Auburn University

Department of Speech, Language, and Hearing Sciences

2025-2029 Strategic Plan

# Goal #1: SLHS Exceptional Student Experience

WE WILL:

## Provide SLHS undergraduates more opportunities to explore the programming of our department and connect with faculty.

### Year one (2025)

* Offer in-person open house for prospective graduate students in AuD and SLP to learn more about the department and faculty
* Hold 1-2 coffee chats for undergraduate students to meet and get to know faculty

### Year two (2026)

* Initiate departmental orientation for undergraduates

### Year three (2027)

* Survey undergraduate students regarding their needs and facilitators/barriers to connection with faculty.

## Provide SLHS undergraduates with quality instruction and mentoring to provide the necessary foundations for success in the undergraduate program and for graduate school.

### Year one (2025)

* Hold brown bag discussion with CLA advisors regarding degree options and the graduate school application process
* Pilot peer tutoring in SLHS 3410 Phonetics and SLHS 3550 Speech Science
* Investigate the feasibility of a continuous improvement plan with AU Online for online courses

### Year two (2026)

* Continue Peer tutoring in SLHS 3410 and SLHS 3550; Add SLHS 3400 A&P

### Year three (2027)

* Continue peer tutoring in SLHS 3410 and SLHS 3550, and SLHS 3400; Add SLHS 3560 Neuroanatomy

## Provide SLHS graduate and undergraduate students with a curriculum that reflects current needs within the professions of speech-language pathology and audiology

### Year one (2025)

* Initiate MS SLP Curriculum Revisions
* Submit AuD Curriculum Revisions

### Year two (2026)

* Initiate AuD Curriculum Revisions

### Year three (2027)

* Conduct a self-assessment of the UG curriculum

## Initiate a Ph.D. program

### Year one (2025)

* Pursue 1st faculty hire
* Create space for additional needs associated with the PhD program
* Recruit potential doctoral students for the PhD program

### Year two (2026)

* Initiate 1st application cycle for the Ph.D. program
* Initiate PhD Program (Fall 2026); Have 1-2 students enrolled in PhD program
* Pursue 2nd faculty hire

### Year 3 (2027)

* Have 2-3 students enrolled in PhD program

### Year 4 (2028)

* Have 3-4 students enrolled in PhD program

### Year 5 (2029)

* Have 4-5 students enrolled in the PhD program

# Goal #2: SLHS Impactful Research and Creative Scholarship

WE WILL:

## Improve quantity and quality of research and scholarship by building infrastructure

### Year one (2025)

* The department will have a minimum of two external grant submissions per year
* Identify all institutionally sponsored grant funding opportunities
* Faculty will have an average of 1-2 publications per year in journals with a reported impact factor

### Year two (2026)

* The department will have a minimum of three external grant submissions per year
* The department will have a minimum of 2 internal grant submissions per year
* Faculty will have an average of 2-3 publications per year in journals with a reported impact factor

### Years three through five (2027 - 2029)

* Maintain 3 external grant submission with one being federal.
* Faculty will have an average of 2-3 publications and an additional 1-2 submissions per year to journals with reported impact factors

## Increase national and international reputation through presentations at national and international conventions

### Year one (2025)

* Obtain baseline data for current number of national and international presentations

### Year two (2026)

* Maintain and expand the number of national and international presentations over the previous year

### Year three through five (2027-2029)

* Secure external travel funding for national and international travel
* Maintain the expanded number of national and international presentations

## Revise P&T Standards to be Commensurate with aspirational peers

### Year one (2025)

* Form a committee to identify where we currently stand in the national reputation and review P&T standards from an aspirational university
* Revise P&T standards and present to faculty for ratification.

### Year 2

* Incorporate changes into offer letters for incoming faculty

### Year 3 (2027)

* Implement new P&T standards

### Year 5 (2029)

* Revisit P&T standard implementation to determine if adjustment is necessary

## Revise Tenure Track Annual Review Guidelines to be commensurate with P& T standards

### Year one (2025)

* Form a committee to review merit processes by reviewing those of departments at the university with doctoral programs and aspirational programs in the discipline at peer institutions.
* Operationally define a 2-2 workload
* Update annual review process and workload guidelines.
* Present revised academic merit processes for ratification

### Year two (2026)

* Update policies and procedures to reflect new merit processes

### Year 3 (2027)

* Apply new merit guidelines to the Faculty Annual Review

### Year 5 (2029)

* Revisit FAR guidelines to determine if adjustments are necessary

## Develop a plan for space needs associated with increased faculty

### Year one (2025)

* Executive committee meets to determine office and lab space for incoming 2025 hires
* Consult with the dean on the possibility of space outside of the quadrant.
* Develop a contingency plan based on the current space in the 1100 quadrant for office and lab needs associated with Ph.D. program hires

### Year two (2026)

* Determine office and lab space for 2026 hire associated with Ph.D. program
* Determine workspace for incoming Ph.D. students

