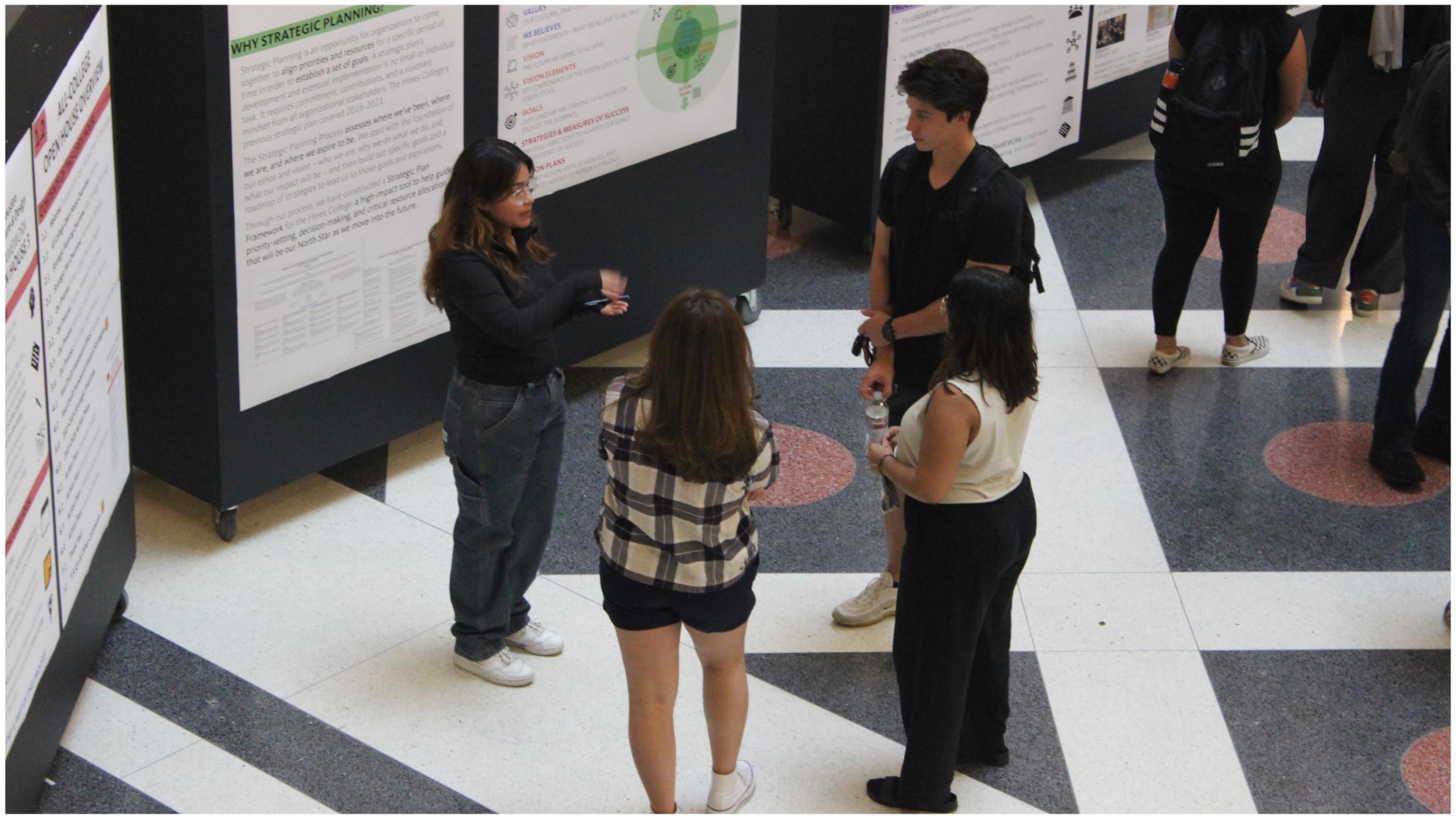


UNIVERSITY OF HOUSTON
HINES COLLEGE OF ARCHITECTURE & DESIGN

STRATEGIC PLANNING

ALL COLLEGE OPEN HOUSE

SEPTEMBER 13, 2023



WHY STRATEGIC PLANNING?

Strategic Planning is an opportunity for organizations to come together to align priorities and resources for a specific period of time in order to establish a set of goals. A strategic plan's development and eventual implementation is no small or individual task. It requires commitment, contributions, and a visionary mindset from all organizational stakeholders. The Hines College's previous strategic plan covered 2016-2021.

The Strategic Planning Process assesses where we've been, where we are, and where we aspire to be. We start with the foundation of our ethos and vision -- who we are, why we do what we do, and what our impact will be -- and then build out specific goals and a roadmap of strategies to lead us to those goals and aspirations.

Through our process, we have constructed a Strategic Plan Framework for the Hines College: a high-impact tool to help guide priority-setting, decision-making, and critical resource allocation that will be our North Star as we move into the future.

VALUES
OUR CULTURE, DNA, AND FOUNDATION

WE BELIEVE
PROJECT STATEMENTS - WHAT WE BELIEVE TO BE TRUE

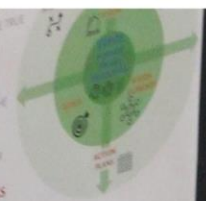
VISION
THE FUTURE WE ASPIRE TO ACHIEVE

VISION ELEMENTS
KEY COMPONENTS OF THE VISION, LINKS TO THE VISION STATEMENTS

GOALS
OUTCOMES WE ARE STRIVING TO ACHIEVE FOR EACH OF THE ELEMENTS

STRATEGIES & MEASURES OF SUCCESS
TACTICAL DIRECTIONS TO ACHIEVE OUR GOALS

IMPLEMENTATION PLANS
ACTION STEPS, SCHEDULES, AND RESOURCES ASSIGNED TO PURSUE A STRATEGY



ALL-COLLEGE OPERATIONAL STRATEGY

STRATEGIC PRIORITY

- 1. Enhance student success and retention
- 2. Strengthen community and industry partnerships
- 3. Improve operational efficiency and cost-effectiveness
- 4. Increase financial stability and sustainability
- 5. Enhance faculty and staff development
- 6. Improve campus safety and security
- 7. Enhance environmental sustainability
- 8. Strengthen governance and leadership
- 9. Improve communication and transparency
- 10. Enhance student and community engagement

UH HINES COLLEGE OF ARCHITECTURE & DESIGN

STRATEGIC PLANNING OPEN HOUSE 3, SEPTEMBER 13

1.1 WELCOME to the University of Houston Hines College of Architecture & Design STRATEGIC PLAN FRAMEWORK ALL-COLLEGE OPEN HOUSE 3

Wednesday, September 13, 2023, 5-7pm

PURPOSE OF TODAY'S OPEN HOUSE

- LEARN about why the Hines College undertook this strategic planning effort, our process, and how the strategic planning framework will be used.
- REVIEW the final draft strategic plan framework that has been developed over the last year. If you attended the Open Houses last year, much of what you see today may be familiar. *The 2023-2024 strategic priorities and action plans (sections 5-6 of this Open House) are new today.*
- SHARE your feedback on the final draft framework and Program action plans. Questions are welcome, too!
- CELEBRATE the culmination of a year of efforts and contributions of many members of the Hines College Community.

