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.

This vision will be accomplished through progress on eight interrelated priorities:

1. Cultivate internal and external interdisciplinary partnerships to generate ideas and solutions—designs, plans, artworks, concepts—that address pressing challenges and opportunities and increase our understanding of the world.

2. Promote the value of design in society.

3. Continue to improve the quality of educational, research/creative, extension, and outreach programs.

4. Promote a collegiate culture that nurtures the success and well-being of students, faculty, and staff.

5. Enhance opportunities for students to celebrate many peoples, cultures, and places.

6. Support and increase the diversity of backgrounds and perspectives represented in the college.

7. Broaden access to the college’s knowledge, educational offerings, and outreach programs.

8. Develop the college’s resources—human, fiscal, physical—to maximize their impact by achieving a balance between enrollment, faculty, staff, and program offerings.

Action plan

Once priorities are agreed upon, an action plan will be developed detailing specific tasks associated with each priority as well as timelines, goals, measures, costs, and those responsible for carrying out the work.