Iowa State University’s College of Design is a recognized leader in design education with a range of disciplines found in few colleges of its type. Building on this foundation, the college’s strategic plan update provides focus for the years ahead.

The College of Design’s MISSION is to educate students to become successful designers, planners, artists, and scholars who improve the quality of life, enhance human experience, and advance environmental sustainability; and to serve as a resource for Iowa and beyond through research, creative endeavors, extension, and outreach.

We VALUE innovation, curiosity, collaboration, open exchange of ideas, diverse perspectives, and environmental and social responsibility.

Our VISION is for College of Design faculty, staff, students, and alumni to increasingly be known for their ability to lead interdisciplinary processes that generate intelligent, innovative responses to technological and societal challenges and opportunities.

Iowa State University’s College of Design is a recognized leader in design education with a diversity of disciplines found in few colleges of its type. The 2013-20 strategic plan provides focus for the years ahead as we build on this solid foundation.

Our mission is to:
Educate students to become successful designers, planners, artists, and scholars who enhance human experience and improve the natural, social, and built environment. Serve as a resource for Iowa and beyond through research, creative endeavors, extension, and outreach.

We value:
Innovation, curiosity, collaboration, open exchange of ideas, diverse perspectives, environmental and social responsibility.

Our vision for the future:
Faculty, staff, students, alumni, and partners will be leaders who imagine and respond to challenges and opportunities in a sustainable manner using innovative interdisciplinary approaches and technologies.
**Comparing Proposed Update with Drafts 1 & 2**

April 14

<table>
<thead>
<tr>
<th>Draft 1 – March 27</th>
<th>Draft 2 – April 10</th>
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<tr>
<td><strong>Goals &amp; Tactics</strong></td>
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<td>1b. Broaden the scope of interdisciplinary option studios to include all of the college’s disciplines.</td>
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<td>1c. Add new sources of private funding to incent and support educational, research, creative, outreach, and extension programs that demonstrate the power of diversity and interdisciplinary collaboration to fuel innovation and creativity.</td>
<td>1c. Increase funding to seed faculty research/creative work, including matches to external grants and support for research-related travel, with at least two or three calls for proposals each year.</td>
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<td>1d. Increase the number of grant proposals submitted to fund research, creative work, outreach, extension programs, and research assistantships.</td>
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### Draft 1 – March 27

2. Prepare students to become professionals who make a positive impact in a fast changing, multicultural, global community through excellent, accessible academic programs. *(Elements of former goals 3, 4, 5, & 7.)*

   2a. Continue to improve the excellence and reputation of each undergraduate and graduate degree program using the results of student outcomes assessments, accreditation review findings, and active communication with internal and external constituencies.

   2b. Improve the quality of teaching through faculty development (e.g., Expanding Diversity Perspectives), an improved class/studio assessment tool, and peer assessment of teaching.

   2c. Ensure that every student has at least one cross-cultural educational experience before graduation through studio courses that address diversity within the United States, global practice experiences, participation in a study-abroad program, participation in National Student Exchange, etc.

   2d. Create new study abroad opportunities in Asia, Africa, and Central and South America.

   2e. Improve international students’ academic and study abroad experience, and draw upon their experience for the benefit of the college community.

   2f. Increase scholarship dollars available for students with financial need and for students studying abroad.

   2g. Continue to expand the number of articulation agreements with community colleges and opportunities to deliver the core design curriculum at a distance, e.g. Design West.

### Draft 2 – April 10

2. Prepare students to become professionals who make a positive impact in a fast changing, multicultural, global community through excellent, accessible academic programs. *(Elements of former goals 3, 4, 5, & 7.)*

   2a. Continue to improve the excellence and reputation of each undergraduate and graduate degree program with a particular emphasis on developing every student’s ability to effectively engage in interdisciplinary collaborations.

   2b. Prepare every student to work in a multi-cultural, global world through learning about a wide range of cultural precedents in all of the college’s courses, participation in studios that address diversity within the United States, global practice internships, National Student Exchange, and study abroad programs in Europe, Asia, Africa, Central/South America, and Australia.

   2c. Improve the quality of teaching through an improved class/studio assessment tool, peer assessment of teaching, and faculty development programs like Expanding Diversity Perspectives.

   2d. Assess barriers to international students’ success and implement changes to improve their academic and study abroad experience.

   2e. Increase students’ preparation for work through expanded professional practice course offerings, increased number of real-world projects in design studios, alumni mentoring programs, internships, etc.

   2f. Increase scholarship dollars available for students with financial need and for students studying abroad.

   2g. Continue to expand the number of articulation agreements with community colleges and opportunities to deliver the core design curriculum at a distance, e.g. Design West.

### Draft of Proposed Update

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   2g. Continue to expand the number of articulation agreements with community colleges and opportunities to deliver the core design curriculum at a distance, e.g. Design West.
## 3. Promote a diverse, equitable, and inclusive college community focused on the well-being and success of all students, faculty, and staff. (Elements of former goals 4 & 6.)

3a. Promote strong participation in the university’s upcoming study of campus diversity, inclusion, equity, and safety, and use college-specific findings to improve the college community.

3b. Intensify efforts to increase the college’s diversity through faculty, student, and staff recruitment and retention initiatives with particular emphasis on underrepresented groups.

3c. Promote learning and foster community between international and domestic students drawing upon international students’ experience for the benefit of the college community.

3d. Assess and strengthen programs for mentoring and developing new and continuing faculty (tenured, tenure-eligible, and non-tenure-eligible) and staff.

3e. Increase opportunities for informal interaction among students, faculty, and staff.
### Draft 1 – March 27

4. Communicate the value and power of design to prospective students and to internal and external constituencies. *(Elements of former goals 2 & 7.)*

4a. Improve the college’s reputation through expanded and new modes (e.g., videos and exhibitions) of communicating faculty, staff, student, and alumni work and accomplishments.

4b. Expand non-major access to and enrollment in College of Design courses that demonstrate the value and power of design.

4c. Expand prospective students’ access to the College of Design through programs like FLEx (Forward Learning Experience) and Design Summer Camp.

### Draft 2 – April 10

4. Communicate the value and power of design to prospective students and to internal and external constituencies. *(Elements of former goals 2 & 7.)*

4a. Improve the college’s reputation through expanded and new modes (e.g., social media, videos, exhibitions, etc.) of communicating faculty, staff, student, and alumni work and accomplishments.

4b. Expand non-majors’ access to and enrollment in College of Design courses that demonstrate the value and power of design.

4c. Expand prospective students’ access to the College of Design through programs like FLEx (Forward Learning Experience) and Design Summer Camp.

### Draft of Proposed Update

4. Communicate the value and power of planning, art, and design to prospective students and to internal and external constituencies. *(Elements of former goals 2 & 7.)*

4a. Improve the college’s reputation through expanded and new modes (e.g., social media, videos, exhibitions, etc.) of communicating faculty, staff, student, and alumni work and accomplishments.

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