

BSURP Strategic Plan 2018-2022

The Urban and Regional Planning Program revised its strategic plan in fall 2017 to align with new College of Social Science priorities. This document presents the goals and priorities of the Program for the coming five years.

Program Vision

Creating sustainable cities and communities through leadership, entrepreneurial creativity, social responsibility, and environmentally sustainable planning and policy.

Program Values

Quality: We hold ourselves to the highest standards to achieve lasting influence.

Inclusiveness: We foster a culture in which all individuals are valued, respected and engaged so that diverse voices can enrich our work.

Engagement: We link with campus and external communities to leverage our strengths and collectively realize our shared goals.

Integrity and Ethics: We are honest, transparent and courageous in our discovery and dissemination of knowledge.

Creativity: We imagine innovative approaches to understand and improve the world.

Advocacy and Empowerment: We equip individuals and communities with the knowledge to make informed and just decisions.

Undergraduate Program Mission

The **mission** of the Urban & Regional Planning Program is to *prepare students to become practitioners in the planning profession*. This is addressed through three broad themes:

Teaching: To provide future practitioners the knowledge, practical skills, and values to enable them to become effective planners, and to improve the quality of urban places and regions;

Research: To conduct and disseminate research on the “theory and practice” of urban society to plan for more equitable and sustainable communities; and

Outreach: To address community problems by linking knowledge and practice and facilitating mutual learning between community and university.

Goal 1: Provide students with a foundation in planning education practice through a curriculum emphasizing general and specialized knowledge, practice, technical skills, and core values of the planning profession.

	Measures	Timeframe	Results	Action
1.1 Continue to meet PAB standards on core curriculum requirements for knowledge, skills and values	Faculty review process for PAB core requirements	Ongoing	Curriculum meeting PAB expectations for BSURP	Monitor changes in PAB standards Annual review of curriculum, with appropriate changes implemented
1.2 Conduct ongoing gap analysis to improve curriculum and course offerings	Curriculum and courses serve PAB expectations for knowledge, skills and values	Ongoing	Courses meet PAB content guidelines	Evaluate results from student learning outcomes, alumni surveys and exit surveys Use outcome data to modify courses to meet and enhance expected results Supplement courses with workshops and training modules delivered by the Alumni Network or MAP
1.3 Explore new thematic areas and provide electives based on emerging trends and applications in urban planning	Identify emerging needs of the profession Seek faculty positions to meet emerging knowledge and skill requirements	Ongoing	Curriculum serves current and future needs of the profession	Explore opportunities to bring new expertise to the Program Consider creation of new electives, shared courses with other units, or training modules

Goal 2: Enhance the curriculum with a thorough introduction of communication and analytical skills applicable to the planning job market, with more opportunities for engaged and experiential learning.

	Measures	Timeframe	Results	Action
2.1 Assess standards and input received regarding curriculum needs.	Identify curriculum needs and gaps in current content	Ongoing	Updated curriculum that updates communication and analytical skills	Alumni survey Faculty review of curriculum Implementation to start 2018-19
2.2 Expose students to opportunities for professional development beyond the required curriculum.	Participation in professional planning conferences and events Students engaged in undergraduate research opportunities and internships	Ongoing	Each URP student has experience participating in MAP and APA conferences More than ½ of students will have an internship Students will have applied research experience	Ensure funding for students attending MAP/APA conferences Link employers with students, especially through the alumni network Provide financial support and faculty mentoring for student research
2.3 Provide students with the knowledge and experience of global trends and practice in urban planning	Global planning presence in the curriculum Students participating in study abroad programs	Ongoing	Global perspectives incorporated into curriculum and through student study abroad experience	Offer annual study abroad programs Provide funding for students on study abroad programs Collaboration with our global partners

Goal 3: Ensure BSURP curriculum completion within a reasonable time-frame				
	Measures	Timeframe	Results	Action
3.1 Monitor graduation rates and identify critical factors that achieve satisfactory graduation rates.	Student graduation rates	Ongoing	Timely progress through the BSURP curriculum	Identify factors limiting progress Promote early entry to major
3.2 Ensure timely completion by scheduling curriculum, prerequisites, and course load appropriately	Time to degree	Ongoing	Timely progress through the BSURP curriculum	Return to Social Science admission system Review schedule for course conflicts Provide range of course options Encourage regular advisor/student meetings

Goal 4: Address community problems by partnering with public and non-profit organizations and the private sector to enhance knowledge and practice, facilitating mutual learning of university and community.

