



Strategic Plan: 2024-2028



2024-2028

DESCRIPTION OF JACKSON STATE UNIVERSITY

A Historically Black, Carnegie Doctoral/Research Intensive public institution of higher learning located in the metropolitan area of Jackson, Mississippi, Jackson State University educates a diverse student population from Mississippi, most other states and many foreign countries by providing a broad range of baccalaureate programs and a variety of masters and doctoral programs in its five Colleges: Business; Education and Human Development; Liberal Arts; Health Sciences; and Science, Engineering and Technology. Designated as Mississippi's only Urban University, the learning process at Jackson State is enhanced through experiential learning in urban and rural areas throughout the city, state, nation, and global communities. Jackson State is a learning community for highly capable, as well as capable but under-prepared students who require a nurturing academic environment.

As a public, coeducational institution, Jackson State University is supported by legislative appropriations supplemented by student fees as well as federal and private grants. Programs are provided for students at the baccalaureate, masters, specialist in education, and doctoral levels. Non-credit programs are also offered to encourage lifelong learning and to provide opportunities for personal and professional development. Our special commission to serve as the Urban University is pursued through programs and activities, which seek solutions for urban problems.

The University's students are diverse including: first-generation, non-traditional, and low-income, which means that they bring with them the cultural, social and academic challenges associated with these categorizations. The University embraces the diversity of its students and is proud of its legacy of successfully challenging their minds and changing their lives through higher education, research, service, and preparing them for competitive careers.

JACKSON STATE UNIVERSITY VISION STATEMENT

Building on its historic mission of empowering diverse students to become leaders, Jackson State University will become recognized as a challenging, yet nurturing, state-of-the-art, technologically infused intellectual community. Students and faculty will engage in creative research, participate in interdisciplinary and multi-instructional/organizational collaborative learning teams and serve the global community.

JACKSON STATE UNIVERSITY MISSION STATEMENT

The mission of Jackson State University, an HBCU and comprehensive urban research university, is to provide quality teaching, research and service at the baccalaureate, masters, specialist, and doctoral levels to diverse populations of students and communities using various modalities to ensure that they are technologically-advanced, ethical, global leaders who think critically and can address societal problems and compete effectively.

JACKSON STATE UNIVERSITY CORE VALUES

TRADITION – The University believes that its role as a historically black university inspires and exemplifies positive societal change.

ACCOUNTABILITY – The University believes in the principled exercise of leadership and the sanctity of the public trust.

LEARNING – The University believes in an experimentally enhanced learning environment where teaching, research, and service are integrated and mutually reinforcing.

NURTURING – The University is committed to creating a community, which affirms and welcomes persons from diverse backgrounds and experiences and supports the realization of their potential.

SERVICE – The University responds to the needs of society to the best of its ability and expects its graduates to do likewise.

RESPONSIBILITY – The University believes in and accepts its duty to enhance each generation's capacity to improve the human condition.

COLLEGE OF HEALTH SCIENCES MISSION STATEMENT

The Mission of the College of Health Sciences is to provide quality teaching, research, and service to produce team-oriented leaders who think critically and address health and societal issues that impact quality of life and well-being in communities at the local, state, national and global levels.

Speech-Language Pathology and Audiology MISSION STATEMENT AND GOALS

The mission of the Speech-Language Pathology and Audiology program is to provide quality education to pre-professional and graduate students from diverse populations who are majoring in Speech-Language Pathology and Audiology by offering educational experiences that require the application of knowledge of normal and abnormal communication, critical thinking, data analysis, the use of professional oral and written communication, and the infusion of technology, when possible, for the prevention, assessment and intervention of communication disorders.

The program in graduate education will guide graduate students to: (a) acquire the knowledge and develop the skills, competencies and attitudes that are essential for the prevention, assessment and intervention of Speech-Language Pathology and Audiology, and the safe, effective, and efficient practice of entry-level speech-language pathology, (b) develop the ability to analyze, synthesize, and evaluate data, and to conduct research, (c) provide professional and public service to local, state, national, and world communities, (d) continue their professional growth by exploring developments in the profession and learning new models of prevention, assessment and intervention, and (e) develop an understanding and appreciation of ethnic and cultural diversity on normal and disordered communication.

