The recent Department’s name change to Department of Geography, Planning and Environment provides the Planning program a unique opportunity to build on the various programs and specialties in the department and to enhance the range of focus areas the program can provide and to engage in multidisciplinary research. The faculty are encouraged that the symbiotic relationship that currently exists among the faculty would be further enhanced to undertake multidisciplinary research in new areas of planning such as the impact of global warming on developing sustainable communities, regional economic transformation and building resilient communities. To that end, the program has developed dynamic and forward looking goals and objectives that can help the program to move forward.

**Planning Program Mission (as proposed in the revised Department Unit code)**

The mission of the Planning Program is to provide opportunities for students to achieve excellence, envision their future, grow intellectually, and pursue a professional planning position or a graduate education. As a multidisciplinary field, planning strives to integrate knowledge derived from the social and physical sciences, and related professions. It upholds the principle of promoting sensitivity to cultural, ethnic, and gender differences and actively works to encourage diversity in its program.

**Objectives and outcome measures (OM)**

**Objective 1** – Greater student access – The program seeks to increase student access to our major

**Action 1.1** – Develop an aggressive recruitment plan to increase the number of majors significantly. The strategies will include the following:

a) Participate in all university-sponsored open-house programs
b) Develop an alumni Ambassadorship program – alumni will be contacted to visit the high schools and community colleges close to their areas to make presentations about the ECU planning program and to recruit new students
c) Faculty will visit some community colleges in Eastern NC each year to talk about the planning program
d) Upgrade the Planning website in consultation with University Marketing and Publications
e) Develop a promotional video highlighting Planning as a professional degree

**OM 1.1** – Number of majors in the program

**Objective 2** – Greater student success – The Program seeks to improve student successes by enhancing student retention, graduation rates, and opportunities for professional experiences

**Action 2.1** – Advisors will follow up students’ progress based on student performance by semester and Starfish reports

**OM 2.1** – Number of students graduating vis-à-vis number of students joining the program
**Action 2.2** - The Program will encourage faculty to build on existing opportunities and develop new ones for students to take part in undergraduate research and community-based projects

**OM 2.2** - The number of students working with faculty on research projects

**Action 2.3** – The Program seeks to increase the number of internships and other professional and/or service learning opportunities for students

**OM 2.3** – The number of students graduating with professional experience

**Objective 3** – Greater specialty diversity - The Program seeks to increase faculty size in order to enhance diversity of specialties

**Action 3.1** – Build on program success of recent tenure of two of the program’s faculty to increase the number of faculty with specialties in currently relevant areas.

**Action 3.2** – Program will explore opportunities to request for new faculty positions

**OM 3.1** – The number of faculty positions

**Objective 4** – Greater diversity in instructional delivery methods - The Program intends to build DE as an alternate mode of instructions, particularly to professionals located in smaller communities in Eastern NC

**Action 4.1** - Faculty will work on developing new DE courses or in creating alternative options on how to deliver some of their current courses.

**OM 4.1** – The number of DE courses developed in the program

**Action 4.2** - Faculty will work on converting a traditional lecture course to a service-learning course

**OM 4.2** - The number of service learning course developed in the program

**Objective 5** – Increased partnerships with other programs at ECU - The Program is uniquely placed to partner with such programs as Public Health, Criminal Justice and others, besides those in the department.

**Action 5.1** - The Program will work to increase the range of focus areas the program can provide

**OM 5.1a** – The number of partnerships

**OM 5.1b** – The number of students involved

**OM 5.1c** - The number of co-authored publications, conference presentations, and grant proposals

**Objective 6** – Development of research identity – Faculty in the program have developed important research programs and we seek to build on them.

**Action 6.1** – The Program will further develop its research agenda and productivity

**OM 6.1a** – Number of publications

**OM 6.1b** – Number of grants submitted and funded

**Action 6.2** - The Program will work to increase awareness of its research areas, successes, and capabilities to make its identity more prominent to other colleges and departments across ECU and the UNC system

**OM 6.2** - Number of seminars, colloquia and presentations given by Program faculty

**Objective 7** – Scholarship of engagement – The Program values the application of its academic expertise to community partnerships and seeks to contribute to regional transformation with this, in keeping with an important pillar of ECU’s mission

**Action 7.1** – Faculty will seek opportunities for engaged scholarship

**OM 7.1** – Number of relevant projects, publications, and grants

**Action 7.2** – Faculty will train students in the scholarship of engagement

**OM 7.2** – Number of students involved in engaged scholarship
Objective 8 – Active involvement in national and regional professional organizations – The Program recognizes the benefits to both Program reputation and student success through involvement in professional organizations.

Action 8.1 – Faculty will increase their contributions to and activities with state and national professional organizations
OM 8.1 – Number of substantive contributions to professional organizations

Action 8.2 – Faculty will encourage and support student involvement in relevant professional organizations
OM 8.2 – Number of students presenting at professional conferences

Aspirational – depending on the success with respect to the objectives above, we aspire to the following

Goal 1 – Build relevant training programs for planners and other interested parties – The program seeks to apply faculty expertise to provide training programs around specialized topics.

Objective 1.1 - Faculty will build on the strong reputation the program to train leaders in the planning profession
OM 1.1 – Number of programs offered

Objective 1.2 – Faculty will develop an on-line neighborhood planning certificate for interested citizens.
OM 1.2 – Number of certificates completed

Goal 2 – National and international recognition – The Program aspires to be recognized nationally and internationally for its research as well as the quality of its undergraduate program

Objective 2.1 – Faculty will build on their increasing regional and statewide recognition to move it to the next level
OM 2.1a – Number of recognitions the Program receives in national rankings
OM 2.1b – Number of international collaborations

Goal 3 – Continued Program growth – The Program seeks to grow substantially both in faculty and student numbers

Objective 3.1 – Following success in Objectives 1 through 8, the Program will show sustained growth
OM 3.1 – Number of faculty
OM 3.2 - Number of majors