HOW TO PARTICIPATE IN THE OPEN HOUSE

- SIGN IN and FILL OUT A NAMETAG.
- Work your way around to each of the INFO STATIONS set up around the room. Visit them in order to best understand how the framework fits together.
- ENGAGE & RESPOND to the emerging framework draft. *Write comments on post-it notes and use the dot stickers in section 6.*
- SPEAK WITH DIRECTORS about your Program's action plan.
- HELP YOURSELF to refreshments and snacks! Prizes will be raffled off throughout the event!

THANKS FOR BEING A PART OF THIS PROCESS!

1.2 ALL-COLLEGE OPEN HOUSE OVERVIEW

CONTENTS OF THIS OPEN HOUSE Join the discussion!

- 1.1 Welcome: Purpose of the Open House & How To Participate
- 1.2 All College Open House Overview: Contents
- 2.1 Strategic Planning Overview: Why Strategic Planning?
- 2.2 Strategic Plan Overview: Framework Elements
- 3.1 Our Process: Hines College Process Diagram
- 3.2 Our Process: Process Elements & Outcomes
- 3.3 Our Process: Working Group & Faculty Advance
- 3.4 Our Process: All-College Open House 1
- 4.1 Final Draft Framework Ethos: Purpose, Vision, We Believe
- 4.2 Final Draft Framework Goals & Strategies
- 5.0 2023-2024 Strategic Priorities
- 6.0 2023-2024 Action Plans
- 6.1 Action Plan: Industrial Design
- 6.2 Action Plan: Interior Architecture
- 6.3 Action Plan: Undergraduate Architecture
- 6.4 Action Plan: Graduate Studies
- 7.1 Thank You!
- 7.2 F.A.Q.s & Other Comments

Respond to your Program's action plan!

6.2.1 ACTION PLAN: INDUSTRIAL DESIGN

What are your program's strategic priorities? How do you plan to achieve them? What are your program's goals and objectives? How do you plan to achieve them? What are your program's key performance indicators? How do you plan to achieve them? What are your program's key challenges? How do you plan to overcome them? What are your program's key opportunities? How do you plan to take advantage of them? What are your program's key risks? How do you plan to mitigate them? What are your program's key resources? How do you plan to utilize them? What are your program's key stakeholders? How do you plan to engage them? What are your program's key partners? How do you plan to collaborate with them? What are your program's key competitors? How do you plan to differentiate yourself from them? What are your program's key strengths? How do you plan to leverage them? What are your program's key weaknesses? How do you plan to improve them? What are your program's key values? How do you plan to live by them? What are your program's key beliefs? How do you plan to practice them? What are your program's key principles? How do you plan to uphold them? What are your program's key standards? How do you plan to maintain them? What are your program's key metrics? How do you plan to track them? What are your program's key benchmarks? How do you plan to measure them? What are your program's key goals? How do you plan to achieve them? What are your program's key objectives? How do you plan to accomplish them? What are your program's key outcomes? How do you plan to realize them? What are your program's key impacts? How do you plan to create them? What are your program's key contributions? How do you plan to make them? What are your program's key legacies? How do you plan to leave them? What are your program's key legacies? How do you plan to leave them?

OPEN HOUSE PURPOSE

- EXPLAIN WHY** the Hines College undertook this strategic planning effort, what our process has been, and how the strategic planning framework will be used.
- REVIEW** the final draft strategic plan framework.
- SHARE** 2023-2024 strategic priorities and program action plans and **GAIN FEEDBACK** from the community.
- CELEBRATE** the culmination of a year of efforts and contributions of many members of the Hines College Community.



6.3b ACTION PLAN: UNDERGRADUATE ARCHITECTURE

FEEDBACK ON ACTION ITEMS
Out of all of these action items, which THREE ARE MOST IMPORTANT TO YOU? Please rank order your top three priorities in the feedback column.

YOUR PRIORITY

- #1 PRIORITY
- #2 PRIORITY
- #3 PRIORITY

2023-2024 ACTION PLAN

STUDIES

CULTURE OF CARE & WELLBEING

- 14 Expand program hours and increase faculty-to-student ratio.
- 15 Conduct and report meetings with faculty to increase transparency with terms and collaborative opportunities.
- 16 Increase faculty-to-student ratio in the undergraduate program.
- 17 Increase faculty-to-student ratio in the graduate program.
- 18 Increase faculty-to-student ratio in the professional program.
- 19 Increase faculty-to-student ratio in the professional program.

GLOBAL COMMUNITY ENGAGEMENT

- 44 Increase student participation in global projects to engage the community.
- 45 Increase student participation in global projects to engage the community.
- 46 Increase student participation in global projects to engage the community.
- 47 Increase student participation in global projects to engage the community.
- 48 Increase student participation in global projects to engage the community.

6.4b ACTION PLANS GRADUATE STUDIES

FEEDBACK ON ACTION ITEMS
Out of all of these action items, which THREE ARE MOST IMPORTANT TO YOU? Please rank order your top three priorities in the feedback column.

YOUR PRIORITY

- #1 PRIORITY
- #2 PRIORITY
- #3 PRIORITY

UH HINES COLLEGE OF ARCHITECTURE & DESIGN

STRATEGIC PLANNING OPEN HOUSE 3, SEPTEMBER 13

4.1 FINAL DRAFT FRAMEWORK

This final draft framework was co-created by the Hines College directors, faculty, staff, students, and alumni who have participated in our strategic planning process. We will use as a **high-impact tool to help guide priority-setting, decision-making, and critical resource allocation.**

ETHOS COMPONENTS



PURPOSE
WHY WE EXIST AND WHAT WE DO



VISION
THE FUTURE WE ASPIRE TO ACHIEVE



VISION ELEMENTS
KEY COMPONENTS OF THE VISION, LEGS TO THE VISION STOOL



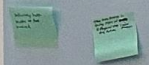
VALUES
OUR CULTURAL DNA – IT DEFINES WHO WE ARE



WE BELIEVES
OUR BELIEF STATEMENTS – WHAT WE BELIEVE TO BE TRUE

FEEDBACK

New to this process? Thoughts on the Strategic Plan Framework? Write your feedback on a post-it note and share here.



ETHOS

PURPOSE

The Hines College of Architecture and Design challenges students to cultivate knowledge, creativity, critical thinking, and empathy to be reflective practitioners and design collaborators. We catalyze student potential and utilize design to strengthen our communities and address contemporary issues with action-oriented, innovative solutions to make the Earth a better place to live.

VISION

The Hines College is a leader in holistic, interdisciplinary design education that empowers students to proactively create more sustainable built environments, systems, and objects and to shape the evolving role of the architect/designer. The College develops critical pedagogies, research, and practice to tangibly improve equity, resilience, and other shared challenges through the power of design.

VISION ELEMENTS

As designers and change agents of the future, our students will continue to address climate crisis and its disproportionate impact on marginalized peoples. We cultivate our students' awareness, sensitivity, and curiosity about the communities and cultures they design with and their sense of responsibility for how their work contributes to equity and sustainability.

