

## **Strategic Plan 2023-2025**

### Vision Statement

The Department of Communication Sciences and Disorders (COSD) is dedicated to creating a culture of student empowerment and success through implementation of innovative teaching and faculty-student collaborations in the classroom, clinical practice, and the community.

### Mission Statement

In support of Radford University's commitment to providing students a transformative educational experience within a community of inclusivity and empowerment, the Department of Communication Sciences and Disorders is committed to cultivating excellence in student-centered learning and engagement. We foster innovative faculty-student collaborations and a supportive environment to inspire student success through a shared vision of inclusiveness and service within the campus community and beyond.

**2023-2025 University Strategic Goals**

**Goal 1:** Define and capitalize on Radford University’s distinctive academic programs and experiences.

University Strategies	Communication Sciences and Disorders Goals	Communication Sciences and Disorders Key Measures and Outcomes	Timeline	Progress
<p><b>1.</b> Collaborate within the campus-wide process to identify distinctive programs and experiences.</p> <p><i>Measures and Outcomes: Every student graduates career-ready with at least one high-impact experience</i></p>	<p><b>Goal 1.</b> Collectively identify key areas of distinction within the curriculum and experiences in the undergraduate and graduate programs in COSD.</p>	<p><b>1.A.</b> Identify key areas of distinction within the undergraduate program curriculum.</p>	<p><b>1.A.</b> Spring 2024: Establish areas based on surveys of faculty, staff, students, and alumni.</p>	
		<p><b>1.B.</b> Identify key areas of distinction within the graduate program curriculum.</p>	<p><b>1.B.</b> Spring 2024: Establish areas based on surveys of faculty, staff, students, and alumni.</p>	
		<p><b>1.C.</b> Identify key experiences of distinction for undergraduate majors (e.g., opportunities for high-impact engagement).</p>	<p><b>1.C.</b> Spring 2024: Establish key experiences of distinction for undergraduate majors.</p>	
		<p><b>1.D.</b> Identify key experiences of distinction for graduate students (e.g., scholarship, service-learning).</p>	<p><b>1.D.</b> Spring 2024: Establish key experiences of distinction for graduate students.</p>	
	<p><b>Goal 2.</b> Collectively market key areas of distinction within the curriculum and experiences in the undergraduate and graduate</p>	<p><b>2.A.</b> Create strategies for marketing the distinctive programs and experiences.</p>	<p><b>2.A.</b> Fall 2024: Create at least 3 marketing strategies for each program.</p>	

	programs in COSD to prospective students.	<b>2.B.</b> Implement strategies for marketing the distinctive programs and experiences.	<b>2.B.</b> Spring 2025: Implement at least one of three marketing strategies for each program.	
<b>Goal 2:</b> Stabilize enrollment through increased student matriculation and reduced attrition.				
University Strategies	Communication Sciences and Disorders Goals	Communication Sciences and Disorders Key Measures and Outcomes	Timeline	Progress
<b>2.A.</b> Align academic programs with institutional strengths, student interests, regional needs and programs  <i>Measures and Outcomes: Increased undergraduate and graduate application and enrollment</i>	<b>Goal 1.</b> Increase undergraduate applications and enrollment.	<b>1.A.</b> Identify 5 recruitment strategies for improving visibility of the undergraduate program.	<b>1.A.</b> Fall 2023: Identify 5 priorities for recruitment strategies for the undergraduate program.	
		<b>1.B.</b> Implement 5 recruitment strategies for improving visibility of the undergraduate program.	<b>1.B.</b> Spring 2024: Implement 5 priorities for recruitment strategies for the undergraduate program.	
	<b>Goal 2.</b> Increase undergraduate retention in the major.	<b>2.A.</b> Review of the undergraduate curriculum and course sequence.	<b>2.A.</b> Spring 2024: Complete review of undergraduate curriculum and course sequence.	
		<b>2.B.</b> Implement changes in undergraduate curriculum and course sequence based on review.	<b>2.B.1.</b> Fall 2024: Submit undergraduate curricular changes to Curriculog.	

			<b>2.B.2.</b> Fall 2025: Implement undergraduate curricular changes.	
	<b>Goal 3.</b> Increase graduate student applications and enrollment.	<b>3.A.</b> Identify 5 recruitment strategies for improving visibility of the graduate program.	<b>3.A.</b> Fall 2023: Identify 5 priorities for recruitment strategies for the graduate program.	
		<b>3.B.</b> Implement 5 recruitment strategies for improving visibility of the graduate program.	<b>3.B.</b> Spring 2024: Implement 5 priorities for recruitment strategies for the graduate program.	
<b>2.B.</b> Enhance VCCS outreach and pathway development.  <i>Measures and Outcomes: Increased enrollment and retention</i>	<b>Goal 1.</b> Increase transfer enrollment	<b>1.A.</b> Meet with the Special Assistant to the Provost for Transfer Initiatives to discuss transfer policies.	<b>1.A.</b> Spring 2024: Meet with the Special Assistant to the Provost for Transfer Initiatives to discuss transfer policies.	
		<b>1.B.</b> Implement new transfer policies.	<b>1.B.</b> Fall 2024: Implement new transfer policies.	
<b>2.C.</b> Enhance Radford University's bachelor's to master's pathways  <i>Measures and Outcomes: Increased graduate enrollment of Radford University and VT students</i>	<b>Goal 1.</b> Establish Early Assurance Programs	<b>1.A.</b> Explore Early Assurance Program for freshmen, transfers and seniors from partner institutions.	<b>1.A.</b> Fall 2023: Review admission data to determine process and criteria for early assurance programs.	
		<b>1.B.</b> Implement Early Assurance Program for incoming freshmen.	<b>1.B.</b> Spring 2024: Implement Early Assurance Program for incoming freshmen.	

		<b>1.C. Implement Admissions Program with partner institutions.</b>	<b>1.C. Spring 2025: Implement Admissions Program with partner institutions (e.g., VT).</b>	
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