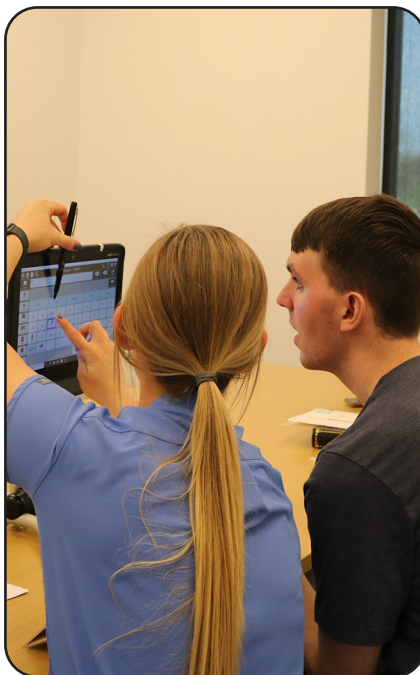


Programs in Audiology and Speech-Language Pathology

We promote the pursuit of knowledge and discovery in our profession through exemplary teaching, research, service, and community engagement to provide accessible education, clinical service, and communication to everyone.



Maximum Potential
for Learning



Autonomous
Communication



Sensory Access &
Rehabilitation

ENGAGED SCHOLARSHIP THAT IMPACTS NEBRASKA, THE NATION, & THE WORLD

STRATEGIC PLAN 2023-2025

ADDRESSING UNL N2025 GOALS AND CEHS GRAND VISIONS



**COLLEGE OF EDUCATION
AND HUMAN SCIENCES**

*Department of Special Education
and Communication Disorders*

Introduction

The College of Education and Human Sciences (CEHS) at the University of Nebraska-Lincoln (UNL) is home to the programs in Audiology and Speech-Language Pathology (SLP), two of the three programs within the Department of Special Education and Communication Disorders (SECD). The programs in Speech-Language Pathology and Audiology are nationally recognized for training future speech-language pathologists and audiologists as practitioners and researchers in the communication disorders professions. Our strategic plan for the next two years focuses on recruitment of quality students; improved diversity, equity and inclusion outcomes; and increased creative activity and research. We have chosen a shorter strategic planning period to respond to the quickening pace of change within the professions.

The College recently underwent the process of creating a new living strategic plan¹ which aligns with UNL's N2025 plan² that emphasized the power of individual integrity through every person and every interaction, provided resources and opportunity for interdisciplinary work to meet UNL's grand challenges, and underscored the expansion of experiential learning. The mission of the College is enhancing the lives of individuals, families, schools, and communities, and strengthening the relationships among them. CEHS has three grand visions which lay the foundation for why the College exists and what we, as a people's college in a land-grant institution, aspire to accomplish collectively. Together, we will advance our collective genius across those three grand visions: Thriving Young Children, Comprehensive Health and Well-being, and Strong Communities.¹ The programs in Speech-Language Pathology and Audiology fit within this mission and grand challenges as we seek to promote the pursuit of knowledge and discovery in our professions through exemplary teaching, research, service, and community engagement to provide accessible education, clinical service, and communication to everyone. The fields of speech pathology and audiology bridge both education and healthcare, fitting well within the College's first two grand visions. As a faculty, we are dedicated to community engagement, which aligns fully with the building of strong communities, the last of the three grand visions.

As a faculty, we engaged in a thoughtful process of determining the next steps in our strategic plan. This process of planning was led by the program directors in Audiology and Speech-Language Pathology. The process is depicted in Figure 1.

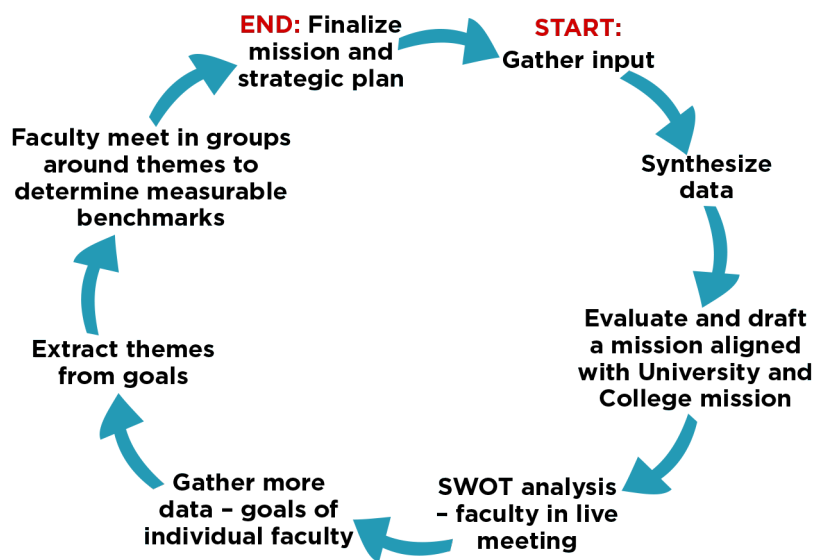


Figure 1: Strategic planning process. Speech-Language Pathology and Audiology, 2022.

