



*Believe in the possibilities.*

*Ruskin Campus*

***Speech-Language Pathology Program***

**STRATEGIC PLAN**

**2019-2022**

**INTRODUCTION**

This Plan is based on six focus areas. Specific measurable indicators of success will be used for assessing each area. Each focus area consists of at least one objective and will be revised at the end of each academic year. Strengths, limitations, opportunities, and new outcomes will be identified and developed according to specific needs. The whole Strategic Plan will be revised every five years. The Program's Focus Areas will be modified or changed in response to the Program's needs and stage of development at the time of the Plan's revision. The Program Director will guide the implementation of this Plan with the collaboration of Program Faculty.

**VISION STATEMENT**

The Master of Science in Speech-Language Pathology Program at Gannon University will be a leader in the development of dedicated practitioners who will participate in a collaborative, experiential, and integrative course of study to provide healthcare that values the care of the whole person and meets the highest standards of the scope of practice in speech-language pathology. The Gannon University SLP program is congruent with the ASHA Vision for the Speech Language Pathology Profession "making effective communication, a human right, accessible and achievable for all."

**MISSION STATEMENT**

The mission of the Master of Science degree program in Speech-Language Pathology at Gannon University is to foster the development of highly skilled, compassionate speech-language professionals who are dedicated to lifelong learning, leadership, and person-centered service. The program provides holistic, evidence-based speech, language, and hearing education and healthcare for a diverse society.

## **PROGRAM GOALS**

1. Advance the students' knowledge and skills to diagnose, provide evidence-based treatment, and serve as an advocate in the scope of practice of speech-language pathology.
2. Apply knowledge of ethical standards and best practice in providing services for speech, language, and hearing disorders.
3. Effectively disseminate information in verbal and written form and commensurate with the target audience.
4. Identify and address the diverse and changing needs of the community with leadership and service.

## **ENVISIONED FUTURE IN 2023**

By 2023, we envision our Program to be one of the first choices for students aspiring to become speech-language pathologists in the United States. The Program will have successfully completed its candidacy status period, and will be ready to obtain full accreditation by the Council on Academic Accreditation in Audiology and Speech-Language Pathology. Our faculty will be recognized locally and nationally. Our students will be supervised in various settings by clinical instructors that possess the highest credentials and use evidence-based practices to support their decision-making processes. Our students will have multicultural experiences with clients across the age span and who present with a variety of communication disorders. The Program will develop outstanding clinicians and leaders for the discipline and profession through research, teaching, service, and outreach efforts. Our graduates will also participate as active members and/or leaders in professional organizations. The Program will continue to foster relationships with the Doctorate of Physical Therapy, Occupational Therapy Doctorate, Master's in Physician Assistant Science, Master's in Athletic Training programs and any new academic program, to collaborate in interprofessional didactic, service and research activities. Faculty members will be pursuing research in topics of interest, and developing special projects in collaboration with students and other disciplines. The Program will present a contemporary curriculum using current technological advances in its teaching, research and service components.

## **PROGRAM PHILOSOPHY**

The Master of Science in Speech-Language Pathology Program at Gannon University Ruskin Campus is guided by the following tenets:

- Speech-language therapists use their education, expert knowledge, creativity, and experiential learning to provide prevention, habilitation, diagnosis, and rehabilitation of the essential skills for independent communication, swallowing, hearing, and cognitive function.
- Active, integrative, and experiential learning methods promote student self-reliance, increase self-assessment skills, and develop a pattern of independent learning that will promote lifelong learning and continuous professional development.
- Academic programs in speech-language pathology should prepare individuals to be autonomous practitioners capable of providing care through direct access.

- Evidence-based practice (EBP) is the framework for speech-language pathology practitioners' clinical decision-making. EBP skills are cultivated through development of self-directed learning, utilizing a variety of resources that are enhanced by technology.
- Speech-language pathologists use their knowledge, interpersonal skills, understanding of adaptive strategies, and awareness of needs across the lifespan to educate and promote the health of individuals and communities.
- Global citizenship is expressed within the practitioner's life through advocacy for equitable allocation of healthcare resources, provision of culturally sensitive care, maximization of multicultural learning, maintenance of a global societal perspective for current and future needs in healthcare and education, and the understanding of the existence of disparity in the provision of services to meet the evolving needs in health care and education.
- Competency-based learning in a speech-language pathology program ensures that practitioners will demonstrate their knowledge in the theoretical base, synthesis of the theoretical with critical thinking skills, and the integrative application in the clinical context.
- Professional and ethical standards are integral components of the speech-language pathology practice and education.

## **STRATEGIC PLAN FOCUS AREAS**

1. Student Recruitment, Enrollment and Retention
2. Program Accreditation
3. Faculty & Staff Recruitment & Development
4. Curriculum
5. Clinic
6. ASHA CEU Provider

<b>FOCUS: Student Recruitment, Enrollment &amp; Retention</b>	
LONG TERM GOAL 1: The Program will recruit, enroll and retain highly qualified students.	
OBJECTIVE 1.1 The Program will successfully recruit, enroll and retain its first two cohorts of graduate students	
<b>STRATEGIES</b>	<b>SCHEDULE FOR THE ANALYSIS OF THE PLAN</b>
Develop a recruitment strategy and marketing campaign with Gannon's Office of Graduate Admissions & Enrollment Services to attract a highly qualified, diverse pool of graduate students.	December 2019
Develop a recruitment plan with Gannon's Office of Graduate Admissions & Enrollment Services that attracts students from all over the United States and its territories.	July 2020
Ensure the student application and selection process is equitable and holistic in nature using a rubric that considers a range of students' characteristics.	May 2020
Develop Program policies and procedures that will provide guidelines for student retention in the Program.	December 2019
OUTCOMES:	

