

OSBORNE AUDIOLOGY DEPARTMENT

Strategic Goals 2026-2030

College of Nursing and Health Professions at Drexel University

Executive Summary

The Osborne Audiology Department (OA), within Drexel University's College of Nursing and Health Professions (CNHP), enters the 2026–2030 period continues its overarching strategic goals as a department within College of Nursing and health professions (CNHP), at Drexel University post-merger to strengthen its residential and distance-education programs, sustain and advance the Pennsylvania Ear Institute (PEI), deepen post-merger collaboration, and maintain accreditation and financial stability and a new goal to implement the newly developed three-year AuD program.

This strategic plan translates those stated goals into an implementation framework. Additional measures, milestones, ownership structures, and performance indicators below are proposed planning tools intended for departmental refinement and approval.

Mission

Osborne Audiology 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 OA as an innovative training program in the country for the on-campus (residential) AuD degree program, and by establishing OA as leaders in global online (distance education) audiology degree and certificate programs.

Pennsylvania Ear Institute Mission

To provide a clinical education experience to audiology students of Drexel University Osborne Audiology Department 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 Framework

1. Enrollment, Recruitment & Student Success
2. Three-Year Residential AuD
3. Pennsylvania Ear Institute: Clinical Excellence, Education & Growth
4. Distance Education Leadership & Growth
5. CNHP & Drexel – post merger collaboration
6. Accreditation, Quality & Continuous Improvement
7. Financial & Organizational Sustainability

*KPI -Key Performance Indicators are proposed below for each of the goals.

1. Enrollment, Recruitment & Student Success

Strategic objective: Recruit and retain quality students while sustaining viable cohort sizes and strengthening student progression.

Initiative / Objective	Measure or Target	Timing	Owner
Maintain residential AuD cohort size	TBD- students per cohort	Annual	Chair and program director
Increase AuD Bridge enrollment	25-30 students annually	2026-2030	Chair and Distance Education Director
Increase MSCA enrollment	20-25 students annually	2026-2030	Chair and Distance Education Director
Continue recruitment under the Drexel banner and streamline admissions with Drexel central	Track applications, completed applications, offers, yield and time-to-decision	2026–2030	Chair and Admissions committee lead
Develop undergraduate feeder/bridge pathways within Drexel	Proposed KPI: pathway(s) established and number of entrants from feeder programs	Develop and implement 2026–2028; monitor annually	Chair and program director and associate program directors
Review course, laboratory and clinic assessment processes	Proposed KPI: annual review completed with documented actions	Annual	Associate clinical program director
Identify at-risk students early in the curriculum	Proposed KPI: defined early-alert process and timely intervention tracking	2026 onward	Faculty

2. Three-Year Residential AuD Transformation

Strategic objective: Implement the newly developed three-year on-campus AuD program following Drexel University’s academic transformation process.

Initiative / Objective	Measure or Target	Timing	
Complete implementation readiness	Proposed evidence: curriculum map, course sequencing, clinical placement plan, advising materials and operational readiness	By Spring 2027	Chair, Program director and associate program directors
Launch the three-year AuD program	Successful program implementation	Summer B- 2027	All
Assess early implementation	Proposed KPIs: progression, course/clinic outcomes, student feedback, faculty workload and identified corrective actions	2027–2029	Chair, Program director and associate program directors

Embed continuous improvement	Annual documented curriculum and outcomes review	2028–2030	Chair, Program director and associate program directors
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3. Pennsylvania Ear Institute: Clinical Excellence, Education & Growth

Strategic objective: Continue PEI operations under Osborne Audiology and Drexel Health while balancing excellent patient care, clinical education, access and fiscal responsibility.

Initiative / Objective	Measure or Target	Timing	Owner
Provide evidence-based, standard-of-care and innovative audiometric and vestibular services	Proposed KPIs: patient volume, service mix, quality indicators and patient experience	Annual	Clinic Director and Chair
Provide broad clinical education opportunities for OA students	Proposed KPIs: student clinical experiences, competencies and placement capacity	Annual	Clinic Director and Associate clinical program director
Promote availability and accessibility of quality care	Proposed KPIs: new-patient access, referral sources and appointment availability	Annual	Clinic Director and Chair
Provide community education in hearing and balance healthcare	Proposed KPI: outreach/education activities and people reached	Annual	Clinic Director and Chair
Operate a fiscally responsible patient-care program while meeting educational needs	Proposed KPIs: revenue, expense, productivity and educational capacity reviewed together	Quarterly/Annual	Clinic Director and Chair

4. Distance Education (DE):

Strategic objective: Maintain recruitment and retention for the post-professional AuD Bridge and MSCA programs while strengthening flexible, high-quality online learning.

Initiative / Objective	Measure or Target	Timing	Owner
Continue current recruitment and marketing activities	Maintain stated class-size targets; track inquiry-to-enrollment funnel	Annual	DE director and chair
Continue to offer virtual workshops	Proposed KPI: virtual offerings delivered and student participation/satisfaction	2026 onward	DE director and chair
Evaluate program reach and market demand	Proposed KPIs: geographic reach, international	Annual	DE director and chair

	participation, inquiries and enrollment trends		
Explore additional programming opportunities consistent with the vision	Proposed milestone: opportunity assessment and go/no-go recommendations	2027–2030	DE director and Chair
Assess program impact	Conduct alumni survey	2026–2027	DE Director and Chair

5. CNHP & Drexel Collaboration

Strategic objective: Use the post-merger environment to develop meaningful interprofessional opportunities with CNHP and the broader university.

Initiative / Objective	Measure or Target	Timing	Owner
Explore interprofessional offerings with other CNHP departments	Proposed KPI: collaborative courses, simulations, clinical activities or educational offerings	2026–2030	Chair
Identify shared academic and clinical opportunities	Proposed milestone: annual collaboration pipeline and prioritized initiatives	Annual	Chair
Explore collaborative scholarship and community engagement	Proposed KPI: joint projects, presentations, grants or outreach initiatives	2027–2030	Chair

6. Accreditation, Quality & Continuous Improvement

Strategic objective: Maintain accreditation for the on-campus AuD program through the Council on Academic Accreditation and establish a disciplined quality-improvement cycle.

Initiative / Objective	Measure or Target	Timing	Owner
Maintain accreditation requirements	Timely reporting, evidence collection and successful accreditation milestones	2026–2030	Chair and program director
Align assessment with accreditation evidence needs	Proposed KPI: annual outcomes dashboard and evidence repository review	Annual	Chair and program director
Review strategic-plan progress	Proposed KPI: annual departmental strategic review with documented status and actions	Annual	Chair and program director

7. Financial & Organizational Sustainability

Strategic objective: Remain a financially stable department within the college by connecting enrollment, clinical operations, staffing and growth decisions to transparent financial planning.

Initiative / Objective	Measure or Target	Timing	
Monitor program enrollment against sustainability targets	Proposed KPI: enrollment and revenue performance by program	Semester/Annual	Chair
Monitor PEI fiscal performance alongside educational mission	Proposed KPI: operating results, productivity and clinical education capacity	Quarterly and Annual	Chair, clinic director and associate clinical program director
Align faculty/staff resources with program and clinic needs	Proposed KPI: annual workload/capacity review	Annual	Chair