WEST LIBERTY UNIVERSITY
DEPARTMENT OF COMMUNICATION SCIENCES AND DISORDERS

MASTER OF SCIENCE EDUCATION PROGRAM IN SPEECH-LANGUAGE PATHOLOGY
5-Year Strategic Plan: Fall 2026 to Summer 2031
(Updated Spring 2026)

Program Mission
Educating future Speech-Language Pathologists to be compassionate, innovative leaders who effectively serve local and global communities through competent, ethical, and evidence-based practice.

Program Vision
Empowering graduates to create meaningful and progressive change through inclusive, experiential learning and mindful engagement as leaders within their professions and communities.

Alignment with West Liberty University Mission and Vision
This strategic plan aligns with West Liberty University's commitment to:

- Comprehensive undergraduate and graduate education
- Experiential learning and personalized support
- Scholarly exploration, creative expression, and economic opportunity
- Innovative, inclusive, and inspirational learning environments

The MS SLP program advances the University's mission by preparing highly qualified healthcare professionals who address regional workforce needs, contribute to community well-being, and serve as leaders in clinical, educational, and medical settings.

Strategic Goal 1: Strengthen Matriculation, Retention, and Student Success

Rationale: Sustainable enrollment is essential to program viability, workforce development, and fulfillment of the University's access and opportunity mission.

Outcome Targets

- Establish stable cohort enrollment of 12–20 students annually
- Improve yield from admission to matriculation
- Maintain retention and on-time graduation rates of ≥90%

Strategies

1. Implement a data-informed admissions and enrollment management plan that considers applicant trends, capacity, and clinical placement availability.
2. Strengthen internal pipelines, including the CSD-to-MS SLP 3+2 pathway, to support predictable matriculation.
3. Align recruitment messaging with West Liberty University branding, emphasizing experiential learning, small cohort mentoring, and regional impact.
4. Monitor student performance across the program's four Student Learning Outcome domains (Knowledge, Kinesthetic Learning, Clinical Decision Making, and Evidence-Based Critical

Thinking) using Knowledge and Skills Assessment (KASA) reporting, clinical evaluations, Praxis outcomes, and exit interviews to inform continuous improvement.

Assessment Measures

- Annual matriculation and yield data
- Retention and on-time graduation rates
- KASA reports documenting competency attainment across nine major content areas
- Clinical competency evaluations across in-house and external placements
- Graduate Student Development Profile review
- CACK competency completion
- Professional Development Portfolio review
- Praxis pass rates
- Student exit interview reports

Strategic Goal 2: Ensure Curriculum and Clinical Excellence Aligned with Accreditation Standards

Rationale: Academic rigor and accreditation alignment ensure graduate readiness and professional licensure eligibility.

Strategies

1. Maintain alignment of curriculum with CAA, CFCC, and ASHA Standards across all areas of knowledge and skills.
2. Integrate experiential and evidence-based learning across didactic and clinical coursework.
3. Systematically evaluate student attainment of the program's for SLO's through curriculum mapping, KASA tracking, clinical performance benchmarks, summative exit interview analysis, and stakeholder feedback.

Assessment Measures

- Curriculum mapping aligned with CAA and CFCC standards
- CAA compliance reports
- Aggregated KASA data across cohorts
- Clinical performance benchmark data
- CACK and Praxis performance by content domain
- Graduate Student Development Profile review
- Thematic analysis of student exit interviews
- Clinical supervisor feedback

Strategic Goal 3: Support Faculty and Staff Excellence and Professional Engagement

Rationale: Faculty and staff expertise and engagement are central to student success, innovation, and program reputation.

Strategies

1. Recruit and retain faculty and staff with specialized expertise aligned with program and community needs.
2. Support faculty and staff scholarship, clinical practice, and service through workload balance and professional development.
3. Foster mentorship and collaboration that enhances teaching quality and student learning.

Assessment Measures

- Faculty and staff retention and development activities
- Teaching evaluations
- Staff evaluations
- Scholarly and professional contributions

Strategic Goal 4: Strengthen Financial Sustainability and Resource Development

Rationale: Long-term program viability requires diversified funding and strategic resource management.

Strategies

1. Develop competitive tuition, scholarship, and assistantship models aligned with recruitment goals.
2. Pursue external funding through grants, awards, and partnerships.
3. Collaborate with the University Foundation to cultivate alumni and donor support.

Assessment Measures

- Program revenue and expenditure trends
- External funding secured
- Scholarship and assistantship utilization

Strategic Goal 5: Expand Community Engagement and Clinical Impact

Rationale: Community engagement supports experiential learning, access to care, and the University's public service mission.

Strategies

1. Expand clinical services and outreach to meet regional communication health needs.
2. Strengthen partnerships with schools, healthcare providers, and community agencies.
3. Promote inclusive and accessible services across the Ohio Valley and surrounding regions.

Assessment Measures

- Clinic utilization data
- Community partnership agreements
- Client satisfaction and outcomes

Continuous Improvement and Review

The MS SLP program conducts annual review of student learning outcomes using aggregated KASA reports, clinical performance data, Praxis outcomes, and structured exit interview analysis. Faculty meet annually to review trends, identify areas for curricular refinement, and document action steps. All revisions are documented to ensure a continuous quality improvement cycle aligned with CAA and CFCC standards.