

**DSGN
STRA
GETIC
PLAN
2021-26**

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Growing a *vibrant* community
of **changemakers**.



Land Acknowledgement

The University of Oregon (UO) is located on Kalapuya ilih, the traditional indigenous homeland of the Kalapuya people. Following treaties between 1851 and 1855, Kalapuya people were dispossessed of their indigenous homeland by the United States government and forcibly removed to the Coast Reservation in Western Oregon. Today, Kalapuya descendants are primarily citizens of the Confederated Tribes of Grand Ronde and the Confederated Tribes of Siletz Indians, and they continue to make important contributions to their communities, to the UO, to Oregon, and to the world.

We, in the College of Design, acknowledge our responsibility to assist in the revitalization and future flourishing of Oregon's Native communities as we fulfill our role in shaping the education provided by the University of Oregon.

Our Vision



Expand Our Reach.
Deepen Our Impact.

To the College of Design community,

A strategic plan begins with an act of imagination: a community asking not simply where it is going, but also what it might become. Closing a strategic plan offers a different kind of moment; it is an opportunity to look back in time and recognize what has changed and to consider what has become possible because of so many people who invested their ideas, creativity, care, and hard work in a shared future. Over the past five and a half years, the College of Design community has covered an extraordinary distance together. We have navigated profound changes whilst also continuing to teach, create, research, build, debate, question, and imagine. Through it all, what has distinguished us is the remarkable commitment of each and everyone of you. The accomplishments documented here belong to all the faculty and staff who have brought extraordinary dedication to our collective work; to our alumni and friends; and to our students whose curiosity and creative energy continually remind us why our work matters.

Together, we crossed an incredibly important milestone in the college's history: securing approval to move forward with the renovation and expansion of our building, now second among the legislature's capital priorities. Alongside this are the strong relationships we have cultivated with donors and friends and we are now well positioned to carry this long-held aspiration forward. Furthermore, we have strengthened our academic foundations as our professional programs have successfully completed a remarkable series of re-accreditations. Enrollment has grown substantially and our new undergraduate degree in Environmental Design has grown and is flourishing. We secured additional outdoor classroom space for our cherished urban farm program and \$1 million to support its development, expanding the places where our students can learn, make, and experiment.

Our fundraising success has been equally extraordinary, reflecting the confidence alumni, donors, and friends have placed in this college and its future. I am especially grateful for the exceptional partnership with our development director who has helped cultivate these relationships with such care and commitment. Across our schools and departments, faculty and students have produced an astonishing range of research, scholarship, exhibitions, creative work, and community engagement, asking difficult questions, testing out new ideas, and demonstrating how design, planning, art, policy, and scholarship can help us imagine the world differently.

And then there is the quieter work that cannot easily be captured in a report: the faculty member who helps a student discover possibility in an emerging idea; the advisor who helps someone find a path they did not know was available; the staff member who solves a problem before most of us know it exists; the countless acts of generosity, ingenuity, and care that make it possible for our students to succeed and pursue what they love. Institutions are sustained by thousands of such acts of kindness, dedication, vision, and care. Although they are often inaudible and invisible, these acts provide the important infrastructure that enables everything and everyone in the college to flourish.

For all of this, there is an enormous amount for which to be grateful. It has been a privilege to work alongside people who care so deeply about their disciplines, their students, one another, and the larger purposes of the college. On that note, a strategic plan might have a beginning and an end, but the life of a college exceeds the plan and the momentum that is reflected in these pages belongs to everyone, and its continuation rests with each of us, in the ambitions we pursue, the relationships we nurture, the questions we are courageous enough to ask, and the care we extend to each other and our students.

With deep appreciation for all that this community has accomplished and for all that lies ahead.

