



Planning Accreditation Board

Strategic Plan
2012 – 2016

Executive Summary

Strategic Planning Process

The Planning Accreditation Board's (PAB) strategic plan provides a framework for PAB activities for the five years spanning 2012-2016. The strategic plan developed builds on PAB's accomplishments, strengths, and key themes that emerged from a planning retreat, including targeted discussions with the sponsoring organizations.

PAB formally launched its strategic planning process with the convening of a planning retreat in Boston April 7-8, 2011. As a way of ensuring direct, strategic perspectives about the external trends and challenges that may influence PAB in the future, elected and staff leaders from ACSP, APA and AICP were invited to participate in the retreat. Based on this discussion, one-on-one interviews and survey results, the PAB Board identified several strategic issues that will further the mission, function and core values of the organization. With the narrow scope of the organization, many of the goals and objectives identified in this plan are interconnected and interrelated.

A five year timeline has been developed to guide achievement of the goals and objectives. Formal outcomes assessment will be done on an annual basis.

Goal 1: Increase the quality of Site Visitor training to achieve and add value in the Site Visit process

Objectives:

- 1.1 Develop an effective and enhanced recruitment strategy of new Site Visitors
- 1.2 Develop new materials for Site Visitors based on the new accreditation standards and past Site Visit feedback
- 1.3 Develop and implement new training model addressing new accreditation standards

Goal 2: Motivate programs to achieve excellence

Objectives:

- 2.1 Reinforce importance and outcomes of excellence initiative through Board communications and activities
- 2.2 Expand Site Visitor capabilities to identify areas of programmatic opportunity
- 2.3 Impact the performance levels of accredited planning programs

Goal 3: Achieve impact regarding planning program outcomes

Objectives:

- 3.1 Improve the level of knowledge among planning programs regarding student and programmatic outcomes
- 3.2 Improve consistency among programs regarding outcomes assessment
- 3.3 Elevate programmatic performance via outcomes assessment

Goal 4: Promote and encourage a systematic approach to diversity and multi-cultural understanding throughout each planning program

Objectives:

- 4.1 Clarify PAB expectations of programs regarding diversity
- 4.2 Work with ACSP and APA/AICP to help accredited programs increase the diversity of faculty and students in their programs
- 4.3 Help accredited programs address issues of diversity and social justice throughout their curricula

Goal 5: Explore the feasibility of expanding activities beyond North America

Objectives:

- 5.1 Foster a dialogue to determine the level of interest from foreign programs in PAB assistance
- 5.2 Identify and assess the possible alternatives to accreditation outside North America
- 5.3 Present formally a plan addressing the range and feasibility of options for Board review and discussion

Goal 6: Prepare PAB to accredit a planning program in a distance education format

Objectives:

- 6.1 Determine the feasibility of a planning program delivered via a distance education format
- 6.2 Develop definitions, policies, and procedures for accrediting a planning program delivered in a distance education format
- 6.3 Create a template for "how to deliver" such a program, such that it meets PAB standards
- 6.4 Solicit and/or partner with beta programs to develop an accredited distance education planning program

Goal 7: Enhance data collection, analysis, and dissemination regarding planning programs and planning education

Objective:

7.1 Collect and disseminate data on the state of planning education

Goal 8: Ensure success and excellence in education from weak and/or at-risk programs

Objective:

8.1 Provide the necessary support and guidance to weak and at-risk programs

Goal 9: Serve as the bridge between practitioner and academic communities

Objective:

9.1 Enhance communication and collaboration between practitioner and academic communities

Goal 10: Maintain a collaborative, collegial and productive relationship with APA, AICP and ACSP

Objectives:

10.1 Improve communication between PAB, APA, AICP and ACSP

Goal 11: Ensure operational procedures are efficient and effective, and outcome/output relevant

Objectives:

11.1 Maintain and enhance current operational and organizations strategies