

College of Business and Public Administration: Strategic Planning Flow Diagram for Urban & Regional Planning

Planning framework

Vision: College of Business and Public Administration
To have its programs in business, economics, public administration and planning recognized for their excellence and to be the college of first choice in the region educating public, private and non-profit leaders.

Mission: College of Business and Public Administration
The CBPA exists to develop students who think critically, act ethically, and contribute to evolving public and private sector environments.

Vision: Urban and Regional Planning Programs
Our graduates are leaders of the planning profession and guides to sustainable futures.

Mission: Urban and Regional Planning Programs
The mission of the Urban and Regional Planning Programs at EWU is to provide quality professional planning education, research, and community service with an emphasis on problem solving at the local level.

Mission Statement Components: Urban and Regional Planning Programs:

- Emphasize excellence in student learning and teaching through student-centered learning environments.
- Provide intellectual and professional development to students through coursework, student organizations, research opportunities, internship opportunities, community engagement and service learning.
- Develop students' knowledge and understanding of different cultures and foster a deep appreciation of diversity and equity.
- Reward faculty excellence in teaching and research and service, thereby enhancing their ability to make meaningful contributions to the college, the community, the profession and the academy.
- Value and act on inputs from constituencies, such as planning practitioners and students, regarding their education needs and their view of the Urban and Regional Planning Programs' quality and relevance.

College Motto: Focusing on the region – open to the world.

Core Values

- We take pride in over 50 years (since 1968) of community-based research and community-service learning.
- We focus on problem solving at the local scale.
- We value and promote diversity.
- We seek to address global understanding recognizing the need for local actions.
- We take pride in our alumni who shape and influence the future of our region as professional planners and community builders.

Recipe for Success

1. Maintain a student-oriented focus and shared governance focus for all decision making.
2. Maintain high quality planning core and specializations.
3. Avoid bottlenecks in curricular design in order to facilitate student progress towards graduation.
4. Maintain excellent student advising.
5. Adhere to PAB standards regarding curricula and all other operations.
6. Hire, develop, and retain faculty who are highly competent in teaching, research, and service.
7. Maintain a faculty and staff who enrich the planning programs' sense of positive community, through collegiality, civility, cooperation, mutual respect, open-minded deliberations, integrity, constructiveness, commitment, and ethical conduct.
8. Maintain a cultural environment characterized by personal fulfillment, satisfaction, and fun.
9. Embrace continuous improvement and accountability in all areas for all individuals.
10. Strive to maintain positive relations with greater campus community.
11. Maintain good relationships with community, national, and international partners.

Master Goals

Provide a quality applied professional planning education for both graduate and undergraduate students. (1)

Actively recruit excellent, diverse students. (2)

Disseminate high-quality, meaningful, and timely research to the academic, professional, and governmental communities. (5)

Maintain the department's long tradition of providing community service to local communities. (3)

Develop and maintain a qualified and diverse faculty and staff. (5)

Work closely with professional planning organizations to support and develop ongoing educational opportunities, services and programs. (7)

Maintain sound administrative procedures and practices.

Strategic Directions

EWUPlanning maintains a tradition of providing an excellent learning environment for both graduate and undergraduate students that emphasizes planning action at the local and regional level.

A diverse, excellent student body ensures an active community of inquiry within our planning programs, and promotes interdisciplinary, collaborative learning, engagement in critical thinking and assessment of critical and relevant issues.

EWUPlanning encourages, supports, and rewards faculty research and publishing efforts. These qualitatively improve the knowledge base of the discipline, address contemporary planning problems, and enhance planning education.

EWUPlanning connects with local communities including environmental and NGOs, local governments, Tribal governments, Hispanic communities, and other diverse populations through service learning class projects, applied research, internships and planning studio experiences.

EWUPlanning has a comprehensive faculty planning process that attracts, develops, and retains highly qualified faculty members.

EWUPlanning has strong partnerships with public private and community organizations.

EWUPlanning has a robust evaluation process for its programs, personnel, and practices, along with effective strategic and operational management processes.

Action Priorities

Develop on-going Student Learning Outcomes assessment standards, procedures, and reporting.
Continue to evaluate and revise our professional planning programs around the core knowledge, skills and values of the planning profession; essential planning skills; and the values and ethics of our profession.(6)
Maintain excellent facilities, equipment and access to information for our students, the planning community and the region.(6)

Seek extramural funds to support and attract diverse and highly qualified students.
Offer specializations that attract and support the interest of students from underrepresented backgrounds.

Develop an overall plan for enhancing intellectual contributions.
Seek extramural funds to support faculty research.

Support service and problem based course projects serving local and regional communities and organizations.
(9) Educate the community about the nature and importance of planning.

Develop a faculty staffing approach that supports a diverse and qualified faculty and staff.
Seek extramural funds to support faculty research and development.

Maintain a strong Advisory Board (PAC).
Design, develop and deliver, through collaborative partnerships, new and expanded educational opportunities, services and programs for students, faculty, professionals and local communities.
(8) Actively involve alumni in professional development, mentoring, classroom support, and recruitment.

Promote active participation in departmental governance by faculty, staff, and students. (4)
Involve faculty, staff, students, and the professional community to include participation in the design, review, monitoring and update of the Strategic Plan. (4)
Revise Policies & Procedures to refine procedures and practices.

Assessment/Evaluation

Students: Percent Good or Better Faculty Outcomes Assessment.
Students: Percent Good or Better EWU SLO Assessment.
Annual PAC Outcomes Report and Actions.
Percent of identified improvements achieved.

Percent Students Funded by Extramural Funding.
Faculty PAC and student review of offerings.
Number Underrepresented Students.

Percent of Faculty achieving FAP Research Goals.
Number and Value of Grants.
Number & Percentage of faculty supported by extramural funds.

Number of Projects
Percent of Students (Grad and undergrad) involved
Number of Outreach Activities
Number of plans, reports, creative works and popular publications.

Percent of Faculty from diverse backgrounds.
Total funds devoted to faculty development & number of faculty supported.

Report on PAC Accomplishments.
Number & Type of educational opportunities, services and programs.
Percent of PAC who are alumni, adjuncts, guest speakers, etc.
Participate in CBPA Alumni Survey and report.

Percent Students Faculty and Staff participation in governance.
Coordinate Plan Evaluation with PAC annual and other meetings.
Revise Departmental Policies and Procedures in synch with College and University CBA.