Warmly,



Adrian Parr Zaretsky

Dean and Professor
College of Design
Senior Fellow, Design Futures Council
University of Oregon
UNESCO Chair on Water and Human Settlements



Our Mission

We strive to make the world better through creative and critical inquiry; environmental resilience; social and economic justice; innovation and curiosity. We engage and experiment in real world problem solving, critical inquiry, and creative practice. We research to learn, challenge, inform, and transform. We critically examine systems, environments, history, and visual culture. We collaborate to develop innovative ideas and solutions. We promote close-knit communities fostering debate and deliberation. We are intentionally inclusive in all aspects of what we do.





Our People

Our people are at the heart of who we are and our success. We are a community of researchers, practitioners, creators, professionals, learners, academics, and entrepreneurs. We aspire to attract, retain, and grow highly talented individuals who share a common purpose: the pursuit of creative and scholarly excellence. We value the emotional and intellectual well-being of all members of our community. We pride ourselves on being collaborative, supportive, and respectful of one another. We prioritize a diverse, inclusive, and equitable learning environment where all members of our community can feel connected and share their uniqueness.





Our Story

Our educational and research ecosystems leverage a rich legacy of social and environmental justice, scholarship, and creative practice. Since the beginning, the curriculum and faculty have emphasized interdisciplinary and engaged learning. This carries through publications, studios, design projects, capstone projects, research teams, and exhibitions that reach local and global communities. Here in the College of Design (DSGN) we build relationships and develop individual and collective talents of a future generation of changemakers.

DSGN was formed in 2017 through a reorganization of the School of Architecture and Allied Arts (AAA). AAA was founded in 1914 and went through several changes throughout its history, including a merger with the Wallace School of Public Affairs and the addition of Lawrence Hall.

The college is composed of: (1) the School of Architecture & Environment; (2) the School of Art + Design; (3) the School of Planning, Public Policy and Management; and (4) the Department of the History of Art and Architecture. The college is home to a myriad of research centers, institutes and labs. Faculty and students in the DSGN annually attract millions of dollars in external research funding; publish books and articles with academic presses and journals; and exhibit their work on a national and international stage.

Our community consists of 2,000 students, 56 staff, and 163 faculty. There are 15 graduate programs and 10 undergraduate programs spanning an array of fields and professions. The majority of our programs are accredited by professional organizations, and a strong link to practice and the professions is a common theme across all programs.







Our Strategic Planning Process

In 2022 the college leadership came together for our annual retreat to strategically envision our collective future and build on the strategic activities that began with the arrival of Dean Adrian Parr in 2021. The theme of the retreat, set by Dean Parr, was coined 'Creating Community Together.' The retreat was on the heels of a period of major restructuring of the College of Design; the international COVID-19 crisis; and new leadership across all sectors of the college.

Based on guidance from the retreat, the college embarked on developing a new strategic plan during fall, winter, and spring terms with input from all constituencies.

Skeleton Draft: In Fall 2022 college leadership reached out to a wide range of groups to discuss the potential elements of a new vision and to develop a structure that was called a “skeleton plan”. This was revised through:

- Discussions with faculty at 7 department meetings
- Meeting with staff and OAs
- Discussions with the DEI Committee and Faculty Advisory Committee
- Focus groups with 3 groups of students nominated by department heads
- Ongoing meetings and feedback with Department Heads and Dean’s staff

Action Items: To generate action items for the plan, the college provided several opportunities for input.

- 3 Faculty and staff workshops (1 virtual and 2 in person): involving 46 individuals.
- Survey for all faculty and staff: 307 individual comments.
- A “Give Us Your Ideas” survey to all students: 63 valid responses.
- Confidential interview led by an external consultant.

All action items were compiled and reviewed. A preliminary draft was reviewed with department heads, advising staff, Dean’s staff, and others for refinement.



Climate Survey: After the release of the UO Climate Survey, additional action items were identified. Rather than creating a separate climate section, these were integrated throughout the document.

The Final Draft: This first, designed document went through several iterations by college leadership to streamline the plan, align it with an assessment of potential time and resources, and identify actions that can be reasonably implemented in a 3-5 year time frame.

