# ACSA STRATEGIC PLAN

DRAFT FOR PUBLIC COMMENT 3-10-16

# ACSA STRATEGIC PLAN

- Make architectural education and research **relevant**.

- Advance the **next generation** of architectural pedagogy.

- Serve as the **voice** of architectural education.
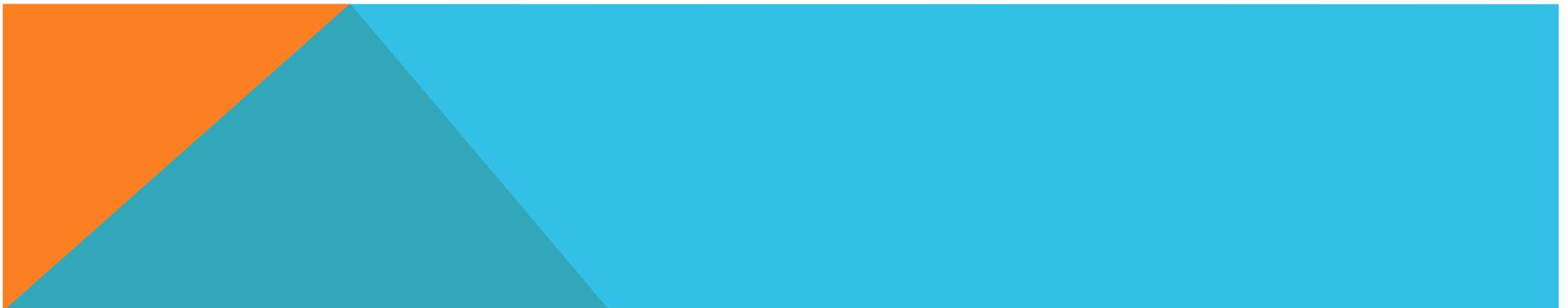
# WITH A RENEWED MISSION...

and a commitment to growth and change, the ACSA presents a three-year strategic plan to help the organization address pressing issues affecting schools, faculty, and students.

What we would like to know:

- How well does this plan reflect what ACSA must do for the future?
- How well does this plan address pressing issues in architectural education?
- The strategic plan does not yet include an action plan. What action steps would you be inspired to participate in?

Give us your comments during the regional caucuses and Annual Business Meeting on **Friday, March 18, in Seattle**, or email us at **feedback@acsa-arch.org**.
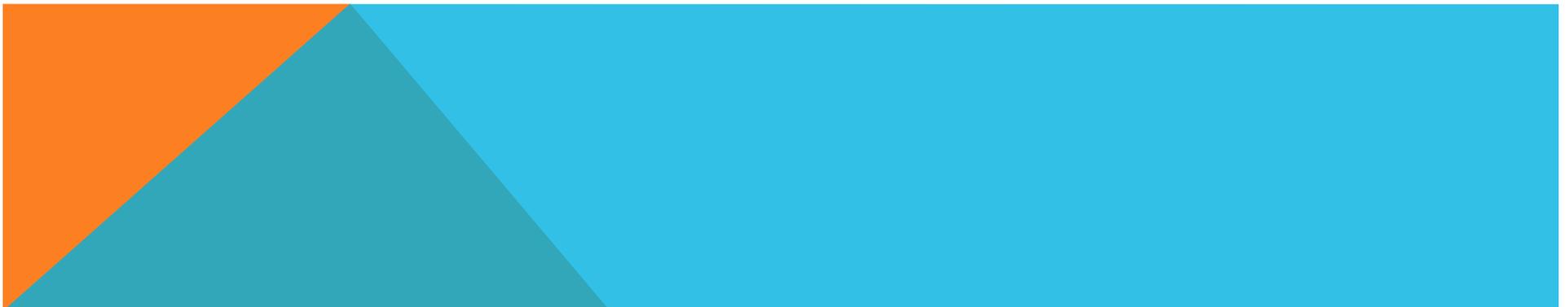
# ACSA MISSION

To **lead** architectural education and research.


## ACSA Core Values

- Teaching and Learning
- Equity
- Diversity and Inclusiveness
- Creative Scholarship, Research, and Practice
- Responsiveness


## ACSA Vision

ACSA will be recognized as the **leader** of architectural education and research by:

- Helping make architectural education and research relevant to practice and society.
- Advancing the next generation of architectural pedagogy.
- Serving as the voice of architectural education to institutions, architects, and the public.

# GOAL 1

## KNOWLEDGE GENERATION AND THOUGHT LEADERSHIP

ACSA will support, interpret, and disseminate research and knowledge related to architecture and architectural education, and will convey that knowledge effectively to faculty, schools, students, the profession, and the public.

