

**University of Texas at Dallas Doctor of Audiology Program**  
**Five-Year Strategic Plan**  
**Approved: 8/16/2018**

**UTD AUD Program Vision:** The UTD Doctor of Audiology program strives to be one of the nation's best Audiology training programs, with graduates who are prepared to deliver evidence-based patient care across practice settings, serve as advocates for their patients and their profession, and navigate a changing healthcare landscape.

**UTD AUD Program Mission:** The University of Texas at Dallas AUD Program guides Audiology students in attaining the essential knowledge and skills for entry to the practice of audiology; provides a breadth and depth of classroom and practical experiences consonant with each student's developing interests and career goals; and supports student clinical preparation through innovative and collaborative clinical services, on campus and in the global community. The AUD Program graduates well-rounded professionals prepared for productive careers in a constantly changing field.

The UTD AUD program has selected five Strategic Themes to focus on for the period 2018-2024. These themes were selected in parallel with the Strategic Themes and Goals for the University of Texas (published in 2018, described in Appendix 1) and the current Strategic Plan for the UTD School of Behavioral and Brain Sciences (described in Appendix 2), in which the AUD program is housed.

### **2018-2024 Strategic Themes**

- **Strategic Initiative 1: Provide a comprehensive, relevant, and innovative approach to clinical and academic education**

The program strives to provide an environment in which all students can be successful by using innovative approaches to academic and clinical education. To facilitate clinical competencies, emerging simulation technology and online learning tools will be adopted. To foster student engagement, service learning opportunities and inter-professional collaborations will be expanded.

#### **Goals:**

- Update curriculum commensurate with advances in science, technology and andragogy

#### **Measurable Objectives:**

- Increase state-of-the art simulation and directed-learning experiences that will enhance critical thinking skills, knowledge, and clinical competency
- Increase both number and quality of clinical rotation opportunities to assure all rotations reflect best practices across the spectrum of audiology services and the lifespan of the patient

- Increase collaborative, inter-professional academic and clinical learning opportunities within the university and with local, national and global communities
- **Strategic Initiative 2: Increase the footprint of the AUD program within the university, and the local (Dallas-Fort Worth), state (Texas), national (United States), and international communities**

There are more audiologists retiring and leaving the field than there are graduates entering the profession; at the same time, the size of the U.S. population with hearing loss is growing due to the aging of the Baby Boomer generation. The program will therefore work towards increasing enrollment to meet the growing need for hearing health care at local, national, and international levels while maintaining the highest level of education, skills, and knowledge.

**Goals:**

- Increase awareness of the AUD degree and UTD program with undergraduates seeking careers in medicine and allied health
- Broadly develop new collaborations

**Measureable Objectives:**

- Increase enrollment of incoming AUD cohorts by 2 – 3 students per cohort within 5 years
- Increase number of presentations at undergraduate career fairs, including health-related profession events
- Increase the number of collaborative clinical education opportunities with other allied health professional programs (PT, ENT, etc.)
- Develop collaborative research and clinical programs within the university and research community (Center for Vital Longevity, Center for Brain Health)

- **Strategic Initiative 3: Enhance distinction in research**

The program will continue to promote excellence and innovation in research in the areas of human hearing, communication, and the prevention and management of hearing-related disorders. Programmatic goals for excellence in research mirrors the university's initiatives to become a prominent research institution. Increasing student exposure to innovative clinical and translational research programs and increasing opportunities for student involvement in research will facilitate the identification of potential dual AuD/PhD students. There is a known shortage of PhD level faculty in Audiology.

**Goals:**

- Increase research prominence within the University and the community

**Measurable Objectives:**

- Develop new opportunities for internal presentation and feedback regarding research ideas and internal peer review of grant applications
- Recruit at least 40% of students to participate within existing research laboratories
- Expand research opportunities across the scope of audiology
- Maintain peer-reviewed research presentation at minimum of 80% of each cohort; increase opportunities for students to contribute to publications

- **Strategic Initiative 4: Recruit the highest quality students, clinical and research faculty, and staff**

There is a fierce competition for the best and brightest students, clinical faculty, researchers, and staff. The UTD AUD program strives to admit and enroll students and hire faculty and staff who have demonstrated their potential for success by creating an outstanding, supportive environment where students wish to learn and faculty and staff wish to work.