This plan was shared with faculty, staff, and students to solicit feedback before it was finalized and publicly shared. The time frame for the strategic plan is 2021-2026, which covers five years starting with the arrival of Adrian Parr as Dean of the College of Design.

You can view this document in greater detail at design.uoregon.edu/strategic-plan.

The Final Report: This document, known as the final report, assesses the previous five years of work and explores the projected outcomes.

Faculty, staff, and leadership reported their findings, based on the strategic plan outcomes, to the planning team.

Foundational Goals

1. The College of Design (DSGN) community will seed and support student curiosity, discovery, talent, and aspirations.
2. The College of Design community will advance faculty excellence and expertise.
3. The College of Design community will design and deliver ambitious, relevant, and impactful curricula and pedagogy.
4. The College of Design community will responsibly and sustainably steward and expand our collective resources.
5. The College of Design community will cultivate and nurture an enriching experience for all members of our community.

Revisit our full list of goals and strategic objectives at design.uoregon.edu/strategic-plan

SUSTAINABLE CITY YEAR PROGRAM + TUALATIN



FALL 2025

Park Structures for the New Riverfront Park Storage Facility

Class: Timber Tectonics in the Digital Age (UO ARCH 484/584) and WSE 425/525 (OSU)

Faculty: Nancy Cheng (UO) and Mariapaola Riggio (OSU)

Leads: Dustin Schull and Kira Hein (Parks & Recreation)

Project Description: Students from the University of Oregon's Department of Architecture and Oregon State University's Department of Wood Science and Engineering collaborated in a design-build studio to develop concepts for a temporary structure that could be installed at Tualatin's future riverfront park. Using sustainable "kit-of-parts" construction and materials such as Mass Plywood Panels, the open-air, covered structure was designed and engineered for storage or rental equipment and demonstrates environmentally responsible design while delivering functional, community-centered structures. The students' final structure was successfully constructed using reclaimed wood.





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Our Strategic Plan Outcomes

GOAL 1

The College of Design community will seed and support student curiosity, discovery, talent, and post-graduation aspirations.

Delivered Outcomes

1. Increased advising capacity to increase student retention and graduation rates, guide students on degree options, assist with student belonging, and support students throughout their time in the College of Design.

From 2021 - 2026, the total number of students, including undergraduate and graduate, attending the College of Design increased by 12%.

2. Created a Dean's Student Advisory Council with representatives from across the college to exchange information about student opportunities, needs, and ideas for action.

The Dean's Student Advisory Council was formed at the start of the 2023 academic year with the goal of working and regularly meeting with the Assistant Dean of Student Affairs to increase the feeling of belonging and community. The nine students on the council represent the college's diverse student cohort and features artists, designers, planners, and architects.

3. Developed student-alumni mentorship programs to provide early and ongoing connections between students and alumni, which will help students understand career options and promote networks for national and international internships and job opportunities.

From 2021 - 2026, student participation in college internship and career preparation programs at the increased by 43%.

4. Expanded internship opportunities that will help students explore career options and employment networks along with increasing connections with alumni and other employers.

The Dean's Council and the DSGN Career Fair are two tactics utilized to increase connections with alumni and other employers. The fourteen alumni and professionals on the council convene twice per year, and, in addition to their normal duties, consider college business, discuss development and outreach activities, and devise strategies for strengthening the college using their expertise and well-earned experience. In recent years, these individuals have graciously given their time to undertake portfolio reviews, participate in studio reviews, and participate in meet and greet gatherings. The popular, college-wide Career Fair annually sees hundreds of students participate in the rich activities and networking opportunities offered by the college. On an annual average, 20-25 students participate in one-on-one resume and portfolio review workshops with dedicated experts and professionals.

5. Increased student financial aid to increase access to a diverse group of students and ensure students can complete their studies and access the full range of academic opportunities in the College of Design.

To improve student financial aid access, the College has centralized applications for all department level and college level awards through the UO system. This allows students to be considered for multiple awards through a single portal.

