PAB Accreditation: Value to the Profession?

Saturday, October 26, 2019
ACSP Conference, Greenville, SC
Planning Accreditation Board

Mission: To promote excellence among planning programs and ensure high quality education for future urban planners.

- 8 Board Members, appointed by APA, AICP and ACSP
- 75 master’s and 16 bachelor’s degrees at 79 North American Universities
Task Force Members

Alex Lieber, AICP - Chair, Planner, AKRF, Inc.
Bruce Knight, FAICP - Planning and Development Director, City of Champaign
Lesli Hoey, Ph.D. - Assistant Professor, University of Michigan
Ward Lyles, Ph.D. - Assistant Professor, University of Kansas
Kimberley Mickelson, JD, AICP - Senior Assistant City Attorney, City of Houston
Elizabeth Tyler, FAICP - Planning Consultant (CA)
Mirit Friedman - Student Representative, Georgia Institute of Technology
Innovation

PAB Goals (2017-2022 Strategic Plan):
• Promote and encourage a culture of innovation in program content and delivery
Innovation Report Summary

- Emerging Trends in Planning Practice and Education
  - Trends in Higher Education—technology/distance learning; “return on investment”; financial pressures and decreased funding
  - Trends in the Planning Profession—uncertain and contentious political world; engagement in broader political and social issues; need for enhanced cultural competencies; new technology
Innovation Report Summary

- Defining a Culture of Innovation
  A culture of innovation invests in the institutional environment and human capital to create anticipatory and responsive research and courses in pursuit of a more informed planning practice.

- Developing a Culture of Innovation Between the Profession and the Academy
  Strategies/partnerships for academic and professional planners to collectively support innovation

- Role of PAB in Supporting Innovation
Innovation Report Summary

Available on the PAB website News & Events section:

Value of Accreditation

PAB Goals (2017-2022 Strategic Plan):

• Communicate the value of accreditation to all constituents.
Value of Accreditation

PAB Goals (2017-2022 Strategic Plan):

- Communicate the value of accreditation to all constituents.
  - What role does accreditation play in the field?
  - What value does accreditation provide to the profession?
  - How can PAB more effectively communicate its role?
Question 1:

How could a stronger connection between practice and the academy be established?
Question 2:

What do you think is accreditation’s biggest area of impact and value?

➢ Does accreditation give a program a stronger profile, attract students?

➢ Does accreditation help a program gain support from higher administration?

➢ What value does the curriculum standards provide?

➢ Other areas of value to educators? Students?
Question 3:

What is the level of awareness of the connection between accreditation and AICP credential/candidacy?
Question 4:

How do you typically interact with PAB (as a faculty, student, etc)?

➢ As a stakeholder, how familiar are you with PAB and accreditation standards in general (e.g. curriculum requirements)?
Question 5:

What is the most common communication stream (email, website, etc)? Do you think this is effective? What could be improved?
Question 6:

What kinds of additional support for planning programs, students, and/or the profession could PAB be providing?
THANK YOU
Additional feedback on these topics can be submitted to:

Jesmarie Johnson, PAB Executive Director
Jjohnson@planningaccreditationboard.org

Alex Lieber, Chair, PAB Innovation Task Force
alieber@akrf.com