

CDS Department Strategic Plan 2020-2026
Communication Disorders and Sciences
State University of New York at Fredonia

GOAL 1 Improve the Graduate Student Application Process	STRATEGY	RESULTS
<i>Objective 1.1</i> Increase the number of student applications	<ol style="list-style-type: none"> 1. Transition to CSDCAS 2. Increase social media presence 3. Develop an effective 3+2 program 4. Alert students of the number & type of scholarships on offer in the department 5. Develop Requisite Online Course Offerings 6. Increase the number of undergraduate majors 7. Elucidate the Fredonia Experience through Pictures 	<ol style="list-style-type: none"> 1. Completed 2020 2. Ongoing 3. Ongoing; Researching 4. Ongoing; Add link to application webpage 5. Ongoing; Researching UG 6. Ongoing 7. Researching
<i>Objective 1.2</i> Recruit highly qualified applicants for 2021-2022	<ol style="list-style-type: none"> 1. Change the graduate application deadline to January 15th from February 1st 2. Waive GRE scores for 2021 applicants and Videos 3. Investigate utilizing an interview process 	<ol style="list-style-type: none"> 1. Completed 2020 2. Completed 2020 3. Researching

GOAL 2 Qualitative Graduate enrollment	STRATEGY	RESULTS
<i>Objective 2.1</i> Continue to offer early admission	<ol style="list-style-type: none"> 1. Encourage the application of exceptional students for early admissions 2. Advertise the availability of early admissions on social media. 	<ol style="list-style-type: none"> 1. Ongoing 2. Ongoing; researching
<i>Objective 2.2</i> Retain at least 1/3 of our Fredonia students	<ol style="list-style-type: none"> 1. Early engagement of graduate students in departmental Grand Rounds 2. Offer undergraduate students research experiences in faculty labs 3. Have a full faculty compliment 4. Increase face to face or personal communications with students 5. Communication between current graduate students and undergraduate juniors & seniors 6. GAs and alumni submit personal videos of experiences as a Fredonia student on the departmental webpage and social media 	<ol style="list-style-type: none"> 1. Ongoing; researching 2. Completed 2020 and Ongoing 3. Ongoing 4. Ongoing 5. Ongoing; research procedures
<i>Objective 2.3</i> Maintain offering GA assistantships to academically successful students	<ol style="list-style-type: none"> 1. Continue lobbying campus administration to continue offering Graduate Assistantships 	<ol style="list-style-type: none"> 1. Completed 2020 and ongoing 2021

GOAL 3 Increase variety of student clinical experiences	STRATEGY	RESULTS
<i>Objective 3.1</i> Provide telepractice clinical experiences	<ol style="list-style-type: none"> 1. Contract a SUNY-approved HIPAA compliant platform for telepractice service delivery 2. Augment student clinic hours using telepractice service delivery 	<ol style="list-style-type: none"> 1. Ongoing; admin work on HIPAA compliant remote platform-Zoom Health 2. Ongoing
<i>Objective 3.2</i> Develop and utilize clinical simulation	<ol style="list-style-type: none"> 1. Develop/ refine uniform procedures for administering and evaluating clinical simulation experiences. 2. Re-evaluate existing policies and procedures 3. Explore clinical simulation options & availability 	<ol style="list-style-type: none"> 1. Ongoing 2. Ongoing 3. Ongoing
<i>Objective 3.3</i> Increase exposure and opportunities to engage with culturally diverse populations	<ol style="list-style-type: none"> 1. Community outreach to local incubator, local public schools, and medical facilities. 	<ol style="list-style-type: none"> 1. Ongoing