Objectives:

- Increase partnered research projects between practice and academia.
- Raise the perceived value of architectural research within academic institutions and in the public eye.
- Enhance schools' role in the continuing education of architects.
- Improve the value of ACSA conferences, publications, and other offerings.

# GOAL 2

## ADVOCACY AND IMPACT

ACSA will advance an inclusive, diverse discipline and profession. As the link among the academy, practice, and the collateral organizations, ACSA will be at the center of evolving discourses on education, research, practice and civic engagement in the designed environment.

Objectives:

- Increase understanding of the specific systemic barriers to achieving gender and racial diversity in architectural education and the profession.
- Enhance understanding among college and university leaders of the unique characteristics and needs of architectural education.
- Increase interdisciplinary programs.
- Expand engagement with community colleges.
- Expand multi-collateral conferences and workshops focused on education, research, practice, and civic engagement.
- Expand K-12 programs to encourage a diverse range of students to study architecture.

# GOAL 3

PARTNERSHIP AND CONVENING

ACSA will be a leader in partnership with constituent organizations and stakeholders.

Objectives:

- Increase the effectiveness of collateral partnerships.
- Expand the conversation about the future of design, education, and practice.
- Enhance ACSA's research capabilities through national and international partnerships.
- Increase opportunities for funding of practice-based research.
- Increase knowledge of the full arc of architectural education and practice, to facilitate lifelong learning.

# GOAL 4

MEMBER ENGAGEMENT AND SUPPORT

ACSA will be a progressive leader and trusted resource in architectural education and research.  ACSA will increase its relevance to faculty and schools around the world by affording opportunities for disciplinary innovation and career advancement.

Objectives:

- Increase the number of peer-reviewed publication opportunities.
- Enhance the connection of researchers with funding sources.
- Improve the data that ACSA provides to member schools.
- Increase opportunities for faculty to become more engaged in ACSA.

# GOAL 5

**ORGANIZATIONAL EFFECTIVENESS AND SUSTAINABILITY**

ACSA will have the organizational structure, governance, practices and funding to ensure its sustainability and growth and achieve its mission.

Objectives:

- Enhance and monitor the alignment of staffing, volunteer structure, and funding with the strategic plan.

- Increase committees' capacity and motivation to support and implement the strategic plan.

- Enhance board and organizational self-assessment.

- Enhance non-dues revenues, using strengths in research, design, competition and event management and building on connections in the academy, the building industry, and the profession.

# ACSA GOVERNANCE CHANGES

**Fall 2015**      Lengthen the vice president's term to 2 years
more continuity

**Now**      Revise the committees
more responsive, engaged

**Next Year**      Revisit the composition of the board
more nimble, effective
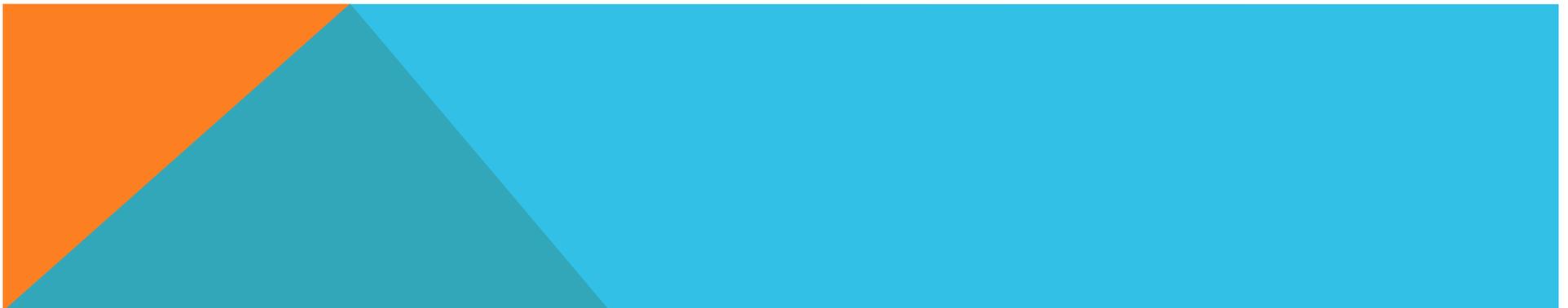
# NEW COMMITTEES, MORE POINTS OF ENGAGEMENT

In concert with rewriting the strategic plan, ACSA is revisiting the role and composition of committees. We want to engage more members beyond the board and to respond more effectively to member needs.

