

**Department of Audiology and Speech Pathology**  
**Five Year Strategic Plan**  
**2007 - 2012**

**V**ision

The Department of Audiology and Speech Pathology is nationally recognized for educational, clinical and research programs that serve Arkansas, the mid-south, and the nation by:

- Provision of excellent education that promotes competency, professionalism, and leadership
- Implementation of innovative clinical programs
- Generation and dissemination of knowledge through research and scholarship

**V**alues

The Department of Audiology and Speech Pathology values:

- Excellence in education
- Excellence in patient-centered care
- Scholarship
- Barrier-free communication
- Cultural and ethnic diversity
- Internal and external collegiality and collaboration
- Professional and personal ethics and integrity

**M**ission

The Department of Audiology and Speech Pathology educates professionals who serve persons with communication, swallowing, and balance disorders at the local, state, national, and international levels. The department is dedicated to excellence in:

- Teaching and lifelong learning in a student-centered environment
- Service in a patient-centered environment based on academic excellence, leadership, and the ethic of community responsibility
- Research that supports communication science and the practice of audiology and speech-language pathology

## **G**oals

The Department of Audiology and Speech Pathology will continue to expand its influence as a dynamic, collaborative, and innovative consortium program by:

- Improving academic programs to attract outstanding students and promote intellectual development
- Engaging in service that strengthens our ties to the community, region, and state
- Strengthening research programs through scientific inquiry and scholarly endeavors
- Increasing fiscal self-sufficiency

## **S**trategies

The Department of Audiology and Speech Pathology has developed the following objectives and strategies for achieving these goals:



## Goal 1

Improving academic programs that will attract outstanding students and promote intellectual development

### Objectives

1. Increase the mean of the Graduate Record Examination test scores of students admitted into the graduate clinical programs from a baseline of 919 to 950 over the next five years as a measure of the quality of our entering students.
  - a. 2008 data – The average total GRE score (writing and quantitative) increased from 919 to 958.
2. Increase the mean test score of students taking the national praxis examination from a baseline score of 645 to a score of 670 over the next five years as a measure of the quality of our clinical graduate students.
  - a. 2008 data – The average praxis score increased from a baseline of 645 to 659.
3. Meet annual enrollment targets for the Audiology and Speech Pathology graduate programs (for 2007 – 2008, Au.D. = 9, M.S. = 18, Ph.D. = 6, Total = 33 annually).
  - a. 2008 data - The Department clinical programs met or exceeded their annual enrollment targets. The Speech Pathology program has enrolled 20 students; the Audiology program has enrolled 10 students; and the Ph.D. program enrolled 9 students (part time).

### Strategies

1. The Department will annually update its recruitment plans and will provide faculty time and funds for student recruitment efforts (*e.g.*, materials, brochures, travel, time, *etc.*).
2. The Department will support faculty participation in continuing education activities designed to improve their teaching skills (*e.g.*, UAMS' Teaching Scholars Program, UALR's Center for Teaching Excellence, national and regional workshops, *etc.*).
3. The Department will provide travel funds for faculty to participate in continuing education activities to increase their discipline-specific knowledge and skills (*e.g.*, ASHA, AAA, *etc.*).

## **G**oal 2 Providing services that improve the health and well-being of our community, region, and state

### **Objectives**

1. Increase the annual number of patient visits for audiological services through the Department Speech and Hearing Clinic from a baseline of 418 to at least 900 over the next five years.  
2008 data – The number of patient visits for audiological services to the Department Speech and Hearing Clinic was 441 visits. This represents an increase of 23 patient visits.
2. Increase the annual number of fluency evaluations and treatment services provided to persons with a stuttering disorder through the Department Speech and Hearing Clinic from a baseline of 600 patient visits per year to 800 visits per year over the next five years.  
2008 data - The annual number of fluency patient visits decreased from a baseline of 600 patient visits to 386 patient visits. This represents a decrease of 214 patient visits and is primarily due to the loss of the faculty member who was Director of the Arkansas Center for Stuttering Research and Treatment.
3. Increase the annual number of patient visits for speech/language/literacy services provided to persons who are deaf/hard-of-hearing through the Department Speech and Hearing Clinic from a baseline of 70 patient visits per year to at least 210 patient visits per year over the next five years.  
2008 data – The annual number of patient visits for speech/language/literacy services provided to persons who are deaf/hard-of-hearing through the Department Speech and Hearing Clinic increased from a baseline of 70 patient visits to 102 patient visits.

### **Strategies**

1. The Department will develop a marketing strategy to increase the number of our patients.
2. The Department will recognize the importance of faculty participation in community service and outreach opportunities in the annual review and in promotion and tenure considerations.
3. The Department will work closely with key community members to provide the region with high quality clinical facilities and professional expertise

(e.g., Arkansas Center for Stuttering Research and Treatment and Technology Assistance Center).

4. The Department will work with our Development Council to obtain through philanthropy and grants the resources needed to fund a program for deaf/hard-of-hearing children.

## **G**oal 3 Strengthening research programs through scientific inquiry and scholarly endeavors

### **Objectives**

1. Increase the annual number of full-time faculty (M.S., Au.D., Ph.D.) receiving national grant awards (NIH, NSF, *etc.*) from less than one per year to two per year over the next five years.  
2008 data – The number of full time faculty members receiving a national grant award is one (1) in 2008.
2. Increase the annual number of manuscripts published in refereed journals from three per year to five per year over the next five years.  
2008 data – The number of manuscripts published in refereed journals is nine (9).
3. Increase the annual number of faculty-student research projects published from two per year to four per year over the next five years.
  - a. The number of faculty-student research projects published is one (1).

### **Strategies**

1. The Department will maintain research laboratory space for each Ph.D. faculty member.
2. The Department will increase average dedicated faculty research time to at least 40% by reducing Ph.D. faculty involvement in student clinical supervision.
3. The Department, with College and University support, will provide faculty with access to research support services (*i.e.*, statistical consultants, budget consultants, workshops, *etc.*).
4. The Department will support faculty-student research by providing limited annual funding (NTE \$3000) for faculty-student research activities.

## **G**oal 4 Increasing fiscal self-sufficiency

### **Objectives**

1. Increase the annual revenue generated through community contracts from a baseline of \$201,173 to at least \$260,000 over the next five years.
  - a. 2008 data – The annual revenue generated through community contracts is \$192, 861.
2. Increase the annual revenue generated through continuing education from a baseline of \$8,141 to \$11,000 over the next five years.
  - a. 2008 data – The annual revenue generated through continuing education was -\$633.00.
3. Increase the annual revenue generated through clinical services from a baseline of \$40,139 to at least \$66,000 over the next five years.
  - a. 2008 data – The annual revenue generated through clinical services was \$37, 081.

### **Strategies**

1. The Department will provide faculty with research time and support to write grant proposals (see Goal 1).
2. The Department will work with our Development Council to provide an annual, large-scale continuing education event.
3. The Department's clinical marketing plan will result in an increase in the number of patient visits and more clinical revenue.
4. The Department will recognize the value of faculty participation in collaborative professional and community projects in the annual review and in promotion and tenure considerations.

### **A**ssessment Timeline

This is a five-year plan. The Department of Audiology and Speech Pathology will collect data on each of these goals and assess progress toward the five-year goal annually.