

2024

Strategic Plan

Kansas State
University

Regional &
Community
Planning Program

*Our vision is to educate engaged
critical thinkers to create great
communities for all.*

*Our mission is to inspire community-
minded critical thinking through
challenge and mentorship.*

APDESIGN
LARCP

The Department of Landscape Architecture and Regional & Community Planning (LARCP) affirms and prioritizes both the College of Architecture, Planning & Design (APDesign) and the Kansas State University (K-State) values outlined in the [Next-Gen K-State strategic plan](#).

In line with APDesign's three (3) identified priorities in the [APDesign Strategic Plan](#), which align with the Next-Gen K-State plan, our program goals are focused on contributing to the 10 identified imperatives of the university:

1. Enrollment
2. Retention & Graduation
3. Applied Learning
4. Research
5. Learners, Employers, & Society
6. Partnerships
7. Economic Impact
8. One K-State
9. Employer of Choice
10. Fundraising

APDesign Priorities:

- A. Design Research and Creative Works Innovation Hub
[Alignment to K-State Next-Gen Imperatives 3, 4, 5, 6, 7]
- B. Design Innovation and Expansion for More Vibrant Professions and the Betterment of All
[Alignment to K-State Next Gen Imperatives 1, 2, 3, 5, 6, 7]
- C. Recruit, Retain, and Support World Class Faculty, Staff, and Students
[Alignment to K-State Next Gen Imperatives 1, 2, 8, 9]

Enrollment (Imperative 1)

1. Communicate job market opportunities with potential future students (e.g. Bureau of Labor Statistics data, placement rates, starting salaries).
 - a. Create promotional materials focused on highlighting job opportunities and the unique (non-studio based) curriculum. Distribute promotional materials within the university and at least one recruitment event per semester. (2027)
 - b. Ensure at least 10 planners at firms attending Design Expo as potential employers. (2030)
2. Organize and/or attend events for schools (with advisors at high schools and community colleges).
 - a. Work with SAS to collectively speak at least one event per semester (two per year). (2027)
 - b. Work with SPA to organize at least one high school event per year. (2027)
3. Focus on PB growth, increasing funding for students. [Also applies to imperative 10]
 - a. Ensure at least one department-funded GTA per year (two semesters). (2027)
 - b. Ensure at least one faculty-funded GTA/GRA per year (two semesters). (2027)
4. Increase exposure to non-APDesign students through Honors Program. [Also applies to imperative 6.]
 - a. List at least two (2) PLAN courses as Honors Program each semester. (2027)
 - b. Ask all faculty to become affiliated with Honors Program and attend one Honors Program event per year. (2027)
5. Pursue partnerships with units outside of APDesign for increased exposure.
 - a. Advocate all faculty deliver at least one guest lecture in a class outside of the college each semester (2x per year). (2027)
 - b. Each faculty invite at least one guest lecturer from a discipline outside of our college that might be from a unit that has potential Post-Baccalaureate (PB) students to give lecture in their class. (2027)
6. Create pathway for Bachelor of Science in Real Estate and Community Development (RECD) students to obtain a master's degree in planning with a 4+1 curriculum. (2030)
7. Propose at least one new credential-related application (e.g., micro-credentials, certificates, minors (credit v. non-credit). Possible topics include Urban Design, Urban Data Analytics, etc. (2027)

Retention and Graduation (Imperative 2)

1. Make meaningful connections with students in and out of class.
 - a. Encourage all faculty to attend one student organization social event per semester (e.g., movie night, BBQ, etc.). Student organization advisor will help coordinate. (2027)
 - b. Invite at least one professional guest per year (e.g., colloquium, class guest lecture, lunch and learn) with a social opportunity connected. (2027)
 - c. Hold end of semester student cohort check-in with department head once per year with each cohort. (2027)
2. Organize a graduation celebration (with all students and faculty) at the end of the year. (2027)
3. Encourage all students to attend May graduation commencement. (2027)
4. Foster relationships with alumni and professional organizations.