**Three Program Committees** will be responsible for the bulk of ACSA programs and membership activities. **Four Management Committees** ensure the board's fiduciary role and manage organizational planning.

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                    │    Board of Directors    │
                    └─────────────────────────┘

   ┌─────────────────────┐        ┌─────────────────────┐
   │    Scholarship &    │        │      Executive       │
   │       Awards        │        │                      │
   └─────────────────────┘        └─────────────────────┘
   ┌─────────────────────┐        ┌─────────────────────┐
   │      Education      │        │       Finance        │
   └─────────────────────┘        └─────────────────────┘
   ┌─────────────────────┐        ┌─────────────────────┐
   │     Leadership      │        │       Planning       │
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   │     Task Forces     │        │     Nominations      │
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**Program Committees**
Approx 20 at-large members,
3–5 board members

**Management Committees**
14 board members, plus 2–4
additional at-large members
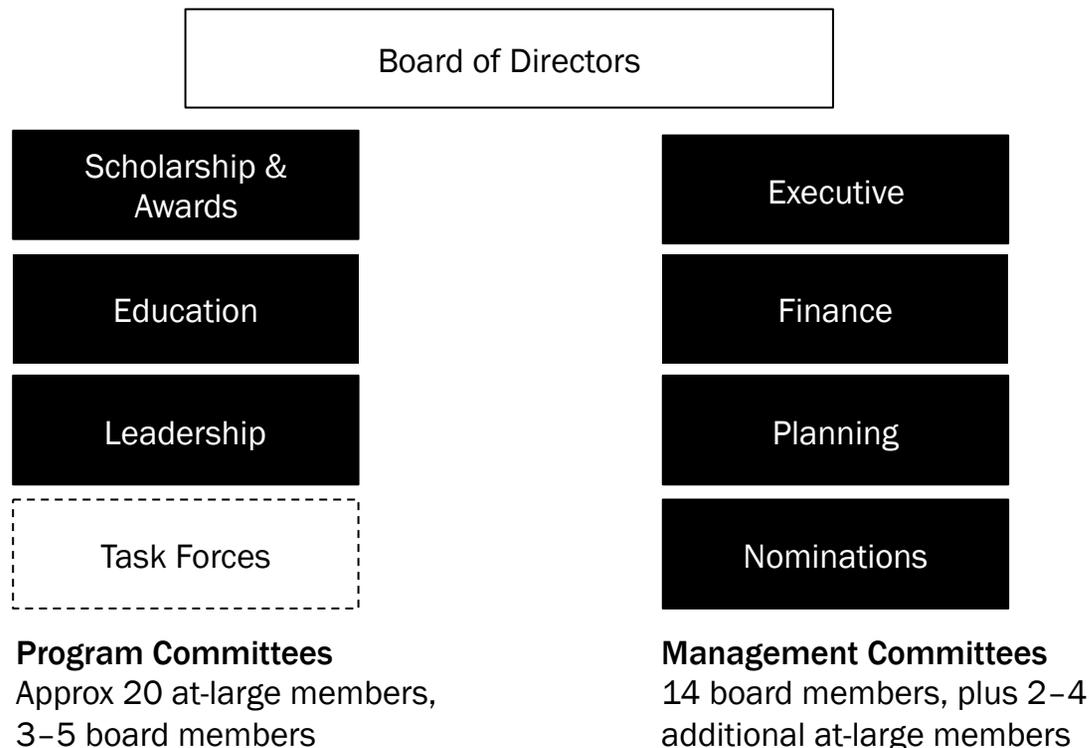
# PROGRAM COMMITTEE CHARGES

**Scholarship & Awards:** leads ACSA's efforts to support faculty in scholarly endeavors; monitors and assesses peer review and recognition programs; recommends actions to advocate for architectural scholarship.

Scholarly conferences, journal, awards


**Education:** leads ACSA's efforts to improve the effectiveness of architectural education through best practices; oversees programs to cultivate and disseminate these best practices.

Teachers Seminar, workshops, webinars


**Leadership:** leads ACSA's efforts to support the strategic development of architecture programs; identifies and disseminates best practice models of program leadership and administration; oversees ACSA's efforts to promote awareness of architecture education.

Administrators Conference, student recruitment, data

# PROGRAM COMMITTEES

**Appointments:** made by ACSA president based on open call for nominations and feedback from committees; individuals selected based on expertise and match to the strategic objectives the organization identifies.

**Workload:** committees receive specific charges and meet throughout the year, with a funded meeting in the fall under consideration.

**SEND YOUR FEEDBACK TO:**
feedback@acsa-arch.org