

Strategic Plan
School of Architecture & Community Design
University of South Florida

October 2016

Preamble

VISION

USF Vision

The University of South Florida is a global research university dedicated to student success and positioned for membership in the Association of American Universities (AAU). As Florida's leading metropolitan research university, USF is dedicated to:

- Student access, learning, and success through a vibrant, interdisciplinary, and learner-centered research environment incorporating a global curriculum.
- Research and scientific discovery to strengthen the economy, promote civic culture and the arts, and design and build sustainable communities through the generation, dissemination, and translation of new knowledge across all academic and health-related disciplines.
- Partnerships to build significant locally- and globally-integrated university-community collaborations through sound scholarly and artistic activities and technological innovation.
- A sustainable economic base to support USF's continued academic advancement.

SACD Vision

The vision of the School of Architecture and Community Design is to be nationally and internationally recognized as a distinguished center for study, research, design, and community engagement in architecture and urbanism. We envision a program that critically engages the built environment through academically diverse, socially and environmentally responsible inquiries that stress innovation and rigor in a learner-centered environment.

MISSION

USF Mission

The University of South Florida's mission is to deliver competitive undergraduate, graduate, and professional programs, to generate knowledge, foster intellectual development, and ensure student success in a global environment.

SACD Mission

Our mission is to provide an architectural education that:

- Fosters critical thinking
- Provides a holistic design curriculum and instruction through a variety of pedagogical approaches.
- Encourages individual and collaborative discoveries.
- Emphasizes continuity between design and construction.
- Builds technical and professional proficiency.
- Offers wide ranging global learning experiences.
- Provides opportunities for engagement with diverse communities.
- Promotes sustainability and resiliency as integral to the architectural and urban design process.

And for students and faculty to pursue scholarly research and creative activities that:

- Is innovative, disciplinary, and interdisciplinary.
- Advances the understanding of the built environment as it relates to society and culture.
- Contributes to theory and practice in the disciplines of architecture and urbanism.
- Relevant to regional communities
- Advances the state of contemporary critical practice.
- Provokes a critical discourse on architecture and urbanism.
- Explores & embraces emerging STEM technologies through digital fabrication, building technology and related avenues of research and practice.
- Promotes a pedagogy of active “making” that engages issues of materiality, context, craft and technology.

CONTEXT

Founded in 1986 as a graduate program, the University of South Florida School of Architecture and Community Design (SACD) was the first state school of architecture in Florida to be located in a major metropolitan center. The Florida legislature effectively linked the SACD to the mission of addressing urban issues through the co-founding of the school's research arm, the Florida Center for Community Design & Research (FCCDR). The SACD and FCCDR were co-founded at a time when the state recognized that its prodigious growth in population - and the impact of that growth on the environment – required research and leadership at the university level.

THE SACD & FCCDR TODAY: a strategic vision for continued growth and maturity

Aspirations

Academic

- Grow the program: increase the student population of both undergraduate & graduate programs.
- Develop/adopt new degree programs: landscape architecture; urban & regional planning; industrial design; animation?
- Develop a summer high school program to assist in undergraduate recruiting/diversity
- Nurture & develop existing degree programs to maintain relevant, contemporary, authentic curriculum in M.ARCH and MUCD degrees
- Communication: Continue to develop & expand our social media presence for recruiting, dissemination of accomplishments, and all forms of outreach/engagement.

Facilities

- Acquire & renovate the second floor of the HMS-Architecture Building.
- Renovate and update the third and fourth floors of the HMS-Architecture Building.
- Expand the shop in space and scope of equipment to support/promote digi-fab, steel work, etc
- Finalize plans to expand studio space in St. Petersburg through the Urban Design Lab
- Pursue opportunities to work in the City of Tampa with public and private entities

Image & Institutional Branding

- Develop the highest quality and character of spaces throughout the HMS-Architecture Building that:
 - Are adequate to support a design based program;
 - Reflect the design culture of the school;
 - Offer natural light for all workspaces;
 - Offer safety & security for all student, staff, faculty and guests.
- Print Media: develop regular publications to promote and illustrate the work of the SACD and FCCDR.
- Social Media: develop a dense and interwoven social media presence on a global scale.
- Awards: encourage the of recognition of students, staff, faculty and alumni through awards at all levels.

Student Success

- Study Abroad: increase study abroad opportunities for students/faculty.
- Increasing Global Awareness: Develop a one semester study abroad program in fixed location (Paris, Berlin, tbd).
- Market the Program: 2+3 structure; Alumni Testimonials; Community College & H.S. recruiting.
- Upgrade SACD website: engage prospective students & parents; tell our story: travel; studio; projects; opportunities; alumni information.
- Develop stronger alumni ties & communication.
- Develop a route to begin Architecture Registration Exam (ARE) prior to graduation; exams possibly tied to academic coursework.
- Continue to develop employment pipelines to significant offices in US and abroad (OKA, Gensler, WRNS, others).
- Encourage, empower and support student organizations.

Faculty Success

- Pursue additional full-time faculty lines: one line in technology- m&m, lighting, acoustics, hvac, computing.
- Promote faculty accomplishments on website, through social media.
- Create additional faculty opportunities for research, scholarship, creative activities.
- Encourage applications for prestigious awards: AIA (local, state, national); Guggenheim; Fulbright; others.

Diversity

- Seek diversity in full-time faculty, adjunct appointments, visiting appointments, lecture series guests, external critics.
- Seek diversity in student cohort.
- Recruit to develop greater diversity.
- Expand diversity in academic coursework, both existing and proposed.
- Seek input from student cohort regarding climate of diversity and gender issues in the school.

Funding/Endowment

- Seek financial support to renovate SACD HMS-Architecture Building.
- Seek a third endowed chair in Professional Practice.
- Seek a SACD operating endowment.
- Develop on-going funding for SACD Lecture Series from profession and business community.
- Seek additional scholarship/GTA funding from donors, offices, community partners.
- Continue to participate in USF Tech Fee program.
- Continue as founding academic unit in USF Digital Technology and Education Network (DTen).
- Continue to develop on-line coursework to expand audience for architecture/design related topics.

Research

- Support faculty's creative and scholarly initiatives.
- Florida Center for Community Design & Research (FCCDR): continue to promote research arm of school through research trajectories, community relationships.
- Seek increased research funding through grants, contracts and on-going initiatives.
- Support faculty through opportunities emerging through FCCDR.
- Pursue "prestige" through awards at all levels: local, regional, national & international.
- Pursue "prestige" through publication of projects.
- Pursue funding to support faculty research.
- Enhance faculty research infrastructure: work-space, travel, graduate assistants, release time.

Metrics

- Measure SCH production with awareness of RCM financial model- maintain or increase SCH production.
- Measure Research funding with goal of annual increase.
- Seek increasingly diverse cohort of entering students at undergraduate and Graduate level.
- Pursue student cohort gender equality to 50%+ m/f.
- Seek new and increased funding through RCM initiatives; INTO enrollment; monetized services/opportunities (digital/summer high school architecture camp).
- Pursue diverse adjunct / visiting cohort in both educational background, ethnicity, race, gender.
- Pursue diversity of full time tenure track faculty as opportunities arise.