<b>FOCUS: Program Accreditation</b>	
LONG TERM GOAL 2. The Program will acquire full accreditation from the Council on Academic Accreditation (CAA) for our master of science degree program in speech-language pathology. This goal is aligned with Goal One in Gannon University's strategic plan.	
OBJECTIVE 2.1 Acquire and maintain candidacy status from the Council on Academic Accreditation (CAA) for our master of science degree program in speech-language pathology.	
<b>STRATEGIES</b>	<b>SCHEDULE FOR THE ANALYSIS OF THE PLAN</b>
Conduct a comprehensive self-analysis that demonstrates how the program will meet each of the accreditation standards.	January 2019
Submit application for readiness review by the CAA.	January 2019
Complete preparation for site visit.	October 2019
Improve and maintain quality of our Academic and Clinical Program	July 2022

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STRATEGIES	SCHEDULE FOR THE ANALYSIS OF THE PLAN
OUTCOMES:	

<b>FOCUS: Faculty &amp; Staff Recruitment &amp; Development</b>	
LONG TERM GOAL 3. The Program will have sufficient academic doctoral faculty, as well as the needed staff, to deliver a program of study that allows students to acquire the knowledge and skills as well as the scientific and research fundamentals of the discipline. This goal is aligned with Goal One in Gannon University's strategic plan.	
OBJECTIVE 3.1 Recruit and develop faculty and staff with the requisite expertise and experience to deliver the curriculum and implement and sustain a quality program.	
STRATEGIES	SCHEDULE FOR THE ANALYSIS OF THE PLAN
<p>Following GU's policies and procedures and CAA standards for faculty recruitment, hiring of the following positions will be completed:</p> <ol style="list-style-type: none"> <li>1. Program Director (Faculty 1)</li> <li>2. Clinical Coordinator (Faculty 2)</li> <li>3. Faculty 3</li> <li>4. Faculty 4</li> <li>5. Faculty 5</li> <li>6. Faculty 6</li> </ol>	December 2021

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OBJECTIVE 3.1 Recruit and develop faculty and staff with the requisite expertise and experience to deliver the curriculum and implement and sustain a quality program.	
<b>STRATEGIES</b>	<b>SCHEDULE FOR THE ANALYSIS OF THE PLAN</b>
Following GU's policies and procedures and CAA standards for staff recruitment, hiring of the following position will be completed: 1. Secretary	January 2020
Allocate financial resources for faculty's attendance to professional development activities in their corresponding specialty areas.	July 2022
Promote faculty participation in professional development activities related to the teaching-learning process to improve current instructional practices in their courses.	July 2022
Promote and financially support staff's participation in professional development activities to improve her/his administrative skills.	July 2022
OUTCOMES:	

**FOCUS: Curriculum**

**LONG TERM GOAL 4:** The Program will offer a curriculum that allows each student to acquire knowledge and skills in sufficient breadth and depth to function as an effective, well-educated, and competent clinical speech-language pathologist.

**OBJECTIVE 4.1** Offer an up to date curriculum, which reflects current ASHA standards and scope of practice.

**STRATEGIES**

**SCHEDULE FOR THE ANALYSIS OF THE PLAN**

Ensure curriculum is up to date and reflects current ASHA standards and scope of practice.

July 2022

Infuse various types of pedagogical practices into academic and clinical coursework to provide diverse opportunities to maximize student learning.

July 2022

**OUTCOMES:**

FOCUS: Clinic	
LONG TERM GOAL 5: The Program will offer clinical experiences that will allow each student to acquire knowledge and skills in sufficient breadth and depth to function as an effective, well educated, and competent clinical speech-language pathologist.	
OBJECTIVE 5.1 Develop clinical partnerships and agreements with varied facilities with diverse clientele that ensure proper clinical training for all students.	
STRATEGIES	SCHEDULE FOR THE ANALYSIS OF THE PLAN
Develop partnerships in the community and obtain new agreements, which offer diverse clinical experiences across the lifespan.	July 2022
Increase opportunities to work with culturally and linguistically diverse clients.	July 2022
Increase opportunities to work with clients across a broad range of disorders.	July 2022
OUTCOMES:	
OBJECTIVE 5.2 Develop a community-based speech-language pathology clinic at Gannon University, Ruskin Campus.	
STRATEGIES	SCHEDULE FOR THE ANALYSIS OF THE PLAN
Develop a business model to establish a community-based speech-language pathology clinic at Gannon University.	December 2019
Develop a formal business plan for the establishment of a community-based speech-language pathology clinic at the University	May 2020
Establish a community-based speech-language pathology clinic at the University	July 2020
OUTCOMES:	



**FOCUS: ASHA CEU Provider**

**LONG TERM GOAL 6: The Program will provide ASHA approved continuing education courses.**

**OBJECTIVE 6.1 Develop and market a continuing education program for practicing clinicians via on site or distance learning courses.**

**STRATEGIES**

Become an ASHA Continuing Education (CE) Provider by completing its formal application.

July 2022

**OUTCOMES:**