

**D'Youville University**  
**Speech-Language Pathology Program**  
**Executive Summary**  
**Strategic Plan**

**D'Youville's Mission**

D'Youville is an independent institution of higher education that offers baccalaureate and graduate programs to students of all faiths, cultures, and backgrounds.

D'Youville honors its Catholic heritage and the spirit of St. Marguerite d'Youville by providing academic, social, spiritual, and professional development in programs that emphasize leadership and service. D'Youville teaches students to contribute to the world community by leading compassionate, productive, and responsible lives.

**School of Health Professions Mission**

The School of Health Professions, driven by academic excellence, prepares leaders who are focused on service, equity, and the health and well-being of a diverse society.

**Strategic Planning Process**

The program director, Dean and Associate Dean met to develop the strategic plan aligned with the University strategic plan. Using the guidelines provided by ASHA entitled *Developing a Strategic Plan for a Program in Communication Sciences and Disorders*, the team embarked upon the strategic planning process. We asked each other three questions: Where are we now? Where to we want to be? How can we get there?

It was important to align the guidelines from ASHA with the University strategic planning process. We completed the following steps:

- Developed a Vision statement.
- Developed a Mission statement.
- Developed an Envisioned Future scenario.
- Using the University strategic priorities, wrote Program Goals.
- Identified tasks, timeframe, responsible party for each program.

The SLP Strategic Plan is submitted annually in the fall for review and approval by the Strategic Planning Committee. At the University it is referred to as the operational planning process. This process is critical for resource allocation and future planning. To ensure that the program's strategic plan reflects the role of the program within its community, two strategic program goals are planned to address the institutional goals of enhancing the student experience (internal community) and building community (external community). In addition, a program advisory board consisting of members of the SLP community review the strategic plan annually.

### **SLP Program Vision**

Our vision is to be the top choice program that prepares exemplary clinicians ready for interprofessional, team-based, client-centered practice.

### **SLP Program Mission**

The DYU Speech-Language Pathology program prepares future speech-language pathologists to provide evidence-based, inclusive services to persons with communication and swallowing disorders across the lifespan. With a commitment to academic excellence and interprofessional collaboration, the program offers innovative graduate academic and clinical education in a diverse urban community. Our program graduates service-minded leaders and professionals focused on improving the health and well-being of others.

### **Envisioned Future**

In 10 years, the SLP program will have full accreditation from CAA, dedicated faculty and staff, and will be recognized by students, alumni, and employers as a top choice program.

### **University Strategic Priorities**

Strategic Priority 1: Enriching Educational Excellence

Strategic Priority 2: Enhancing the Student Experience

Strategic Priority 3: Expanding Opportunity and Building Community

Strategic Priority 4: Moonshots

| <b>Program Goal</b>                                                                                                                   | <b>University Strategic Priority</b>         | <b>Tasks</b>                                                                                                                                                                                                 | <b>Strategy</b> | <b>Timeframe</b>                                                                | <b>Responsible Party</b>                                                         | <b>Progress</b> |
|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-----------------|
| <b>1. Achieve Candidacy Status from CAA-ASHA by June 2024</b>                                                                         | Expanding Opportunity and Building Community | <ol style="list-style-type: none"> <li>1. Complete candidacy application</li> <li>2. Investigate application for NYS teacher credentialing</li> <li>3. Prepare for site visit</li> </ol>                     | Build           | <p>Application to CAA by Jan 2023</p> <p>Prepare for Spring 2024 site visit</p> | SLP PD<br>Assoc Dean<br>Dean<br>VPAA<br>Institutional Effectiveness<br>President |                 |
| <b>2. Build a robust didactic and clinical education program which promotes interprofessional, evidence-based, inclusive practice</b> | <b>Enriching Educational Excellence</b>      | <ol style="list-style-type: none"> <li>1. Thread IPE throughout curriculum</li> <li>2. Establish Memorandum of Agreements with a variety of training sites</li> <li>3. Build simulation scenarios</li> </ol> | Build           | Implement by Fall 2023                                                          | SLP PD<br>Assoc VPAA<br>Director of Sim                                          |                 |
| <b>3. Recruit and hire qualified full-time faculty</b>                                                                                | <b>Enhancing the Student Experience</b>      | <ol style="list-style-type: none"> <li>1. Advertise faculty positions</li> <li>2. Form search committees</li> </ol>                                                                                          | Build           | Complete hiring process for Director of Clinical                                | SLP PD<br>SLP search committee<br>Assoc Dean<br>Dean<br>HR                       |                 |

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|-------------------------------------------------------------------------------------|------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--|
|                                                                                     |                                                            |                                                                                                                                                                                               |              | <p>Education by Fall 2023</p> <p>Complete hiring process for faculty #1 by Summer 2024</p> <p>Complete hiring process for faculty #2, #3 by Summer 2025</p> |                                                                                              |  |
| <p><b>4. Secure articulation agreements with clinical placement sites</b></p>       | <p><b>Enhancing the Student Experience</b></p>             | <p>1. Review University Memorandum of Agreements</p> <p>2. Connect with sites in WNY to explore student placement opportunities</p> <p>3. Verify site placement at Health Professions Hub</p> | <p>Build</p> | <p>Secure sites by Fall 2023</p>                                                                                                                            | <p>SLP PD</p> <p>SLP advisory committee</p> <p>DCE</p> <p>Clinical Coordinator Committee</p> |  |
| <p><b>6. Develop a student recruitment strategy to attract diverse students</b></p> | <p><b>Expanding Opportunity and Building Community</b></p> | <p>1. Collaborate with MarCom to develop a marketing campaign</p>                                                                                                                             | <p>Build</p> | <p>Enroll first cohort of students by Fall 2024</p>                                                                                                         | <p>SLP PD</p> <p>Dean</p> <p>Assoc Dean</p> <p>MarCom</p> <p>Dir of Admissions</p>           |  |

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|  |  | <p>2. Investigate and implement use of centralized application service for admissions</p> <p>3. Affiliate with regional higher education institutions in to enhance student enrollment</p> |  | <p>Begin spring/summer 2023 marketing campaign to recruit students</p> |  |  |
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