HACETTEPE UNIVERSITY
FACULTY OF HEALTH SCIENCES
DEPARTMENT OF SPEECH AND LANGUAGE THERAPY
2023-2027 STRATEGIC PLAN –
REVISION 1

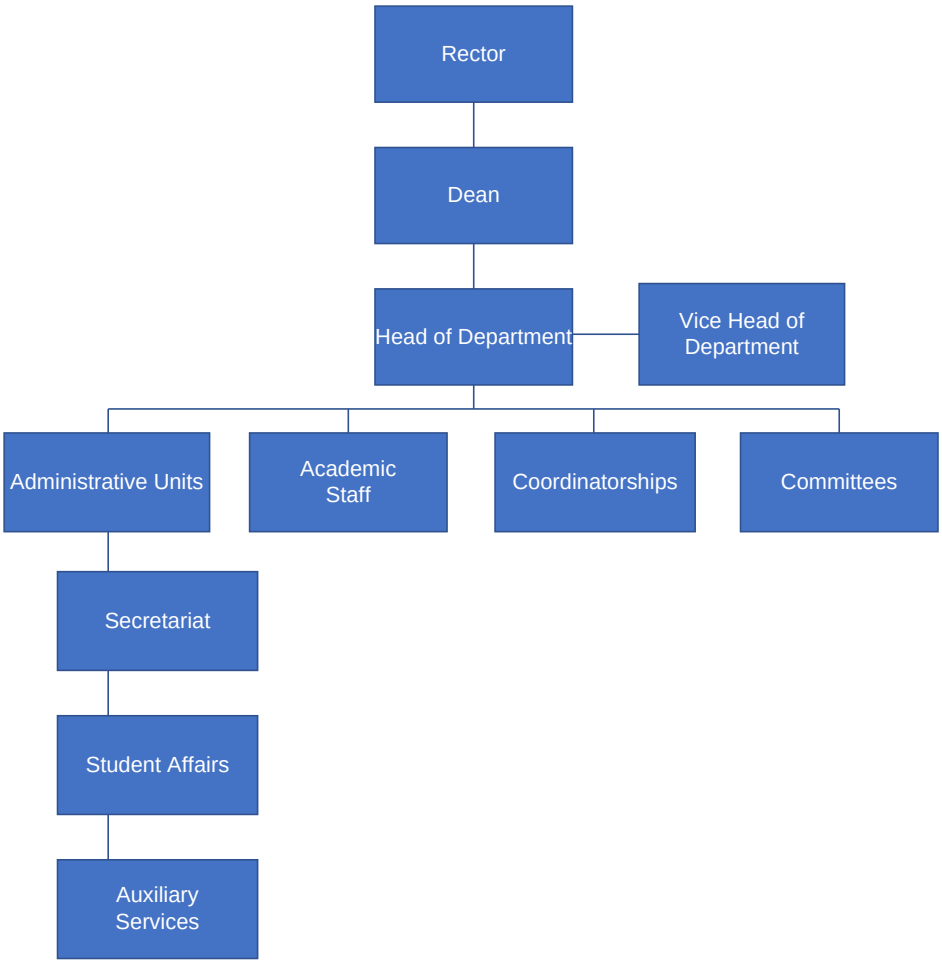
INTRODUCTION

The 2023-2027 strategic plan of the Department of Speech and Language Therapy was prepared at the department board between 16.01.2023-20.01.2023, following the briefing by the Chair of the Department Strategic Planning Commission, Prof. Dr. Maviş Emel Kulak Kayıkcı, in alignment with the Hacettepe University 2023-2027 Strategic Plan and the Hacettepe University Faculty of Health Sciences Strategic Plan. The Strategic Plan was revised in line with the joint decisions of the department faculty members at the department board held between 13.02.2024-16.02.2024 and updated as “Department of Speech and Language Therapy Strategic Plan 2023-2027/Revision 1”. The Speech and Language Therapy Strategic Plan is structured under the headings of **mission, vision, core values, goals and objectives, strengths-weaknesses, opportunities-threats**.

