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.

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.

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 reallocation 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).