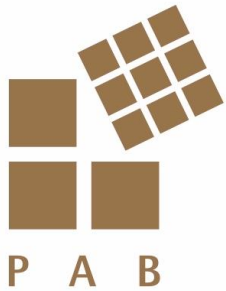


# PAB Accreditation: Value to the Profession?



Planning  
Accreditation  
Board

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:

<https://planningaccreditationboard.org/index.php?s=NewsEvents>

# 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

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, with some extending towards the left. The overall composition is clean and modern.



Additional feedback on these topics can be submitted to:

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