The faculty members and the student representative who attended the department board held between 13.02.2024-16.02.2024 are listed below:

- Assoc. Prof. Dr. Fatma ESEN AYDINLI (Head of Department)
- Asst. Prof. Dr. Meltem Çiğdem KİRAZLI (Vice Head of Department)
- Prof. Dr. Maviş Emel KULAK KAYIKCI
- Assoc. Prof. Dr. Ayşen KÖSE
- Asst. Prof. Dr. Ayşın NOYAN ERBAŞ
- Asst. Prof. Dr. Aydan DUMBAK
- Asst. Prof. Dr. Önal İNCEBAY
- Lecturer Dr. Tuğçe KARAHAN TIĞRAK
- Res. Assist. Merve DİLBAZ GÜRSOY
- Res. Assist. Ayşe Nur DEMİRCİ
- Res. Assist. Damlasu YAĞCIOĞLU
- Res. Assist. Ferit UZUN
- Res. Assist. Merve SOYER
- Elif TUNÇ SONGUR (Student representative)

Department of Speech and Language Therapy Organizational Chart



MISSION, VISION AND CORE VALUES

	Hacettepe University	Faculty of Health Sciences	Speech and Language Therapy
MISSION	To educate individuals who are highly qualified in the fields of science, technology, sports and the arts, who lead change and uphold ethical values, as a research-oriented university; and to offer the knowledge, services and technology produced for the benefit of society and humanity	To educate health professionals and educators who are trained with contemporary approaches and methods based on science and technology, who are competent in their professional field, respectful of universal and cultural values, and of international standards in line with the needs of the country; and to offer the services and technology produced for the benefit of society.	To educate health professionals who have a highly equipped and qualified researcher perspective and lifelong learning skills, who value ethical principles, and who have acquired preventive, protective and interventional approaches in the field of communication, language, speech, voice and swallowing disorders.
VISION	To be one of the leading research universities at the international level, achieving excellence in education, research and other service areas while also prioritizing the needs of the country	To be a pioneering and leading faculty that is recognized, followed and cited at the international level, whose competence in research, practice, education and training in the world health sciences is acknowledged, and that has a say in the formation and development of national and international health policies.	To be an exemplary department that guides practices in research, education and social contribution on scientific foundations at the national and international level, ensures the development of professional policies, and engages in interdisciplinary work
CORE VALUES	1. Justice 2. Academic integrity 3. Academic freedom 4. Environmental sensitivity and aesthetic reliability 5. Work discipline, dedication and idealism 6. Quality and self-confidence 7. Participation 8. Institutionalized ethical sensitivity 9. Merit 10. Respect	1. Having universal thought and values 2. Providing quality education and training, research and consultancy services based on science and technology at universal standards 3. Being open to new objectives, strategies and action plans that will advance education and training programs both qualitatively and quantitatively	1. Justice 2. Academic integrity 3. Academic freedom 4. Environmental sensitivity and aesthetic reliability 5. Work discipline, dedication and idealism 6. Quality and self-confidence 7. Participation 8. Institutionalized ethical sensitivity 9. Merit 10. Respect

	11. Sense of responsibility and accountability 12. Community orientation 13. Innovation and leadership	4. Advancing scientific work further 5. Contributing to the development of its science by benefiting from the knowledge and technologies of the 21st century 6. Continuing to produce and share universal knowledge	11. Sense of responsibility and accountability 12. Community orientation 13. Innovation and leadership 14. Providing education and training services with 21st-century skills

