

***East Carolina University Planning Program
Strategic Plan
Goals, Objectives and Outcome Measures***

Vision

Lead in undergraduate planning education in the Southeast and the nation by offering an integrative foundation in theory and practice, enabling students to excel in planning and development of sustainable communities and landscapes.

Mission Statement

The Planning Program is an integral part of the university and is committed to excellence in education, basic and applied research, and service to the community at large. The mission of the program is to provide opportunities for students to achieve excellence, envision their future, grow intellectually and pursue a professional planning position or a graduate education. The Planning Program prepares professional planners for both the public and the private sectors primarily serving North Carolina and the Atlantic region of the United States.

Our distinctive and multifaceted approach engages students in critical thinking; develops analytical skills; applies current planning tools; and cultivates the necessary knowledge, skills and values. As one of the 15 PAB-accredited undergraduate planning programs, the ECU planning program is nationally-renowned for its emphasis in community-based and small town-focused learning and scholarship to build a sustainable future for our communities.

Program values

The program values incorporate the following:

- Uphold the principles of sensitivity to cultural, ethnic, and gender diversity.
- Enable an environment of inclusiveness.
- Pursue a multidisciplinary intellectual approach to address regional and statewide sustainable development issues.
- Emphasize the primary mission of serving the public interest.

Program Goals

Students completing the Planning Program will have the basic foundation to become planning professionals with a high level of intellectual and technical competence and an understanding of the environment in which planning operates.

The primary goals of the program are:

Goals	Priorities Addressed (UNC Tomorrow & ECU's Strategic Plan and HCAS Plan)
<p>Goal 1: Program</p> <p>Maintain excellence in the core, functional areas, skills, and values of the undergraduate planning program.</p>	<ul style="list-style-type: none"> • Excellence • Enhance competitiveness of programs • Increase partnership with other state and national universities • Inclusiveness
<p>Goal 2: Graduates</p> <p>Prepare professional planners for leadership roles for sustainable development and quality of life improvements in their communities.</p>	<ul style="list-style-type: none"> • Access • Leadership • Global readiness
<p>Goal 3: Research and Other Scholarly Activities</p> <p>Conduct and disseminate research that enhances the knowledge and application of the “theory and practice” of planning to address regional and statewide issues.</p>	<ul style="list-style-type: none"> • Environmental challenges • Sustainability issues
<p>Goal 4: Engagement</p> <p>Engage in collaborative partnership with other academic programs and local governments to promote sustainable communities and economic development in the region.</p>	<ul style="list-style-type: none"> • Economic transformation and community development • Outreach and engagement

Goals, Objectives and Outcome Measures OM)

Goals and Objectives	Outcome measures (OM)
<u>Goal #1 - Program</u>	Maintain excellence in the core, functional areas, skills, and values of the undergraduate planning program
1. Objective	Emphasize core competency areas including critical thinking, analytical ability, and application of state-of-the-art planning tools/skills.
Outcome Measures	<p>Evaluation of student collaborative studio projects by faculty and external jury of planning professionals.</p> <p>Evaluation of capstone courses by faculty and external jury of planning professionals.</p> <p>Evaluation of an exit exam testing the knowledge, skills, values and specialized areas of planning prepared by a committee of planning faculty.</p>
2. Objective	Maintain the high academic standard of PAB
Outcome Measures	<p>PAB accreditation of the Planning Program.</p> <p>PAB Progress Report</p> <p>Assessment of the quality of Program including governance, institutional relations and academic autonomy. [Conduct faculty and alumni opinion survey]</p>
3. Objective	Maintain an inclusive academic environment that welcomes diversity and actively engages in attracting underrepresented groups.
Outcome Measures	Percent of minorities and other underrepresented groups in the mix of students in the program
<u>Goal #2 - Graduates</u>	Prepare professional planners for leadership roles for sustainable development and quality of life improvements in their communities.

1. Objective	Emphasize core competency areas including critical thinking, analytical ability, and application of state-of-the-art planning tools/skills.
Outcome Measures	Evaluation of student collaborative studio projects by faculty and external jury of planning professionals. Evaluation of capstone courses by faculty and external jury of planning professionals. Evaluation of an exit exam testing the knowledge, skills and specialized areas of planning prepared by a committee of planning faculty.
2. Objective	Provide multi-faceted learning environment that includes studios, field studies, and a capstone class.
Outcome Measures	In addition to the regular lecture classes, the program offers one collaborative studio class, one planning practicum capstone class and several writing intensive classes. Number and quality of specialized classes.
3. Objective	Provide opportunities for experiential learning.
Outcome Measures	Percent of students with internship, specialized certificates and other related experiences.
Goal 3: <u>Research and Other Scholarly Activities</u>	Conduct and disseminate research that enhances the knowledge and application of the “theory and practice” of planning to address regional and statewide issues.
1. Objective	Enhance the research and scholarship productivity of faculty
Outcome Measures	Number of publications and other scholarly work
Data:	Give actual numbers Number of grant proposals and awards.
2. Objective	Maintain active involvement of faculty in local, regional and national professional organizations.
Outcome Measures	Percent of faculty involved in local, state and national organizations
3. Objective	Pursue collaborative research and professional projects/programs.

Outcome Measures	Number of community-based projects.
Goal 4: <u>Engagement</u>	Engage in collaborative partnership with other academic programs and local governments to promote sustainable communities and economic development in the region.
1. Objective	Engage in community planning and development initiatives.
Outcome Measures	Number and scale of community engagement initiatives undertaken by faculty Number of regional partnerships created by faculty
2. Objective	Develop opportunities to enhance external grant/funding resources.
Outcome Measures	Number of regional partnerships created by faculty Number of grant proposals and awards.

In addition to the above short-term goals, the Planning Program continually explores for opportunities to develop long-range initiatives. Some of the long-term initiatives include:

- Developing an accredited master’s program in urban and regional planning by enhancing the quality of current graduate concentration areas. The Program has over 1000 alumni working in various parts of the State and the Southeast. Many individuals have expressed interest in graduate education in planning that includes DE courses.
- Establishing a sustainable communities and landscapes center that focuses on the application of emerging green technologies and improving the quality of life in the region. The center can address issues related to economic development, land use, green technologies, downtown revitalization, coastal planning and emergency management.
- Expanding distance education course offerings. The Program will continue to critically evaluate the content and mode of delivery of its courses. Many of the professional planners in the region working in local and state government have expressed interest in taking planning courses delivered through DE.
- Integrating the goals and objectives of the Department of Geography with the goals and objectives of the Planning Program to maximize the efficiency and effectiveness of the two programs in instruction, research and outreach/community engagement programs.

- Developing certificate programs such as graduate urban design certificate, sustainable development planning, and emergency management, by taking advantage of other disciplines on campus including engineering, leisure systems, public administration and construction management.
- Increase the number of tenured professors in the program.