

## **Viterbo University Communication Disorders & Sciences Department**

### **RISE 2027 Strategic Plan**

#### **RISE INITIATIVES/ACTIONS**

##### **Resources: Diversify and Strengthen Revenue Streams**

- 1) Establish an undergraduate BS in Communication Disorders degree program that meets enrollment growth and tuition revenue goals.
  - a) By 2027 have 60 undergraduate students enrolled across 4 years.
- 2) Establish an accredited, revenue generating, MSSLP degree program in the College of Nursing and Health.
  - a) By 2027 have 30 graduate students in the MSSLP program across 2 years.
- 3) Develop a funded SLP research-oriented culture.
  - a) Work with the Viterbo University Development Office to identify new potential external partners/donors — private and corporate to support program initiatives/goals. Obtain \$200,000 in donations by 2027.
  - b) Utilize Viterbo University grant-writing support to secure external research grant funding. Obtain \$500,000 in research grant funding by 2027.
  - c) Form strategic research collaborations within and outside the university. Identify and initiate at least one research collaboration external/internal to the university.
- 4) Develop a funded SLP clinical-training oriented culture.
  - a) Work with the Viterbo University Development Office to identify new potential external partners/donors — private and corporate to support program initiatives/goals. Obtain \$200,000 in donations by 2027.
  - b) Utilize Viterbo University grant-writing support to secure external professional/clinical-preparation training grants. Obtain \$500,000 in funded training grants.
  - c) Develop an on-campus SLP clinic by 2027.
  - d) Form strategic SLP clinical collaborations within and outside the university.

##### **Identity: Foster a Missional, Inclusive Reputation and Department Culture**

- 5) Create a welcoming environment where SLP students, faculty & administrators can thrive.
- 6) Maximize diversity, equity, and inclusion at all levels of the department to attain 25% male representation in department/student body and 20% ethnic minority in the department/student body by 2027.
  - a) Targeted recruitment/advertising to increase representation among undergraduates, graduate students, and faculty/staff.
  - b) Develop and utilize a holistic approach to admissions and hiring.
  - c) Incorporate university resources and support.
  - d) Ensure an inclusive and safe learning environment on and off campus for SLP faculty and students from diverse backgrounds.
  - e) Diversity and inclusion should be inherent/incorporated within all clinical settings and classes.
- 7) Develop key community partnerships.
  - a) Assemble an advisory board for the Department of Communication Disorders and Sciences by 2025.
  - b) Connect the Viterbo University undergraduate and MSSLP program faculty and

- students with leaders at commercial, non-profit, health care, and educational partner organizations.
- c) Be visible in the local community as SLP experts. Will provide news updates to appear in local media, annually.
  - d) Attend relevant community meetings.
  - e) Promote department as a resource center for professionals at the local and state level. Faculty will participate in Wisconsin Speech-Language-Hearing Association and present at local conferences starting in 2025.
  - f) Provide professional development opportunities for local practitioners based on expertise within the department.
  - g) Obtain at least 50 MOUs with surrounding educational facilities, hospitals, long-term care facilities, and private practice settings by 2027.
- 8) Embrace the ability of the Department of Communication Disorders & Sciences to tell the "Viterbo SLP Story."
    - a) Create a unified marketing strategy with targeted, timely tactics for marketing the new program to the public, local business leaders, and alumni.
    - b) Build a reliable web presence, URL, and communication link to department for students/professionals seeking additional information about the program.
    - c) Create a departmental presence on social media platforms (e.g. LinkedIn, Meta, X, Departmental Moodle page), to promote achievements in research and academics.
  - 9) Develop a service and servant-leadership culture in the Department of Communication Disorders & Sciences.
    - a) Develop advocacy and clinical on-campus support groups (e.g., laryngectomy, early interventions, autism, parents...)
    - b) Create opportunities for students, faculty, and administrators to participate/volunteer in community, state, and national organizations.