To reduce the cost burden for undergraduate and graduate students, the College has also reduced the time to degree for several programs:

- Bachelor's of Landscape Architecture reduced from 5 years to 4 years
- Art minor reduced credits from 40 to 28
- Changes to Art Major to reduce bottlenecks and increase timely graduation
- 4+1 Masters of Nonprofit Management (begun in 2023)
- Accelerated Masters of Art History
- Newly Approved
 - o Accelerated Masters of Public Administration (54 credits from 72)
 - o Accelerated Masters of Nonprofit Management (54 credits from 70)
 - o 4+1 Masters of Community and Regional Planning
 - o 4+1 Masters of Interior Architecture
 - o Accelerated Masters of Historic Preservation

6. Developed the newly launched weeklong, college-wide, annual career fair to expose students to the range of internship and career opportunities and connect alumni and employers with students in the college.

The popular, annual DSGN Career Fair is now in its 4th Year where:

- Annually 40-45 national vendors and firms attend.
- Annual draw of 500 students.
- The vendor days subject matter varies from hiring to internships to exploring industry trends.
- 100 percent registration turn out.
- Resume review workshops and portfolio review events annually host 45-50 students.

FFA
Architecture
+ Interiors

Connected





7. Created a new position of Associate Dean for Student Affairs to support and enrich the student experience and support ongoing innovation of our curriculum.

Position was created and filled in the summer of 2022. Duties include:

- Overseeing the college's Academic and Career Advising team.
- Overseeing and coordinating the DSGN Student Advisory Committee.
- Working with the UO Dean of Students and other units on student issues such as grievances, conduct code violations, academic misconduct, accessible education, and other sensitive matters.
- Coordinating college student honors and recognition.
- Coordinating college student events.
- Serving as a liaison with the UO Dean of Students Office.
- Perform additional responsibilities as assigned by the DSGN Dean.

8. Expand and develop student affinity groups for key underrepresented communities to provide networks, build community, and increase a sense of belonging.

- The Student Advisory Council advocates and puts forth ideas for inclusive environment that are interesting for student cohorts.
- The College Student-Dean's Socials welcome hundreds of DSGN students and allow students to meet and connect with all parts of the college.
- The College of Design hosts 8 Freshman Interest Groups that support first year students interests.
- Three robust Academic Residential Communities (ARC) give DSGN students a chance to live and learn in a community centered around a shared interest or identity, taking one or two classes together per term.





GOAL 2

The College of Design community will advance faculty excellence and expertise.