Cross-pollination between programs emulates the interdisciplinary collaboration that characterizes real-world practice and enables students to succeed as well-rounded critical thinkers and designers, who can implement innovative solutions, evolve the role of the designer, and influence emergent practices.

We engage with design, design media, history / theory / criticism, and technology as they evolve. We leverage emerging tools and concepts for practice and research and equip our students with the skills and critical lens that will allow them to thrive in a rapidly changing environment.

UNIVERSITY OF HOUSTON HINES COLLEGE OF ARCHITECTURE & DESIGN
STRATEGIC PLANNING FRAMEWORK

ETHOS

VALUES

Life-Long Learning

Collaboration

Responsibility

Stewardship

Empowerment

Universal Respect

WE BELIEVES

We believe design is a key part of shaping a changed, better world.

We believe...
design has exponential value and our work creates ripples far beyond our sphere. We must consider the needs of future generations in addition to our own.

We believe...
design is a public good and all communities should have access to it. It must be inclusive and participatory.

We believe...
designers have a responsibility to respond to our climate crisis; we must consider our impact on people and our planet in every aspect of our work.

We believe...
technology is a powerful tool and a force for good in design when we engage with it in a thoughtful, nuanced manner.

We believe the Hines College should be a key to student success – students are our College's greatest investment and asset.

We believe...
education should empower students with the tools to pursue self-directed learning and continual self-improvement over the course of their whole lives.

We believe...
a Hines College education prepares our students to make a difference in the wider world, impact their chosen professions, and determine their own life paths.

We believe...
understanding history and context, a well-rounded course of study, and disciplinary proficiency set the foundation for strong professional outcomes and good design.

We believe...
integrating expansive, critical thinking, creative making skills, and a collaborative, interdisciplinary approach is essential to problem-solving in design and beyond.

We believe education is a shared endeavor that impacts everyone and fundamentally requires collaboration.

We believe...
In shared educational responsibility and ownership – students and instructors are partners in learning.

We believe...
students should have choice and the ability to pursue their design interests in their educational paths.

We believe...
mentorship plays a crucial guiding role for the learning and development of students, faculty, and staff.

We believe...
we grow as practitioners and instructors through continued education across and beyond the field as well as through engagement and mastery of new technologies.

We believe we are people first and a culture of care and wellbeing helps everyone in our College flourish.

We believe...
in embracing and celebrating difference in its many forms.

We believe...
we must create equitable learning opportunities for all students and nurture each one's unique abilities to become our society's future leaders, innovators, and implementors.

We believe...
our faculty is our greatest resource and supporting their research and professional aspirations furthers the long-term success of the Hines College.

We believe...
everyone in the College benefits when we act with care for one another and for our shared spaces. Responsibility for the environment of the College starts with our students, faculty, and staff.

UNIVERSITY OF HOUSTON HINES COLLEGE OF ARCHITECTURE & DESIGN
STRATEGIC PLANNING FRAMEWORK

UH HINES COLLEGE OF ARCHITECTURE & DESIGN

STRATEGIC PLANNING OPEN HOUSE 1, SEPTEMBER 15

4.2 FINAL DRAFT FRAMEWORK

This final draft Framework was co-created by the Hines College directors, faculty, staff, students, and alumni who have participated in our strategic planning process. We will use as a **high-impact tool to help guide priority-setting, decision-making, and critical resource allocation.**

GOALS & STRATEGIES

GOALS
OUTCOMES WE ARE STRIVING TO ACHIEVE FOR EACH OF THE ELEMENTS

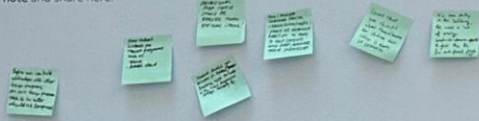
STRATEGIES & MEASURES OF SUCCESS
STRATEGIC DIRECTIONS TO ACHIEVE OUR GOALS AND EVIDENCE OF SUCCESS

Keep in mind, the framework is designed to be strategic and high-level, rather than tactical and granular. Each element builds on what comes before:

OUR CORE PURPOSE → WHO WE WANT TO BECOME → HOW WE GET THERE

FEEDBACK

New to this process? Thoughts on the Strategic Plan Framework? Write your feedback on a post-it note and share here.



GOALS & STRATEGIES

CURRICULUM & PROGRAMS

Develop adaptable, diverse, pedagogically-driven curricula that give students agency in their course of study, motivate faculty with compelling teaching opportunities, and systemically build design media and technology competencies.

STRATEGIES

- **Promote a student-centric pedagogical approach** that celebrates **critical thinking and making**, while emphasizing **collaboration and innovation**.
- **Increase curricular flexibility and diversity** to promote choice for students, customization for a desired career or professional path, and a less rigidly linear progression of courses.
- Promote balance between all programs in the College and create space for new, complementary programs to **offer a more comprehensive architecture/design education**.
- Identify opportunities at the College and University levels for **interdisciplinary work within the curriculum**, including offering interdisciplinary studios and/or courses and strengthening shared degree collaborations.
- **Embed ecological consciousness and sustainability** in the curricula in a comprehensive manner for students of all levels.
- Promote **fluency in design history, theory, and criticism** so students have a deep understanding of the communities and contexts within which they are designing.
- Build a robust sequence of courses in **design media** for all undergraduate programs that provides a **strong base level of skill and technical competency** and **supports peer-to-peer learning** through a shared language of tools and technologies.
- **Ensure access to up-to-date technology** in the College including computers labs, studios, and research labs.

CULTURE OF CARE & WELLBEING

Strengthen our community bonds and embody a culture of care – for ourselves, one another, and the environment of the Hines College.

STRATEGIES

- **Offer opportunities for student connection and feedback** at a variety of levels, including within programs and across the College.
- **Sustain and strengthen faculty and staff networks** within the College to nourish a shared sense of purpose, aligned and effective approaches to pedagogy, interdisciplinary partnerships, and awareness of student needs.
- **Create opportunities that promote faculty/staff and student interaction**, different modes of studying and working, and a sense of ownership within the College.
- **Be sensitive to the financial burdens of a design education** and help all students to excel, regardless of socioeconomic status.
- **Encourage an environment** that enables and supports effective mental health management.
- **Normalize mental health care**. Heighten our community responsiveness to challenges, and promote access to University of Houston resources.

PROFESSIONAL PREPARATION & DEVELOPMENT

Bolster the professional success of all members of the Hines College community through mentorship, skill-building, robust connections to practice, and networking.

STRATEGIES

- **Prioritize mentorship for both students and instructors**, with particular emphasis on providing knowledgeable guidance and advising to students on curricular choices, course of study, and career options.
- **Invest in technology engagement and training for faculty and staff** to support advancements in teaching and research outcomes.
- **Equip students with a foundation of skills and a framework of understanding of the software, applications, and tools** used in design firms and enable them to comfortably move between digital and analog workflows.
- **Partner with professional design practitioners** to continue to ground the College's approach in the real-world demands of the design professions, to invite professionals to engage with courses, and to expose students to a wide array of practitioners over the course of their study.
- **Leverage the College as a hub for continued learning, professional connection, and advancement for our alumni**, in addition to our faculty, staff, and current students.

