

## **MASTER OF SPEECH-LANGUAGE PATHOLOGY STRATEGIC PLAN 2024-2029**

The Master of Science in Speech-Language Pathology (MSLP) program remains committed to its mission of supporting the development of exceptional speech-language pathologists who are dedicated to positively impacting their communities through service, advocacy, and scholarship. Guided by this mission, the MSLP program's strategic plan aligns with the university's institutional focus areas: **Sustainable Foundations, Reimagined Learning, Students Thriving, and Strategic Growth.**

### **Strategic Initiative 1: Strengthen and Enhance the Student Experience**

**Focus Areas Addressed:** Students Thriving, Reimagined Learning, Sustainable Foundations

To maintain a learner-centered approach, this initiative focuses on improving academic, clinical, and scholarly opportunities for students. Key goals include:

- Creating instructional resources that support students' academic and clinical performance as well as personal interest areas
- Integrating competency-based education and backward course design into curricula
- Encouraging faculty development around innovative instruction and student success strategies
- Increasing student financial support

### **Strategic Initiative 2: Expand Regional and National Recognition**

**Focus Areas Addressed:** Strategic Growth

To elevate the profile of the MSLP program, this initiative emphasizes marketing, partnership development, and program innovation. Major actions include:

- Collaborating with the university's Communication and Marketing Department to develop strategic enrollment and recruitment plans for the MSLP program and CSD minor
- Building partnerships for early admission pipelines and joint learning opportunities
- Strengthening outreach with local high schools, Iowa AEAs, and professional networks
- Developing a robust social media marketing strategy and presence
- Assessing interest and feasibility of innovative programs and delivery methods