Delivered Outcomes

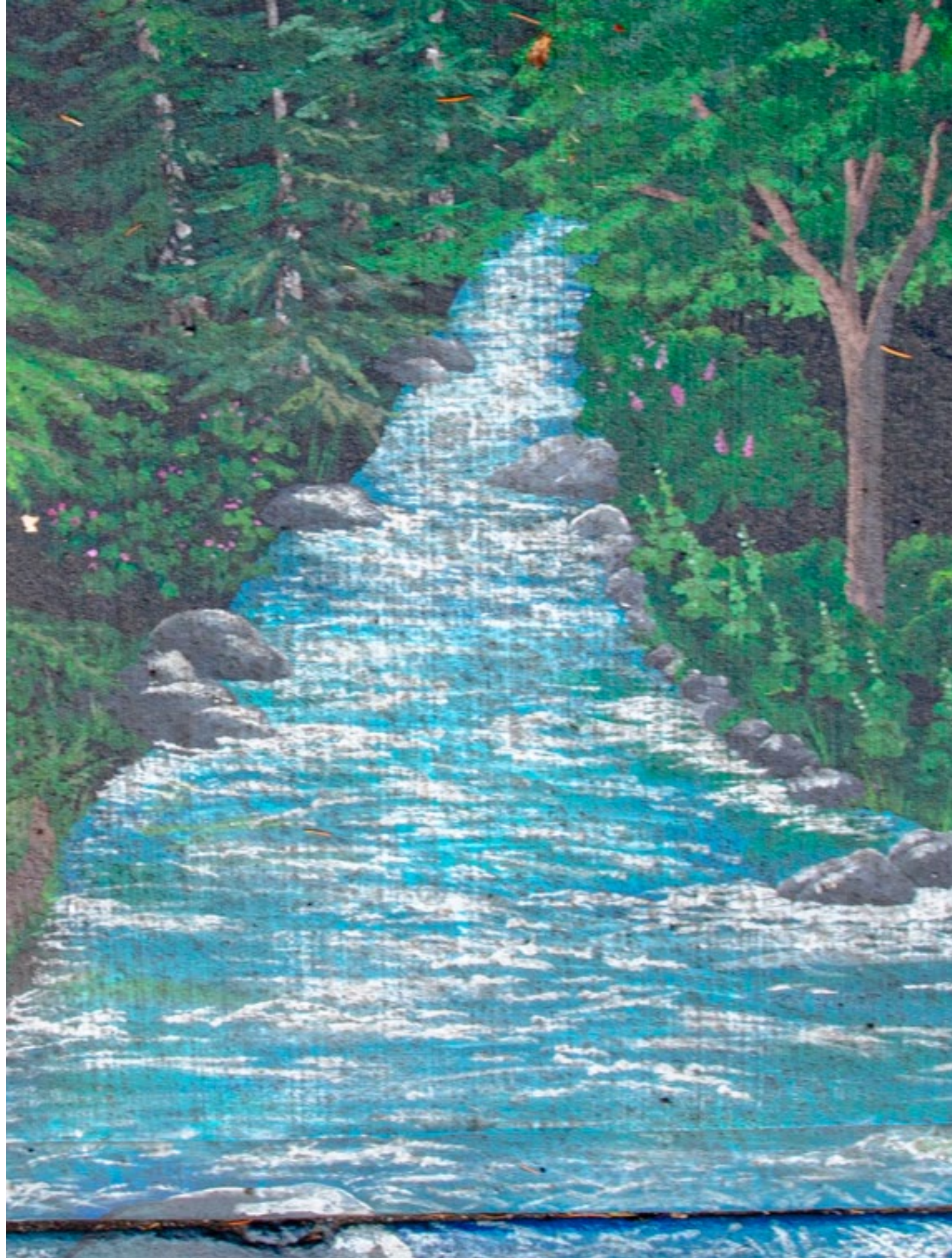
1. Introduced a faculty research and creative practice recognition program to honor and publicize the work of faculty in the College of Design and stimulate new collaboration and work across the college.
 - As of 2026, over \$250k has been awarded to DSGN faculty to fund innovation and research as a part of the Dean's Research Awards.
 - At the biannual college gatherings, new faculty and faculty achievements are highlighted and celebrated in front of the entire college.
 - Earned media further helps with 20% of all articles are aggregated by external news outlets.
 - Social media interactions and engagement across all accounts see 30% increases year-to-year, with stories about research and faculty seeing 83% engagement.
2. Created new endowed faculty positions that provide recognition and financial support for individuals in leadership roles (department heads) and individuals who have gained a high level of academic achievement.
3. Created college-wide faculty research and creative practice policies that ensure faculty are supported in their individual research, and institutes and centers.

Formed College Research Task Force that included faculty, researchers, staff and the Associate Dean for Research. Charge was to develop more transparent and equitable policies and procedures for supporting research and creative practice, leading to several new policies:

- Centers and Institutes Policy that requires
 - o Annual reporting
 - o Institute support benchmarks
 - o Director and institute stipends based on benchmarks
- Faculty Buyout and Equitable Renumeration Policy

4. Develop a college-wide faculty mentorship program that provides a range of mentoring support at all ranges of their careers.

