

Stockton University
School of Health Sciences
Communication Disorders Program Strategic Plan
2016-2021
(Initially Developed May 2016)

Executive Summary

This strategic plan aligns with the Master of Science in Communication Disorders (MSCD) Program Mission:

The mission of the Master of Science in Communication Disorders Program is to prepare students for New Jersey Licensure and for certification by the American Speech-Language-Hearing Association in speech-language pathology, as well as for certification as speech-language specialists by the New Jersey Department of Education; to demonstrate the principles of evidence-based practice; to provide opportunities for continuing education; and to provide direct clinical services to the surrounding community.

This plan was developed by the MSCD faculty with input from Communication Disorders students and in alignment with the strategic planning of the University and the School of Health Sciences. The faculty utilized a SOAR analysis to identify strengths, opportunities, aspirations, and results. The plan is periodically reviewed by the faculty to assess progress.

The current plan prioritizes the following initiatives:

- Increasing student diversity.
- Increasing opportunities for students to gain experience with diverse clinical populations.
- Increasing opportunities for interprofessional education.
- Increasing our presence in the community while building community relationships.

For more information, or to provide input on these strategic planning initiatives, you may contact the program director, Dr. Amy J. Hadley at: amy.hadley@stockton.edu

Master of Science in Communication Disorders
MSCD Program Strategic Plan
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Goals	Action Steps Needed	Resources Needed	Who is Responsible?	Results
<p>1) The program will develop a new marketing video for the Speech and Hearing Clinic as well as print and web-based resources in materials other than English.</p> <p>Alignment with University and School Plan in the area(s) of: Engagement</p>	<p>*Needs assessment for languages to be used in marketing</p> <p>* Determine which services can be provided by faculty and students in the Language program at Stockton</p> <p>*Explore how to make materials accessible for individuals who are deaf, hard-of-hearing, or visually impaired</p>	<p>Videographer</p> <p>Editor</p> <p>Translators/Interpreters</p> <p>Learning Access Program</p> <p>Participants for video</p>	<p>Speech and Hearing Clinic Director</p> <p>Graduate Assistants</p> <p>Dr. Monika Pawlowska</p>	<p>5/8/17 Graduate student to translate clinic materials (e.g. brochures, case history forms, etc.) during summer 2017</p> <p>5/2/18 University Relations and Marketing (URM) is revamping the brochure, website, and promotional materials. Will also include Spanish wording on video. Bring up to URM</p> <p>4/30/2019 Achieved</p>
<p>2) The program will develop a guiding document for students to use when discussing cultural preferences with clients.</p>	<p>*Working group meetings</p> <p>*Development of draft materials</p> <p>*Pilot materials in courses</p> <p>*Implement in clinic training</p>	<p>CLD resources from ASHA</p> <p>Student researchers</p>	<p>CMDS faculty & Clinic Director</p>	<p>5/8/17 In CMDS 5125 and 5410, instructor has piloted discussions regarding cultural preference questioning. A working meeting will be scheduled</p>

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<p>Revised goal 5/2/18 The program will develop a tool for students that will provide guidelines for determining client preferences during interactions.</p> <p>Alignment with University and School Plan in the area(s) of: Learning, Engagement, Global Awareness</p>				<p>fall 17 to compile existing documents.</p> <p>5/2/18 Discussions of cultural differences will continue in both courses as well as incorporated into CMDS 5902/5903.</p> <p>4/30/2019 Dr. Hernández, Dr. Pawlowska, and students are developing a pool of questions. These may be integrated with the Clinical Rapport Tool that student researchers have developed.</p>
<p>3) The program will develop scripts and integrate the use of standardized patients into clinical education.</p> <p>Alignment with University and School Plan in the area(s) of:</p>	<p>*Review procedures for standardized patients</p> <p>*Identify need for cases (types of cases)</p> <p>*Script development</p>	<p>Compensation for standardized patients</p> <p>Authors for scripts</p> <p>Standardized patients</p>	<p>Dr. Stacy Cassel</p> <p>Clinic Director</p> <p>CMDS faculty as supports</p>	<p>5/8/17 G-course developed (Cassel).</p> <p>Program continues to identify need for types of cases. For AY 16-17, need was met through use of guest clients.</p> <p>5/2/18</p>

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Learning, Engagement	*Training of standardized patients			<p>Being discussed as a freshman or transfer seminar. Consider what attributes could be attached to the course to focus on what would entice enrollment rather than who the audience would be to take it.</p> <p>4/30/19 Dr. Cassel continues to explore the best way to integrate into existing courses.</p>
<p>4) Students will have opportunities for increased engagement in community-based events/activities, including collaboration with the NSSLHA chapter.</p> <p>Alignment with University and School Plan in the area(s) of: Learning, Engagement</p>	<p>*Identify liaisons</p> <p>*Brainstorm potential events</p> <p>*Integrate opportunities into syllabi</p> <p>*Implement activities/events</p> <p>*Include opportunities with diverse populations</p>	<p>NSSLHA liaisons to each cohort- GAs</p> <p>Dr. Irene Sanders- NSSLHA advisor</p>	<p>CMDS faculty</p>	<p>5/8/17 G.A.s served as liaisons to the NSSLHA chapter at SU.</p> <p>IPE Event (April 17th); Intergenerational Luncheon; Wildwood Health Resources Day; Service-Learning assignment with Pomona Preschool</p> <p>5/3/18 Intergenerational Luncheon; Baby Day;</p>

