

College of Design **Strategic Plan Update for 2017-20**  
 Comparison of Proposed Update with Drafts 1 & 2  
 May 1, 2017

<b>Draft 1</b> – March 27	<b>Draft 2</b> – April 10	<b>Draft of Proposed Update</b>
<p>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.</p> <p><b>Our mission is to:</b>            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.</p> <p><b>We value:</b>            Innovation, curiosity, collaboration, open exchange of ideas, diverse perspectives, environmental and social responsibility.</p> <p><b>Our vision for the future:</b>            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.</p>	<p>Iowa State University’s College of Design is a recognized leader in design education with a <b>diversity</b> 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.</p> <p>The College of Design’s <b>MISSION</b> is to educate students to become successful designers, planners, artists, and scholars who <b>improve the quality of life, enhance human experience, and advance environmental sustainability</b>; and to serve as a resource for Iowa and beyond through research, creative endeavors, extension, and outreach.</p> <p>We <b>VALUE</b> innovation, curiosity, collaboration, open exchange of ideas, diverse perspectives, and environmental and social responsibility.</p> <p>Our <b>VISION</b> is for College of Design faculty, staff, students, and alumni to <b>increasingly be known for their ability to lead interdisciplinary processes that generate intelligent, innovate responses to technological and societal challenges and opportunities.</b></p>	<p>Iowa State University’s College of Design is a recognized leader in design education with a <b>diversity mix</b> 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.</p> <p>The College of Design’s <b>MISSION</b> is to educate students to become successful designers, planners, artists, <del>and</del> scholars, <b>and citizens</b> 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.</p> <p>We <b>VALUE</b> innovation, curiosity, collaboration, open exchange of ideas, diverse perspectives, and environmental and social responsibility.</p> <p>Our <b>VISION</b> is for College of Design faculty, staff, students, and alumni to increasingly be known for their ability to lead interdisciplinary processes <b>and draw upon their disciplinary expertise to <del>that</del> generate intelligent, innovate-informed, innovative responses to <del>technological and societal</del> challenges and opportunities.</b></p>

College of Design **Strategic Plan Update for 2017-20**  
 Comparison of Proposed Update with Drafts 1 & 2  
 May 1, 2017

<b>Draft 1</b> – March 27	<b>Draft 2</b> – April 10	<b>Draft of Proposed Update</b>
<p><b>Goals &amp; Tactics</b></p> <p><b>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.</b> <i>(Former goals 1, 2, &amp; elements of 3.)</i></p> <p><b>1a.</b> Establish an annual thematic design charrette where multidisciplinary teams generate innovative ideas that address local, regional, and global challenges and opportunities.</p> <p><b>1b.</b> Broaden the scope of interdisciplinary option studios to include all of the college’s disciplines.</p> <p><b>1c.</b> 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.</p> <p><b>1d.</b> Increase the number of grant proposals submitted to fund research, creative work, outreach, extension programs, and research assistantships.</p> <p><b>1e.</b> Increase administrative support for faculty with funded research, creative work, and outreach.</p>	<p><b>GOALS &amp; Tactics</b></p> <p><b>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.</b> <i>(Former goals 1, 2, &amp; elements of 3.)</i></p> <p><b>1a.</b> Establish an annual thematic design charrette where multidisciplinary teams generate innovative ideas that offer solutions to local, regional, and global challenges and opportunities.</p> <p><b>1b.</b> Increase funding that incents and supports programs demonstrating the power of diversity and interdisciplinary collaboration to fuel innovation and creativity.</p> <p><b>1c.</b> 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.</p> <p><b>1d.</b> Increase post-award support for faculty with funded research, creative work, and outreach.</p>	<p><b>GOALS &amp; Tactics</b></p> <p><b>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.</b></p> <p><b>1a.</b> Establish an annual thematic design charrette where multidisciplinary teams generate innovative ideas that offer solutions to local, regional, and global challenges and opportunities.</p> <p><b>1b.</b> <del>Increase funding that</del> Incent and supports programs <del>demonstrating that demonstrate</del> the power of diversity and interdisciplinary collaboration to fuel innovation and creativity.</p> <p><b>1c.</b> Increase funding to seed faculty research/creative work, including matches to external grants and support for research-related travel <del>with two or three calls for proposals each year.</del></p> <p><b>1d.</b> Increase post-award support for faculty with funded research, creative work, and outreach.</p>

College of Design **Strategic Plan Update for 2017-20**  
 Comparison of Proposed Update with Drafts 1 & 2  
 May 1, 2017

