

**Strategic Plan**  
**Masters of Urban Planning and Environmental Policy Program**  
**Department of Urban Planning and Environmental Policy Program**  
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**2017**

### **Purpose of Plan**

This is the Strategic Plan for our department's Master of Urban Planning and Environmental Policy (MUPEP) program. Our department also offers a PhD in Urban Planning and Environmental Policy, the PhD program is not part of this Plan. This is meant to be a fluid document, open to revision.

With this plan, we strive to define and promote our identity as one of Texas's most capable educators of skilled and engaged planners. The plan is a pathway for us to embrace our urban region, our location within a Historically Black University, the strengths and interests of our faculty, the diversity of our students, and our commitment to equity and justice within planning and planning education.

### **How the Plan was Developed**

We used a rapid strategic planning process to develop this plan during the spring and summer 2017. Our stakeholder engagement opportunities included meetings among the faculty; an alumni survey, focus group sessions with alumni; and meetings with our Council of Planning Advisors (COPA), which is comprised of planning professionals in the private and public arenas.

### **How we will Evaluate our Progress and Make Improvements**

The Strategic Plan for the Masters of Urban Planning and Environmental Policy is an active document that is part of a fluid process. The Department Chair and Master's Program Coordinator will review elements of the plan on an annual basis. The plan assessment process will actively engage faculty, COPA, and program alumni. We will make changes to the plan as needed to insure use and implementation of the plan.

## Program Vision

Our vision is for the Master of Urban Planning and Environmental Policy program to become a superior planning program in Texas and draw students from all over the state, country, and world. Emphasizing equity, justice and community engagement, we will prioritize our efforts on underserved communities and vulnerable populations.

## Program Mission

The mission of the Master of Urban Planning and Environmental Policy (MUPEP) program is to offer a multi-racial and culturally diverse student body a sound professional education for the practice of urban planning. Whether desiring to become a planning generalist or a generalist with a specialty, students graduate from the MUPEP program with the skills and knowledge of equity, social justice and sustainability. We prepare students to become planners who demonstrate critical, visionary, and utopian thinking with an ability to elicit, understand, and respectfully characterize community values within planning projects.

## Program Goals and Objectives

**GOAL 1:** Offer and sustain a curriculum that equips students with the skills and knowledge necessary to be successful in planning and planning related professions

**Objective 1.1:** Revise curriculum to meet all PAB-required learning outcomes

We will use multiple measures to demonstrate success: the completion of a needs assessments to evaluate the curriculum, the number of new courses created, the number of existing courses revised, and the revision of the degree plan (if necessary).

**Objective 1.2:** Revise curriculum to emphasize Program's values of equity, social justice and sustainability

We will use multiple measures to demonstrate success: the completion of a needs assessments to evaluate the curriculum, the number of new courses created, the number of existing courses revised, and the revision of the degree plan (if necessary).

## **GOAL 2:** Grow a sizable, and diverse MUPEP student population

**Objective 2.1:** Increase the numbers of highly qualified student applying the Program

While the ultimate measure for this objective is the number of students applying through the university application management system, we have multiple measures of success: the development of a marketing/recruitment campaign, the implementation of the marketing/recruitment campaign, and increasing funding opportunities for student support.

**Objective 2.2:** Enhance student career and professional development support

We will have multiple measures of success: the number of students participating in professional planning conferences; funding for students to participate in professional planning conferences; the number and type of career development activities per semester; and the number of guest lectures per semester.

## **GOAL 3:** Develop faculty members' opportunities to create and share knowledge that will satisfy their intellectual interests, increase understanding of the planning field, and complement teaching and service activities

**Objective 3.1:** Facilitate the dissemination of faculty scholarship in ways that are appropriate to each faculty member's own approved research plan

We will have multiple measures of success: the development of a faculty research plan approval process, the number of approved faculty research plans, the number of articles published, and the number of professional reports in print and/or the number of adopted community or organization based plans.

**Objective 3.2:** Support faculty efforts to submit proposals for grants and contracts.

We will have multiple measures of success: number of grant applications submitted; % of faculty submitting grant applications, number of grants awarded, and \$ amount of funding awarded.

**Objective 3.3:** Increase faculty participation in academic and professional conferences

We will have two measures of success: number of faculty presenting at academic and professional conferences and the amount/type of incentives, including funding, available to support travel.