- a. Host our Professional Advisory Board on-campus at least once per year, to engage with faculty and students in courses and out of class activities. (2027)
 - b. Provide opportunities through funding and purposeful scheduling for all students and faculty to attend regional APA conferences and symposiums. (2027)
5. Increase opportunities to build community.
- a. Expand lower-level PLAN course offerings. (2027)
 - b. Create a 600 level Topics Course to offer undergraduate electives. (2027)

Applied Learning (Imperative 3)

1. Provide opportunities for all students to complete at least one internship/work experience during their program of study (e.g., internship, funded positions for applied learning). (2027)
2. Require all students to complete at least one professionally oriented field trip during their program of study. (2027)
3. Require all students to attend local planning meetings during their program of study. (2027)
4. Ensure all students participate in at least one semester-long real world engaged service-learning project. (2027)
5. Promote relevant competitions as applicable for students to participate in (e.g., APA, ULI, NOMAS). (2027)

Research (Imperative 4)

1. Re-allocate faculty time by decreasing teaching loads to allow more time for research (grant applications, partnerships, and team-based research activities).
 - a. Grow faculty numbers to five (5) full time, tenure-track planning faculty, increasing diversity of skills and expertise. (2026)
 - b. Grow faculty numbers to six (6) full time, tenure-track planning faculty, increasing diversity of skills and expertise. (2028)
 - c. Develop two (2) fellowships for designated GRA positions (in collaboration with the Foundation) to support faculty research. (2030)
2. Work with the Foundation for an endowed planning faculty chair for Planning. (2030)

Learners, Employers, & Society (Imperative 5)

1. Meet all PAB accreditation standards, annually, and each re-accreditation cycle.
2. Host annual visits from our Professional Advisory Board (PAB) to understand industry needs, considering adjustments to the curriculum accordingly and appropriately. (2025)
3. Host guest lecturers, alumni visits, and Lunch & Learn events every semester, to connect students with practicing professionals. (2025)
4. Require internship reporting for all students who complete an internship for credit to learn about the internship experience. (2025)
5. Ensure all students to work with communities through engaged service-learning experiences to understand social needs in planning during their program of study. (2025)

Partnerships (Imperative 6)

1. Nurture new and existing partnerships with communities and industries related to planning (e.g., TAB, NPS, Extension, City of Manhattan, etc.), working with a minimum of one partner per year. (2025)
2. Create a Center, housed in our college, which incorporates planning activities with allied disciplines (e.g., Design Research and Creative Works Innovation Hub, Community Development Assistance Center, Center for Design Innovation, etc.). (2030)
3. Work with allied disciplines to create at least one new credential path (e.g., Ethics of Urban Development certificate with Philosophy). (2030)

Economic Impact (Imperative 7)

1. Document, share, and publicize our work with Kansas communities from classes, student driven projects, faculty work, and otherwise (e.g., Community Development Workshop, Place-making, Urban Design, etc.). (2025)
2. Expand our engagement footprint and impact beyond (typical) northeast and northcentral Kansas (e.g., into southeast and southwest Kansas). (2030)

One K-State (Imperative 8)

1. Be one K-State. (2030)

Employer of Choice (Imperative 9)

1. Increase Planning's relationship and work with Kansas City Design Center (KCDC) to increase faculty opportunities to work in an urban environment. (2027)
 - a. Explore credentials offered through KCDC. (2030)
2. Pay faculty salaries that meet, or exceed, the median ACSP faculty salaries. (2027)
3. Sustain program visibility at national planning academic venues (e.g. ACSP).
 - a. Support faculty involvement in ACSP committee work, interest groups, events (webinars), etc. (2025)
 - b. Nominate faculty, students, and program for awards and recognition at planning appropriate venues as well as at the university level, submit at least one nomination per semester. (2025)
4. Issue a press release at least once a month for one of our accomplishments (e.g., APD newsletter, K-State Today, SEEK, etc.). (2025)

Fundraising (Imperative 10)

1. Communicate and work with K-State Foundation for targeted fundraising.
 - a. To help fundraise, foster alumni connections through annual events (Professional Advisory Board fall visit and spring activity, Annual Alumni Newsletter, sponsor table at regional APA conference and attend receptions). We will have at least one planning-focused alumni event/celebration per year. (2025)

- b. Advocate for identified fundraising targets, such as, fellowship for PB 1st year without GTA/GRA, endowed professorial chair, etc. (2025)

Notes:

This strategic plan was developed by all RCP faculty and staff together. Feedback and input on a full draft were collected from students, alumni, administrators, and related professionals. All feedback was analyzed and discussed, and the document was updated as agreed upon.

We consider our mission fulfilled by successful completion of the outlined goals as stated, by indicated year. Elements deemed necessary to carry out the goals are adequate support (in terms of resources including funding) for a robust faculty to manage these objectives.

This plan shall be posted to our website as approved on 09 December 2024. This plan will be re-evaluated at a minimum during each PAB cycle. Our next PAB Self-Study Report is due in 2026, unless we are granted a two-year extension as a result from our 2025 Progress Report, in which case the PAB Self-Study Report will be due in 2028.

Sources:

APDesign Strategic Plan 2030: <https://apdesign.k-state.edu/about/>

The Next Generation K-State Strategic Plan: <https://www.k-state.edu/next-gen/plan/>