EXECUTIVE SUMMARY

Jackson State University is a historically black, coeducational, doctoral research-intensive university of higher learning that has been designated by the state Institutions of Higher Learning as the Urban University of Mississippi. The University functions as a community of learners in which teaching, research and service are central to its total learning environment. The University maintains a commitment to effectively serve students from diverse academic, social, economic, ethnic and geographic backgrounds. The University also utilizes its human, cultural and physical resources to enhance the surrounding metropolitan community. It further develops responsible leaders who are capable and willing to seek solutions to human, social and technological problems, with special emphasis on those relevant to the metropolitan and urban areas of the state, the nation and the world.

Guided by Jackson State University's historic mission of empowering diverse students to become leaders, the Department of Speech-Language Pathology and Audiology's strategic plan emphasizes five areas that reflect the university's three Pillars of Success – (1) student centeredness (which focuses on quality education, improved student learning, enhancement of student recruitment, retention, and success); (2) teamwork and collegiality (which focuses on working together and with others to foster economic, community, and professional development); (3) the pursuit of excellence/raising the bar (which focuses on securing our future through increased external funding). As will be seen in this plan, the focus areas align with Jackson State University's aim to be student-centered and its mission to produce technologically-advanced, diverse, ethical, global leaders who think critically, address societal problems, and compete effectively. Therefore, the Department of Speech-Language Pathology and Audiology is well integrated into the University's vision, mission, and pillars of success.

STRATEGIC PLAN

FOCUS AREA: STUDENT SUCCESS

A. *STUDENT RECRUITMENT AND RETENTION (Enhancement of student recruitment, retention and success)*

- An organized concerted effort to recruit and attract well-qualified, high-potential, diverse students to the Masters program from both outside and within the Department will increase the number of professionals for speech-language pathology positions within the state and local region.

OUTCOMES

A robust, year-long recruitment plan that targets high school and undergraduate students who may be interested in careers in Speech-Language Pathology and Audiology and yields an increased enrollment in the undergraduate program.

1. At least one graduate program informational session during each admissions period.
2. Increased number of students entering the graduate program from various Mississippi universities
3. Robust retention plans for both programs that involves promotion, exposure to, and use of university support services (e.g., disabilities services, career services, writing center).
4. Increased number of graduates in both degree programs.
5. Create a post-baccalaureate certificate program and offer a minor in Speech-Language Pathology and Audiology to increase student interest in our program

STRATEGIES: Multiple Years—2024-2028

1. Each faculty member will participate in at least one recruitment activity each semester.
2. The graduate program will hold at least one information session each semester and will regularly update website with information about the program.
3. The department will create and maintain a digital binder that includes flyers of programs' informational sessions.
4. Academic mentoring/coaching at the undergraduate level in the Department will include information on admission into speech-language pathology graduate programs and the Quality Education Plan (QEP) .
5. The Department chairperson and faculty members will submit proposals for personnel preparation grant funding and research grants that include research assistantships for students.

6. The Department chairperson and undergraduate program coordinator will research and devise a plan to implement a certificate program and minor in our field to increase student interest in our undergraduate program.

FOCUS AREA: Academic Prominence

Enhance programs, courses, and academic support services ensuring that students are provided with adequate opportunities to become critical thinkers and global leaders

- A consistency in the knowledge and skills taught in both academic and clinical settings will facilitate students' ability to translate research into clinical practice and allow students to become critical thinkers and global leaders

OUTCOMES

1. Students will experience a seamless transition from classroom experience to clinical practice in both on-site and off-site clinical practicum.

INDICATORS OF SUCCESS

1. 85% of students will respond with a rating of 4 ("very good") or higher on a 5 point scale of satisfaction when asked about the relationship between coursework and clinical practice on the graduate student exit survey.
2. 85% of employers/supervisors will respond with a rating of 4 ("very good") or higher on a 5 point scale of satisfaction when asked about the academic and clinical preparation and training of our students.

