

Iowa State University's College of Design is a recognized leader in design education with a mix of disciplines found in few colleges of its type. Building on this foundation, the college's strategic plan provides focus for the years ahead.

The College of Design's **MISSION** is to educate students to become successful designers, planners, artists, and scholars, who improve the quality of life, enhance human experience, and advance environmental sustainability; and to serve as a resource for Iowa and beyond through research, creative endeavors, extension, and outreach.

We **VALUE** innovation, curiosity, collaboration, open exchange of ideas, diverse cultural perspectives, and environmental and social responsibility.

Our **VISION** for the College of Design is to be the leading comprehensive college of design in the world. Our faculty, staff, students, and alumni will increasingly be known for their ability to lead interdisciplinary processes and draw upon their disciplinary expertise to generate informed, innovative responses to challenges and opportunities.

PRIORITIES & GOALS

Priority 1. Be creative and inclusive in what we make, how we define ourselves, and how we envision our future.

- 1a. Prioritize equity, inclusion, and justice in our creative process.
- 1b. Create a more diverse, equitable, and inclusive college culture and environment.
- 1c. Develop and support innovation and entrepreneurship initiatives.
- 1d. Enhance and expand interdisciplinary programs and collaborations and their visibility.
- 1e. Strengthen and augment international programs and travel.
- 1f. Integrate research into all aspects of our college.
- 1g. Leverage existing expertise and programs to respond to market demand.
- 1h. Emphasize engagement as a key part of our land-grant mission.

Priority 2. Be people-centered.

- 2a. Recruit and retain curious, capable, committed, and diverse students.
- 2b. Recruit and retain curious, capable, committed, and diverse faculty.
- 2c. Recruit and retain curious, capable, committed, and diverse staff.
- 2d. Foster innovation, inclusivity, and interdisciplinary work.

Priority 3. Be organized to create an environment for success.

- 3a. Improve our college culture.
- 3b. Examine and update our college governance and organizational structure.
- 3c. Create a masterplan for long-term strategic facilities goals.
- 3d. Implement already-planned facility and technology improvements.

Priority 4. Be proud of who we are.

- 4a. Increase visibility and enhance reputation.
- 4b. Communicate and connect with internal and external constituents.
- 4c. Encourage philanthropic support for our initiatives.
- 4d. Promote, celebrate, and support exceptional work through awards and recognition.