



Executive Summary Strategic Plan 2023

The Department completed its strategic planning for 2023-2024 early in 2023. The Department began implementing its goals and objectives. Below is a summary of progress.

Goal 1: Reach enrollment targets for AUD (10) and MS SLP (35) programs and expand revenue streams for teaching.

Objective 1: Improve marketing of programs through strategic attention to promoting program strengths focusing on success in advancing knowledge, training leaders, developing future providers, and serving others.

Progress: This year we lost our communications specialist but maintained our marketing by hiring a student worker from Journalism to assist us.

Benchmarks

- We have not completed an audit of shares and views but will conduct one in 2024.
- We have not explored software to determine the impact of social media. Will initiate in 2024.
- We had extensive talks with CDCAS and the Graduate College and have a plan for implementation in 2024.
- We implemented several new recruiting events this year. Measurement of the percent increase was not completed but we will measure it in 2024.

Objective 2: Evaluate funding needs for students within the AUD and SLP undergraduate and graduate programs.

- This was evaluated and we did increase GRA's in 2023.

Objective 3: Obtain CE provider status and host CE events to determine educational needs of external preceptors and potential badges/certificates.

- We completed our CEU plan and will begin initial steps in 2024

Objective 4: Engage in two new recruiting experiences and gather and evaluate outcome data.

- We engaged in two new events including summer IANR Discovery Days and Disability Pride event

Goal 2: Increase diversity, equity, & inclusion to provide accessible education for all and to ensure the professions reflect the diversity of the people we serve.

- DEI workshop provided at all BKC faculty meeting
- Survey initiated in all 2023 – results still need to be coalited.
- Curriculum Audit not completed
- Office hours not yet addressed

Goal 3: Increase creativity and collaboration within the department to ensure the pursuit of knowledge

Objective 1: Increase research and clinical collaborations.

- Plan to meet with UNMC SLP department in February 2024 regarding research collaborations.
- Research grants with Texas Tech University Health Sciences Center, Ohio State University, and San José State University.
- Clinical Head Start partnership started.
- Research Luncheons initiated in fall 2023. Doctoral brown bags starting in 2024.
- Continue to gather data on UCare and collaborations through annual reviews.

During 2023, our Department underwent its Academic Program Review which is required by UNL every 5 years. Much of the year was spent in preparation for this review. The Department's APR report is available upon request by emailing Kristy.weissling@unl.edu. Information on the APR process is available at: <https://executivevc.unl.edu/academic-affairs/academic-program-reviews>. The response to this review will be completed in January of 2024 and the results may be utilized to update the SLP and AUD strategic plan.