

Iowa State University's College of Design is a recognized leader in design education with a 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, 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 informed, innovative responses to challenges and opportunities.

### 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.** Incent and support programs that demonstrate 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.
- 1d.** Increase post-award support for faculty with funded research, creative work, and outreach.

#### **2. Prepare students to become professionals who make a positive impact in a fast-changing, multicultural, global community.**

- 2a.** Continue to improve the excellence, reputation, and accessibility of each undergraduate and graduate degree program with a particular emphasis on developing students' ability to think critically and engage effectively in interdisciplinary collaborations.
- 2b.** Prepare students to work in a multicultural, 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.
- 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 and those offered by the Center for Excellence in Learning and Teaching.
- 2d.** Assess barriers to international students' success and implement changes to improve their academic and study abroad experience.
- 2e.** Increase students' preparation for professional practice and entrepreneurial activities through 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.

**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 university initiatives related to 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.

**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.

**4. Communicate the value and power of planning, art, and design to prospective students and to internal and external constituencies.**

**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 access to College of Design courses and programs to all Iowa State University students, faculty, and staff.

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

**5. Balance the college's budget and optimize space utilization.**

**5a.** Increase the college's enrollment to 2,100.

**5b.** Increase operating revenues sufficient to sustain high-quality, competitive programs.

**5c.** 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.

**5d.** Optimize utilization of studio space to accommodate program growth and space for new fabrication technologies.