

Strategic Plan 2017-2022 Executive Summary

Approved by PAB July 7, 2017

Executive Summary: 2017 – 2022 Strategic Plan

The Planning Accreditation Board (PAB) held a Strategic Planning Retreat at the New York Marriott Marquis on May 6 and 7, 2017, to review the results of its 2012 – 2017 Strategic Plan and to develop a new Strategic Plan for 2017 – 2022. This report summarizes the Board’s discussion during that time. The session resulted in agreement on direction for the organization during the next five years. This direction, with refinements suggested by the retreat consultant, PAB Board chair and staff, and approved by the Board on July 7, 2017, is presented below.

Mission Statement

The PAB Board has determined that the PAB, like the programs it accredits, shall have a clear and concise mission statement that expresses its core values and fundamental purpose and role in training professional planners.

The Planning Accreditation Board’s Mission is to promote excellence among planning programs and to ensure high quality education for future urban planners.

Core Values

The PAB follows five Core Values in the way it approaches its work and its Mission.

1. Stewardship

Preserving the knowledge base of the urban planning profession with which the Board has been entrusted and supporting the innovations that enhance this knowledge base over time.

2. Collaboration

Advancing the dialogue and partnership between the academic and practitioner communities.

3. Communication

Articulating the value of an accredited urban planning education to students and the communities they will study and serve.

4. Integrity

Maintaining a commitment to fairness, transparency, consistency and state-of-the-art accreditation practices.

5. Leadership

Providing leadership in sharing and encouraging instructional innovation.

Goals

PAB’s strategic plan shall identify goals that advance its mission. The goals shall identify PAB’s future aspirations in the context of its mission, and shall aim toward excellence beyond that which may already exist. The Planning Accreditation Board will focus its efforts during the next five years on achieving these seven goals:

Goal 1: Support and encourage programs to commit to student learning and programmatic outcomes assessment.

- Goal 2: Promote and encourage a systemic approach to diversity and multi-cultural understanding in each planning program.
- Goal 3: Promote and encourage a culture of innovation in program content and delivery.
- Goal 4: Enhance data collection, analysis, and dissemination regarding planning programs and planning education.
- Goal 5: Advance collaborative relationships with the sponsoring organizations to promote the profession and the academy.
- Goal 6: Communicate the value of accreditation to all constituents.
- Goal 7: Maintain efficient, relevant and effective operations.

Objectives

PAB’s strategic plan shall identify measurable objectives that enable evaluation of whether the goal has been achieved. Board members identified three or four objectives that help achieve each of these seven goals. The Board also determined which objectives are most important to address in the short term.

PAB Goals and Objectives

#	Goals and Objectives
Goal 1: Support and encourage programs to commit to student learning and programmatic outcomes assessment.	
1.1	Encourage ACSP to continue to train program administrators on outcomes assessment.
1.2	Maintain or grow site visitor training to identify noteworthy, high quality assessment approaches.
1.3	Disseminate examples of high quality outcomes assessment approaches.
Goal 2: Promote and encourage a systemic approach to diversity and multi-cultural understanding in each planning program.	
2.1	Continue to refine our collective understanding of how programs are addressing diversity in a systemic way.
2.2	Collaborate with our sponsoring organizations on efforts to define and articulate the value of diversity and multi-cultural understanding in the planning profession and to help identify strategies to advance that cause.
2.3	Identify and disseminate notable practices.
Goal 3: Promote and encourage a culture of innovation in program content and delivery.	
3.1	Evaluate language in preconditions for clarity and consistency within a culture of innovation.
3.2	Develop a working definition of “culture of innovation.”
3.3	Monitor and evaluate emerging course delivery methods.

#	Goals and Objectives
3.4	Undertake a process to evaluate PAB curriculum standards to ensure relevancy and a culture of innovation while maintaining core competencies.
Goal 4: Enhance data collection, analysis, and dissemination regarding planning programs and planning education.	
4.1	Review and revise data collection in Annual Report.
4.2	Explore partnerships with sponsoring organizations for data sharing.
4.3	Disseminate data to PAB stakeholders in a variety of formats, including written, video, webinar & roundtable discussions.
Goal 5: Advance collaborative relationships with the sponsoring organizations to promote the profession and the academy.	
5.1	Continue involvement of sponsoring organizations in PAB strategic planning process.
5.2	Develop a system to inform and educate sponsoring organizations' leadership about PAB and the accreditation process.
5.3	With the sponsoring organizations, develop messages that speak with a unified voice about: what is planning; the value of the profession; the value of accreditation. (See 6.1)
5.4	Facilitate a regular dialogue between leaders of PAB and its sponsoring organizations.
Goal 6: Communicate the value of accreditation to all constituents.	
6.1	Create a communications plan and strategy that elevates the value of PAB accredited programs and degrees. (See 5.3)
6.2	Articulate and document the value that the accreditation process confers to planning programs, the planning profession and other stakeholders.
Goal 7: Maintain efficient, relevant and effective operations.	
7.1	Implement online SSR submission (JURA) system.
7.2	Explore new or alternative funding models for long-term sustainability.
7.3	Implement a review of curriculum standards and core competencies as a focus of overall standards review.
7.4	Ensure that staff resources and office facilities are appropriate and adequate to carry out PAB's work program.