The programs in Audiology and Speech-Language Pathology have created a Strategic Plan that represents a collective approach to serve people with communication differences through research, teaching, and service/outreach.

¹ University of Nebraska-Lincoln. College of Education and Human Sciences (CEHS), 2022. A Living Strategic Plan-Collective Grand Visions: Growing a People's College. Retrieved Dec. 29, 2022, from <https://cehs.unl.edu/cehs/cehs-strategic-plan/>.

² University of Nebraska-Lincoln (2022). N2025 Strategic Plan. Retrieved Dec. 29, 2022, from <https://n202.unl.edu/>.

Mission, Vision, Values

Our mission and vision are formulated by our programs' values and culture, which are informed by the larger university culture that surrounds us. The following section outlines the mission and values of the University, the College, the Department, and finally the programs in Audiology and Speech-Language Pathology. Our programs have coalesced around this mission, vision and values but view this as a living document in need of updating as the larger university and world change around us.

University:

The role of the University of Nebraska-Lincoln as the primary intellectual and cultural resource for the State of Nebraska is fulfilled through the three missions of the University: teaching, research, and service. Teaching, research, and service take on a distinctive character at the University of Nebraska-Lincoln because of its status as a comprehensive land-grant university (<https://diversity.unl.edu/recognizing-land>). These traits permit opportunities for the integration of multiple disciplines providing students more complete and sophisticated programs of study. Its land-grant tradition ensures a commitment to the special character of the State and its people. The faculty are responsible for the curricular content of the various programs and pursue new knowledge and truths within a structure that assures academic freedom in its intellectual endeavors. The curricula are designed to foster critical thinking, the re-examination of accepted truths, a respect for different perspectives including an appreciation of the multiethnic character of the nation, and a curiosity that leads to life-long learning. Additionally, an environment exists whereby students can develop aesthetic values and human relationships including tolerance for differing viewpoints.

College:

The College of Education and Human Sciences is dedicated to enhancing the lives of individuals, families, schools, and communities, and to strengthening the relationships among them.

In pursuing our mission, we are guided by shared values that inform every aspect of our work in local, national and global contexts.

- Excellence in all aspects of the life of the College;
- Innovation, creativity, and curiosity as we address the complex issues facing individuals, families, schools, and communities;
- Respect for diverse people, ideas, voices, and perspectives;
- Multidisciplinary approaches to scholarship that integrate teaching and learning, research, scholarship, creative activity, outreach, and service;
- Working together to positively impact the lives of individuals, families, schools, and communities;
- Partnering with people in the community to support the mission and vision of the College of Education and Human Sciences;
- Emphasizing the creation of new knowledge and its application to human and community needs, thereby combining the strengths of a research and land-grant university.

Department:

The Department of Special Education and Communication Disorders has a mission to: Enhance the lives of individuals with special needs, their families, schools, and communities.

SECD Vision:

Our vision is that every individual with special needs will:

- Achieve maximum potential for learning.
- Communicate autonomously.
- Enjoy optimum health and well-being throughout the lifespan.

SECD Values:

Collaboration – We work together across multiple disciplines and scientific fields to find answers to big questions and solve difficult and complex problems.

Collegiality – Our interactions with others are respectful, polite, and professional. Each member's contributions are valued.

Creativity/Innovation – We strive to solve difficult problems to advance the department's professions of practice. We deal with complex issues facing individuals with special needs or disabilities, their families, schools, and communities.

Dedication – We are passionate about and dedicated to the mission of the Department and College, focused on success in advancing knowledge, training leaders, and serving our clients, their families, and our communities.

Diversity – Our faculty represent diverse perspectives and expertise in research, teaching, and outreach encompassing professions of practice in special education, speech-language pathology, and audiology.

Integrity – We carry out our mission and strive for our goals with the highest level of integrity.

Respect – We respect diverse people, viewpoints, ideas, and perspectives.

Programs in Audiology and Speech-Language Pathology:

The programs have recently (2022-23) updated their mission and values to align with those of the University, College, and Department.

Program Mission:

We promote the pursuit of knowledge and discovery in our profession through exemplary teaching, research, service, and community engagement to provide accessible education, clinical service, and communication to everyone.