- Onboarding Programs were developed and instituted:
 - o Fall 2022, 2023, 2024, 2025: Tenure Track Faculty Workshop, Notebook, and Luncheon.
 - o Fall 2025: Career Workshop with TEP, including new faculty resources.
- Annual faculty survey on mentoring.
- 2021-2024: Hosted mentor groups:
 - o 2-3 groups per year.
 - o 3-6 meetings per year.
 - o Moved to workshop-based approach based on feedback.
- Faculty Mentoring Website that provides resources and links.
- Faculty Notebook on Resources and P&T: 2023, 2024, 2025.
- Mentoring Workshops:
 - o Promotion and Tenure (with OtP): annually; twice during fall term.
 - o Research Proposals and Funding (with OVPRI): annually; once during fall term.
 - o Teaching Related Workshops (with TEP and Others).
- Mentor Tips (2-3 Emails per term to all faculty).
 - o Predatory publishers.
 - o Creating an ORCHid.
 - o Writing Circles.
 - o CV Organization and resources.
 - o Grant opportunities.
 - o Peer evaluations.
 - o Teaching with AI Resources.
- One-on-one meetings/outreach with new faculty and individuals expressing dissatisfaction with mentoring support.
- Individual meetings with faculty by request.







GOAL 3

The College of Design community will design and deliver ambitious, relevant, and impactful curricula and pedagogy.

Delivered Outcomes

1. Inaugurated a new transdisciplinary undergraduate degree in Environmental Design that is infused with an applied, career-oriented curriculum.
 - Initiated in 2023 with full launch in 2024
 - Enrollment Numbers increased over time:
 - o Fall 2023: 21 students
 - o Fall 2024: 134 students
 - o Fall 2025: 194 students
2. Created a new faculty teaching awards program that recognize faculty for their excellence, and provides opportunities to share their strategies, practices, and approaches.

The college has recognized and pitched three faculty members as the DSGN Outstanding Teaching Nominee.

3. Introduced new flexible graduate offerings that allow students to complete their work in a range of modes, timelines, and formats.

The college has created multiple flexible offerings for its students:

- Reduced Bachelors of Landscape Architecture from 5 years to 4 years
- Launched 4+1 Masters of Nonprofit Management for PPPM Majors (Fall 2023)
- Moved Historic Preservation Masters program from Portland to Eugene and integrated it with the Architecture Department (Fall 2025)
- Accelerated Masters of Nonprofit Management (Starting Fall 2026)
- Accelerated Master of Public Administration (Starting Fall 2026)
- 4+1 Masters of Community and Regional Planning for PPPM Majors (Starting Fall 2026)
- Accelerated Masters of Historic Preservation (Starting Fall 2026)
- Developing new flexible degree options (not yet submitted)
 - o ENVD (LA Concentration) + MLA Track 2 for professional accreditation
 - o MS in Landscape Architecture (research option)

4. Increased student research opportunities through programs that encourage student-faculty collaboration, which can inspire students to engage in learning outside the classroom and consider advanced study.
 - Sponsored studios for students, including one for on Future of Manufacturing and Design with WeWork Founder.
 - Venice Architecture and Art Biennales give students access to international firms and professionals.
 - Bruton Design Intensive is a popular design/build program in September that routinely sees 20+ students.
 - PPPM 410: Real World Lane County gives students the opportunity to work in small teams to complete planning and policy projects for the Lane County government and nearby small cities. Students work with professionals to design, develop, and present projects that have a real impact in our local communities.
 - o Recent projects include: Veneta Downtown Commercial Development Vision, Accessory Dwelling Unit (ADU) Cost Analysis for Lane County, CLEAR AIR Project – Air Quality Management Resources for Childcare Providers.
5. Continued to build community-engaged learning options that allow students to connect with community, professional, and organizational clients.

These popular options include:

- Sustainable Cities Institute.
- Institute for Policy Research and Engagement.
- Bruton Design Intensive.
- Venice Biennale.
- Sponsored studios with major employers, donors, and alumni.
- Urban Farm collaboration with Food for Lane County.
- PPPM Policy Lab collaboration with Lane County.
- Sponsorship of Real World undergraduate class and projects.
- Sponsorship of graduate capstone classes and projects.





