

**University of the Pacific**  
**Pacific 2020 – Strategic Plan**  
**Department of Speech-Language Pathology & Audiology**  
**Speech-Language Pathology Strategic Plan**  
**Approved 5/18/2016**

**Strategy 1:** Build the strength, relevance, and reputation of Pacific’s academic programs

1.1 Embrace new technologies, innovative learning models, and a vibrant culture of intellectual inquiry to serve the new generation of learners

- A. Expand new technologies in academic courses and clinical settings.*
- B. Facilitate intellectual inquiry by actively engaging students in designing and conducting research studies.*

1.2 Serve our communities and visibly engage each city through our educational, research and outreach activities

- A. Provide service to the community through speech-language treatment at the Pacific Speech, Hearing and Language Center*
- B. Maintain the Pacific Aphasia Conversation Team (PACT) to provide communication access for individuals with aphasia*
- C. Provide service to the community through speech-language and hearing screenings at local health fairs and private schools.*
- D. Renew annual contract for professional services contract with the Stockton Scottish Rite Language Disorders Center.*
- E. Maintain the Language Literacy Center (LLC) to provide language and literacy services for school-age children and adolescents in our community and to promote the success of our students.*
- F. Conduct, present, and publish research that is relevant to the needs of our communities.*

**Strategy 2:** Pursue new student markets that capitalize on the strengths of Pacific’s academic programs and multiple locations

2.1 Leverage our campuses in the three cities to provide learning and career networking opportunities

- A. Collaboration of the Doctor of Audiology (Au.D.) entry-level professional program at the San Francisco campus with the Speech-Language Pathology program at the Stockton campus.*
- B. Investigate the potential of a research doctorate degree in speech-language pathology at the Stockton Campus.*
- C. Investigate the potential of a post-master’s clinical doctorate degree program offered at any or all three Pacific campuses (Stockton, San Francisco, & Sacramento) with collaboration with faculty with other northern California universities.*

2.2 Enhance Pacific’s reputation

- A. Ensure that M.S. graduates pass the Praxis examination for national certification and state licensure at a rate of 90% or higher on the first exam attempt and at a rate of 100% prior to graduation.*
- B. Ensure completion of the M.S. program at a rate of 90% or higher within the student’s stated time frame.*

2.3 Attract academically driven students from a wide range of backgrounds

- A. Admit students at undergraduate level with the potential for graduate level studies and recruit a highly selective graduate application pool at a minimum rate of 4 applicants for every student opening in the M.S. program.*

### **Strategy 3: Prepare students for tomorrow's careers and for lifelong success**

3.1 Provide our students with exceptional job readiness across all academic disciplines

- A. Review the curriculum annually for academic content and clinical skills to ensure that it covers the current speech-language pathology scope of practice.*
- B. Ensure employment of M.S. graduates (seeking employment) within 60 days of graduation at a rate of 100%.*

3.2 Advance the diversity and inclusiveness of the Pacific community to enhance the learning environment

- A. Maintain the number of students with bilingual skills in the M.S. program at a level of 25% or more.*

3.3 Prepare every student for personal and professional success in a global and multi-cultural world

- A. Encourage undergraduate students to minor in a foreign language and/or study abroad and increase the number of students with bilingual skills in the M.S. program.*

3.4 Embrace our students and alumni as lifelong Pacificans

- A. Provide continuing education courses for Pacific speech-language pathology alumni and partnering with the California Speech-Language-Hearing Association to offer courses potentially on all three campuses.*

### **Strategy 4: Develop organizational capacities that support Pacific's vision**

4.1 Generate new resources through targeted enrollment growth and through fundraising

- A. Procure outside resources through contracts and fundraising to expand research, travel and clinic materials budgets for the speech-language pathology students.*

4.2 Steward resources wisely and efficiently to achieve our goals

- A. Evaluate the speech-language pathology strategic plan annually.*