### Draft 1 – March 27

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. 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.

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### Draft 2 – April 10

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. 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.

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### Draft of Proposed Update

Iowa State University’s College of Design is a recognized leader in design education with a diversity mix 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, and citizens 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 and draw upon their disciplinary expertise to generate intelligent, innovative, informed, innovative responses to technological and societal challenges and opportunities.
### Draft 1 – March 27

**Goals & Tactics**

1. Demonstrate the power and value of design through excellent research, creative, outreach, and extension programs including interdisciplinary collaborations that address current problems and opportunities. (Former goals 1, 2, & elements of 3.)

   1a. Establish an annual thematic design charrette where multidisciplinary teams generate innovative ideas that address local, regional, and global challenges and opportunities.

   1b. Broaden the scope of interdisciplinary option studios to include all of the college’s disciplines.

   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.

   1d. Increase the number of grant proposals submitted to fund research, creative work, outreach, extension programs, and research assistantships.

   1e. Increase administrative support for faculty with funded research, creative work, and outreach.

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### Draft 2 – April 10

**GOALS & Tactics**

1. Demonstrate the power and value of design through excellence in research, creative practices, outreach, and extension programs including interdisciplinary collaborations that address current challenges and opportunities. (Former goals 1, 2, & elements of 3.)

   1a. Establish an annual thematic design charrette where multidisciplinary teams generate innovative ideas that offer solutions to local, regional, and global challenges and opportunities.

   1b. Increase funding that incent and support programs demonstrating the power of diversity and interdisciplinary collaboration to fuel innovation and creativity.

   1c. Increase funding to seed faculty research/creative work, including matches to external grants and support for research-related travel, with two or three calls for proposals each year.

   1d. Increase post-award support for faculty with funded research, creative work, and outreach.

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### Draft of Proposed Update

**GOALS & Tactics**

1. Demonstrate the power and value of planning, art, and design through excellence in research, creative practices, outreach, and extension programs including interdisciplinary collaborations that address current challenges and opportunities.

   1a. Establish an annual thematic design charrette where multidisciplinary teams generate innovative ideas that offer solutions to local, regional, and global challenges and opportunities.

   1b. Increase funding that incent and support programs demonstrating the power of diversity and interdisciplinary collaboration to fuel innovation and creativity.

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### Draft 1 – March 27

<table>
<thead>
<tr>
<th>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, &amp; 7.)</th>
<th>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.</th>
<th>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.</th>
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<td>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.</td>
<td>2d. Create new study abroad opportunities in Asia, Africa, and Central and South America.</td>
<td>2e. Improve international students’ academic and study abroad experience, and draw upon their experience for the benefit of the college community.</td>
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<td>2f. Increase scholarship dollars available for students with financial need and for students studying abroad.</td>
<td>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.</td>
<td>2h. Continue to improve students’ preparation for work through expanded professional practice course offerings, increased number of real-world projects in design studios, alumni mentoring programs, internships, etc.</td>
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### Draft 2 – April 10

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<th>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.</th>
<th>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 global practice internships, National Student Exchange, and study abroad programs in Europe, Asia, Africa, Central/South America, and Australia.</th>
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### Draft 1 – March 27

3. **Promote a diverse, equitable, and inclusive college community focused on the well-being and success of all students, faculty, and staff.**

3a. Promote strong participation in the university’s study of campus climate and use college-specific findings to identify means of improving the college’s climate.

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. Strengthen programs for mentoring and developing new and continuing T/TE/NTE faculty and staff.

### Draft 2 – April 10

3. **Promote a diverse, equitable, and inclusive college community focused on the well-being and success of all students, faculty, and staff.**

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 of Proposed Update

3. **Promote a diverse, equitable, and inclusive college community focused on the well-being and success of all students, faculty, and staff.**

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

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