

# MURP Strategic Plan 2018-2022

## **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.

## **Graduate Program Mission**

The **mission** of the Urban & Regional Planning Program is to *prepare students to become leaders, innovative thinkers and policy makers in the planning profession*. This is addressed through three broad themes:

**Teaching: To provide future leaders the knowledge, skills, and values to enable them to become effective planners and policy makers, and have a lasting influence in improving the quality of urban places and regions;**

**Research: To conduct and disseminate innovative research on emerging dimensions that improve the world and influence decision-making to plan for more equitable and sustainable communities; and**

**Outreach: To address community problems by linking knowledge and practice and lead individuals and communities to make informed and just decisions.**

**Goal 1: Prepare students to be professional planners through an advanced curriculum emphasizing core planning knowledge and leadership that contributes to advancing theory and practice.**

	<b>Measures</b>	<b>Timeframe</b>	<b>Results</b>	<b>Action</b>
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
1.4 Provide added opportunities for scholarship,	Engagement measures include conference	Ongoing	MURP graduates have the skills and tools necessary to	Promote scholarship including theses,

<p>leadership and engagement in the field</p>	<p>presentations, publications, instances of leadership and students taking AICP exam</p>		<p>be leaders in the profession</p>	<p>publications and presentations at professional meetings</p> <p>MURP students take on leadership and editor roles for Practicum</p> <p>MURP students participate in the “Emerging Professionals” network sponsored by the Michigan Association of Planners</p> <p>Provide a refresher module on AICP through the Alumni Network or MAP</p>
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**Goal 2: Enhance the curriculum so that students acquire advanced communication and analytical skills to excel in the planning job market, with more opportunities for engaged and experiential learning.**

	<b>Measures</b>	<b>Timeframe</b>	<b>Results</b>	<b>Action</b>
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 on professional skill needs  Faculty review of curriculum
2.2 Expose students to opportunities for professional development beyond the required curriculum.	Participation in professional planning conferences and events  Students engaged in graduate 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

<b>Goal 3: Attract and retain a large and diverse MURP student population</b>				
	<b>Measures</b>	<b>Timeframe</b>	<b>Results</b>	<b>Action</b>
3.1 Achieve a reasonable program size and diversity	Number and diversity of MURP student body	Ongoing	Larger and more diverse student body	Recruitment strategy  Development of promotional materials  Seek graduate student funding
3.2 Improve student recruitment program	Promotion efforts to increase student applications	Ongoing	Larger and more diverse student body	Recruitment strategy  Promote program at planning conferences and events  Development of promotional materials  Seek graduate student funding

**Goal 4: Promote MURP faculty-student partnered research to advance planning for more equitable & sustainable communities**

	<b>Measures</b>	<b>Timeframe</b>	<b>Results</b>	<b>Action</b>
4.1 Assess faculty productivity	Student involvement with grants, contracts, publications, reports, presentations and other scholarly endeavors	Ongoing	Students have research experience and understand research driven planning	Emphasis on productivity at annual evaluation and promotion/tenure and protecting time of untenured faculty
4.2 Promote advanced research skills	Faculty/student partnered research	Ongoing	Fund students for research and field work	Seek resources for applied research and outreach  Identify/seek resources for student research such as short courses, software purchase, research expenses
4.3 Define specific research themes that leverage assets to position Michigan domestically and globally.	Involvement with cross-unit and cross-university collaboration on applied research, grants and contracts.	Ongoing	Increased courses and faculty in environmental sustainability, transportation, and Economic Development	Identify emerging fields and faculty expertise
4.4 Encourage student-partnered research through employment and assistantships.	Student assistantships, and funding for employment and state/national presentations	Ongoing	Student employment and contribution in school sponsored research and initiatives	Coordinate opportunities through faculty and student services

**Goal 5: Foster a sense of community and inclusion within the School and among URP students, alumni and faculty.**

	<b>Measures</b>	<b>Timeframe</b>	<b>Results</b>	<b>Action</b>
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	<p>Increased alumni sponsored activities</p> <p>Increased support for social and</p>	Ongoing	Cultivate a strong local alumni group and local Chapter for student faculty	<p>Encourage students to participate in MAP activities such as MAP</p>

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