

# **STRATEGIC PLAN**

## 2016-19

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**STRATEGIC PLAN GOALS**

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MISSION

To **LEAD** architectural education and research.

CORE VALUES

- Teaching and Learning
- Equity
- Diversity and Inclusiveness
- Creative Scholarship, Research, and Practice
- Responsiveness

HOW WE LEAD:

1

Demonstrating the **VALUE** of architectural education and research to practice and society.

2

Advancing architectural **PEDAGOGY**.

3

Serving as the **VOICE** of architectural education.

**GOALS + OBJECTIVES**

VALUE PEDAGOGY VOICE

**GOAL 1.0**

**THOUGHT LEADERSHIP AND KNOWLEDGE GENERATION**

ACSA will support, interpret, and disseminate research and knowledge related to architecture and architectural education, and will convey that knowledge effectively to faculty, schools, students, the profession, and the public.

**OBJECTIVES**

- 1.1 Increase partnered research projects between practice and academia.
- 1.2 Raise the perceived value of architectural design and research in the public eye.
- 1.3 Enhance schools' role in the continuing education of architects.
- 1.4 Improve the value of ACSA conferences, publications, and other offerings.

**GOAL 2.0**

**ADVOCACY AND IMPACT**

ACSA will advance an inclusive, diverse discipline and profession. As the link among the academy, practice, and the collateral organizations, ACSA will be at the center of evolving discourses on education, research, practice and civic engagement in the designed environment.

**OBJECTIVES**

- 2.1 Increase understanding of the specific systemic barriers to achieving gender and racial diversity in architectural education and the profession.
- 2.2 Enhance understanding among college and university leaders of the unique characteristics and needs of architectural education.
- 2.3 Increase interdisciplinary programs.
- 2.4 Expand engagement with community colleges.
- 2.5 Expand multi-collateral conferences and workshops focused on education, research, practice, and civic engagement.
- 2.6 Expand K-12 programs to encourage a diverse range of students to study architecture.



17-18+

- 1 THOUGHT LEADERSHIP + KNOWLEDGE GENERATION
- 2 ADVOCACY + IMPACT
- 3 PARTNERSHIP + CONVENING
- 4 MEMBER ENGAGEMENT + SUPPORT
- 5 ORGANIZATIONAL EFFECTIVENESS + SUSTAINABILITY