STRATEGIES: Multiple Years—2024-2028

1. Clinical supervisors will be given course materials for core courses taught at the masters level in order to become familiar with materials and procedures taught in academic courses.
2. Academic courses in the core curriculum (510, 527, 528, 530, 531, 525, 575, 535, 570, 578, and 537) will incorporate the use of case studies, clinical projects, etc. to provide hands-on activities in assessment and treatment of communication and/or swallowing disorders.
3. Academic faculty will develop and direct clinical research projects in conjunction with specialty clinics giving students first-hand knowledge of how research and practice work hand-in-hand.
4. Academic faculty will develop clinical practicum experiences that align with core courses that he/she teaches as a way to bridge theory and practice.

B. CLINICAL EDUCATION (Quality education and improved student learning)

- Enhancements of several areas of clinical expertise within the department will establish the on-campus clinic as a center for excellence and innovative clinical service delivery and increase the clinical skills of all student clinicians.

OUTCOMES

1. Increased quality of clinical preparation of students.

To prepare students for clinical practicum, the following strategies are used: Fall clinical orientation, Spring clinical orientation, all students are enrolled in a clinical course each semester of clinical practicum, weekly feedback provided to students for all clinical practicum experiences in the on-campus clinic.

2. Increased revenue for the department through increases in clinical services.

STRATEGIES: Multiple Years—2024-2028

1. 60% of students will be placed in at least three external clinical placements to provide a variety of clinical experiences following two semesters in the on-campus clinic.
2. The on-campus clinic will be expanded to provide supervised clinical experiences to undergraduate students.
3. The department will create a detailed plan to systematically use the clinical observation system for the purpose of clinical learning and teaching.
4. The Clinical Coordinator will devise and implement a plan to expand the on-campus clinic's operating days from two days to four days a week.
5. The Clinical Coordinator will increase the total number of clients seen in the on-campus clinic or extension sites, targeting populations associated with the specialty areas of the faculty and clinical staff (literacy, dysphagia, language, aural rehab, articulation/phonology).

FOCUS AREA: *Increase the Research Capacity and Productivity of Faculty and Students Research Excellence*

OUTCOMES:

1. Increase in collaborative research with faculty members from other universities and/or faculty members from other departments.
2. Increased departmental impact in local and state professional organizations.
3. Increased activity by faculty members and students in community service activities.

STRATEGIES: Multiple Years—2024-2028

1. The Department will offer at least two continuing education seminars each academic year for continuing education credit for practicing speech-language pathologists in the community at a minimal cost. Faculty and staff members will donate their time, and departmental facilities will be used to minimize costs.
2. Professionals from the community will be invited to provide guest-lectures in undergraduate and graduate courses.
3. Faculty members will seek opportunities to partner with non-profit agencies to promote clinical services offered by our clinic and increase the visibility of the department in the community.
4. The department will support faculty members and clinical staff members who accept leadership roles in regional and state professional organizations with resources to help them accomplish their duties (e.g., clerical assistance, release time, and travel funds to attend meetings, office supplies and support).
5. Faculty members and staff members will donate their time and departmental facilities to support Jackson State University chapters of the National Student Speech-Language-Hearing Association.

FOCUS AREA: Improve Campus Aesthetics and Sustainability and Improve the Campus Culture and JSU Brand

A. RAISING THE BAR & RAISING FUNDS to secure our future

- Increased external funding for both research and clinical activities will enhance the Department's image as a research and clinical- and service-oriented unit within the university.

OUTCOMES:

1. Improved departmental infrastructure (e.g., computers, specialized equipment, and work spaces) for both clinical and research components.
2. Increased funding for clinical supplies, materials, and equipment.
3. Increased funding for faculty travel for research activities and professional development opportunities.
4. Increased funding for benefits for faculty/staff providing clinical supervision (e.g., conference attendance, professional licensure, and certification fees).

STRATEGIES: Multiple Years—2024-2028

1. Faculty members will work with the research office to identify national grant opportunities and submit proposals to generate funds for faculty support, student support and infrastructure improvements.
2. Faculty members will prepare and submit grants proposals each year.
3. The department chair and clinical coordinator will research and obtain an EMR system to help with efficient clinical documentation.
4. The department chair and clinical coordinator will continue to research clinical fees at similar graduate programs to ensure that the Department's clinic has appropriate fees for clinical services. Clinical fees will be increased by 25% by 2028 to be more commensurate with other university-based clinics in Mississippi.
5. Information about donations and contributions from alumni and supporters will be added to the Department's website.