Audiology Program

Strategic Plan
(AY2018-2023)

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1. Introduction

1.1 Introduction to the Audiology Program

Innovative and dynamic, the Audiology Program at Idaho State University uses advanced technology, innovative teachings methods, and a hands-on approach to prepare students to become healthcare professionals in the field of Audiology through comprehensive instruction in both undergraduate and graduate studies, participation in research, and extensive, practical clinical experiences, graduates of ISU’s Audiology Program will enter the profession with a well-rounded education and set of real-world skills.

1.2 Objectives of the strategic planning process

The objectives of the strategic planning process are to:

- Create a five-year plan
- Create a new vision and mission
- Develop strategic goals and objectives
- Align the program’s leadership, faculty, and staff
- Create synergy

1.3 Methodology

Using ISU’s strategic planning model, faculty, staff, and student representation from Audiology Program started an honest, comprehensive dialogue to create a vision of its future. The new vision addresses the delivery of a superior product while shaping the program’s future at ISU and within the communities it serves. The group transformed real and perceived weaknesses into opportunities that translate into achievable but challenging goals and objectives by analyzing the Audiology Program’s core competencies and capabilities. This living document is the first one of many steps to come to support the Audiology Program achieving its desired results by increasing the program’s ability to create positive change at ISU and within the communities it serves.

2. Organizational Profile

2.1 Vision

We will enrich lives through innovative approaches in clinical practice, education, and research opportunities.
2.2 Mission
We mentor and guide students to become successful professionals, improve communities' quality of life through patient-centered care, and explore and advance research in the field of audiology.

2.3 Values
- Collaboration - with our university, community, and our profession, in the areas service, education, clinical services, and research
- Commitment - to excellence in academic, clinical, professional education
- Dedication - drives our responsibilities whether assigned, implied, or toward fulfillment of our vision
- Discovery & Innovation - helps guide our thinking in the areas of education, service delivery, and research
- Professional Integrity - serves as the key behavior for every task that we undertake as a professional
- Growth and Stability - will ensure our continued presence in the university, community, and profession

3. Plan

3.1 Goal: Expand Clinical Services to the Meridian Health Sciences Center

Objective: ISU's Audiology Program will provide specialized clinical services and create contract opportunities at the Meridian Health Science Center by focusing resources on obtaining new space and positions for operations while identifying potential markets for the services by 2023.

Measures:
1. By Fall 2018, identify the square footage required to establish an Audiology Clinic in Meridian
2. By 2020, secure the space required to begin Audiology Clinic operations in Meridian
3. By 2021, establish the necessary number of contracts to provide $50,000 in revenue to support half the salary/benefits of an FTE
4. By 2023, establish a revenue-generating Audiology Clinic in Meridian.

3.2 Goal: Increase Enrollment by 14% Through A Resourced Marketing Plan
Objective: ISU’s Audiology Program will increase the number of patients 14% by 2023, through the creation of a comprehensive and resourced marketing master plan, including an allocated budget.

Measures:

1. By July 2019, create a comprehensive and resourced marketing master plan, including an allocated line item marketing budget

2. Designate approximately $8,000 annually to marketing from 2019 through 2023

3. ISU’s Audiology Program will increase the number of patients it serves by 103 by 2023
   a. Increase Private Pay Patients by 4% from 2019-2021 (30) and 5% (69) from 2021-2023
   b. Increase VA patients by 1% (4) in this category from 2019-2023

3.3 Goal: Expand Educational Offerings that Support Employment Opportunities

Objective: ISU’s Audiology Program will create an audiology assistant certificate and a more skill-based bachelor’s degree by 2021, to increase the appeal and utility of the CSD undergraduate education while enhancing employment opportunities.

Measures:

1. Enroll 6 undergraduate students in the audiology assistant program by 2023

2. Audiology assistant graduates not enrolled in an Audiology graduate program will be employed in the audiology field within 6 months of graduation