garner, and utilize resources to sustain the department mission.
6. Optimize Keys Clinic operations to support education and clinical care.

Goal 1: Provide holistic educational experiences that equip students to engage in modern collaborative care.

Strategy 1 Enhance didactic courses.

Tactic 1 Review and map curriculum to prepare for the next accreditation cycle including assessment of requirements and documentation of current activities to meet expectations for diversity, equity, and inclusion and interprofessional education.

Tactic 2 Ensure alignment between what is taught in the classroom and what is modeled in the clinic.

Tactic 3 Enhance the use of current, evidence-based teaching methods by leveraging available resources.

Strategy 2 Improve clinical experiences and student outcomes.

Tactic 1 Provide additional clinical opportunities to enhance students' clinical proficiency in the first two semesters to better prepare students for off-site clinical experiences.

Tactic 2 Review, revise, and implement methods used to assess students' clinical performance; review, revise, and implement methods to assess internal (Keys Clinic) and external practicum supervisors/preceptors.

Tactic 3 Identify and leverage resources to enhance training for clinical supervisors/preceptors.

Strategy 3 Enhance interprofessional education (IPE) in four competency areas: roles and responsibilities, interprofessional communication, teams/teamwork, and values/ethics.

Tactic 1 Identify and implement opportunities for interprofessional-based coursework in professional programs.

Tactic 2 Identify and implement opportunities to streamline/combine other courses to make room for the first tactic.

Tactic 3 Leverage available resources to enhance knowledge and skills in IPE competency areas.

Goal 2: Create a safe, meaningful culture of high challenge and high support that fosters personal and professional growth from prospective students through alumni.

Strategy 1 **Involve current students in using social media platforms to engage prospective students and graduates.**

Tactic 1 Create a team of students to collaborate on up-to-date social media platforms.

Tactic 2 Regularly post on department and student group activities.

Strategy 2 **Emulate a culture of professional decorum for faculty, staff, and students.**

Tactic 1 Investigate measurement tools for professional identify formation.

Tactic 2 Engage students in development of professional identity.

Tactic 3 Teach students mentoring skills.

Tactic 4 Pair junior students with senior students and encourage continuation of mentoring beyond graduation.

Strategy 3 **Promote a culture which is inclusive and provides opportunities to engage a variety of communities.**

Tactic 1 Team with the Office of Interdisciplinary Programs (OIDP) to attend Health Sciences Center Explorer events.

Tactic 2 Host combined staff and student activities once per semester.

Tactic 3 Encourage participation in Unity Clinic providing services to uninsured patients.

Goal 3: Establish a culture where every member of the team feels respected, valued, and supported to thrive.

Strategy 1 Create a culture of belonging, communication, and positive morale.

- Tactic 1 Participate in outreach events in rural and historically underrepresented communities.
- Tactic 2 Identify new avenues of recruitment.
- Tactic 3 Create monthly departmental social events to enhance morale.

Strategy 2 Recognize effort and accomplishment.

- Tactic 1 Provide a mechanism for written acknowledgement of individual efforts in the department.
- Tactic 2 Provide financial support for travel and presentations at conferences.
- Tactic 3 Nominate eligible faculty and staff for awards within the college, university, and beyond.

Strategy 3 Support training, development, mentoring, and wellness.

- Tactic 1 Establish formal mentorship program that pairs new hires with experienced faculty and staff.
- Tactic 2 Provide schedule flexibility for continuing education and career opportunities.
- Tactic 3 Promote participation in existing wellness activities on campus.

Goal 4: Grow research and scholarship by promoting and sustaining a productive community of innovators.

Strategy 1 Facilitate an inclusive and supportive research environment in CSD to promote engagement in research.

Tactic 1 Create and maintain a resource available to CSD students with information about funding opportunities to support student research activities offered by professional organizations and other entities.

Tactic 2 Identify and establish resources for faculty members who are preparing a grant application, including but not limited to a mentor or a second reader, and guidance on grant writing.

Tactic 3 Identify current and potential mechanisms to promote an inclusive culture that represents the diversity in the scholarship conducted in the CSD Department and the products from this scholarship.

Strategy 2 Increase research productivity.

Tactic 1 Increase the number of grant applications with the goal of increasing grant funding.

Tactic 2 Increase the number of manuscripts submitted (and resubmitted) for publication in peer-reviewed and professional publications.

Tactic 3 Increase the number of presentations submitted for presentations (poster, oral, invited) at research and professional events.

Strategy 3 Increase the support for research programs in CSD.

Tactic 1 Identify and secure more financial mechanisms (outside of grant applications) to support research programs.

Tactic 2 Increase the recruitment of students who have the interest and ability to engage in research and work in research programs. Identify additional financial support for student research assistant positions to attract potential research assistants.

Tactic 3 Identify mechanisms to support an increase in research collaborations in state and at national and international levels.

Tactic 4 Identify mechanisms to support increased travel to professional meetings and conferences to promote and disseminate research.

Goal 5: Identify, garner, and utilize resources to sustain the departmental mission.

Strategy 1 Increase funds for scholarships and assistantships.

- Tactic 1 Strategically link fundraising to CAH newsletter and hosted events.
- Tactic 2 Maintain an updated list of alumni with current contact information.
- Tactic 4 Host continuing education unit (CEU) events.

Strategy 2 Increase student enrollment/quality to attract successful students.

- Tactic 1 Use the CSD Centralized Application System (CSDCAS) to better understand applicant pools and what students are looking for.
- Tactic 2 Conduct survey/focus group SWOT (Strength, Weakness, Opportunity, Threat) discussions regarding the admissions process.
- Tactic 3 Increase web/digital presence.
- Tactic 4 Engage in marketing opportunities in conjunction with the College of Allied Health Office of Academic and Student Affairs (OASA).

Strategy 3 Stabilize financial state of clinic operations.

- Tactic 1 Examine/refine clinical processes to improve efficiency, including referral, authorization, and scheduling processes.
- Tactic 3 Examine how clinical salaries are funded.

Strategy 4 Increase internal and external partnerships/contracts.

- Tactic 1 Identify philanthropic/endowed support and service grants for clinic programs.
- Tactic 2 Identify communities that need our help most and gear service programs toward a compensated response to their needs.
- Tactic 3 Examine retention efforts for existing partnerships

Strategy 5 Increase space/better utilize space.

- Tactic 1 Document the need for increased space that will help fulfill our mission.
- Tactic 2 Examine spaces for changes that improve flexibility of functions.

Goal 6: Optimize Keys Clinic operations to support education and clinical care.

Strategy 1 Improve overall administration practices of the John W. Keys Speech and Hearing Center.

Tactic 1 Identify and standardize six daily procedures to improve and streamline operations by collaborating with administrative staff and providers.

Strategy 2 Increase fiscal responsibility and practices of the Keys Clinic.

Tactic 1 Standardize billing procedures.

Tactic 2 Update codes.

Tactic 3 Periodically review clinic fees and adjust as needed.

Strategy 3 Initiate an effective work culture in the Keys Clinic.

Tactic 1 Continue to clarify roles and responsibilities of all team members.

Tactic 2 Adjust roles and responsibilities as needed to balance workloads.

Tactic 3 Identify and complete university offered training to enhance implementation of policies and procedures.

Tactic 4 Implement monthly clinic meetings to enhance communication.