

Salus University

Osborne College of Audiology Strategic Plan

2021-2025

MISSION: Salus University (SU) Osborne College of Audiology (OCA) is to lead in innovative education, research and service in training students for the practice of Audiological Medicine.

VISION: Achieve national and international prominence by positioning SU OCA as an innovative training program in the country for the on-campus (residential) AuD degree program, and by establishing SU OCA as leaders in global on-line (distance education) audiology degree and certificate programs.

Pennsylvania Ear Institute: Mission statement (revised 12/4/2020):

To provide a clinical education experience to audiology students of Salus University Osborne College of Audiology while providing for the hearing and balance healthcare needs of the community using methods that allow patients to be positively impacted by student involvement in clinical services.

Strategic Goals for the College:

Goal 1: Recruit and retain quality students (Fill the class with quality students)

Recruitment:

Continue as a financially stable, independent College of Audiology. The College's primary revenue source is tuition from the programs within OCA and the annual revenue target for the program is \geq \$3.5M.

Objectives:

- On-campus AuD degree program:
 - 32 students per cohort (Combining 3 year and 4 year track)
- DE Program:
 - 25 students in the AuD bridge program
 - 11 students in the MSCA program
- Activities to maintain recruitment:

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- Increase undergraduate institutions partnerships by 15 % through articulation agreements.
- Audiology Learning Experience: Virtual and ON-campus
- Use of targeted marketing initiatives with alumni engagement, faculty talks at Undergraduate institutions.

Retention of quality students (Raising the bar) Timeline - 2021-2023:

Review course/lab/clinic assessment process to raise the bar
Review of academic policy to raise the bar.

Identifying at risk students:

Review the resources available for pre/re-mediation academic weakness
Develop and implement resources to assist at-risk students

Goal 2: Curriculum review and updates: Didactic and Clinical: Periodic review of curriculum is conducted to maintain currency and relevance of curriculum.

Objectives:

1. Didactic education review: Completed periodically
Curriculum review in Reference to new PRAXIS Sections (CFCC-2020 standards)
No areas of deficiencies were reported for Didactic Curriculum
2. Clinical Education review: (Using KASA standard to identify knowledge of or knowledge and skills in) -Time line - 2021-2022
 1. Clinical Skills Courses: Graded Assessment of Skills (CS)
 2. PEI experience-Professional practice 1-5: Graded Performance of Patient Interactions, Observation of higher-level skills
 3. Lab components of Didactic Courses: Exposure/practice of skills not necessarily graded performance – Introduce graded performance of DC labs (Using KASA standards)
 3. Student clinical assessment: Review, assess the current assessment processes used in clinical education- Implement changes as identified by the assessment data.
3. Develop and Implement Standardized patients program using patients from PEI:

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Strengthen the current clinical education using standardized patients to strengthen student's experience in various clinical areas and specialty areas.

4. Explore opportunities to introduce Competency Based Educational models in both didactic and clinical curriculum.
5. Increase interprofessional education and practice opportunities.

Goal 3. Pennsylvania Ear

Institute: Objectives:

1. Provide evidence based, standard of care/innovative diagnostic and rehabilitative audiometric and vestibular care
2. Provide a wide range of clinical education opportunities for the students at the Osborne College of Audiology
3. Promote the availability and accessibility of quality care for those seeking care at PEI
4. Provide education in hearing and balance healthcare to the community
5. To operate a fiscally responsible patient care program while providing for the educational needs of the audiology students at OCA.
6. To develop and implement interprofessional collaborative care models.
7. To explore opportunities for growth of satellite clinics

Goal 4. Distance Education (DE)

programs: Objectives:

Recruitment and retention:

- Continue the current recruitment/marketing activities to maintain class sizes for both post professional AuDBridge and the MSCA programs.
- Online AuD bridge: Offer alternative virtual workshops/case studies to facilitate student recruitment when they are not able to travel to campus for hands-on workshops.

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New Initiative:

Develop and implement a new Business of Audiology advanced studies certificate program.

Identify opportunities to integrate DE and on-campus programs.

Goal 5. Accreditation:

- Maintain Council on Academic Accreditation accreditation
- Successfully complete Accreditation Commission for Audiology Education (2022-23) application for accreditation.