**Goals:**

- Recruit the best and brightest students by providing an outstanding and attractive learning environment with novel technologies and opportunities
- Recruit excellent faculty members by offering a positive and supportive working environment in which faculty can develop novel research, teaching, service learning, and humanitarian projects
- Recruit and retain outstanding staff by providing a positive working environment, access to training, and opportunities for promotion
- Improve the recruitment and retention of underrepresented minorities across student, faculty, and staff admissions and hires
- Cultivate new research, education, and clinical talent in preparation for anticipated attrition within the decade

**Measurable Objectives:**

- Increase the number of applications from undergraduates with health science backgrounds
- Recruit outstanding replacement hires for faculty retiring in the next five years
- Recruit outstanding replacement hires for staff retiring in the next five years
- Admit 1 – 2 students from each incoming AUD cohort into the AUD/PhD track

- **Strategic Initiative 5: Promote overall quality of life for AUD students/AUD graduates.**

The program will provide appropriate mentoring, support, and stewardship activities to support students in their overall quality of life. Faculty will routinely model leadership and volunteer behaviors.

**Goals:**

- The program will work to instill an appreciation for appropriate work-life balance for students and faculty.
- The program will promote an awareness and understanding of loans, debt, financial planning, and fiscal responsibility.
- The program will provide access to student leadership opportunities, and encourage students to participate in the maintenance of the health of the profession and the community.

**Measureable Objectives:**

- Maintain long-standing history of nominating AuD students for leadership opportunities within the university, local, state, and national audiology landscape and community in response to solicitations
- Annual presentations by student counseling and student accessibility services will be offered
- Annual presentations by university or other professional financial counselors/financial advisors will be offered
- Analyze debt to salary ratio of recent graduates with a goal of decreasing ratio once baseline is established
- The number of funding sources for students within the program will be grown, with laboratory, assistantship, and clinical positions, and other outside affiliated entities supporting at least 80% of students
- Collaborate with student-run audiology association to promote annual student-faculty recreational events

**Executive Summary:**

The stated initiatives developed in the current 2018-2024 strategic plan include:

- providing of a comprehensive, relevant, and innovative approach to clinical and academic education;
- increasing the footprint of the AUD program within the university, and the local (Dallas-Fort Worth), state (Texas), national (United States), and international communities;
- enhancing our distinction in research,
- recruiting the highest quality students, clinical and research faculty, and staff; and
- promoting overall quality of life for AUD students/AUD graduates through mentoring, support, and stewardship activities.

All five stated initiatives serve to maintain or enhance the program's excellence and leadership in research, education, and service.

The Doctor of Audiology (AUD) program of the University of Texas at Dallas (UTD) has indeed seen significant growth and development over the previous three years as a consequence of feedback from both the Accreditation Commission for Audiology Education (ACAЕ) and the Council on Academic Accreditation (CAA). In addition, faculty retirements, new faculty hires (including a new program head in July 2015), hiring of a new Audiology Clinic Director (August 2017), and the opening of a major addition to the Callier Center for Communication Disorders in Richardson have opened new doors for research, teaching, and patient care.

As a consequence of the addition of new faculty in parallel with course evaluations, preceptor interviews, exit interviews, and post-graduate feedback, two new courses have been added to the curriculum, several courses have been completely redesigned, and credit hours have been shifted in an effort to optimize student knowledge and competencies.

