

## **CDDS Department Strategic Plan 2008**

### **Mission Statements**

The University's primary mission is to provide comprehensive bachelors and master's degree instruction for qualified students. The primary mission of the College of Health and Human Services is to provide professionally oriented education at the baccalaureate level, and to provide graduate programs in specialized disciplines related to health and human services. Consistent with these missions, the Department of Communicative Disorders and Deaf Studies offers undergraduate and graduate programs to prepare students for professional practice in communicative disorders and deaf studies. Accordingly, our mission statement is as follows:

The mission of the Department of Communicative Disorders and Deaf Studies at California State University, Fresno is to disseminate knowledge and train professionals in speech-language pathology, audiology, deaf education and interpreting who will provide quality service to the public. The Department will accomplish this mission by providing a stimulating learning environment for enhancing personal and educational development, promoting understanding of people of various cultures, and offering opportunities for research and scholarship in communicative disorders and deaf studies.

### **External Factors that Need to be Considered**

1. Departmental goals must fit within the college and university missions and goals.
2. The need to fulfill CAA requirements and ASHA requirements.
3. The demand for our graduates within the community.
4. Competitive programs.

5. University requires preference be given to applicants within our 5 county service area.
6. Location

#### Internal Factors that Need to be Considered

1. Faculty and staff needs.
2. Physical space / facilities.

#### TOWS Analysis

##### *External Threats*

1. Cost of grad school
2. Lack of doctoral programs within California (Ph.D. & Au.D.)
3. New “Communication Development Credential”.
4. Limited number of student teaching and externship sites
5. The need for increased community education regarding our professions.
6. Limitations & productivity requirements of externship sites reducing number of available supervisors.

##### *External Opportunities*

1. The need for our graduates (SLP & AUD shortages).
2. We are currently accredited by CAA.
3. Potential for developing an Au.D. program.
4. Relationship with CSHA (i.e., hot topics, conference)
5. Externship opportunities
6. Need for SLP and Audiology will grow with changing demographics
7. Interprofessional collaboration with other departments & community entities (i.e., PT, Education, Psych, concussion consortium, CH, CRMC)

##### *Internal Strengths*

1. Large pool of undergraduate students allows us to select more qualified graduate applicants.
2. Technology
3. Qualified and enthusiastic faculty
4. Clinic facility and supplies
5. speech science lab
6. Diagnostic Audiology Equipment

##### *Internal Weaknesses*

1. Large undergraduate class sizes and once a year offerings.
2. Offsite supervisor needs.
3. Limited amount of clinic space, etc.
4. Need for increased opportunities for financial assistance for SLP and Audiology students.

5. Inadequate classroom size/facilities/technology.

<p><b>Future Quadrant</b> (Internal strengths &amp; External opportunities)</p> <ul style="list-style-type: none"> <li>• Continue to meet the need for graduates within our professions (i.e., professional shortages) and address a growing need in the future. Do we need to plan for expansion of grad program?</li> <li>• Maintain CAA accreditation</li> <li>• Explore the possibility of an Au.D. program</li> <li>• Maintain our relationship with CSHA &amp; ways it benefits our students</li> <li>• Maintain and expand/develop externship opportunities</li> <li>• Decide on whether we want to expand or maintain the size of the undergraduate audiology option and plan accordingly</li> <li>• Maintain effort to offer CEUs through the department</li> <li>• Maintain clinic facility and supplies</li> <li>• Improve utilization of speech science lab</li> <li>• Continue to provide student scholarships when available</li> </ul>	<p><b>Internal Fix-It Quadrant</b> (Internal weaknesses &amp; External opportunities)</p> <ul style="list-style-type: none"> <li>• Class size management</li> <li>• Develop new supervisor relationships and clinical sites</li> <li>• Explore the possibility of off-campus clinical sites.</li> <li>• Review curriculum for audiology option.</li> </ul>
<p><b>External Fix-It Quadrant</b> (Internal strengths &amp; External threats)</p> <ul style="list-style-type: none"> <li>• Continue to offer cochlear implant class, make it available to SLP students</li> <li>• Collaborate with the Central California Autism Center in terms of offering services to that population.</li> </ul>	<p><b>Survival Quadrant</b> (Internal weaknesses &amp; External threats)</p> <ul style="list-style-type: none"> <li>• SLPA program</li> </ul>

**Action Plan**

Goals for 2014-2018 Academic Years

Goals	Short-Term Goals	Date Completed
1. Offer an AUD program	<ul style="list-style-type: none"> <li>• Submit proposal</li> <li>• Explore feasibility of Au.D. program</li> <li>• Recruitment of AUD undergraduates</li> <li>• Review curriculum for UG Audiology</li> </ul>	Proposal submitted Spring 2014
2. Reduce UG SLP/Aud. Class sizes	<ul style="list-style-type: none"> <li>• Institute required 3.0 GPA for 80, 95, 101, 102 in order to continue in program</li> </ul>	Fall 2015
3. Maintain/Develop/Expand Externship Opportunities	<ul style="list-style-type: none"> <li>• Community outreach to local prof.</li> <li>• Establish 5 new contracts</li> </ul>	Ongoing

	<ul style="list-style-type: none"><li>• Evaluate quality of offsite facility and supervisors</li></ul>	Spring 2016 Ongoing
4. Maintain clinic facilities	<ul style="list-style-type: none"><li>• Purchase new audiometers</li><li>• Purchase new listening devices</li><li>• Paint and remove old system</li></ul>	2017?