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				<p>Get Fit; Cape May County Health Resources Day; Service-Learning assignments with Pomona Preschool</p> <p>Community screenings: Pilgrim Academy, Coastal Learning Center, Millhill Child and Family, Garden State Academy</p> <p>Adler Aphasia Group</p> <p>NSA support groups</p> <p>Balanced Child Therapy – hearing screenings</p> <p>NJSHA Advocacy Day</p> <p>Special Olympics – screenings in conjunction with Montclair University</p> <p>Pleasantville School District – preschool parent education</p> <p>4/30/19 Graduate assistant</p>

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				continues to serve as liaison between NSSLHA chapter and graduate students. Above-listed activities continue.
<p>5) The program will increase distribution of marketing materials for the Speech and Hearing Clinic.</p> <p>Alignment with University and School Plan in the area(s) of: Engagement</p>	<p>*Identify outlets for literature distribution</p> <p>*Identify sources for adult referrals</p>	<p>GA support</p> <p>List of physicians, PTA/PTO etc.</p>	<p>Clinic Director</p> <p>Fieldwork Coordinator</p> <p>GAs (as appropriate)</p>	<p>5/8/17 Delivered promotional materials to school districts in Atlantic and Gloucester County. Future: Ocean and Cape May.</p> <p>Folders were distributed with newsletter, welcome letter, and brochure to market adult neurogenic clinic (tentative).</p> <p>5/3/18 URM overhaul of marketing material – brochure, website, flyers, bilingual services</p> <p>Marketing materials to be sent with students to medical placements.</p>

Goals	Action Steps Needed	Resources Needed	Who is Responsible?	Results
				4/30/19 Achieved
<p>6) The program will seek ways to increase the diversity of the applicant pool.</p> <p>Alignment with University and School Plan in the area(s) of: Learning Engagement Globalization</p>	<p>*Analysis of CSDCAS data</p> <p>*Increased awareness of program through other initiatives (see clinic video and marketing goal)</p> <p>*Events at high schools</p>	CSDCAS data archives	<p>Dr. Amy Hadley</p> <p>CMDS students and NSSLHA chapter</p>	<p>5/8/17 Hispanic Emphasis Specialization was approved. Initiate fall 2018.</p> <p>Diversity grant received for conference (Vamos a Comunicar: Serving the Hispanic Population). Held September 29, 2017</p> <p>5/3/18 Data mining in progress.</p> <p>Rolled out HES in fall '18. 9 candidates applied, 2 accepted.</p> <p>Potential to market to current college and university students who have diverse backgrounds but have not yet considered a career in speech-language pathology.</p>

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				<p>Networking with Rutgers University Linguistic program to counsel students into career of SLP.</p> <p>Continued communication with Spanish language program (re: Minor in Spanish for Health Sciences)</p> <p>4/30/19 Received applications and offered admission to applicants for HES program for Fall 2019.</p> <p>CSDCAS data indicated that for the last two admission cycles, 11% of applicants identified their ethnicity as other than white. 16% of students enrolled for AY 2018-2019 represented diverse groups.</p>

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<p>7) The program will serve as a resource to school districts for areas of specialty interest (e.g. bilingual, classroom collaboration, literacy, etc.)</p> <p>Alignment with University and School Plan in the area(s) of: Engagement</p>	<p>*Develop a list of the faculty's areas of expertise</p> <p>*Offer consultative services to our clinical partners in areas of special interest</p>	<p>CMDS Faculty Students</p>	<p>CMDS faculty</p>	<p>5/8/17 Completion of several independent evaluations through the S&H Clinic.</p> <p>Bilingual Specialty Clinic offered fall 16 and spring 17 semester in S&H Clinic.</p> <p>Schools course offers teacher training to preschool program in Pleasantville.</p> <p>Suggestion made to market specialties/areas of expertise of faculty in order to serve as guest speakers for districts.</p> <p>Service-Learning assignment with Pomona Preschool</p> <p>5/3/18 Independent evaluations completed for bilingual and literacy needs.</p> <p>Referrals for literacy evaluations</p>

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				<p>received for the Clinic.</p> <p>Exploration of partnerships with private schools to provide speech therapy services.</p> <ul style="list-style-type: none"> - Possibly a specialty clinic? <p>4/3/2019 Dr. Hadley serves as a consultant for SRI-ETTC, providing teacher training.</p> <p>Dine and Learn series held during AY 2018-2019.</p>
<p>(Added May 2018)</p> <p>8) Increase opportunities for students, faculty, and staff to participate in interprofessional education experiences and interprofessional practice.</p> <p>Alignment with University and School Plan in the area(s) of: Engagement</p>	<p>Work with SHS committee for space allocation for IPE Clinic</p> <p>Collaborate across disciplines/schools within university to develop assignments, events, activities, etc.</p> <p>Develop IPE opportunities within courses (assignments)</p> <p>Develop IPE opportunities within clinic courses (assignments)</p>	<p>Space</p> <p>Faculty/Staff/Students across university and within community</p> <p>Planning/meeting time</p>	<p>CMDS faculty, staff, and students</p>	<p>5/3/18 Submitted a collaborative proposal to the Stockton Space Management Committee for an IPE Clinic (Stockton Medical Building space)</p> <p>Level II Occupational Therapy students are splitting time in a placement with the Clinic (summer 18)</p> <p>Continuing education events that are IPE with</p>

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				<p>programs in SHS (Lit. reviews/poster presentations, clinical educator events, research experiences in externships)</p> <p>Intergenerational Luncheon; Baby Day; Get Fit</p> <p>4/30/2019 Achieved except for increased space. University decided to lease Stockton Medical building space to outside entity. Program Director will continue to work with Dean on advocating for increased IPE space.</p>