GOALS AND OBJECTIVES

Hacettepe University	Faculty of Health Sciences	Speech and Language Therapy			
Strategic Goals and Objectives	**Strategic Goals and Objectives**	**Strategic Goal**	**Strategic Objective**	**Unit**	**Performance Indicator**
Goal 1. Strengthening the quality of education and training with technological, dynamic and sustainable approaches SO 1.1.: Physical and technological infrastructure and teaching competencies will be strengthened by taking international current trends in education and training into account. SO 1.2.: Education and training will be developed in a quality-oriented manner in line with scientific and social changes and national goals and policies, and students' scientific development and adaptation to social life will be supported. SO 1.3.: Multidisciplinary and accredited education and training programs that take into account the skills required by global competition and that support research and entrepreneurship will be disseminated. SO 1.4.: Activities aimed at increasing the quality and recognition of diploma programs will be supported.	Goal 1. Improving the quality of education and training SO 1.1: Ensuring that all of our departments are accredited SO 1.2: Increasing the number of students benefiting from international exchange programs SO 1.3: Strengthening the educational infrastructure SO 1.4: Increasing the quality of undergraduate education	Goal 1. Strengthening the quality of education and training in line with current trends	SO 1.1.: Ensuring the sustainability of professional practice carried out in H.U. Hospitals	Number	Continuing professional practice with at least 10 departments
			SO 1.2.: Increasing the number of faculty members	Number	Increase of the staff by 1 faculty member every year
			SO 1.3.: Improving graduate education in line with current trends	Number	Reviewing national/international programs in 1 meeting every year, updating the program in line with needs, and reporting it
			SO 1.4.: Strengthening the internationalization process in education activities	Number	1. Making 1 international reciprocal agreement every year 2. Participation of 1 student and/or 1 faculty member from the undergraduate or graduate program in an international education/research activity every year
			SO 1.5.: Obtaining program accreditation	Number	Submitting an application by 2029 in order to obtain program accreditation
			SO 1.6.: Increasing simulation practices in education	Rate	Increasing simulation practices in professional course content by 10%

SO 1.5.: Programs aimed at the internationalization of education and training activities will be supported.					
Goal 2. Strengthening the "Research University" identity SO 2.1.: The number of publications with Hacettepe University affiliation in prestigious scientific journals will be increased. SO 2.2.: The number of national/international scientific research and development projects will be increased. SO 2.3.: The physical conditions and machinery-equipment facilities of research laboratories will be improved. SO 2.4.: Researcher quality will be improved. SO 2.5: The number of projects carried out in cooperation with national and international institutions will be increased.	Goal 2. Increasing the quality and diversity of scientific research SO 2.1: Increasing the number of scientific research projects SO 2.2: Increasing the number of publications SO 2.3: Improving ethics committee approval processes SO 2.4: Participating in and organizing scientific events	Goal 2. Strengthening research quality	SO 2.1.: Ensuring the establishment of the Hacettepe University Speech and Language Disorders Application and Research Center	Number	Completing the application process of the Hacettepe University Speech and Language Disorders Application and Research Center by 2025
			SO 2.2.: Organizing scientific events	Number	Organizing at least 1 symposium/meeting/workshop/course every year
			SO 2.3.: Conducting qualified scientific work	Rate	The number of publications per faculty member being 1.8 every year
			SO 2.4.: Carrying out projects in international collaboration	Number	Having at least 1 ongoing or completed project in international collaboration every year
			SO 2.5.: Carrying out national projects	Number	Having at least 3 ongoing or completed national projects every year
Goal 3. Strengthening the entrepreneurship ecosystem SO 3.1.: Initiatives in the fields of health, technical and social innovation will be increased.	Goal 3. Increasing the quality of health and consultancy services SO 3.1: Increasing interdisciplinary service delivery SO 3.2: Ensuring the pricing of the services provided SO 3.3: Increasing patient/client satisfaction SO 3.4: Increasing the visibility of the services provided	Goal 3. Strengthening entrepreneurship	SO 3.1.: Initiating innovative product development activities	Number	Developing 1 innovative product or application every year