UNIVERSITY OF HOUSTON HINES COLLEGE OF ARCHITECTURE & DESIGN
STRATEGIC PLANNING FRAMEWORK

GOALS & STRATEGIES

ENVIRONMENTAL RESPONSIBILITY

Make sustainability a core value set underlying the Hines College culture for teaching, research, service, and operations.

STRATEGIES

- **Define and advance the College's comprehensive perspective on ecological sustainability in design** and our commitment to caring for our planet, which will be integrated in everything we do.
- **Institutionalize environmentally sustainable practices** in standing operating procedures, material selection and use, waste management, and printing for the College and evaluate impact, using the College and community as a living laboratory for sustainability.
- Project University- and Houston-specific **sustainability practices to broader audiences**.

GLOBAL COMMUNITY ENGAGEMENT

Because the Hines College connects to the world beyond the University, we engage with peers and partners on local, regional, and global levels to discuss the trends, challenges, and changes in design and participate in creating solutions.

STRATEGIES

- **Capitalize on the city of Houston** as a global center for an array of industries and cultures and **serve our local community**, especially those who traditionally lack access to design, through knowledge sharing and dedicated projects.
- **Raise awareness of our programs** across the design education landscape, as a partner for those in our region, and for professional firms looking to hire the best talent.
- Learn from and build **relationships with other design colleges and programs** in our region, nationally, and internationally.
- **Strengthen study abroad and international programs** in strategic locations, such as Mexico and the Global South.
- Recruit a rich **faculty community from a wide spectrum of backgrounds**, prioritizing a variety of expertise, specialization, and experience.
- **Continue to engage diverse and distinguished practicing architects and designers** from around the world.

RESEARCH

Develop capacities to support faculty research and provide greater participation opportunities to students. Become a hub for research and the advancement of interdisciplinary work.

STRATEGIES

- **Invest in infrastructural support dedicated to increasing research opportunities** and funding, building/maintaining interdisciplinary partnerships, and pursuing synergistic research relationships outside academia.
- **Develop and support research initiatives** for faculty and students that are awarded annually.
- **Partner with external industry and community stakeholders** to drive research that serves society, making sure correct steps are taken to include the communities for and with whom we are designing.
- **Leverage Labs and Centers** as hubs for partnerships and advanced research studios. **Continue to upgrade and establish facilities** to support research.

UNIVERSITY OF HOUSTON HINES COLLEGE OF ARCHITECTURE & DESIGN
STRATEGIC PLANNING FRAMEWORK

UH HINES COLLEGE OF ARCHITECTURE & DESIGN

STRATEGIC PLANNING OPEN HOUSE 3, SEPTEMBER 13

Definitely helps
makes me feel
involved

Before we can build
relationships with other
design programs,
our own design program
needs to be better
integrated and transparent.

Have student
licenses for
required programs
such as
- Rhino
- Adobe cloud

TECH / PROGRAM
LEARNING COURSES
(ADOBE/RHINO/CAD/ETC)
SHOULD BE REQUIRED
EARLY ON w/ FUNDS
TO HELP STUDENTS
WHO CANT PURCHASE
THEM THEMSELVES

Great that
you thought
about financial burdens
for students since
college is already
so expensive

Students should get
accesses to Adobe ~~cloud~~
Drafting apps to help
with how expensive
college already is.

Have more access to
online PDFs of ~~books~~
if physical ones ^{course} material
are taken.

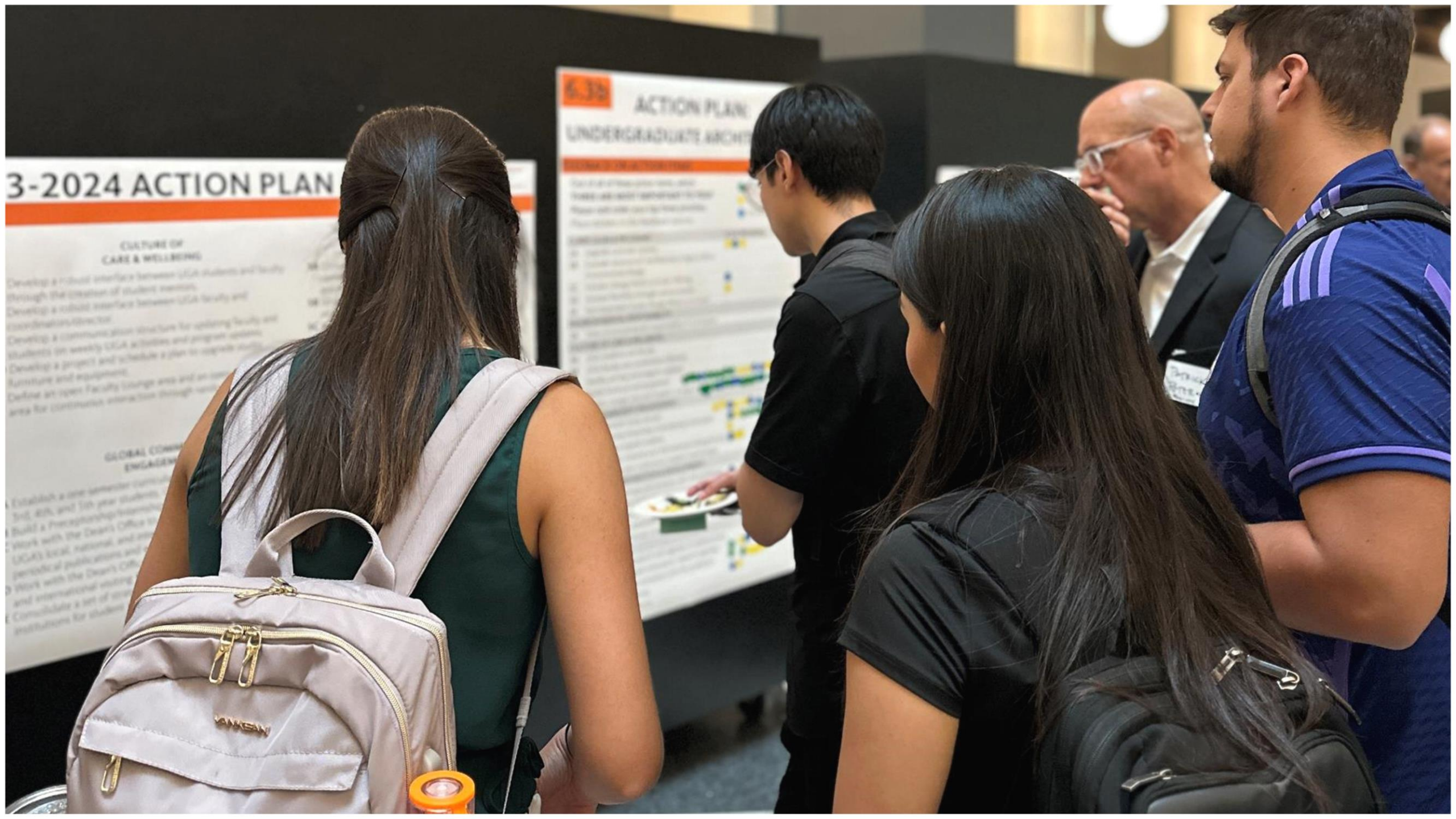
PROFESSIONAL
PREP COURSE
SHOULD BE
EARLIER THAN
4TH YEAR SPRING!

