

# KEY MESSAGING FRAMEWORK

<b>Vision</b>	Towson University’s College of Health Professions is a center of excellence for education and preparation of professionals in health and wellness.		
<b>Mission</b>	The College of Health Professions provides an outstanding experiential, interprofessional education for undergraduate and graduate students; prepares lifelong learners and leaders who exhibit high ethical standards and professionalism; advances healthcare knowledge through innovative practice and applied research; and fosters interdisciplinary collaboration to improve health and well-being for the campus, community and beyond.		
<b>Brand Promise</b>	A commitment to student success across all programs in the college and serving students well as they pursue careers in health and wellness.	<b>Tone of Voice</b>	Professional, plain language, clear and consistent
<b>Target Audiences</b>	Prospective undergraduate and graduate students   Alumni   Donors   Campus community (including current students)   Greater Baltimore community (including people we serve)   Industry partners		
<b>Key Messages</b>	<p><b>CHP prepares students to provide exceptional health and wellness care.</b></p> <p><b>CHP students benefit from state-of-the-art experiential learning opportunities.</b></p> <p><b>CHP prioritizes interdisciplinary collaboration and leadership.</b></p>		
<b>Supporting Messages</b>	<p>Students become well-prepared and highly skilled health professionals and leaders through immersive and real-world learning experiences.</p> <p>CHP’s expert faculty help students achieve success and excellence in meeting current and future health and wellness needs.</p> <p>Graduates leave CHP as health and wellness professionals who make an immediate and significant impact on the health and well-being of communities.</p>	<p>Students learn in the classroom and beyond using technology, real world simulation, clinical practice and community outreach.</p> <p>The Institute for Well-Being (IWB) is an interprofessional education and practice lab where students work with licensed &amp; certified experts to provide evidence-based health and wellness care.</p> <p>All students have opportunities for internships that advance their professional knowledge and skills for future career success.</p>	<p>Interdisciplinary faculty share their knowledge and expertise to advance student success.</p> <p>Interdisciplinary collaboration increases innovation and discovery.</p> <p>Students connect with professionals outside their core academic programs to broaden their viewpoints and enhance their understanding.</p>
<b>College of Health Professions</b>	<p><b>Departments:</b> Health Sciences; Kinesiology; Nursing; Occupational Therapy &amp; Occupational Science; Physician Assistant Studies; Speech-Language Pathology &amp; Audiology</p> <p><b>Undergraduate Programs:</b> Allied Health, Exercise Science, Fitness &amp; Wellness Leadership, Gerontology, Health Care Management, Nursing, Public Health, Physical Education Teacher Education, Speech-Language Pathology &amp; Audiology and Sport Management.</p> <p><b>Graduate Programs:</b> Audiology (AuD), Autism Studies (PhD), Entry-Level Occupational Therapy (ELOTD), Post-Professional Occupational Therapy (PPOTD), Occupational Science (PhD), Athletic Training (MS), Health Science (MS), Nursing (MS), Occupational Therapy (MS), Physician Assistant Studies (MS), Speech-Language Pathology (MS), Autism Studies (Graduate Certificate), Clinician-Administrator Transition (Grad. Cert.) and Health Leadership (Grad. Cert.)</p>		

# KEY MESSAGING | NEW HEALTH PROFESSIONS BUILDING

## Key Messages

### New Building

### Supporting Messages

**The new state-of-the-art College of Health Professions building is designed to be a leading center for interprofessional health and wellness education.**

The new academic building features advanced high-tech classrooms, collaborative learning spaces, state-of-the-art simulation facilities for hands-on learning, abundant natural light and a design centered on safe, quality healthcare and the health and well-being of students, faculty and staff.

The design thoughtfully incorporates colors, patterns and spaces to foster health, wellness and a welcoming learning environment.

The new building, pending confirmation, is slated to achieve LEED gold certification for its energy efficiency, green impact and sustainability.

**The building's unique design promotes high-tech, high-touch experiential learning.**

Simulation centers, specialty labs, and collaborative research spaces offer students immersive, real-world experiences in a safe setting, while enabling direct feedback from faculty.

Specialty high-tech, high-touch interprofessional labs include:

- Anatomage Digital Cadaver
- Makerspace
- Clinical skills
- Health Assessments
- Immersive Artificial Reality (AR)
- Audiology Diagnostics Classroom
- Occupational Therapy activities of daily living

Collaboration zones throughout the building allow faculty and students to gather informally and formally as they explore research and evidence-based practice.

The experiential learning environment promotes student success as they learn how to provide quality care that positively impacts the health and well-being of the community.

The state-of-the-art simulation center provides a safe and realistic environment for skill development, hands-on patient care and experiential learning.

A dedicated respite garden supports students' and faculty self-care as they encounter the high intensity of healthcare careers.

**Bringing different disciplines together, the new building enhances interprofessional education, research and practice.**

This building was designed to meet the college's focus and value on interprofessional practice as departments and faculty offices are integrated among one another further enhancing collaboration and cross-disciplinary research.

Health professions education and practice is supported by a centrally located, stunning, state-of-the-art, high-tech auditorium for interprofessional collaboration and education.

# KEY MESSAGING | INSTITUTE FOR WELL-BEING (IWB)

## Key Messages

Institute for Well-Being

## Supporting Messages

TU's College of Health Professions Institute for Well-Being (IWB) serves as a hub, seamlessly integrating student learning, evidence-based care and research.

The IWB is a community outreach clinic that serves as a dynamic interprofessional learning lab for TU students.

Under the supervision of licensed and certified faculty, students assess individuals and families and provide one-on-one therapies and group programs.

As students provide care and participate in programming, they learn to deliver high-quality, evidence-based care.

Students apply their knowledge and evidence-based practices, gaining practical training to become expert professionals in their fields.

The IWB is a place where research-driven approaches to care improve the quality of life.

The IWB provides faculty and students opportunities to investigate and apply best practices that lead to quality health and wellness outcomes.

Students and faculty work to further knowledge for best practices of audiology, speech-language, life activities, and autism by conducting groundbreaking research.

The IWB comprises four centers:

- Hearing & Balance Center
- Hussman Center for Adults with Autism
- Occupational Therapy Center
- Speech & Language Center

For nearly 50 years, the **Hearing and Balance Center** has provided comprehensive audiologycare, to include hearing tests, hearing aids, auditory processing, newborn hearing and balance assessments. It also serves as the clinical training site for doctoral students in TU's Applied Doctor of Audiology (AuD) program.

The **Hussman Center for Adults with Autism** offers social programming, training, and resources for autistic adults and their families. The center offers social development and education programs, including the College Autism Peer Support (CAPS), the autism hiring program, and Friday evening social groups, while also promoting research.

The **Occupational Therapy Center** enhances independence and quality of life for children, adults and caregivers with affordable, evidence-based services that go beyond traditional systems. Supervised by experienced therapists, and integrated into TU's Occupational Therapy program, students provide individual and group services.

The **Speech and Language Center**, integral to TU's Speech, Language Pathology degree program, offers comprehensive screening, evaluation and treatment services for communication concerns in children and adults. The center, supervised by licensed healthcare providers, provides students the ability to provide evidence-based, in-person and telehealth services, enhancing communication and quality of life through applied educational experiences.