6. Catalyzed the restructuring of the curriculum and pedagogy to promote: decolonization of the curriculum, provide more opportunities for sharing information about historically excluded cultures and populations, and continue to integrate more diverse perspectives into curricula, courses, content, instructors, and presenters.

These activities include seminars and opportunities like:

- Racism Untaught Seminar and Workshop (Spring 2024)
- Inclusive Curriculum Cohort (AY 2024-25) focusing on:
 - o An onboarding program for new faculty with the goal of improving courses for accessibility, student policy compliance, and equity and inclusion
 - o Universal design: Resources for faculty to adopt Universal Design principles in their courses, with a particular emphasis on virtual courses in the design disciplines.
 - o Classroom engagement: Examples of strategies to promote more meaningful engagement of students with information on approach and process for developing the strategies.
 - o Missing Narratives and Anchors: resources (databases, video libraries, etc) on missing narratives/perspectives in the design disciplines and examples of “anchors” in the field that represent a wider range of perspectives





GOAL 4

The College of Design community will responsibly and sustainably steward and expand our collective resources.

Delivered Outcomes

1. Invested in the sustainable replacement and renovation of facilities to meet critical programmatic needs and ensure the college's reputation for innovative teaching and research.

Highlights of this outcome include:

- The completion of the Digifab lab in May of 2024, and has doubled the accessibility of laser cutters (from 2-4). There are also currently 6 3D printers available (none previously), with Architecture planning to add an additional 6 in the coming months bringing the total available 3D printers up to 12.
- Completion of the Hendricks basement renovation. Carpet was added, new baseboard, all new paint throughout, new furniture, new screens and cameras for teaching/learning/meetings, and upgraded to LED lights throughout the basement.
- Lawrence Hall Renovation and Expansion Feasibility Study: The College of Design was selected as one of two projects to be considered for a capital investment proposal to the State of Oregon Higher Education Coordinating Commission (HECC). The College's proposal involves moving art facilities out on the North Site (near Knight Campus) and demolishing an older wing of the current Lawrence Hall complex. These changes will remove significant deferred maintenance costs and create more efficient and flexible spaces in Lawrence Hall for current programs.

2. Developed a financially sustainable plan for maintaining and replacing equipment and technology to ensure that instructors and researchers have continuous access to equipment and technology that supports the college as leaders in their fields.

These new initiatives and plans include:

- New maintenance log – College of Design facilities staff are working to create scannable stickers for each piece of major equipment and input information into a database on service history, equipment age, anticipated replacement, and service manuals.
- Spreadsheet of all the maker equipment which includes serial numbers, manufacturer, model number, purchase date (when known), location, voltage, electrical phase and amps.
- Additional college-wide upgrades including new kilns, doors, roofs, and other critical products for faculty and staff.

3. Diversify revenue sources to reduce volatility in budgeting to support key priorities in the college.

DSGN fundraising development has made significant strides to help reduce volatility, including securing:

- \$47.96 million in gifts, endowments, and estates.
- Endowed 3 faculty positions, including:
 - o Stott Chair: \$1.54 million.
 - o Walsh Professorship: \$1.05 million.
- Withdrew oversight and financial responsibility from the properties that had been historically assigned to the college with limited budget.

4. Embed principles of equity and inclusion in the management of the college general fund to ensure that every member of our community can be successful in their work.

This includes:

- Presenting budget updates and overview at the biannual college meetings.
- Sharing budget information and updates with unit heads.
- Creating Faculty Budget Advisory Committee to review potential funding cut strategies in the academic budget for 2025-26.
- Building out budget with monthly reporting for all academic units.
- Generating monthly ICC reports for all tenure track faculty.

5. Generate \$10 million in new gifts and endowments to support strategic objectives in the college.

Currently, the college has received \$47.96 million in gifts, endowments, and estates, with three endowed faculty positions.