**Students: Increase Student Recruitment, Engagement, Retention, & Success**

- 10) Attract and support new undergraduate and graduate MSSLP student populations.
  - a) Use scholarships when appropriate and available.
  - b) Incorporate university resources and support.
  - c) Develop a holistic approach to admissions.
  - d) Identify early and offer support to underprepared students (e.g., assign a faculty mentor, more senior student).
  - e) Create a unified marketing strategy with targeted, timely tactics for marketing the new program to incoming undergraduate and graduate students.
  - f) Build a reliable web presence, URL, and communication link to department for potential applicants seeking additional information about the program.
  - g) Create a departmental presence on social media platforms (e.g., Twitter, Instagram), to promote student-centered and student-initiated activities.
- 11) Develop distinctive, meaningful co-curricular student experiences.
  - a) Develop telehealth opportunities to rural populations.
  - b) Develop student activities across the region that increase our visibility in hard-to-reach and/or diverse patient populations.
  - c) Create interprofessional clinical simulation opportunities for students in SLP, nursing, and dietetics.
  - d) Create an in-house interdisciplinary clinical practice for patients using faculty and students from SLP, Nursing, Dietetics, and Social Work.
- 12) Develop and advance pedagogical innovation and effectiveness within the department.
  - a) Explore and evaluate new pedagogy to incorporate into undergraduate and graduate SLP education.

- b) Develop and expand effective clinical simulation opportunities for MSSLP students.
  - c) Develop and expand effective telehealth SLP interventions.
- 13) Create an MSSLP clinical and leadership education portfolio that meets market demands.
- a) Consider SLPD program creation.
  - b) Explore global partnerships to support international opportunities for students.
  - c) Identify current and future needs of the local region, the State of Wisconsin, the Nation, the Catholic Church, and Globally.

**Engagement: Become the Regional MSSLP Program of Choice**

- 14) Recruit and retain high-quality faculty in the Department of Communication Disorders & Sciences.
- a) Hire suitable numbers of qualified and diverse faculty by fall 2024.
  - b) Retain department leaders.
  - c) Provide support for every faculty member to present data at a state and a national conference every year.
  - d) Develop a road map/data to justify adding faculty/personnel to compensate for growth in graduate programs.
- 15) Develop an MSSLP program with high Praxis Examination pass-rates and high on-time graduation rates.
- a) The pass-rate and on-time graduation rates will be 90% or higher for each cohort.

**STRATEGIC PRIORITIES**

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  - c) Develop a funded SLP research-oriented culture.
  - d) Develop a funded SLP clinical-training oriented culture.
- 2) **Identity: Foster a Missional, Inclusive Reputation and Department Culture**
- a) Create a welcoming environment where SLP students, faculty, & administrators can thrive.
  - b) Maximize diversity, equity, and inclusion at all levels of the department.
  - c) Develop key community partnerships.
  - d) Embrace our ability to tell the “Viterbo SLP Story.”
  - e) Develop a service and servant-leadership culture in the Department of Communication Disorders & Sciences.
- 3) **Students: Increase Student Recruitment, Engagement, Retention, & Success**
- a) Attract and support new undergraduate and graduate MSSLP student populations.
  - b) Develop distinctive, meaningful co-curricular student experiences.
  - c) Develop and advance pedagogical innovation and effectiveness within the department.
  - d) Create an MSSLP clinical and leadership education portfolio that meets market demands.
- 4) **Engagement: Become the Regional MSSLP Program of Choice**
- a) Recruit and retain high-quality faculty in the Department of Communication Disorders & Sciences
  - b) Develop an MSSLP program with high Praxis Examination pass-rates and high on-time graduation rates.

**Plan for Review & Revision**

This strategic plan will be reviewed and revised biannually by the Chair, faculty, and MSSLP Program Director from the Department of Communication Disorders and Sciences. When goals are met new goals will be written; when changes are made to the Viterbo University strategic plan, the strategic plan of the Department of Communication Disorders and Sciences will be updated accordingly.