### Year three (2027)

* Determine office and lab space for 2027 hire associated with the Ph.D. Program

## Mentor Student Research

### Year one (2025)

* Submit undergraduate research fellowships every year
* Investigate funding opportunities for student research presentations at national/international conferences
* An average of five theses every year
* Goal of eighty percent of capstone projects submitted are accepted for publication/national presentation/proposal submission

### Years two through five (2025-2029)

* Submit undergraduate research fellowships every year
* An average of five theses every year
* Goal of eighty percent of capstone projects submitted are accepted for publication/national presentation/proposal submission

# Goal #3: SLHS Commitment to Excellence and Innovation

WE WILL:

## Work to ensure that facilities meet or exceed academic and clinical needs

### Year one (2025)

* Secure a new golf cart for the AUSHC
* Finalize renovations with increased accessibility and features to benefit clients

### Year two (2026)

* All faculty will have completed training required to use EASL classroom spaces
* Assess how well current clinical spaces are meeting training and service provision needs
* Investigate possibility of having integrated learning resources in the dedicated SLHS classroom

## Seek and secure opportunities for recognition of faculty, staff, and students

### Year one (2025)

* The awards and nominations committee will operationalize a process for nominations
* Identify all appropriate college and university level award opportunities
* Identify at least two appropriate professional award opportunities

### Years one through five (2025-2028)

* Nominate at least two faculty, staff or students for awards at the college or university level
* Nominate at least one faculty member for an award at the professional level

## Continue to support employee development

### Years one through five (2025)

* Hold a brown bag each Fall and Spring Semester to support faculty development
* Provide funds for faculty travel to support CEUs
* Annually assess faculty training needs (e.g., grant support, pedagogy, clinical development)

## Continuously improve processes

### Year one (2025)

* Identify possible alternatives to EMR
* Assess graduate admissions processes for needed revisions
* Explore the possibility of a Clinic Director position

# Goal #4: SLHS Catalytic Engagement

WE WILL:

## Be a premier resource for the professions of speech language pathology and audiology

### Year one (2025)

* Establish a CE committee
* Complete CE application

### Year two (2026)

* Plan and hold first CE opportunity for preceptors

### Years three through five

* Plan and hold at least one CE opportunity

## Increase engagement with community

### Years one through five (2025)

* Identify two new community partners for local presentations by community
* Work with NSSLHA and SAA to identify community partners who would benefit from philanthropy events (e.g., REACH)

## Continue to grow our partnership with the Rural Health Initiative

### Year one (2025)

* Increase SLP caseload by 1-2 clients
* Increase hearing aid fittings by 1 per month
* Identify 1 new partnership in the area
* Reapply for the Alabama Relay hearing aid grant to include Chambers and Lee County

### Year 2 (2026)

* Apply for extramural funding to acquire additional materials
* Work with RHI to develop dedicated space for SLHS in Chambers County

### Year 3 (2027)

* Increase SLP caseload by 2-3 clients
* Increase hearing aid fittings by 2-3 per month

### Year 4 (2028)

* Continue to expand SLP and audiology caseloads.

### Year 5 (2029)

* Provide a full day of audiology and SLP services in Chambers County

## Maintain current collaborations across campus and add additional partnerships*.*

### Year one (2025)

* Identify possible community facilities to provide speech and language services
* Identify possible practicum placement opportunities
* Explore partnerships with healthcare administration (e.g., internship in front office, guest lectures, student collaborative opportunities)

## Expand international collaboration opportunities

### Year one (2025)

* Continue to market and recruit for current SLHS abroad opportunities (e.g., Global Perspectives in SLP and Guatemala AuD outreach)

### Year two (2026)

* Form a committee to investigate the viability of virtual or in-person collaboration opportunities for students and/or faculty

# Goal # 5 Distinctively Auburn

WE WILL:

## Build Department Visibility Through Branding and Marketing Efforts

### Year one (2025)

* Form marketing and branding committee to determine current methods and effectiveness
* Identify new methods and sources of funding for marketing efforts
* Identify areas of improvement in the department website
* Place order for updated departmental items to be used at information fairs, outreach events, and recruitment events
* Increase social media presence – investigate possibility of an intern from communication and journalism
* Work with development to explore ways to connect with community stakeholders (alumni, clients)

### Year 2 (2026)

* Develop a marketing plan for the AUSHC
* Implement website redesign for graduate programs
* Make plans based on what is learned on ways to connect

### Year 3 (2027)

* Implement marketing plan
* Implement website redesign for undergraduate program
* Implement plan to connect with community stakeholders

## Establish a reciprocal relationship with alumni

### Year one (2025)

* Plan clinic open house for a home game day

### Year 2 (2026)

* Launch departmental newsletter
* Hold one clinic open house per year

### Years 3 through 5 (2027-2029)

* Publish a departmental newsletter in the beginning of Fall semester and the end of Spring semester