6. Invest \$1 million in the development of an outdoor classroom dedicated to research informed teaching on sustainable food systems.

The investment in the outdoor classroom is ongoing and current projects have had \$200k allocated. Work is ongoing and progress steady.

7. Ensure that all facilities and learning opportunities are accessible to those with different abilities.

The work is ongoing with classes, renovations, and seminars to help ensure all DSGN have accessibility.

MINI-JECTOR
INJECTION MOLDER
SERIAL NO. 1144041 MODEL 11
LOT NO. 15 VOLTAGE 115
Mini-Jector Machinery Corp. - Cincinnati, Ohio U.S.A.

RETRACT/JECT
INJECTION CYCLE
TIME HEATER
POWER
POWER SET
WHEEL SET
INJECTION TIME
TIME RESET

DANGER
HOT SURFACES
DO NOT TOUCH
OR REACH INTO
THE MOLDING AREA
WHILE THE MACHINE
IS OPERATING
OR WHEN THE
MACHINE IS HOT

MINI-JECTOR





GOAL 5

The College of Design community will cultivate and nurture an enriching experience for all members of our community.

Delivered Outcomes

1. Create new onboarding programs, professional development opportunities, and updated policies for faculty and staff that helps support and retain them.

The new onboarding programs include:

- TTF Onboarding Manual and Workshop.
- Career, Pro-Tem, and Visiting Onboarding Workshop.

New policies were instituted to help, including:

- College Center and Institute Support.
- Faculty buyout.
- Faculty absence.
- College Governance (under development).

Updated processes for:

- Course reviews.
- The Lawrence Medalist nomination.
- Study Abroad programs.
- Teaching Excellence Awards.
- Staff Excellence Awards.
- Sabbatical Processes.
- Dean's Research Awards.
- Scholarship Administration and Processing.
- DSGN Development procedures.

The college-wide updates mandated by UO led to revised policies:

- Merit.
- Professional Responsibilities (TTF and Career).
- Promotion and Tenure.

2. Holistically implement respectful workplace guidelines and develop anti-bullying training to ensure that all faculty, staff, administrators, and students operate in an environment that is positive, respectful, and supportive.

New trainings and policies help to ensure faculty, staff, administrators and students operate in an environment that is positive, respectful, and supportive.

3. Create recognition programs that acknowledge the contributions of faculty and staff to support the goals and mission of the college.

Two awards, the college teaching and staff excellence awards, were developed and awarded to worthy faculty and staff on an annual basis.

4. Hold periodic college-wide faculty and staff socials to encourage community-building, networking, and created a positive climate to advance retention.

The college has regular gatherings, including three staff-led holiday socials, two biannual college wide meetings, college winter holiday party, and other academic leadership events.

5. Activated current college spaces for college-wide exhibitions and displays that showcase student work and accomplishments.

Facilities has created opportunities for students and faculty to activate and use spaces throughout the building for exhibitions and displays. To help manage exhibitions and displays, facilities has dedicated time to creating and managing spreadsheets and forms with the relevant information.

6. Create and enhance spaces or venues that create opportunities for informal faculty gathering and interaction.

The current Lawrence Hall expansion and renovation project includes a guiding concept for the first renovation of the historic building and will include formal and informal space for exhibitions, reviews, events, and gatherings for students and to showcase work to the campus.

7. Increased profile of public engagement led by faculty and students to raise the profile and promote the work in the college across campus, especially on social media platforms, where double digit percentage increases are the norm year-to-year.

With limited to no budget, the college has been effective with its digital communication efforts, with over 600 articles being published over this period. Earned media further helps the reach with 20% of all articles are aggregated by external news outlets. Social media interactions and engagement across all accounts see 30% increases year-to-year, with stories about research and faculty seeing 83% engagement.

8. Identify current and future staffing needs to realize our mission and periodically reevaluate needs to support operations.



Our Strategic Planning Team

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UNIVERSITY OF
OREGON

**College of
Design**

2021–2026
Strategic Plan