GOAL 4 Ensure a successful re-accreditation	STRATEGY	RESULTS
<i>Objective 4.1</i> Successful re-accreditation site visit	<ol style="list-style-type: none"> 1. Conduct a self-study during the Fall semester 2. Conduct biweekly meetings to create a self-study 3. Recruit & invite an undergraduate and graduate student representative to participate in faculty meetings 4. Create an Oncourse site for ASHA 2021 visit 5. Share all the previous ASHA reports with faculty 6. Share & discuss past reaccreditation cycle resources 7. Engage campus administration (Dean, Provost, President) to fill vacant posts 	<ol style="list-style-type: none"> 1. Completed 2020 2. Completed 2020 and Ongoing 3. Completed 2020 and Ongoing 4. Completed 2020 and ongoing 5. Completed 2020 6. Completed 2020 7. Ongoing

GOAL 5 Map Graduate Program Development	STRATEGY	RESULTS
<i>Objective 5.1</i> Define program culture and niche	<ol style="list-style-type: none"> 1. Revise and update departmental and Youngerman Center policies, mission, & vision. 2. Analyze current resources and develop future plans in response to changing budget restrictions 3. Reexamine the number of credits for required and elective program courses. 4. Reevaluate the business model for YC including fees, payment system, staffing, workload, student clinical training, and community outreach 	<ol style="list-style-type: none"> 1. Ongoing 2. Ongoing; Researching 3. Researching 4. Ongoing

<i>Objective 5.2</i> Include current literature, multimedia, within all academic and clinical areas of CDS	<ol style="list-style-type: none"> 1. Update the Reed library CDS textbooks and multimedia 2. Obtain a current list of Reed Library CDS related materials 3. Eliminate outdated Reed Library materials 4. Investigate current Reed Library department Budget 5. Use appropriate Foundation funds to update Department housed CDS Library 	<ol style="list-style-type: none"> 1. Ongoing; Investigate library budget if available 2. Ongoing; Investigate foundation resources 3. Ongoing 4. Investigating 5. Researching
<i>Objective 5.3</i> Maintaining current hardware, software, and operating systems in faculty offices, student, and research labs	<ol style="list-style-type: none"> 2. Replace and update student computer lab (E149), research lab (W112), and faculty offices that are over 5 years old. 	<ol style="list-style-type: none"> 1. Ongoing
<i>Objective 5.4</i> Keep the Audiology Clinic Open	<ol style="list-style-type: none"> 1. Investigate models of sustaining the Audiology clinic 	<ol style="list-style-type: none"> 1. Ongoing

GOAL 6 Aligning Resources	STRATEGY	RESULTS
<i>Objective 6.1</i> Maintain/Increase the level of FTE	<ol style="list-style-type: none"> 1. Initiate hire of a new faculty member 2. Demonstrate the need for an additional supervisor to administration 3. Reinitiate a formal request for 2 clinic supervisors 4. Engage all levels of admin, Dean, Provost, President in development of the program 5. Request replacement of Clinical Audiologist position 	<ol style="list-style-type: none"> 1. Ongoing request to administration 2. Ongoing request to administration 3. Ongoing request to administration 4. Ongoing 5. Ongoing
<i>Objective 6.2</i> Increase the level of financial resources	<ol style="list-style-type: none"> 1. Maintain/ increase the level of IFR income 2. Work with Foundation to maintain or increase the number of departmental scholarships 3. Hire a Clinical Audiologist 	<ol style="list-style-type: none"> 1. Ongoing work research foundation 2. Ongoing 3. Investigating
<i>Objective 6.3</i> Provide early clinical experiences to students	<ol style="list-style-type: none"> 1. Introduce clinical simulations beginning during the initial Fall semester. 	<ol style="list-style-type: none"> 1. Completed and ongoing
<i>Objective 6.4</i> Maintain clinical and academic Facilities	<ol style="list-style-type: none"> 1. Update clinical observation rooms 2. Maintain the number of assigned rooms for office/ lab space 	<ol style="list-style-type: none"> 1. Ongoing with appropriate funding 2. Ongoing
<i>Objective 6.5</i> Improve equitable supervision loads across on-campus supervisors	<ol style="list-style-type: none"> 1. Develop/refine supervision load formula 2. Develop a flexible and progressive mechanism to adapt Clinical Supervisor workload 	<ol style="list-style-type: none"> 1. Ongoing; creating load formula considering clinic and CDS duties/ responsibilities for supervisors 2. Ongoing