Collectively the department worked together to develop the following definitions of our core values specific to our work in the AUD and SLP programs within the SPED department:

Collaboration – We work together across multiple disciplines and scientific fields to find answers to big questions and solve difficult and complex problems. We value and promote interdisciplinary collaboration.

Collegiality – Our interactions with others are respectful, polite, and professional. Each member’s contributions matter.

Creativity/Innovation – We strive to answer big questions and solve difficult problems to advance our program’s professions of practice and deal with complex issues facing individuals with communication differences, their families, schools, and communities.

Dedication – We are passionate about and dedicated to the mission of the Department and College, focused on success in advancing knowledge, training leaders, developing future providers, and serving our clients, their families, and our communities.

Diversity – We strive for diversity among our faculty, students, and staff, and believe in promoting justice through the understanding of the root cause of disparity. We strive for an inclusive environment that allows diverse members to have input in decision, and we promote an environment that establishes a feeling of well-being for all.

Initiatives

As programs in Audiology and Speech-Language Pathology, we have developed a series of measurable goals and objectives we hope to achieve in the next two years. They are stated below.

Goals / Objectives / Benchmarks	Lead Personnel
Goal 1: Reach enrollment targets for AUD (10) and MS SLP (35) programs, and expand revenue streams for teaching	
<i>Rationale:</i> Program growth and justification for additional faculty will be bolstered by consistent and expanding enrollments.	
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.	
Benchmarks:	
50% growth in social media shares, likes, and hits	Student services associate, Program coordinators
Investigate use of new software that assists us to better understand how our social media and electronic recruiting is being received	Student services associate
Investigate use of CSDCAS (the centralized application service for communication sciences and disorders programs)	Graduate coordinator, Program coordinators

Goals / Objectives / Benchmarks	Lead Personnel
Increase amount of recruiting completed by 50% (high school career days, allied health undergraduate programs, etc.)	Program faculty
Objective 2: Evaluate funding needs for students within the AUD and SLP undergraduate and graduate programs.	Department chair, Graduate coordinator
Benchmark: Faculty will evaluate the funding of students within the programs and determine needs/opportunities for growth and use of scholarships and GA/GRA positions by looking at numbers of students funded and total expenditures. This will be compared to size of admissions cohorts.	
Objective 3: Obtain CE provider status and host CE events to determine educational needs of external preceptors and potential badges/certificates.	Clinic and program coordinators
Benchmark: Offer 2 CE events in the first year	
Objective 4: Engage in two new recruiting experiences and gather and evaluate outcome data.	Department chair, Program coordinators, Program faculty
Benchmark: New recruitment events offered by May 2024 and evaluation data gathered.	
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	
Rationale: To increase and retain diverse students and faculty members, which allows the program to better serve diverse populations.	
Objective 1: Every faculty member will attend a workshop on DEI as it relates to recruitment and retention of faculty and students.	Department chair, Program faculty
Benchmark: Count of faculty who report attending training on 2023 annual evaluations through strategic planning period with growth toward 100% by 2025	
Objective 2: Investigate attitudes and needs of undergraduate students in our programs by completing a survey	Student services associate, Program coordinators
Benchmark: Survey completed by December 2023 (will they apply, why/why not; do they have access to the study tools they need)	
Objective 3: Complete curriculum diversity audit with the assistance of college resources.	Department chair, Program coordinators
Benchmark: 100% of undergraduate- and graduate-level courses are audited for DEI by May 2024	
Objective 4: Faculty will evaluate use of office hours and expand/revise to increase student connection and success.	Program faculty
Benchmark: Report on annual review through 2025 indicating number of faculty evaluating use of office hours	
Goal 3: Increase creativity and collaboration within the department to ensure the pursuit of knowledge	

Goals / Objectives / Benchmarks	Lead Personnel
Objective 1: Increase research and clinical collaborations.	Program faculty, led by Program and Clinic coordinators
Benchmark: One new research and clinical collaboration by December 2023	
Benchmark: Form a committee to explore the improvement in research culture by December 2023	
Objective 2: Increase by 25% UCARE (Undergraduate Creative Activities and Research Experience) usage, MHDI (Minority Health Disparity Initiative), and/or student research presentations.	Department chair, Program faculty
Benchmark: Report on annual reviews for 2025	
Objective 3: Increase in department, college, and UNL collaborations.	Department chair, Program coordinators, Program faculty
Benchmark: The number reported on faculty annual reviews increases by 2025	
Objective 4: Increase number of doctoral students by 25%.	Department chair, Graduate coordinator, Program coordinators, Program faculty



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