Goal 4. Developing quality-oriented institutional capacity SO 4.1.: A sustainable and integrated quality assurance system will be strengthened. SO 4.2.: The Integrated Management Information System (BYBS) will be developed. SO 4.3.: Human resources governance processes will be improved. SO 4.4.: Stakeholder participation will be strengthened. SO 4.5.: The financial management structure, personnel, unit, service and institutional performance will be monitored, and the level of efficiency and effectiveness will be increased.	Goal 4. Increasing the productivity of human resources SO 4.1: Increasing work efficiency SO 4.2: Increasing the sense of institutional belonging	Goal 4. Developing quality-oriented institutional capacity	SO 4.1.: Integrating institutional quality assurance system practices into the department's processes	Number	Workflow charts being checked and updated once every 2 years. Operating the PDCA (PUKÖ) cycle in all processes
			SO 4.2: Increasing stakeholder participation	Number	Establishing external stakeholders (board, list, group, etc. should be added) Holding an external stakeholder meeting once a year
Goal 5. Improving the scope and quality of community service SO 5.1.: Increasing efforts to raise awareness of communication disorders, starting from childhood and including the geriatric period SO 5.2: Disadvantaged, vulnerable and underrepresented individuals will be ensured equal and fair social integration and access to university services.	Goal 5. Developing entrepreneurship SO 5.1: Increasing recognition SO 5.2: Increasing the diversity of institutions/organizations with which cooperation is made SO 5.3: Supporting entrepreneurship across the faculty	Goal 5. Strengthening social contribution activities	SO 5.1.: Carrying out social contribution activities in the field of education and training	Number	1. Carrying out social contribution activities with the Student Society at least once a year 2. Holding national and international symposiums/meetings/trainings for undergraduate and graduate students at least once every year
			SO 5.2: Carrying out social contribution activities in the field of health practices	Number	Carrying out 2 activities every year involving cooperation with national non-governmental organizations and public institutions and organizations

SO 5.3.: The quality, diversity and continuity of health service delivery will be strengthened according to national and international needs. SO 5.4.: The outputs of the activities carried out by the university in all fields will be delivered to society, and societal gains will be returned to the university. SO 5.5.: The scope and quality of activities carried out in the fields of art, design, sports, environment and culture will be increased to wider audiences					

STRENGTHS AND WEAKNESSES

STRENGTHS	WEAKNESSES
1. Being an autonomous profession with a defined professional definition, professional duties, authorities and responsibilities. 2. Being part of Hacettepe University, a well-established/leading institution in the field of health and a research university 3. Training faculty members for other universities across Türkiye in this field. 4. Being one of the departments that are primarily preferred in the field of health 5. Providing services in all areas of work related to communication, language, cognition, speech, voice and swallowing disorders. 6. Having adopted and implemented an interdisciplinary work approach. 7. Having an experienced and strong academic staff 8. The richness of non-field courses in the education and training program, and these courses being taught by faculty members from the relevant fields. 9. Strong and effective faculty member-student communication. 10. Department faculty members conducting studies specific to the subfields of language and speech disorders 11. Faculty members being open to innovation, change and development. 12. Curricula being updated in line with the needs in the field. 13. Having students who participate in national/international student exchange programs 14. Faculty members and students taking part in social contribution activities 15. The university's hospital being used as a practice area	1. Education, practice and service areas being limited to the Hacettepe University Adult Hospital, with no physical space within the Oncology, Children's and Day Hospitals. 2. Insufficient course tools and equipment. 3. Revolving fund income being very low relative to the service provided. 4. Insufficient number of academic staff. 5. Problems in student affairs, secretariat and cleaning services due to administrative staff not being qualified. 6. Limited number of faculty members participating in international exchange programs 7. Inability to produce a sufficient number of projects/services in community-based protective and preventive health services 8. Insufficient number of projects and scientific events in our department. 9. The profession not being sufficiently and correctly recognized on the national platform. 10. Increase in the number of undergraduate students together with degree completion and lateral transfer students 11. Insufficient physical space (classrooms, practice areas, offices, parking) 12. Absence of divisions (anabilim dalı) according to areas of work

OPPORTUNITIES AND THREATS

OPPORTUNITIES	THREATS
1. High employment opportunities for graduates of the department. 2. Opportunity for collaboration with stakeholders 3. Being centrally located 4. High potential for transdisciplinary work	1. Programs being opened at other higher education institutions without planning, with non-field faculty members 2. High number of students 3. Private sector employment becoming more attractive than academia due to the absence of revolving fund income. At other higher education institutions, students admitted to graduate education from different disciplines are working as SLTs (Speech and Language Therapists) 4. The financial value of some services in the SUT (Healthcare Implementation Communiqué) being very low, and some services having no financial value at all 5. Difficulty in accessing technological infrastructure due to financial difficulties 6. Erasmus agreements not being renewed or being cancelled by other countries