

**Cal State East Bay**  
**Speech, Language, and Hearing Sciences Strategic Plan**  
**2024-2027**

**Mission**

The Department of Speech, Language, and Hearing Sciences provides academic and professional training in speech-language pathology and audiology, emphasizing evidence-based practice and cultural responsiveness. Through our commitment to innovation, research, and community engagement, we aim to prepare compassionate professionals who will shape the future of the field and advocate for equitable, accessible care for all.

**Vision**

The Department of Speech, Language, and Hearing Sciences at Cal State East Bay will deliver innovative instruction, excel in research, and expand community-based collaborations to create a vibrant and supportive learning community that engages and inspires students, faculty, staff, and community members in improving the quality of life for individuals with communication challenges and their families.

**Strategic Goals**

**Goal 1: Academic Excellence and Innovation**

**Objectives:**

- Establish a path for undergraduate students in the major to obtain SLP-A certification in the undergraduate program.
- Complete curricular review of current undergraduate and graduate coursework to reduce redundancies, expand breadth and identify logical sequence of courses.
- Explore development of undergraduate certificate(s) to increase depth of instruction in focus areas (for e.g., multilingualism/diversity issues).
- Review and refine current graduate capstone experience with a focus on authentic assessment of knowledge and skills across ASHA's Big 9 areas of practice
- Increase student recruitment and retention through student advising and mentoring programs.

**Goal 2: Financial Sustainability**

**Objectives:**

- Launch online MS Program through Continuing Education with clear MOU for revenue sharing.

- Increase external funding for faculty scholarship and student research through grants and clinical contracts
- Collaborate with University Advancement to implement strategies for increasing donations to support students, programs, and facilities (e.g., outdoor clinic space).
- Expand continuing education offerings to generate revenue for departmental activities.
- Develop a meaningful alumni engagement plan.

### **Goal 3: Growth and Expansion**

#### **Objectives:**

- Increase undergraduate enrollment through university wide outreach
- Increase visibility of SLHS majors by increasing awareness of currently available SLHS GE courses for outside majors.
- Increase the number of tenured/tenure track faculty to meet student needs.
- Grow the number of qualified bilingual clinical supervisors to support clinical instruction
- Explore school district partnerships to fund graduate education for students.

### **Goal 4: Clinical Excellence and Impact**

#### **Objectives:**

- Expand clinical programs through development of speciality clinics
- Integrate increased knowledge and practice in clinical writing and evidence based practice across courses (such as labs).
- Grow opportunities for specialized clinical training through various collaborations (e.g., IPP simulation clinics, speciality community based clinics, grant funded interprofessional training programs etc)