**Objective 3.4:** Facilitate faculty efforts to develop new or deeper teaching capacity in order to best convey knowledge and skills to students

We will have two measures of success: the number of faculty attend teaching related classes, workshops or conferences and the \$ amount of funds per faculty member to attend teaching related classes, workshops or conferences.

**Objective 3.5:** Foster discourses that will inspire planning professionals, scholars, students, citizens, local and state governments, and regional organizations.

The measure of success will be the number of on-campus professional-planning related events sponsored (or co-sponsored) by the Department, examples include: public lectures and AICP-CM workshops.

## Recommended Implementation Strategies

For all the objective, we have recommended implementation strategies, which have identified lead parties.

### **GOAL 1**

#### *Objectives 1.1 and 1.2:*

1. Conduct needs assessment to evaluate curriculum, this includes core courses, specialization courses, internship, and exit exam or equivalent (leads: MUPEP program coordinator and Curriculum Committee)
2. Revise curriculum in the areas of core courses, specialization courses, internship, and exit exam or equivalent to reflect needs and opportunities (leads: MUPEP program coordinator and Curriculum Committee)
3. Advocate to the University and College for graduate level writing, computer, and statistical assistance support for students (leads: UPEP Chair, SOPA Dean and Graduate Student Governing Association)
4. Develop a planner-of-practice position (leads: UPEP Chair, MUPEP program coordinator, and SOPA Dean)

### **GOAL 2**

#### *Objective 2.1:*

1. Develop and implement a marketing campaign for MUPEP program (leads: UPEP Chair and SOPA Dean, and Graduate School Dean)
2. Develop and implement a student recruitment plan specifically for the MUPEP program (leads: UPEP Chair, SOPA Dean, and Graduate School Dean)
3. Establish scholarships and fellowships to support students (leads: SOPA Dean, and Graduate School Dean)

#### *Objective 2.2:*

1. Develop and host new student orientation which focuses on expectations, requirements, study skills, and general graduate school life (leads: UPEP chair and MUPEP program coordinator).
2. Provide students support for presenting work at professional planning conferences (lead: UPEP chair)

3. Develop and host planning focused career development activities, such as workshops, seminars, and webinars (leads: UPEP chair and MUPEP program coordinator).
4. Sponsor guest lectures by planning professionals and scholars (lead: UPEP chair)

## **GOAL 3**

### **Objective 3.1:**

1. Implement a faculty review process which focuses on developing and evaluating a 3-year scholarship plan (lead: UPEP Chair)
2. Create a faculty development fund to assist with manuscript or other final steps of scholarship preparation (lead: UPEP Chair)
3. Increase funding for faculty to attend planning related conferences (lead: UPEP Chair and SOPA Dean)

### **Objective 3.2:**

1. Host workshops or other trainings on grant writing (lead: SOPA Dean)
2. Work with School and University sponsored research offices to develop plan to identify and disseminate grant announcements in a manner targeted toward faculty needs (lead: UPEP chair)
3. Support faculty efforts to obtain internal and external funding to support MUPEP students as research assistants and in service-learning activities (lead: SOPA Dean)
4. Develop departmental relationship with a research institute for grant management (lead: SOPA Dean)
5. Build networks and institutional support structures within SOPA for faculty research (lead: SOPA Dean)

### **Objective 3.3:**

1. Publicize and promote faculty accomplishments within TSU, to local and regional Universities, and to the planning community and related professions within the Greater Houston, Central Texas, and Gulf Coast regions. (leads: UPEP chair and SOPA Dean)
2. Provide sufficient travel funds for faculty to attend conferences related to their approved research plan (leads: UPEP chair and SOPA Dean)

#### Objective 3.4:

1. Provide on-campus training in classroom technology related to graduate student/planning education (lead: UPEP chair and Graduate School Dean)
2. Provide on-campus training on classroom teaching related to graduate student/planning education (lead: UPEP chair and Graduate School Dean)
3. Provide funding for faculty to attend training conferences on classroom technology or teaching (leads: UPEP chair and SOPA Dean)

#### Objective 3.5:

1. Host guest lectures at the School/University Level that are open to professional planners, related disciplines and the community at large. (lead: UPEP faculty)
2. Develop/sponsor 1 AICP-CM planning workshops in the academic year (lead: UPEP chair)