GOAL 7 Responsive Curriculum Development	STRATEGY	RESULTS
<i>Objective 7.1</i> Maintain or increase student exposure to opportunities for research	<ol style="list-style-type: none"> 1. Continue providing Research Round Table (RRT) to students 2. Offer student support for graduate student travel to conventions 3. Maintain or increase the number of graduate assistantships 	<ol style="list-style-type: none"> 1. Ongoing; discussions of feasibility 2. Completed and ongoing 3. Ongoing as available through administration budget
<i>Objective 7.2</i> Increase clinical knowledge	<ol style="list-style-type: none"> 1. Instruct students through professional seminars 2. Develop alternative courses to maintain current trends and standards 3. Continue interprofessional practice (IPP) collaboration across campus departments 	<ol style="list-style-type: none"> 1. Ongoing 2. Ongoing; researching 3. Ongoing, continued exploration

GOAL 8 Promote Foundation and Culture	STRATEGY	RESULTS
<i>Objective 8.1</i> To increase the visibility of the program	<ol style="list-style-type: none"> 1. Ongoing marketing in local and WNY media sources 2. Marketing on our departmental webpage and on within the <i>Campus Report</i> 3. Collaborate with enrollment and student services to improve access to new students. 4. Engage Statewide organizations and publications (NYSSHLA & SHAWNY) in departmental marketing initiatives. 	<ol style="list-style-type: none"> 1. Ongoing; Researching new marketing options 2. Ongoing 3. Ongoing 4. Ongoing
<i>Objective 8.2</i> Continue and increase community engagement	<ol style="list-style-type: none"> 1. Increase ASHA CE event offerings. 2. Use Different modalities; Face to Face, Live Web based, Recorded 3. Provide ASHA and multidisciplinary CE opportunities 	<ol style="list-style-type: none"> 1. Ongoing
<i>Objective 8.3</i> Development and maintenance of internal and external financial support options for CDS department and students. .	<ol style="list-style-type: none"> 1. Contact alumni to establish new and maintain existing scholarships. 2. Maintain and establish a solid foundation of community members, existing and novel alumni donors to contribute to scholarships and fundraising, 	<ol style="list-style-type: none"> 1. Ongoing and expanding 2. Ongoing and expanding

GOAL 9 Leveraging Technology	STRATEGY	RESULTS
<p><i>Objective 9.1</i> Improve student support, access to, and utilization of modern technology to support CDS curriculum.</p>	<ol style="list-style-type: none"> 1. Each academic year, review functionality of clinical iPads and upgrades 2. Update the clinical iPads as needed 3. Purchase new apps/iPads 4. Provide necessary student operational training of novel technology. 5. Transition fully to Windows 10 6. Evaluate age of current equipment, and develop replacement plans and cost. 7. Explore alternative cost-effective health records systems 8. Reapply for AER funds to replace and update current outdated lab and clinical equipment 	<ol style="list-style-type: none"> 1. Spring 2021-Two old iPads in clinic that will need to be replaced 2. Completed; Ongoing 3. GA updated existing list Fall 2020 but look at outdated apps-relevance/beneficial, funding concern 4. Evaluate and determine apps beneficial to CDS and clinic to purchase 5. Clinic rooms E147, 130, E142, E140 replaced Spring 2018
<p><i>Objective 9.2</i> Provide contemporary video and camera systems for clinical training and supervision</p>	<ol style="list-style-type: none"> 1. Replace clinic video and camera systems 2. Develop justification plan and budget required for system replacement 	<ol style="list-style-type: none"> 1. Charter developed May, 2019; explore funding options, donors, etc.