Program Vision

Creating sustainable cities and communities through leadership, entrepreneurial creativity, social responsibility, and environmentally sustainable planning and policy.

The mission of the Urban & Regional Planning Program is to prepare students to become practitioners in the planning profession. This is addressed through three broad themes:

**Teaching:** To provide future practitioners the knowledge, practical skills, and values to enable them to become effective planners, and to improve the quality of urban places and regions;

**Research:** To conduct and disseminate research on the “theory and practice” of urban society to plan for more equitable and sustainable communities; and

**Outreach:** To address community problems by linking knowledge and practice, and facilitating mutual learning between community and university.
Program Goals and Objectives

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.

Objective 1: Consult PAB list of required core knowledge, skills and values.
Objective 2: Conduct gap analysis between existing core list and PAB list.
Objective 3: Develop pre-/post-test (801/894) to assess student learning.

Measures: Take excerpt of AICP exam and test knowledge, skills and values; conduct focus groups to talk about what is planning to get individual assessments; interview/oral exam to measure verbal skills, critical thinking skills, etc.; jury reports on practicum; GPA of graduating students; and a technically written essay.

Goal #2: Enhance the curriculum in advanced technical and practical skills applicable to the planning job market, with an emphasis on research, analysis, and critical thinking skills.

Objective 1: Assess standards and input received regarding curriculum needs.
Objective 2: Consider where suggestions can be incorporated into current curriculum.

Measures: Survey instrument, survey responses, notes from strategic retreat; matrix showing suggested content against existing courses, updated syllabi and course descriptions; and list of gap content and matrix showing potential external sources, conversations with external sources.

Goal #3: Attract and retain a large and diverse MURP student population that meets PAB criteria in terms of size and diversity.

Objective 1: Achieve a reasonable program size and diversity.
Objective 2: Improve student recruitment program.

Measures: Program size, graduate student race demographic information, percent minority students, percent foreign students.
Goal #4: Promote MURP faculty-student partnered research to advance planning for more equitable & sustainable communities.

**Objective 1:** Assess faculty productivity.
**Objective 2:** Consider mechanisms to increase productivity.
**Objective 3:** Define specific research themes that leverage assets (e.g., focus on positioning Michigan globally, involve more outreach faculty on grants, look for cross-unit and cross-university collaboration on research and grants).
**Objective 4:** Encourage student-partnered research through employment and assistantships. Source and secure funding for student assistantships

*Measures:* Productivity (grants, papers), productivity boosting plan, clearly communicated research themes that are publicly available, collaborations.

Goal #5: Foster a sense of community among MSU URP students, alumni and faculty.

**Objective 1:** Foster an inclusive and active URPSA student organization.
**Objective 2:** Target communication and professional opportunities around focus areas
**Objective 3:** Develop a comprehensive communications plan for alumni.

*Measures:* Increased participation on social media sites; institutionalized student orientation; curriculum guide; increased student and alumni awareness of programmatic information; increased support from School, Dean, President; UP advisory group meets each semester; SPDC board has alumni representatives; communications plan and products; and updated website.