Draft 1 – March 27	Draft 2 – April 10	Draft of Proposed Update
<p><b>2. Prepare students to become professionals who make a positive impact in a fast changing, multicultural, global community through excellent, accessible academic programs.</b> <i>(Elements of former goals 3, 4, 5, &amp; 7.)</i></p> <p><b>2a.</b> 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.</p> <p><b>2b.</b> Improve the quality of teaching through faculty development (e.g., Expanding Diversity Perspectives), an improved class/studio assessment tool, and peer assessment of teaching.</p> <p><b>2c.</b> 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.</p> <p><b>2d.</b> Create new study abroad opportunities in Asia, Africa, and Central and South America.</p> <p><b>2e.</b> Improve international students' academic and study abroad experience, and draw upon their experience for the benefit of the college community.</p> <p><b>2f.</b> Increase scholarship dollars available for students with financial need and for students studying abroad.</p> <p><b>2g.</b> 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.</p>	<p><b>2. Prepare students to become professionals who make a positive impact in a fast changing, multicultural, global community through excellent, accessible academic programs.</b> <i>(Elements of former goals 3, 4, 5, &amp; 7.)</i></p> <p><b>2a.</b> 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.</p> <p><b>2b.</b> 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.</p> <p><b>2c.</b> Improve the quality of teaching through an improved class/studio assessment tool, peer assessment of teaching, and faculty development programs like Expanding Diversity Perspectives.</p> <p><b>2d.</b> Assess barriers to international students' success and implement changes to improve their academic and study abroad experience.</p> <p><b>2e.</b> 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.</p> <p><b>2f.</b> Increase scholarship dollars available for students with financial need and for students studying abroad.</p> <p><b>2g.</b> 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.</p>	<p><b>2. Prepare students to become professionals who make a positive impact in a fast changing, multicultural, global community through excellent, accessible academic programs.</b></p> <p><b>2a.</b> Continue to improve the excellence, and reputation, and accessibility of each undergraduate and graduate degree program with a particular emphasis on developing every student's ability to think critically and engage effectively engage in interdisciplinary collaborations.</p> <p><b>2b.</b> Prepare every students 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 throughout the world in Europe, Asia, Africa, Central/South America, and Australia.</p> <p><b>2c.</b> Improve the quality of teaching through an improved class/studio assessment tool, peer assessment of teaching, and faculty development programs like Expanding Diversity Perspectives and those offered by CELT.</p> <p><b>2d.</b> Assess barriers to international students' success and implement changes to improve their academic and study abroad experience.</p> <p><b>2e.</b> Increase students' preparation for work through expanded professional practice and entrepreneurial activities through course offerings, increased number of real-world projects in design studios, alumni mentoring programs, internships, etc.</p> <p><b>2f.</b> Increase scholarship dollars available for students with financial need and for students studying abroad.</p> <p><b>2g.</b> 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.</p>

<b>Draft 1</b> – March 27	<b>Draft 2</b> – April 10	<b>Draft of Proposed Update</b>
<p><b>3. Promote a diverse, equitable, and inclusive college community focused on the well-being and success of all students, faculty, and staff.</b> <i>(Elements of former goals 4 &amp; 6.)</i></p> <p><b>3a.</b> 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.</p> <p><b>3b.</b> Intensify efforts to increase the college’s diversity through faculty, student, and staff recruitment and retention initiatives with particular emphasis on underrepresented groups.</p> <p><b>3c.</b> Strengthen programs for mentoring and developing new and continuing T/TE/NTE faculty and staff.</p>	<p><b>3. Promote a diverse, equitable, and inclusive college community focused on the well-being and success of all students, faculty, and staff.</b> <i>(Elements of former goals 4 &amp; 6.)</i></p> <p><b>3a.</b> Promote strong participation in the university’s <b>upcoming study of campus diversity, inclusion, equity, and safety</b>, and use college-specific findings to improve the college community.</p> <p><b>3b.</b> Intensify efforts to increase the college’s diversity through faculty, student, and staff recruitment and retention initiatives with particular emphasis on underrepresented groups.</p> <p><b>3c.</b> <b>Promote learning and foster community between international and domestic students drawing upon international students’ experience for the benefit of the college community.</b></p> <p><b>3d.</b> Assess and strengthen programs for mentoring and developing new and continuing faculty (tenured, tenure-eligible, and non-tenure-eligible) and staff.</p> <p><b>3e.</b> <b>Increase opportunities for informal interaction among students, faculty, and staff.</b></p>	<p><b>3. Promote a diverse, equitable, and inclusive college community focused on the well-being and success of all students, faculty, and staff.</b></p> <p><b>3a.</b> Promote strong participation in <del>the university’s upcoming study of initiatives related to</del> campus diversity, inclusion, equity, and safety, and use college-specific findings to improve the college community.</p> <p><b>3b.</b> Intensify efforts to increase the college’s diversity through faculty, student, and staff recruitment and retention initiatives with particular emphasis on underrepresented groups.</p> <p><b>3c.</b> Promote learning and foster community between international and domestic students <del>drawing upon international students’ experience for the benefit of the college community.</del></p> <p><b>3d.</b> Assess and strengthen programs for mentoring and developing new and continuing faculty (tenured, tenure-eligible, and non-tenure-eligible) and staff.</p> <p><b>3e.</b> Increase opportunities for informal interaction among students, faculty, and staff.</p>

