

STRATEGIC PLAN

BS URBAN & ENVIRONMENTAL PLANNING PROGRAM

DEPARTMENT OF GEOGRAPHY & PLANNING
WEST CHESTER UNIVERSITY

Mission Statements

The mission of the Bachelor of Science in Urban and Environmental Planning is to ensure that students have the planning-related knowledge, skills, and values, supported by a strong liberal arts education, necessary to assume leadership roles to help communities foster sustainable, equitable, and healthy places. Students will be prepared to succeed in entry-level positions in planning and planning-related professions or pursue graduate education in planning or planning-related disciplines.

Program Goals and Objectives

Goal 1 Quality Education

Provide a high-quality, affordable undergraduate education for a diverse population, with a full range of planning knowledge and skills, to prepare students to be engaged and reflective practitioners with potential for entry-level positions in public, private, and non-profit sectors.

Objectives:

- 1.1 Continue to identify opportunities to enhance the curriculum with suggested general education courses, major requirements, and free electives.
- 1.2 Develop a BS Urban and Environmental Planning student handbook.
- 1.3 Maintain a student learning-outcomes driven approach to curricular development and student assurance of learning. Ensure that a learning assessment plan has clear measures to assess how well the program is preparing students for professional planning practice.
- 1.4 Support and expand opportunities for high-impact learning experiences including internships, applied community-based projects, and domestic and international study opportunities.
- 1.5 Increase and support diversity in the student population.

Goal 2 Community Outreach

Maintain engagement with the regional planning community, including professional planning organizations and practitioners, and regional and state planning associations, in order to enhance academic and professional opportunities for students, and to support underserved communities.

Objectives:

2.1 Maintain relationships with planning professionals and educators to serve the program as guest lecturers and as adjunct faculty to teach specialized courses.

2.2 Develop and maintain an active listing of internship opportunities and develop new internship opportunities.

2.3 Maintain an active presence of faculty and students in the Pennsylvania Chapter of the American Planning Association and participate in APA activities through membership and local activities of the Southeast Section.

2.4 Continue to maintain a strong connection with program graduates, and help to connect students with program alumni and other planning professionals in the region.

2.5 Increase the number of program faculty with professional certifications.

2.6 Continue to identify opportunities to provide resources for underserved communities including applied research and class projects.

Goal 3 Scholarship

Support faculty and students to advance scholarship that impacts planning practice and planning pedagogy in different forms as defined by the department teacher scholar model.

Objectives:

3.1 Engage students with faculty research efforts whenever possible.

3.2 Expand opportunities to engage in scholarly work including funded and unfunded research, grant development, contracts and commissioned research, to produce scholarship, especially at the regional and state levels.

3.3. Continue to present and publish research findings to inform the regional and state planning communities, as well as the larger academic planning community.

3.4 Continue to produce a range of scholarship including sponsored research (including technical reports, applied community-based research, and non-peer reviewed funded research) as well as peer-reviewed research in regional and other academic journals.

Goal 4 Collaboration and University Community

Maintain relationships with other programs within the department and with other departments in the College and University in order to supplement the planning curriculum and enhance the student experience

Objectives:

4.1 Continue the strong curricular ties with the Geography programs.

4.2 Develop and maintain a recommended list of general education courses as appropriate enhancements to the planning major.

4.3 Continue to serve as a leader in the College of Business and Public Management in support of sustainability initiatives.

4.4 Continue to find opportunities to support the business programs with the integration of geo-spatial technologies in targeted areas including location analytics, economic development, logistics, and supply chain management.