The Strategic Plan

The Master of Urban and Environmental Planning program’s mission is to serve the planning profession and the public good by advancing knowledge and preparing students to assume leadership roles to foster inclusive, equitable, healthy and sustainable communities, cities and regions.

The MUEP Strategic Plan, originally drafted in 2011, was reaffirmed and updated at the January 2017 planning faculty strategic planning meeting. Four MUEP program goals emerged from the collaborative strategic planning processes.

Goal 1
Provide high-quality professional education in planning and foster the development of engaged and reflective practitioners with potential for leadership in public, private and non-profit sectors locally, nationally and globally.

Objectives
- Attract and retain high quality and motivated students who succeed academically.
- Provide appropriate knowledge and skill development to prepare MUEP students to be competitive in attaining planning and planning-related jobs during and after completion of the program.
- Engage MUEP students in significant planning projects that impact a local, national or international community.

Performance indicators for this goal include: entering students’ GPA, GRE scores, completion rate, employment in planning after graduation; students with internships; recent graduates’ satisfaction rate with the program; student success in competitions and awards; quality and quantity of projects by students that engage professional communities.

Goal 2
Advance planning scholarship and knowledge through transdisciplinary use-inspired and community-focused research that has an impact on planning pedagogy and practice.

Objectives
- Maintain high levels of published research and scholarly work that is peer-reviewed and widely cited.
- Encourage submission to publications that educate the public and/or impact the profession.
- Strive to win competitive external and internal grants for research, teaching and professional service.
- Ensure that faculty serve on editorial boards of scholarly journals.

Performance indicators for this goal include: number of refereed journal articles; number of articles in planning publications, books and monographs and published government reports; number of citations; number of presentations at conferences; presentations in public venues; number of technical reports; number and value of internal and external grants; number of students on grants.
**Goal 3**  
Maintain a high level of engagement with the professional community and planning institutions locally and nationally, and make an impact on planning outcomes.

**Objectives**
- Faculty members are actively involved with local, national, and professional organizations.
- Faculty members disseminate their work in professional planning venues.
- Faculty members work with communities to produce planning solutions.
- The program engages professional planners to enhance our curriculum through teaching, internships and involvement in student projects.

Performance indicators for this goal include: membership in state and national APA; AICP certification; number of faculty engaged in local, regional and/or national planning; faculty presenting at APA, Association of Collegiate Schools of Planning (ACSP), and similar professional conferences; faculty involved in facilitating workshops in the community; number and quality of student projects that engage practitioners and the community.

**Goal 4**  
Emphasize the importance of diversity and inclusion of all cultures, ethnicities, genders, age groups and income levels in planning practice, planning pedagogy and planning scholarship.

**Objectives**
- Strive to increase the diversity of students in the MUEP program.
- Engage with diverse communities in planning-related projects.
- Strive to increase the diversity of faculty members delivering the curriculum.

Performance indicators for this goal include: diversity of student body and faculty including gender, race, ethnicity, national original and professional/academic background; projects and courses focused on social justice and equity; community projects benefitting under-represented groups or populations.