It's too chilly
in the building,
AC uses a lot
of energy.
~~Get it down~~ ~~and~~
Higher the AC
for our planet, please ♡

LISTENING TO
STUDENT CONCERNS
ABOUT LOCKERS
+ STORAGE
WOULD BE
GREAT.

Make laser cutting +
printing cheaper.
PLS

bring back the
large, safe, and
amazing lockers,
the ones we have
now only fit my food



3-2024 ACTION PLAN

CULTURE OF CARE & WELLBEING

Develop a mutual interface between UGA students and faculty through the creation of student events.
Develop a robust interface between UGA faculty and coordinators/directors.
Develop a communication structure for updating faculty and students on weekly UGA activities and program updates.
Develop a project and schedule a plan to upgrade study furniture and equipment.
Define an open faculty lounge area and an open area for continuous interaction through various means.

GLOBAL COMMUNITY ENGAGEMENT

Establish a one-semester curriculum for 3rd, 4th, and 5th year students.
Build a Preceptorship/Internship program.
Work with the Dean's Office to support UGA's local, national, and international periodic publications and reports.
Work with the Dean's Office to support international visiting and international students.
Consolidate a set of standards for student institutions for student

6-38 ACTION PLAN UNDERGRADUATE ARCHITECTURE

Develop a mutual interface between UGA students and faculty through the creation of student events.
Develop a robust interface between UGA faculty and coordinators/directors.
Develop a communication structure for updating faculty and students on weekly UGA activities and program updates.
Develop a project and schedule a plan to upgrade study furniture and equipment.
Define an open faculty lounge area and an open area for continuous interaction through various means.



2024 ACTION PLAN

CULTURE OF CARE & WELLBEING

- 1. Develop a robust interface between UGA students and faculty through the creation of student mentors.
- 2. Develop a robust interface between UGA faculty and community members.
- 3. Develop a communication structure for advising faculty and students on weekly UGA activities and program dates.
- 4. Develop a consistent and schedule a plan to update the handbook and program.
- 5. Develop a consistent and schedule a plan to update the handbook and program.

GLOBAL COMMUNITY ENGAGEMENT

- 1. Develop a consistent and schedule a plan to update the handbook and program.
- 2. Develop a consistent and schedule a plan to update the handbook and program.
- 3. Develop a consistent and schedule a plan to update the handbook and program.
- 4. Develop a consistent and schedule a plan to update the handbook and program.
- 5. Develop a consistent and schedule a plan to update the handbook and program.

PERSONAL GROWTH & BENEFIT

- 1. Develop a consistent and schedule a plan to update the handbook and program.
- 2. Develop a consistent and schedule a plan to update the handbook and program.
- 3. Develop a consistent and schedule a plan to update the handbook and program.
- 4. Develop a consistent and schedule a plan to update the handbook and program.
- 5. Develop a consistent and schedule a plan to update the handbook and program.

ESSENTIALS

- 1. Develop a consistent and schedule a plan to update the handbook and program.
- 2. Develop a consistent and schedule a plan to update the handbook and program.
- 3. Develop a consistent and schedule a plan to update the handbook and program.
- 4. Develop a consistent and schedule a plan to update the handbook and program.
- 5. Develop a consistent and schedule a plan to update the handbook and program.

UH HINES COLLEGE OF ARCHITECTURE & DESIGN

STRATEGIC PLANNING OPEN HOUSE 3, SEPTEMBER 13

6.2b ACTION PLAN: INTERIOR ARCHITECTURE

FEEDBACK ON ACTION ITEMS

Out of all of these action items, which **THREE ARE MOST IMPORTANT TO YOU?**
Please rank order your top three priorities.
Place stickers in the feedback column:

- #1 PRIORITY
- #2 PRIORITY
- #3 PRIORITY

CURRICULUM & PROGRAMS	YOUR PRIORITIES
1A Recruitment	●●●●●
1B Expand 4 th Year interdisciplinary studio	●●●●●
1C Trans-disciplinary engagement	●●●●●
1D Materials Collaborative	●●●●●
1E Historic preservation / conservancy	●●●●●
1F Computational design processes	●●●●●
1G Programming course	●●●●●
1H Theory of interior architecture course	●●●●●
ENVIRONMENTAL RESPONSIBILITY	
2A Build sustainability issues into every design studio	●●●●●
CULTURE OF CARE & WELLBEING	
3A Develop spaces within the college	●●●●●
GLOBAL COMMUNITY ENGAGEMENT	
4A Prospectus of student and faculty work	●●●●●
PROFESSIONAL PREPARATION & DEVELOPMENT	
5A Expand the INAR Career Fair	●●●●●
5B Internship opportunities for all third-year students	●●●●●
5C Partnership with Houston AIA Interior Architecture Design Committee	●●●●●
RESEARCH	
6A Partnerships with private	
6B <i>International Journal of Interior Architecture and Spatial Design</i>	

Participants were asked to respond to this year's action plan by marking the action items that were their first, second, and third priorities.

Respondent top priorities:

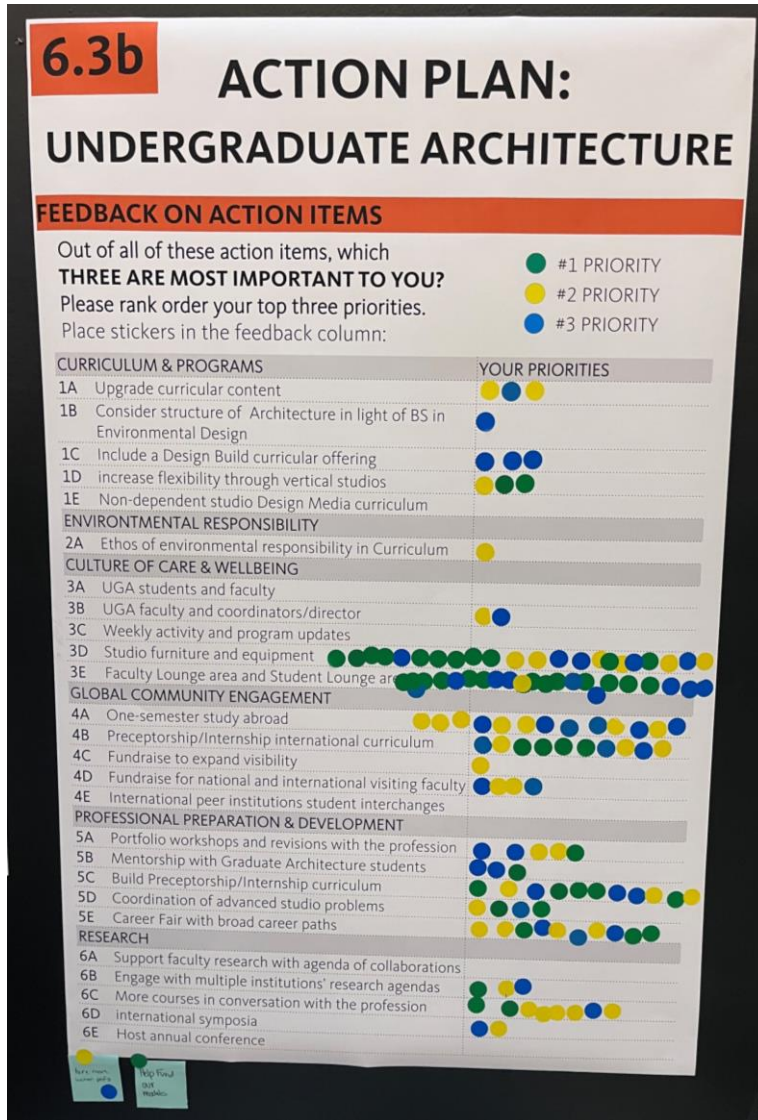
1. 5B) Internship opportunities for all third-year students
2. 1A) Recruitment
3. 1B) Expand fourth-year interdisciplinary studio