	Measures	Timeframe	Results	Action
4.1: Develop a formalized mentoring program, in both traditional public and non-profit or private sector, students.	Students in service learning placements, faculty supervised independent study courses, and student led-faculty guided practicum experiences	On-going	Students can access a wide range of professional experiences that apply their planning course content	Identify external partners offering planning experience Faculty promote research experiences that apply planning skills
4.2: Ensure students are developing professional practice skills before reaching Practicum.	Improved quality and professionalism of practicum projects	On-going	Better preparation for professional planning practice	Identify skills to be enhanced for Practicum Engage students in community planning projects earlier in their BSURP program Develop links to SPDC Sustainable Built Environment Initiative, National Charrette Institute, MSU Extension, and MSU Center for Community and Economic Development
4.3: Develop internship/ job shadowing opportunities.	Students undertaking internships and job shadowing	Ongoing	Students with professional experience prior to Practicum and graduation	Coordinate internship announcements and job shadowing opportunities with SPDC Student Services and URP Alumni Association

<p>4.4: Support a research forum for student research, best practices and peer and professional networking.</p>	<p>Students having an applied planning research experience prior to graduation</p>	<p>Ongoing</p>	<p>Students have research opportunities and understand research driven decision making in the profession</p>	<p>Students attend and present at Student Michigan Association of Planning (SMAP) conference</p> <p>Students participate in the MSU Undergraduate Research Forum</p>
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Goal 5: Foster a sense of community and inclusion within the School and among URP students, alumni and faculty.

	Measures	Timeframe	Results	Action
5.1 Work to enhance the diversity of our student body through efforts to create an environment of inclusion and respect.	<p>Increased student diversity</p> <p>Create and promote events related to equity and inclusion</p>	Ongoing	A student body reflective of our profession and geographic area	<p>Establish a diversity and inclusion taskforce</p> <p>Targeted recruitment of underrepresented groups in Michigan and nationally</p> <p>Emphasize diversity and inclusion as a core Program value</p>
5.2 Work to enhance the diversity of our faculty through efforts to create an environment of inclusion and respect.	<p>Increased range of voices heard by students from URP faculty and guest speakers</p>	Ongoing	Create an open and engaging environment for faculty and students from diverse backgrounds	<p>Organize events that recognize the significance of diversity and inclusion in planning</p> <p>Invite speakers to represent different perspectives on planning</p>
5.3. Foster an inclusive and active URP student organization.	<p>Increase participation in URPSA</p> <p>Increase in URPSA sponsored activities</p>	Ongoing	Better connected and in-tune faculty and student relationship	<p>Articulate the value of URPSA and membership. Have a dedicated faculty liaison to URPSA</p>
5.4 Effectively utilize alumni network and MAP to provide professional development opportunities for	<p>Increased alumni sponsored activities</p> <p>Increase support for social and professional</p>	Ongoing	Cultivate a strong local alumni group and local Chapter for student faculty and alumni networking and	<p>Encourage students to participate in MAP activities such as MAP student conference,</p>

<p>internships, job shadowing, interview skills and networking with MAP professionals</p>	<p>events organized by the student association and the Alumni Group</p>		<p>professional development. Better connections to MAP</p>	<p>Young Professionals Network and other opportunities. Invite alumni to give guest lectures, keynote addresses, and participate in regular curricular activities./trends and applications in the urban planning field.</p>
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