PAB Accreditation: Value to the Profession?

Monday, April 15
APA Conference, San Francisco
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
- 74 master’s and 16 bachelor’s degrees at 78 North American Universities
Task Force Members

Alex Lieber, AICP - Chair, Planner, AKRF, Inc.
Zenia Kotval, Ph.D., FAICP - Professor, Michigan State University
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:

What should be in the planning core?
What skills and knowledge should a planner graduating from an accredited program have?
Question 2:

How could a stronger connection between practice and the academy be established?
Question 3:

How are accredited degrees considered in hiring decisions?

➢ Differences in starting salary, seniority?

➢ Unaccredited degrees?
Question 4:

What is accreditation’s biggest area of impact and value?
Question 5:

How do you typically interact with PAB?

- Familiarity with PAB and accreditation standards?
Question 6:

How can PAB’s communication with stakeholders be improved?

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

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