1A	2	2		
1B	2	1	1	
1C	1	2		
1D	1			
1E	1			
1F	1			
1G	1			
1H	1	1		
2A	1	1		
3A	1	2		
4A	1			
5A				
5B	2	2	1	
5C	1			
6A				
6B				

- #1 PRIORITY
- #2 PRIORITY
- #3 PRIORITY

UH HINES COLLEGE OF ARCHITECTURE & DESIGN

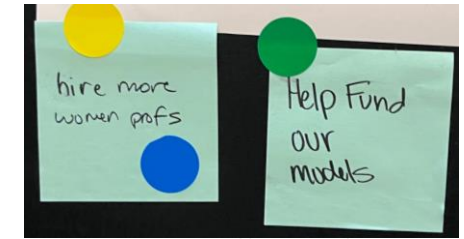
STRATEGIC PLANNING OPEN HOUSE 3, SEPTEMBER 13



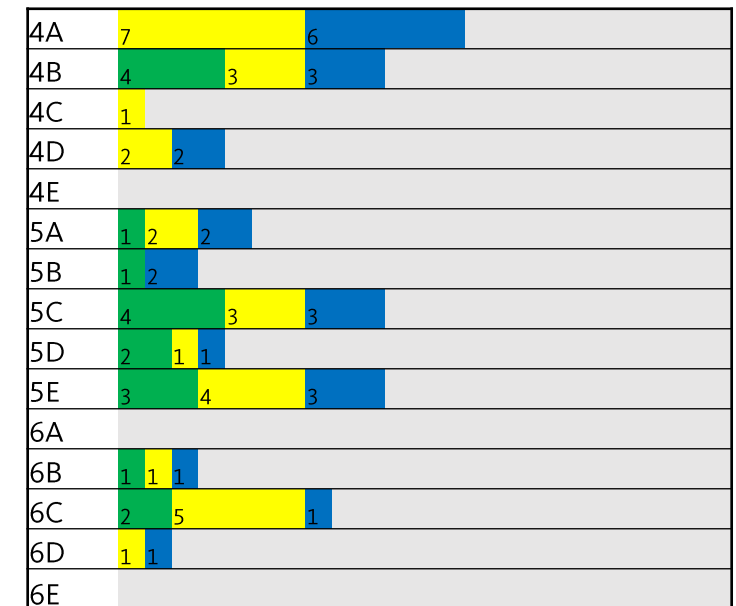
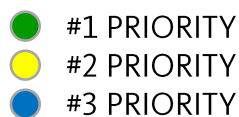
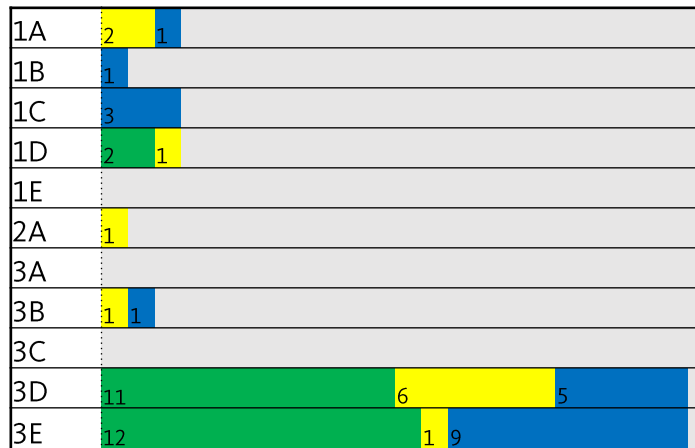
Participants were asked to respond to this year's action plan by marking the action items that were their first, second, and third priorities.

Respondent top priorities:

- 3E) Faculty Lounge / Student Lounge
- 3D) Studio furniture & equipment
- 5C) Build Preceptorship / Internship Curriculum



Action items proposed by respondents.



UH HINES COLLEGE OF ARCHITECTURE & DESIGN

STRATEGIC PLANNING OPEN HOUSE 3, SEPTEMBER 13

6.4b ACTION PLANS

GRADUATE STUDIES

FEEDBACK ON ACTION ITEMS

Out of all of these action items, which **THREE ARE MOST IMPORTANT TO YOU?**
Please rank order your top three priorities.
Place stickers in the feedback column:

- #1 PRIORITY (Green)
- #2 PRIORITY (Yellow)
- #3 PRIORITY (Blue)

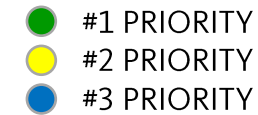
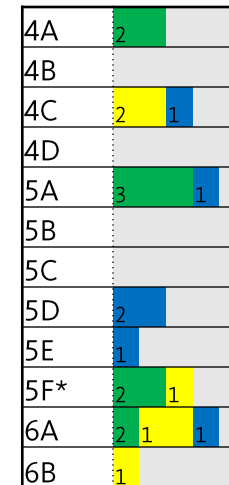
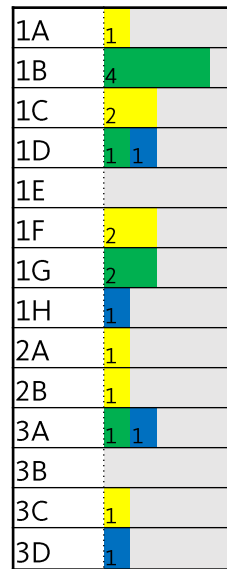
CURRICULUM & PROGRAMS	YOUR PRIORITIES
1A BUILD+	2
1B Non-linear coursework	3 1 1
1C Summer semester	2 1
1D Environmental Design Graduate studies	1 1
1E Vertical topic studios, Sensitivity to student health co-curricular innovation	1 1
1F Sustainability Tech and Studio sequences & LEED	2 1
1G Visual and material technologies in curriculum	2 1
1H Keeland and the Craft Lab	1
ENVIRONMENTAL RESPONSIBILITY	
2A Analysis of our building	1
2B Integrate into all aspects	1
CULTURE OF CARE & WELLBEING	
3A Proactive interfaces and forums with leadership	1 1
3B Faculty meetings – teaching and collaboration	1
3C Course budgets in syllabus	1
3D Sensitivity to student health	1
GLOBAL COMMUNITY ENGAGEMENT	
4A The city as critical context for studio projects	1 1
4B Expand degree offerings	1
4C Visiting faculty, collaborative partnerships, design build, and cultural exchange through topical studios	1 1 1
4D Expand visiting faculty	1
PROFESSIONAL PREPARATION & DEVELOPMENT	
5A Expand availability of advising	1 1 1 1 1
5B Teaching opportunities + technological innovation.	1 1 1 1 1
5C Core Visual Studies Program	1 1 1 1 1
5D Further engagement with professionals	1 1 1 1 1
5E Develop Certificate programs	1 1 1 1 1
RESEARCH	
6A Develop funded studios	1 1 1 1 1
6B Integrate Topic Studios with Faculty and Center Research	1 1 1 1 1

5F 2 CAREER FAIRS - 1 FALL - 1 SPRING

Participants were asked to respond to this year's action plan by marking the action items that were their first, second, and third priorities.

