

MISSION



**Discover. Educate. Inspire
...to produce innovative, equitable &
transformative planning practice.**

VISION



**Solving complex urban problems &
regional problems through innovative
research, teaching & engagement.**

VALUES



**High-impact, engaged social science.
Diversity and inclusion.
Career-launching mentorship and teaching.**



CAROLINA PLANNING

since 1946

Priority 1: BE THE FOCAL POINT OF SMART, RESILIENT AND EQUITABLE COMMUNITIES CONVERSATIONS

OBJECTIVES	[1] Develop & extend relationships on this topic with on- and off-campus groups (e.g. Odum, SILS, APA-NC, NCSU, NC Communities, APA)	INITIATIVES	[1] Expand faculty expertise and capacity in this area
	[2] Integrate urban analytic skills and critical thinking about social impacts into MCRP curriculum		[2] Lead and participate in campus and community efforts around data science
	[3] Extend education initiatives that build urban analytic skills open to on- and off-campus planning communities		[3] Provide support to faculty and students to pursue internal and external funding
METRICS	Number of faculty with urban analytics expertise		
	Open-source software used in courses		
	Student satisfaction with analytic skills		



Priority 2: BE RECOGNIZED THOUGHT LEADERS WHO BRING INSIGHTS TO PUBLIC DEBATES

OBJECTIVES	[1] Promote faculty and student research and teaching on and off-campus	INITIATIVES	[1] Update website to highlight faculty research & engagement
	[2] Strengthen communications strategy for connecting with alumni and the planning profession		[2] Feature student & faculty research and work through webinars, podcasts & online profiles
	[3] Support faculty and student efforts to participate in public discourse		[3] Continue to support student presentations to conferences & appoint faculty “prize czar” to nominate students and faculty for external awards
METRICS	Faculty and student satisfaction with departmental communications		
	Faculty self-evaluation of participation in public discourse		
	Faculty press mentions		



Priority 3: EXPAND DIVERSITY, EQUITY AND SOCIAL JUSTICE IN PLANNING

OBJECTIVES	[1] Recruit and retain a diverse faculty and student body	INITIATIVES	[1] Establish a faculty committee to increase the diversity of faculty through campus programs
	[2] Maintain an inclusive and equitable climate		[2] Recruit a diverse graduate student body through admissions and financial aid processes
	[3] Reward and recognize community-based research and engagement and actively promote social justice		[3] Expand support for admitted students from diverse backgrounds by developing mentorship resources
METRICS	Number of faculty from underrepresented groups		
	Number of students from underrepresented groups		
	Faculty and student satisfaction with department climate		



Strategic Plan Addendum: Metrics, Monitoring, and Evaluation

Approved by Faculty and Effective: 9/8/2021

Approach and Metrics

Priority 1: Be the focal point of smart, resilient and equitable communities conversations

Approach:

To accomplish this priority, we will:

- [1] Develop and extend relationships on the topic of smart, resilient, and equitable communities with on and off campus partners. *To do this, faculty need to cultivate partnerships. Each year we will determine how many of our faculty have interacted with community partners and identify who those partners are (metric 3)*
- [2] Integrate urban analytics and critical thinking about social impacts in our curriculum. *To do this we need to successfully teach our students this material in the classroom. Each year we will determine whether our students are satisfied with the instruction they are receiving in this area (metric 2)*
- [3] Extend education initiatives that build urban analytics to on and off-campus planning communities. *To do this, we need to support and encourage faculty expertise in this area. Each year we will determine how many of our faculty have expertise and are teaching in this area (metric 1)*

Metric	Metric Source
Open-source software used in courses	Annual faculty report "What open-source software do you use in your courses? How do you use this software?"
Student satisfaction with analytic skills	Annual student exit survey "Please indicate your level of satisfaction with the analytic skills that you developed in the program"
On and off-campus partnerships	Annual faculty report "How have you interacted with on and off campus partners around the topic of smart, resilient and equitable communities? (check all that apply)" "Please share the name of on and off campus partners where you have had the most significant interaction around smart, resilient, and equitable communities."

Priority 2: Be recognized thought leaders who bring insights to public debates

Approach:

To accomplish this priority, we will

- [1] Promote faculty and student research and teaching on and off campus. *To do this, we will need to communicate the work of our faculty and students broadly. Each year, we will determine whether our faculty and students are satisfied with the extent to which their efforts are being communicated by the department (metric 1)*
- [2] Strengthen our communication strategies for connecting with alumni and the profession. *To do this, our faculty will need to host talks, workshops, and other events to connect their research to practice and to our networks, and the department will need to promote these events so they reach a broad audience. Each year, we will determine how much our faculty are participating in public discourse and the extent to which they are satisfied with how the department is communicating their efforts (metrics 1 & 2)*
- [3] Support faculty and student efforts to participate in public discourse. *To do this, faculty will need to communicate their research broadly and publicly and the department will need to promote its work. Each year, we will determine whether our faculty are participating in public discourse, and the extent to which faculty and students are satisfied with the extent to which their efforts are being communicated by the department (metrics 1 & 2)*

Metric	Metric Source
Faculty and student satisfaction with departmental communications	Annual faculty report & annual student exit survey "Please rate your level of satisfaction with departmental communications"
Faculty self-evaluation of participation in public discourse	Annual faculty report "Please rate your own ability to participate in public discourse"

Priority 3: Expand diversity, equity and social justice in planning

Approach:

To accomplish this priority, we will:

- [1] Recruit and retain a diverse student body. *To do this we need to expand targeted recruitment, funding and mentorship efforts. Each year we will determine the number of students from groups under-represented in higher education who are enrolled in our program (metric 1).*
- [2] Maintain an inclusive and equitable climate. *To do this, we need our community to feel engaged with issues of diversity, equity and inclusion in productive and meaningful ways and to feel represented. Each year we will determine the extent to which our faculty and students are satisfied with the department climate (metric 2)*
- [3] Reward and recognize community-based research and engagement and actively promote social justice. *To do this we will support faculty who are engaged in these efforts. Each year we will determine the extent to which our faculty and students are satisfied with the department climate (metric 2)*

Metric	Metric Source
Number of faculty and students from under-represented groups	Annual analysis of department demographics
Faculty and student satisfaction with department climate	Annual faculty report & annual student exit survey "Please rate your level of satisfaction with the overall department climate"

Monitoring and evaluation:

At the faculty retreat each year, the faculty will review the strategic plan with the following goals:

1. Determine progress towards stated strategic priorities
 - a. The metrics collected to monitor each priority will be reviewed by faculty,
 - b. Where appropriate, the metrics data will be supplemented by other data points, including qualitative feedback from students during the annual exit interviews.
 - c. If progress is deemed by the faculty to be insufficient, then a discussion about how resources and effort should be re-allocated to support progress on the strategic initiatives will follow
2. Assess the continued relevance of stated priorities
 - a. If after review of the annual progress faculty determine that a priority has been met, then the faculty will vote to remove or amend it from the strategic plan
 - b. The faculty may also determine that a new priority has risen and may discuss additions to the strategic plan. If a new priority is added, it must be in-line with the stated mission, vision and values of the department.