College of Design **Strategic Plan Update for 2017-20**  
 Comparison of Proposed Update with Drafts 1 & 2  
 May 1, 2017

<b>Draft 1</b> – March 27	<b>Draft 2</b> – April 10	<b>Draft of Proposed Update</b>
<p><b>4. Communicate the value and power of design to prospective students and to internal and external constituencies.</b> <i>(Elements of former goals 2 &amp; 7.)</i></p> <p><b>4a.</b> 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.</p> <p><b>4b.</b> Expand non-major access to and enrollment in College of Design courses that demonstrate the value and power of design.</p> <p><b>4c.</b> Expand prospective students’ access to the College of Design through programs like FLEx (Forward Learning Experience) and Design Summer Camp.</p>	<p><b>4. Communicate the value and power of design to prospective students and to internal and external constituencies.</b> <i>(Elements of former goals 2 &amp; 7.)</i></p> <p><b>4a.</b> Improve the college’s reputation through expanded and new modes (e.g., <b>social media</b>, videos, exhibitions, etc.) of communicating faculty, staff, student, and alumni work and accomplishments.</p> <p><b>4b.</b> Expand non-majors’ access to and enrollment in College of Design courses that demonstrate the value and power of design.</p> <p><b>4c.</b> Expand prospective students’ access to the College of Design through programs like FLEx (Forward Learning Experience) and Design Summer Camp.</p>	<p><b>4. Communicate the value and power of <b>planning, art, and</b> design to prospective students and to internal and external constituencies.</b></p> <p><b>4a.</b> 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.</p> <p><b>4b.</b> <del>Expand non-majors’ access to and enrollment in College of Design courses that demonstrate the value and power of design.</del> Expand access to College of Design courses and programs to all Iowa State University students, faculty, and staff.</p> <p><b>4c.</b> Expand prospective students’ access to the College of Design through <b>initiatives programs</b>-like FLEx (Forward Learning Experience) and Design Summer Camp.</p>

College of Design **Strategic Plan Update for 2017-20**  
Comparison of Proposed Update with Drafts 1 & 2  
May 1, 2017

<b>Draft 1</b> – March 27	<b>Draft 2</b> – April 10	<b>Draft of Proposed Update</b>
<p><b>5. Balance the college’s budget and optimize space utilization.</b> <i>(Similar to former goal 8.)</i></p> <p><b>5a.</b> Increase the college’s enrollment to 2,100 and increase operating revenues sufficient to sustain high-quality, competitive programs.</p> <p><b>5b.</b> Solidify plans for reconfiguring the first floor of the college’s main building to improve student access to student services and to better support the college’s centralized administrative services and new organizational structure.</p> <p><b>5c.</b> Optimize utilization of studio space to accommodate program growth and space for new fabrication technologies.</p>	<p><b>5. Balance the college’s budget and optimize space utilization.</b> <i>(Similar to former goal 8.)</i></p> <p><b>5a.</b> Increase the college’s enrollment to 2,100 and increase operating revenues sufficient to sustain high-quality, competitive programs.</p> <p><b>5b.</b> <b>Reconfigure the first floor</b> of the college’s main building to improve student access to student services, <b>increase the number of faculty offices</b>, and to better support the college’s new organizational structure and centralized administrative services.</p> <p><b>5c.</b> Optimize utilization of studio space to accommodate program growth and space for new fabrication technologies.</p>	<p><b>5. Balance the college’s budget and optimize space utilization.</b></p> <p><b>5a.</b> Increase the college’s enrollment to 2,100.</p> <p><b>5b.</b> <b>Increase operating revenues sufficient to sustain high-quality, competitive programs.</b></p> <p><b>5c.</b> Reconfigure the first floor of the college’s main building to improve student access to student services, increase the number of faculty offices, and to better support the college’s new organizational structure and centralized administrative services.</p> <p><b>5d.</b> Optimize utilization of studio space to accommodate program growth and space for new fabrication technologies.</p>