

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>1. 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>Goal 1. Collectively identify key areas of distinction within the curriculum and experiences in the undergraduate and graduate programs in COSD.</p>	<p>1.A. Identify key areas of distinction within the undergraduate program curriculum.</p>	<p>1.A. Spring 2024: Establish areas based on surveys of faculty, staff, students, and alumni.</p>	
		<p>1.B. Identify key areas of distinction within the graduate program curriculum.</p>	<p>1.B. Spring 2024: Establish areas based on surveys of faculty, staff, students, and alumni.</p>	
		<p>1.C. Identify key experiences of distinction for undergraduate majors (e.g., opportunities for high-impact engagement).</p>	<p>1.C. Spring 2024: Establish key experiences of distinction for undergraduate majors.</p>	
		<p>1.D. Identify key experiences of distinction for graduate students (e.g., scholarship, service-learning).</p>	<p>1.D. Spring 2024: Establish key experiences of distinction for graduate students.</p>	
	<p>Goal 2. Collectively market key areas of distinction within the curriculum and experiences in the undergraduate and graduate</p>	<p>2.A. Create strategies for marketing the distinctive programs and experiences.</p>	<p>2.A. Fall 2024: Create at least 3 marketing strategies for each program.</p>	

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

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

		1.C. Implement Admissions Program with partner institutions.	1.C. Spring 2025: Implement Admissions Program with partner institutions (e.g., VT).	
--	--	---	---	--