Respondent top priorities:

- 1B) Non-linear coursework
- 5A) Expand availability of advising
- 6A) Develop funded studios



5F* Co-created by Graduate Studies director, faculty, and students during the Open House.



APPENDIX

A high-angle, wide shot of a large, busy indoor event space, likely a university open house or a public exhibition. The floor is decorated with a black and white checkered pattern and large red circular accents. Numerous people of various ages and ethnicities are scattered throughout the space, some standing in groups, some walking, and some sitting at tables. In the center, a long table is covered with a black cloth and displays several trays of food, including what appears to be fried bread or pastries. To the left and right, several large, black display boards are set up, each with white panels containing text and graphics. Some of the visible text on the boards includes "THANK YOU & GREAT WORK", "FAQS AND OTHER COMMENTS", "ALL COLLEGE OPEN HOUSE OVERVIEW", and "ACADEMIC PROGRAMS". The overall atmosphere is one of a well-attended, organized event.

2023-2024 ACTION PLAN

STRATEGIC PRIORITIES THEMES
 I: Interdisciplinary Education
 G: Globalization
 P: Professional Development

6.1a INDUSTRIAL DESIGN

CURRICULUM & PROGRAMS

- 1A** Increase curricular flexibility and diversity by committing to interdisciplinary collaboration in studios and core electives. **G, I, P**
- 1B** Expand the Healthcare Innovation Platform for interdisciplinary collaboration within and beyond the College. **I, P**
- 1C** Strengthen the System Design and UX/UI design concentration with a focused faculty search, and will pursue partnerships with other relevant UH programs including but not limited to the interaction design programs in the College of Arts and the College of Engineering. **I, P**
- 1D** Ensure access to up-to-date technologies for ID students including computer labs, studios, and research needs. **I, P**

ENVIRONMENTAL RESPONSIBILITY

- 2A** Establish ecological consciousness and sustainability as the core of the ID studio curriculum by integrating materials and processes that minimize the impact of mass-produced products on the environment. **I, P**
- 2B** Strengthen research investigation in sustainable design and application by developing more funding-supported projects. **I, P**
- 2C** Examine and optimize materials and supplies through all ID courses to minimize the environmental impact. **I**
- 2D** Work collectively with other programs within the College to create and maintain a healthy environment through responsible applications of a human-centered pedagogy. **I**

CULTURE OF CARE & WELLBEING

- 3A** Working closely with ID students' organization SIDSA to organize on-campus and off-campus gatherings, workshops, and company visits. **I, P**
- 3B** Organize group and one-on-one meetings to strengthen faculty networks and professional training. **I, P**
- 3C** Develop and create more financial support for students through research and teaching assistantship opportunities. **I, P**
- 3D** Provide more financial support to cover students' material and supply expenses. **G**
- 3E** Encourage more research and design projects targeting mental health issues as a normal practice. **I, P**
- 3F** All ID faculty members will actively promote and offer support to meet students' mental health needs in and out of the classroom.

GLOBAL COMMUNITY ENGAGEMENT

- 4A** The ID program will continue expanding its study abroad summer programs to different countries. **G, I, P**
- 4B** The ID program will continue to develop a collaborative relationship with competitive ID programs globally and establish student exchange programs in both Europe and Asia. **G, I, P**
- 4C** The Idea Factory summer experience, launching in 2024 will raise awareness of the industrial design program and assist in recruitment. **N**

PROFESSIONAL PREPARATION & DEVELOPMENT

- 5A** Manage the newly launched ID Career Center to help students prepare for their professional development through faculty mentorship. Through a searchable database of industry partners to maximize the internship and job placement opportunities for ID students. **I, P**
- 5B** The ID program is committed to providing access to the latest technologies as a means of preparing students to be competitive for employment upon graduation. **I, P**
- 5C** The ID program will continue to support students to engage with most sought after national and international design competitions to elevate the competitiveness of the program and students. **I, P**

RESEARCH

- 6A** Encourage the ID faculties to participate in proposal writing workshops to improve the quality of proposals. **I, P**
- 6B** Encourage and organize the ID Faculties to identify relevant internal and external grant and funding opportunities, and provide application support. **G, I**
- 6C** Support ID faculties to clarify and strengthen research initiatives, and develop short-term and long-term strategies and plans. **G, I**
- 6D** Strengthen and expand the relationships with external industrial partners with planning for projects and funding sources. **G, I, P**
- 6E** Encourage and support ID faculties to seek funding to establish research labs. **I, P**

2023-2024 ACTION PLAN

STRATEGIC PRIORITIES THEMES
 I: Interdisciplinary Education
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6.2a INTERIOR ARCHITECTURE

CURRICULUM & PROGRAMS

- 1A** Formally partner with HSPVA and other visual arts high schools along with local community colleges to identify and recruit new interior architecture students to UHCoAD to sustain and grow the Interior Architecture program.
- 1B** Expand the 4th Year interdisciplinary studio established between architecture and interior architecture to include an interdisciplinary 3rd Year industrial design/interior architecture studio. **I**
- 1C** Seek trans-disciplinary opportunities to engage with other disciplines both within the College of Architecture and Design and beyond the College, including theatre, hospitality, art, computer science and engineering programs across the University of Houston and with independent partners locally and internationally.
- 1D** Promote the use of the Materials Collaborative throughout the UHCoAD.
- 1E** Move historic preservation/conservancy to Interior Architecture with the goal of developing a two-year graduate degree program.
- 1F** Introduce computational design processes to IA students at the foundation level and integrate those processes into the design studio at the 3rd and 4th year levels further distinguishing the Interior Architecture program from the Architecture program as recommended by NASAD visiting team.
- 1G** Create a separate programming course for Interior Architecture students focusing on issues specifically related to interiority.
- 1H** Offer a theory of interior architecture course to encourage/support independent research among IA students.

ENVIRONMENTAL RESPONSIBILITY

- 2A** Encourage/support IA faculty to build sustainability issues into every design studio program.

CULTURE OF CARE & WELLBEING

- 3A** Engage with Interior Architecture students to develop spaces within the college for informal student gathering and respite.