Over the next five years, the program aims to continue to provide excellence in academic and clinical education and research by adopting novel on-line and simulation-based technologies that will continue to expand student exposure to diverse and difficult cases. Not only will these tools standardize experience across students, these tools will be one of the necessary steps towards increased enrollment within the AUD program. The size of each incoming AUD student cohort is directly limited by the availability of clinical placements in both introductory (year 1) and advanced (years 2 and 3) clinics which allow each student to be adequately trained across the scope of practice. The profession as a whole is suffering from inadequate numbers of graduates to replace retiring professionals, at a time when the number of individuals with hearing loss is increasing. Moreover, there is a shortage of PhD level graduates prepared to serve as the next generation of faculty in AUD programs. The current strategic plan emphasizes the development of tools that will allow us to not only grow our AUD class size, but also target the enrollment of dual AUD/PhD candidates.

The AUD Program Head in concert with the AUD faculty will briefly review the strategic plan at the start of each faculty meeting to assure curriculum and other decisions are consonant with overall goals and objectives. The annual AUD faculty retreat will include review of progress on measurable objectives within the strategic plan.

## **Appendix 1: The University of Texas at Dallas (UTD) Vision and Mission**

<https://www.utdallas.edu/strategicplan/strategic-plan-2018.pdf>

**UTD Enduring Vision:** To be one of the nation's best public research universities and one of the great universities of the world.

**UTD Mission:** The University of Texas at Dallas provides the State of Texas and the nation with excellent, innovative education and research. The University is committed to graduating well-rounded citizens whose education has prepared them for rewarding lives and productive careers in a constantly changing world; to continually improving educational and research programs in the arts and sciences, engineering and management; and to assisting the commercialization of intellectual capital generated by students, staff and faculty.

**UTD Goals:** The University of Texas at Dallas aspires to be:

1. A top-tier public research university with collaborative centers of excellence, prepared to meet the challenges of a rapidly changing, technology-driven global society
2. A force in innovative, transdisciplinary research and education in emerging areas of technology, science and learning
3. A groundbreaking leader in both framing and answering the questions faced by business, policymakers, health care and the public
4. A synergistic partner with local industry, government and cultural organizations as well as local K-12 schools, community colleges and universities
5. A responsible global citizen that enthusiastically attends to our duty to create a sustainable environment
6. One of the most creative and innovative universities in the world

### **Strategic Themes**

- 1) Attract Talent
- 2) Enrich the Student Experience
- 3) Engage Globally
- 4) Enrich the Arts
- 5) Advance Research
- 6) Become an Economic Engine for the University
- 7) Develop Financial and Administrative Systems That Sustain Excellence
- 8) Create a Culture of Philanthropy
- 9) Ensure a Sustainable, Rewarding Campus Environment

## **Appendix 2: School of Behavioral and Brain Science Strategic Plan**

<https://www.utdallas.edu/senate/documents/BBSStrategicPlan.pdf>

**BBS Mission Statement:** The mission of the School of Behavioral and Brain Sciences at the University of Texas at Dallas is to understand the intersection of mind, brain and behavior, to enhance the health, education, and quality of life of children and families; and to create and implement technology that repairs and strengthens human abilities. We accomplish these goals by recruiting and supporting outstanding faculty to do innovative research and offer student training in a climate that fosters collaboration across disciplines. The School of Behavioral and Brain Sciences offers excellent educational programs at all levels, including carefully designed courses and ample opportunities for mentoring in research laboratories and in internship settings. We seek a high level of engagement with the Dallas, Richardson, and Plano communities by offering a broad array of clinical services, public lecture series, and faculty members as consultants and speakers for community groups.

### **Strategies for Success:**

#### **1) Enhancing the health, education, and quality of life of children and families.**

Create a Center for Child and Family Development

#### **2) Understanding the mind and brain.**

Become an internationally recognized center for research in cognitive neuroscience and in the diagnosis and treatment of cognitive disorders.

#### **3) Create and implement technology that repairs and strengthens human abilities.**

Establish a Neurotechnology initiative within the School of Behavioral and Brain Sciences and in collaboration with the U.T. Dallas School of Engineering and Computer Science, U.T. Southwestern Medical School and area high-tech industry.