

### Mission Statement

The Department of Speech and Hearing Sciences engages and empowers a diverse student population in the acquisition of knowledge and skills through innovative and interactive curriculum design, faculty mentored research, exceptional clinical service delivery, and dedicated outreach to the community. Through these transformative activities the Department of Speech and Hearing Sciences provides interdisciplinary collaboration regionally and globally.

A. *STRATEGIC GOAL: Enhance access to SPHS's educational programs and student services*

**Objective 1: To strengthen student support**

1. Develop internal document highlighting all student support services and appoint a liaison(s) to interface with existing LU student support infrastructure
2. Expand existing department mentoring programs
3. Build externship databases and coordinate externship committee and organize a portfolio of sites
4. Development, initiate, and evaluate recruitment plans at regional junior high and high schools
5. Continue to build and strengthen relationships with different industries/facilities/professional contacts to enhance clinical placements  
Recommend student professional organizations elect liaisons for representation to CoFAC Student Council Activities
6. Coordinate with Career Center to develop a SETX Speech & Hearing Sciences mentorship program modeled on the ASHA Step Program

**Objective 2: To develop innovative course work and teaching methods**

1. Increase tenure track faculty to expand course offerings
2. Development, initiate, and evaluate active student learning opportunities (e.g., research initiatives, service learning, study abroad)
3. Increase faculty member involvement in LU teaching enhancement programs
4. Develop cross-departmental educational programs.
  - a. Cross departmental electives (e.g., Auditory Processing Disorder, Counseling, & Aural Rehabilitation)
  - b. Cross departmental Workshops (e.g., Hearing aid troubleshooting, Speech and Language for individuals with Hearing impairment)
5. Integrate targeted speech-language pathology and audiology colloquium and/or clinic meetings
6. Review and plan for growth of facilities and technology

***B. STRATEGIC GOAL: Leverage core strengths while elevating the overall quality of education and scholarship***

**Objective 1: To grow and support top researchers and creative scholars**

1. Maintain national and international speaker series (i.e., Gruber speaker series)
2. Support faculty activity for grant development (i.e., workshops)
3. Actively nominate faculty for CoFAC and LU Excellence awards
4. Engage in the CoFAC interdisciplinary research office

**Objective 2: To ensure equitable workload distribution and salaries**

1. Align faculty teaching loads in concert with CoFAC strategic plan initiative
2. Align faculty goals with CoFAC framework for tenure and promotion that sets out clear performance expectations

**Objective 3: To establish common areas for program development across disciplines**

1. Promote CoFAC plan for interdisciplinary student teams

***C. STRATEGIC GOAL: Develop a leading-edge environment***

**Objective 1: To develop forward-looking academic programs, program outcomes, and facilities**

1. Development, initiate, and evaluate innovative coursework and teaching methods for for BS, MS, AuD programs
2. Evaluate all courses for enrollment and activity to assign teaching assistantships
3. Identify student space for collaborative activity and develop plan to upgrade space
4. Identify cutting-edge technology needs (e.g., visual display technology)
5. Identify and improve safety and mobility traffic patterns within the building

**Objective 2: To encourage innovative and cutting-edge research and clinical activity**

1. Promote and provide opportunities for interdisciplinary research (i.e., Science/Technology/Engineering/Arts/Math -STEAM areas)
2. Develop and support faculty leadership in national/international organizations
3. Submit national and international grant applications for research and teaching

**Objective 3: To improve organizational policy and processes workflow to accelerate output and efficiency**

1. Invite key administrative units to provide training on processes and procedures to speed up processing of administrative requests
2. Development, initiate, and evaluate yearly growth plan targets
3. Evaluate environmental and infrastructure obstructions that slow down creative, research, teaching and service outputs
4. Develop working group charged to flowchart a system for open and easy access to information

***D. STRATEGIC GOAL: Enhance data-based systems, metrics, and reporting procedures***

**Objective 1: To promote use of departmental data to improve enrollment and graduation rate**

1. Align departmental performance metrics with CoFAC strategic plan outcomes
2. Establish a department committee to assess data and identify areas that require data analysis and improvement
3. Implement CoFAC metrics for enrollment management, particularly in terms of course sections and course enrollment

**Objective 2: To promote use of data to improve faculty and staff performance**

1. Increase the number of students completing online course evaluations
2. Institute a peer-review teaching plan
3. Align departmental guidelines for tenure and promotion with CoFAC established guidelines
4. Align faculty goals with CoFAC criteria for faculty distinction based on research, teaching, training and service
5. Use student evaluation data and peer reviews to improve classroom performance
6. Promote CoFAC training and fund opportunities for staff members and auxiliary service members

**Objective 3: To use data for assessment of learning outcomes**

1. Improve post-graduation data-gathering readily accessible through an online survey
2. Use post-graduation data gathering for program improvement

**Objective 4: To use clinic data for assessment of learning outcomes**

1. Review current system to identify specified impairment groups and create custom Cycle groups
2. Collect data regarding diversity of clinical service populations
3. Identify needed areas of specialty to diversify student experiences
4. Determine cost-benefit of specialty clinic areas for sustainability

***E. STRATEGIC GOAL: Tell Lamar University's story to connect the communities we serve with our mission, accomplishments and aspirations***

**Objective 1: To tell our story locally**

1. Identify funding sources to support marketing efforts
2. Expand activities with the SPHS Advisory Board and other related institutions
3. Develop, implement, and evaluate a strategic external communication plan with the assistance of an external consultant to increase the visibility of the specialty clinics.

**Objective 2: To tell our story nationally and internationally**

1. To identify national and international service opportunities
2. To strengthen our connection within state and national agencies (e.g., nominate each other for boards)
3. Increase student placements in high-quality externship sites on a national level
4. Increase affordability and accessibility of programs/studies that offer international service learning opportunities for graduate students

**Objective 3: To engage regional professionals with students/faculty**

1. Develop working list of placement supervisors and other professionals supporting our clinical program
2. Expand activities with the SPHS Advisory Board
3. Develop reciprocal relations with supervisors and other professionals supporting our clinical program through targeted activities