GLOBAL COMMUNITY ENGAGEMENT

- 4A** Market Interior Architecture program globally with prospectus of student and faculty work. **G**

PROFESSIONAL PREPARATION & DEVELOPMENT

- 5A** Expand the INAR Career Fair to provide all Interior Architecture students with internships following their 3rd year.
- 5B** Create global Interior Architecture internship opportunities for all third-year students. **G**
- 5C** Formalize partnership with Houston AIA Interior Architecture Design Committee to continue to support the UHCoAD IA program with workshops and mentoring opportunities

RESEARCH

- 6A** Actively seek partnerships with private institutions to expand research and workshop opportunities for IA faculty and students.
- 6B** Relaunch the International Journal of Interior Architecture and Spatial Design to give both faculty and students an opportunity to publish work. **G**

2023-2024 ACTION PLAN

STRATEGIC PRIORITIES THEMES
 I: Interdisciplinary Education
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6.3a UNDERGRADUATE ARCHITECTURE

CURRICULUM & PROGRAMS

- 1A** Departing from UGA Catalog and UGA Prospectus, develop a route map for upgrading curricular content against local, regional, national, and international agendas. **G, I, P.**
- 1B** Consider structure of Architecture in light of the new Bachelor of Science in Environmental Design program. **I.**
- 1C** Upgrade the UGA Studio Curriculum to include a Design Build curricular offer. **I.**
- 1D** Revisit the studio-level sequences to increase flexibility through vertical studios.
- 1E** Upgrade and structure the UGA Curriculum distribution of credit/hours to accommodate a non-dependent studio Design Media curriculum. **I.**

ENVIRONMENTAL RESPONSIBILITY

- 2A** Throughout a series of structured discussions on ecological consciousness led by guests linked to accredited institutions/ leading voices on climate change/pedagogy (i.e., Anthropocene Curriculum of the HKW) revisit the UGA Curriculum to build an ethos of environmental responsibility collectively. **G, I.**

CULTURE OF CARE & WELLBEING

- 3A** Develop a robust interface between UGA students and faculty through the creation of student mentors.
- 3B** Develop a robust interface between UGA faculty and coordinators/director.
- 3C** Develop a communication structure for updating faculty and students on weekly UGA activities and program updates.
- 3D** Develop a project and schedule a plan to upgrade studio furniture and equipment.
- 3E** Define an open Faculty Lounge area and an open Student Lounge area for continuous interaction through random encounters.

GLOBAL COMMUNITY ENGAGEMENT

- 4A** Establish a one-semester curricular study abroad program for the 3rd, 4th, and 5th year students. **G, P.**
- 4B** Build a Preceptorship/Internship international curriculum. **G, P.**
- 4C** Work with the Dean's Office to fundraise a program that expands UGA's local, national, and international visibility through periodical publications and exhibitions. **G, P.**
- 4D** Work with the Dean's Office to fundraise a program for national and international visiting faculty. **G, P.**
- 4E** Consolidate a set of strategic MOUs with international peer institutions for student interchanges. **G, P.**

PROFESSIONAL PREPARATION & DEVELOPMENT

- 5A** Consolidate the UGA portfolio workshops and revisions in conversation with the profession of the multiple types of national and international practice and career paths. **G, P.**
- 5B** Establish a mentorship program for Graduate Architecture students to teach UGA students of first and second years. **I, P.**
- 5C** Build a Preceptorship/Internship local, territorial, national, and international curriculum. **G, P.**
- 5D** Cross agendas with national and international competitions to prepare studio problems for 4th to 5th-year students. **G, P.**
- 5E** Implement the Career Fair with the broader possible palette of architecture career paths. **G, I, P.**

RESEARCH

- 6A** Consolidate the agenda of collaborations between UGA Advanced Level Studios and Academic Areas to provide exploratory opportunities to develop faculty research. **G, I, P.**
- 6B** Consolidate the agenda of collaborations of UGA Advanced Level Studios and elective courses, with peer international institutions to expand the opportunities of faculty and students to engage with multiple research agendas. **G, I, P.**
- 6C** Develop funded studios and elective courses at the UGA Advanced Level in conversation with the profession – Healthcare, Historic Preservation, Landscape Architecture, Urban Design, etc. **G, I, P.**
- 6D** Work with the Dean's Office and UGA faculty fundraising for international symposia on faculty research topics. **G, I, P.**
- 6E** Host an annual ACSA (or international. i.e.- Critic/All,) conference at the Hines College of Architecture and Design. **G, I, P.**

2023-2024 ACTION PLAN

STRATEGIC PRIORITIES THEMES
 I: Interdisciplinary Education
 G: Globalization
 P: Professional Development

6.4a GRADUATE STUDIES

CURRICULUM & PROGRAMS

- 1A** Expansion of design build to BUILD+ for innovative curricular, research and community engagement. **I**
- 1B** Introduce Non-Linear coursework (eliminate pre and co-requisites) to allow sequential customization.
- 1C** Develop summer semester. **G**
- 1D** Expand Graduate Programs, (MARCH, MAAS, MSID) to field the expanded BS Environmental Design Graduate.
- 1E** Develop standing vertical topic studios with focus co-curricular innovation. **I**
- 1F** Foreground Sustainability in core Tech and Studio sequences and integrate LEED certification into core curriculum.
- 1G** Further curate the 1, 2- and 3-unit course offerings to expand media and embed visual and material technologies into curriculum.
- 1H** Further the engagement with Keeland and the Craft Lab into the studio sequence.

ENVIRONMENTAL RESPONSIBILITY

- 2A** Expand the analysis of our building as a case study for application.
- 2B** Integrate into all aspects of teaching, living and learning in the College.

CULTURE OF CARE & WELLBEING

- 3A** Expand proactive interfaces and forums with leadership (Coordinators and Directors) with students.
- 3B** Continue and expand meetings with faculty to optimize teaching responsibilities with research and collaborative opportunities.
- 3C** Develop course budgets as a component of the syllabus for transparency of cost.
- 3D** Expand faculty sensitivity to student health and provide infrastructure to support.

GLOBAL COMMUNITY ENGAGEMENT

- 4A** Focused attention on studio projects to engage the city as a critical context.
- 4B** Develop expanded degree offerings to include Urban Design, Construction Management and further connections to Business and Real Estate Development with publicity, web presence and student advising. **I**
- 4C** Continue to develop, expand and provide identity to visiting faculty, collaborative partnerships, design build efforts and cultural exchanges through topical studio offerings. **G, I**
- 4D** Expand visiting faculty, (particularly leveraging the Stern Visiting Professorship) to engage global voices with diverse voices and themes. **G**

PROFESSIONAL PREPARATION & DEVELOPMENT

- 5A** Expand availability of advising with staff, Coordinators and Directors.
 - 5B** Provide teaching opportunities to reinforce technological innovation. **I**
 - 5C** Evaluate Core Visual Studies Program to assure baselines while offering advanced and innovative technologies, BIM. **I**
 - 5D** Further engagement with the profession through alumni, professional and AIA networks in the classroom, through juries, reviews and College events.
 - 5E** Develop Certificate programs that allow for tooling up expertise (integrated with summer semester to optimize timing and availability). **I**
 - 5F*** Host two annual career fairs - one in the Fall, one in the Spring - to support all
- * Added during Strategic Planning Open House 3*

RESEARCH

- 6A** Develop funded studios that engage industry and communities for collaborative research and learning opportunities. **I**
- 6B** Integrate Topic Studios with Faculty and Center Research to engage both faculty ambitions and student opportunities. **I**