

Strategic Plan MUPDD Program, Levin College of Urban Affairs Cleveland State University

Developed by program director, faculty and external advisory committee

Mission

To educate students to become thoughtful urban planning generalists with distinctive technical competence in an area of practice, who can positively affect the built urban environment and the well being of individuals in restructuring urban regions, leading to sustainable, livable communities.

Vision

We envision a planning program at the graduate level that educates students to the history and ethical traditions of the planning profession. We envision a graduate planning program that provides students with a core set of knowledge and skills that are in demand in the planning profession. We see a student body and faculty devoted to excellence in academic and professional performance. We see a vibrant and ongoing interaction between the MUPDD program and the regional planning profession, including a sustained partnership with the Ohio Planning Conference and other planning organizations. We envision planners as community leaders in a variety of organizational settings and responsibilities, in partnership with allied professions, providing service to the community.

MUPDD Program Goals and Objectives

A. Curriculum

Goal #A1: The MUPDD curriculum will offer a broad educational experience to meet the needs of students and of the planning profession.

Objectives:

1. Identify and impart core substantive knowledge of planning practice and of planning as a profession to students, which include economics, urban redevelopment, design of the built form, land use and zoning, natural systems, and planning administration as part of government function.
2. Impart core set of skills for professional practice including research methods (statistics and other data analysis techniques), oral presentation and verbal communication, and written communication using develop student skills using latest technologies for planning data management, analysis and communication, including GIS.
3. Provide opportunities for students to explore key values related to planning practice, including values and ideology, social equity, practice in a multi-cultural society, the role of citizens in planning process, conservation of resources, appreciation of long-term and comprehensive nature of planning, and planning ethics.
4. Provide opportunities for student interaction with practitioners and professional organizations

5. Provide opportunities for students to synthesize these knowledge and skills sets and their experiences in the class room
6. Include community-based projects, internships, etc. to increase student real-world experience
7. Work with the planning profession to identify knowledge needs for students that meet needs of the planning profession, within the limits of faculty expertise
8. Assess the curriculum as to its success in meeting goal and objectives on an annual basis through the MUPDD advisory committee and faculty meeting processes

Goal #A2 Students will have an opportunity to develop knowledge in a substantive planning field

Objectives:

1. Sustain and strengthen the existing specialization areas in the program
2. Work with the planning profession to identify changing substantive needs for students that meet needs of the planning profession and a set of specializations that respond to the needs of the profession (within the limits of faculty expertise)
3. Assess progress toward achievement of these objectives on an annual basis

Goal #A3 Curriculum delivery methods will make the MUPDD program more accessible to students in northeast Ohio and beyond.

Objectives:

1. Evaluate potential for incorporation of latest electronic technology for delivery of core and specialization classes, including distance learning and web-based delivery methods
2. Incorporate use of these technologies as faculty, support staff and technology hardware resources are identified and put in place
3. Assess progress toward achievement of these objectives on an annual basis

B. Faculty Role

Goal # B1: A high quality faculty with adequate expertise, resources and numbers to meet teaching and advising needs of the program

Objectives:

1. Retain and recruit faculty with expertise that fits overall program long term goals to meet needs of professional practice in NE Ohio region and beyond
2. Obtain adequate university and departmental resources for faculty development
3. Maintain autonomy sufficient for program oversight and decision making
4. Strive to ensure tenure & promotion and other evaluation processes appropriate for planning program, including significant representation by planning faculty on the College Peer Review Committee for promotion/tenure decision for planning faculty

5. Strive to ensure that faculty recruitment practices assist in achievement of diverse faculty, including through appropriate placement of job announcements and active recruiting of women and minority candidates
6. Define and the expected role of planning faculty and others who teach in the program regarding research, teaching and service
7. Assess progress toward meeting these objectives on a timely basis

Goal #B2: Support a faculty engaged in empirical, applied and reflective scholarship that addresses key issues and challenges in the planning profession

Objectives:

1. Recognize faculty grants, publications and other research projects in college press releases, reports, and updates to planning community and the general public
2. Explore the mechanisms to establish a planning-focused center in the Levin College to act as a focal point for grants and contracted planning work and provide an assistantship for at least one planning student
3. Assess progress toward achievement of these objectives on an annual basis

Goal: #B3. Maintain, enhance and support a faculty engaged in quality teaching and public service

Objectives:

1. Work with the University Center for Teaching and Learning to strengthen the program's teaching
2. Provide internal college incentives and support to faculty development to improve class room resources, materials, and conversion to distance learning and web-based courses
3. Create and use a framework for part time faculty that includes orientation, mentoring, and ongoing assistance from full time faculty
4. For courses taught by more than one faculty/part time faculty, develop a core set of goals and learning outcomes that must be included in class content and syllabus;
5. Recognize planning faculty each year who have performed admirably in teaching, supervising, and mentoring students; consult with the student APA chapter in this regard
6. Recognize planning faculty each year who have performed admirably in public service, to be nominated by MUPDD advisory committee w/announcement of award distributed to community
7. Assess progress toward achievement of these objectives on an annual basis using course evaluations and feedback from student APA chapter

Goal #B4. Achieve a diverse faculty reflective of the citizenry of Northeast Ohio, including its urban core areas, and the student body in the program

Objectives:

1. Recruit a diverse faculty reflective of urban America through future Levin College hires of full time-tenure track faculty
 2. Recruit a diverse faculty when constituting the part-time instructor pool
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C. Student Body Composition, Student Services and Student Role in Governance

Goal #C1 Recruit, retain, and place a high caliber and diverse student body prepared for professional practice in planning

Objectives:

1. Recruit minority, women, disabled, and economically disadvantaged students with high GPAs or other indicators of future success from undergraduate institutions
2. Engage faculty in recruitment efforts through visiting local four year colleges, in the course of other visits and off-campus business by distributing program descriptions and information
3. Redesign the program web page to offer increased level of information to prospective students on a regular basis
4. Recognize student academic and service achievement through awards ceremonies and prizes
5. Increase internship and student funding opportunities for students as a recruiting tool
6. Provide opportunities to students for career counseling and placement guidance for internships and post-graduation employment
7. Assess progress toward achievement of these objectives on an annual basis

Goal #C2 Provide quality student support services to facilitate student achievement and efficient administration of program

Objectives:

1. Ensure timely processing of applications to the degree program and efficient operation of office of student services
2. Ensure that each student receives appropriate academic and career placement advising

Goal # C3 Seek student participation in fair, inclusive and autonomous program administration and assessment

Objectives:

1. Include students in governance of program, including enhanced participation by student APA chapter in faculty meetings and events
 2. Comply with university fair grievance procedures for faculty and students
 3. Solicit comments from students regarding program administration through questions in college-wide survey regarding office of student services, and inclusion of appropriate questions on student self-assessment exit survey
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D. Professional Community/Practitioner Outreach/Involvement Goals, Objectives and Actions

Goal #D1 Improve community knowledge of the value of planning as a profession and of the MUPDD program and its resources

Objectives:

1. Offering speaker series, workshops and other educational events open to the university, professional and general community
2. Work with the Levin Forum Program to design and host planning-focused educational forums and other events
3. Work with college development staff and to promote the MUPDD in college and university press releases that document student and faculty achievement
4. Communicate to the community the results of research of faculty and professional staff in the research centers through current college publications and forums; assess development of a planning program newsletter

Goal #D2 Facilitate and support a strong relationship and interaction with the professional planning community in the region

Objectives:

1. Encourage student/practitioner interaction through practitioner role in assessing student presentations in the studio class, student roles in organizing planning-oriented events, and student participation in the annual Ohio Planning Conference Planning and Zoning workshop
2. Include of a broad range of planning practitioners on the MUPDD External Advisory Committee and seek their input and support in program development and administration and assessment of student performance
3. Encourage faculty/practitioner interaction through interaction with OPC Cleveland section and state-level OPC
4. Encourage faculty and student engagement with professions allied with planning, including the architecture, engineering, landscape architecture and real estate professions

E. Program Resources

Goal #1: Secure adequate program resources to achieve other goals

Objectives:

1. Seek to increase the number of Gas and graduate internships for full time students in the MUPDD program (given decreasing state appropriations to university and college)

2. ensure sufficient and professional staff for administration of program, including MUPDD director input to evaluation of support staff (program director's advice is sought by Department Chair in policy decisions and personnel issues affecting support staff for graduate programs).
3. work with advisory committee to fund students through internships and to raise money for tuition, expand scholarships
4. Encourage faculty to increase efforts to secure additional external funding (beyond HUD internship and work study) to support MUPDD students

Goal #2 Ensure planning program is adequately represented in college-wide decision making processes

Objectives:

1. Program director meets with Department Chair and other program directors to select recipients of graduate assistantships each year
2. Planning program director and faculty are consulted as to needs to planning program and for participation in search committees