

## CAPCSD Strategic Plan 2018-2021

Approved by the CAPCSD Board of Directors on Feb. 1, 2019

### Our Vision

*CAPCSD is the definitive source of leadership, education and advocacy for academic programs in Communication Sciences and Disorders.*

### Our Mission

Our mission is to promote quality, accessibility and innovation in Communication Sciences and Disorders in higher education by supporting the highest standards in pedagogy, clinical education and research.

### Our Core Values

**ACADEMIC EXCELLENCE:** We uphold, advance, and support the highest standards of academic excellence and aim to enhance the educational quality of all member programs.

**VISIONARY LEADERSHIP:** We are on the cutting-edge of our academic discipline in leadership training and development, institutional advancement, and member support, forging the way for sustainable growth of the field.

**COLLABORATION:** We work together to provide solution-centered support for the immediate and enduring problems, creative opportunities, and innovative aspirations of member institutions and our academic discipline as a whole.

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## 2018-2021 Strategic Plan

Five strategic priorities have been identified to uphold the Council's vision, mission, and core values:

**Strategic Priority 1:** Providing resources to assist programs in PhD student recruitment and support;

**Strategic Priority 2:** Providing resources to assist programs in supporting faculty;

**Strategic Priority 3:** Strengthening CAPCSD's financial stability;

**Strategic Priority 4:** Increasing CAPCSD's visibility and member access;

**Strategic Priority 5:** Strengthening CAPCSD's innovation and leadership.

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### Strategic Priority 1: **PROVIDING RESOURCES TO ASSIST PROGRAMS IN PHD STUDENT RECRUITMENT AND SUPPORT**

- A. By November 15, 2019, the CAPCSD Board of Directors will consider the feasibility of re-allocation of the PhD scholarships, from the current 10 scholarships at \$20,000.00 each, to a lesser amount to be able to offer more scholarships to more students. (Monitored by the CAPCSD Board of Directors).
- B. By January 31, 2020, a specific section for PhD student resources will be created on the CAPCSD website. (Monitored by Vice President for Academic Affairs & Research Education).

- C. By January 31, 2020, a list of available funding sources for PhD students will be posted on the CAPCSD website. (Monitored by Vice President for Academic Affairs & Research Education).
- D. By June 30, 2020, a “PhD postings” searchable section will be offered on the CAPCSD website for doctoral programs to advertise for PhD students. (Monitored by Vice President for Academic Affairs & Research Education).

**Strategic Priority 2: PROVIDING RESOURCES TO ASSIST PROGRAMS IN SUPPORTING FACULTY**

- A. By June 30, 2020, the CAPCSD Conference Planning Committee will evaluate the feasibility of creating tracks at future annual conferences. (Monitored by: Vice President for Program Resource Development)
- B. By June 30, 2021, CAPCSD will use its website to provide a minimum of 5 up-to-date resources for pedagogy, clinical education, and administration. (Monitored by: Vice President for Strategic Initiatives).

**Strategic Priority 3: STRENGTHENING CAPCSD’S FINANCIAL STABILITY**

- A. By June 30, 2019, the Conference Planning Committee will recommend to the CAPCSD Board of Directors a tiered increase in annual conference registration fees across the next 3 years. (Monitored by: Vice President for Program Resource Development)
- B. By December 31, 2019, CAPCSD will utilize Liaison’s EMP program for 3 separate campaigns to increase completed CSDCAS applications. (Monitored by: Vice President for Organizational Advancement)
- C. By June 30, 2020, the CAPCSD Board of Directors will develop a budget that is budget neutral. (Monitored by: Treasurer)
- D. By June 30, 2020, the CAPCSD Financial Advisory Committee will develop a set of recommendations to first determine and then to achieve needed reserves. (Monitored by: Treasurer)
- E. By June 30, 2021, CAPCSD will realize a 5% increase in CSD programs joining CSDCAS. (Monitored by: Vice President for Organizational Advancement)
- F. By June 30, 2021, the CAPCSD Financial Advisory Committee will examine the feasibility of creating a “restricted funds” category for scholarships. (Monitored by: Treasurer)
- G. By June 30, 2021, the CAPCSD Board of Directors will identify at least one new revenue stream. (Monitored by: CAPCSD Board of Directors).

**Measurable Outcomes for Strategic Priority 4: INCREASING CAPCSD’S VISIBILITY AND MEMBER ACCESS**

- A. By January 1, 2019, CAPCSD will purchase a new database system. (Monitored by: Vice President for Strategic Initiatives)

- B. By December 31, 2019, CAPCSD will track interested volunteers and assess the need for additional standing and/or ad hoc committees. (Monitored by: President, President-Elect, and Past President)
- C. By June 30, 2020, CAPCSD will develop a new website that offers increased ease of finding resources. (Monitored by: Vice President for Strategic Initiatives)
- D. By June 30, 2020, CAPCSD will increase by 10% the number of department chairs/program directors engaged in CAPCSD committees and the Board. (Monitored by: President, President-Elect, and Past President)

**Measurable Outcomes for Strategic Priority 5: *STRENGTHENING CAPCSD'S INNOVATION AND LEADERSHIP***

- A. By December 31, 2019, the CAPCSD Board of Directors will develop at least one template presentation that can be shared with interested member programs to use at other conferences. (Monitored by: Vice President for Clinical Education Resource Development)
- B. By December 31, 2019, CAPCSD will demonstrate its value to the academy by (a) developing metrics to determine success of efforts with each program/project implemented; and (b) produce an annual report, disseminating information on CAPCSD accomplishments to relevant sources. (Monitored by: CAPCSD Board of Directors).
- C. By January 31, 2020, CAPCSD will offer quarterly webinars addressing emerging issues in administration, scholarship, and teaching. (Monitored by: CAPCSD Board of Directors)
- D. By June 30, 2021, the CAPCSD Board of Directors will provide representation at partner organizations conferences/conventions/meetings on an annual basis. (Monitored by: CAPCSD Board of Directors)
- E. By June 30, 2021, CAPCSD will develop marketing materials to distribute to non-member programs. (Monitored by: Vice President for Organizational Advancement)
- F. By June 30, 2021, CAPCSD will produce a white paper on diversity in applicants in CSD. (Monitored by: Vice President for Organizational Advancement).