

WELCOME to the University of Houston Hines College of Architecture & Design STRATEGIC PLAN FRAMEWORK OPEN HOUSE

Thursday, September 15, 2022, 5-6pm

PURPOSE OF TODAY'S OPEN HOUSE

- **LEARN** about why the Hines College is undertaking this strategic planning effort, how the process will unfold over the course of this academic year, and what the desired end results are.
- CHAT WITH WORKING GROUPS MEMBERS to learn more about the elements of strategic planning and hear about what has happened to date.
- **SHARE** your input and thoughts on key topics that will inform the framework. Questions are welcome, too!

Need more space to share your thoughts? Drop us a line by using this QR code. Thanks for coming!

HOW TO PARTICIPATE IN THE OPEN HOUSE

- SIGN IN and FILL OUT A NAMETAG.
- Work your way around to each of the INFO STATIONS set up around the room. Visit them in order to better understand the process and help us better understand what issues and questions you may have.
- ENGAGE & RESPOND to the strategic exercises designed to



COMMENT/ QUESTION









assess the Hines College and look towards our future. *Please* be sure to leave your comments on the post-it notes provided (use multiple post-it notes if needed.)

- SPEAK WITH FACULTY & STUDENTS from the Working Group who will be participating in the Open House ask them questions you may have about the Strategic Planning Process.
- HELP YOURSELF to refreshments and snacks available in the Open House! Prizes will be raffled off throughout the event!





THANKS FOR BEING A PART OF THIS DISCUSSION!

1.2 ALL COLLEGE OPEN HOUSE

OVERVIEW

CONTENTS OF THIS OPEN HOUSE

1.1 Welcome: Purpose of the Open House & How To Participate

- **1.2 All College Open House Overview:** Contents of This Open House
- **2.1 Strategic Plan Overview:** Why Strategic Planning? What About the Charrette?
- **2.2 Strategic Plan Overview:** Strategic Planning 101
- 2.3 Strategic Plan Overview: Strategic Planning Process Diagram
- **2.4 Strategic Plan Overview:** Process Elements & Outcomes
- **2.5a-b What Has Happened So Far?** Studio of the Future: the
- Charrette Overview & Findings
- **2.6 What Has Happened So Far?** Working Group Formation
- 2.7 What Has Happened So Far? Faculty Advance Overview
- **3** Hines College Faculty Advance Report
- **3.1 Faculty Advance Graphics:** What Does Success Look Like?
- **3.2 Faculty Advance Graphics:** We Believe Statements

What Do You Think? Overview & How to Participate 4

4.1 What Do You Think?

SWO Exercise







STRENGTHS: What do we do really well? Where do we

shine? PLACE YOUR GREEN POST-IT NOTES WITH COMMENTS HERE

?







SWO Exercises assess our current state by breaking it down into strengths, weaknesses, and opportunitie Think about the College from 360°! Do you have observations about: Specific classes? Degree program? Facilities? Access to Faculty or Administrators? Systems or Processes? Our Culture? What does the College make simple and easy to do? hat is harder than it should be? Share, please! Use the provided pens and post-it notes with



OPPORTUNITIES: What are the opportunities for improvement? PLACE YOUR YELLOW POST-IT NOTES WITH COMMENTS HERE

4.2 What Do You Think? Drivers of Change/Trends

COMMENT/

4.2

WHAT DO YOU THINK? DRIVERS OF CHANGE/TRENDS

The College's Strategic Plan will exist within the greater context of what is going on our world, in our fields of study, and in our industry. What changes and trends are you noticing in your own life and in the world around you that will impact the College and how the College prepares students for life and work beyond? Think broadly and expansively as you consider these questions.



What are the most compelling driving changes in our society – locally, nationally, and globally – that will impact architecture and design? PLACE YOUR POST-IT NOTES WITH COMMENTS HERE

Given these changes, how will the practice of architecture and design be different in the future? PLACE YOUR POST-IT NOTES WITH COMMENTS HERE

How should the changing future impact your course of study? What should be emphasized? What should be de-emphasized? PLACE YOUR POST-IT NOTES WITH COMMENTS HER

QUESTION

4.3a-b What Do You Think?

Emerging College Strategic Topic Areas

COMMENT/ QUESTION



4.3a WHAT DO YOU THINK? EMERGING COLLEGE STRATEGIC PLAN TOPIC AREAS

Priority Topics Areas will make up one element of the College's Strategic Plan Framework. These Topics Areas will yield strategies, metrics, and roadmaps – actionable steps to advance the purpose and vision articulated by the Framework. These possible Topics Areas come directly out of the assessments of Studio of the Future: The Charrette from Spring '22 and from the recent Strategic Planning Faculty Advance, with on-going input of the Directors of Architecture, Industrial Design, and Interior Architecture. Topic Areas will be decided and finalized with the Working Group – this is not a definitive list. What ideas do these Topics Areas spark for you?



PEDAGOGY: How should technology be
used in how we teach? How should we use
digital and hybrid learning? What radical
approaches can we take to design
education?
PLACE YOUR POST-IT NOTES WITH COMMENTS
LIEDE

INFRASTRUCTURE: What should the CURRICULA: What skills or topic should we teach more of? How would you organizational structure of the College – like to see us approach degree academically and administratively – look specialization and cross/interdisciplinary like? What resources are needed for PLACE YOUR POST-IT NOTES WITH COMMENTS PLACE YOUR POST-IT NOTES WITH COMMENTS

FACILITIES: How can we increase flexibility and utilize our footprint better? in our spaces? Technologically, how to we them ahead? PLACE YOUR POST-IT NOTES WITH COMMEN

SUSTAINABILITY: How should we be teaching about sustainability? What facets What should it feel like to study or hang out of sustainability should we consider (e.g. ecology)? How can we cultivate more PLACE YOUR POST-IT NOTES WITH COMMENT

5.1 Thank You & Next Steps

5 2 Other Comments

2.1 STRATEGIC PLAN OVERVIEW

WHY STRATEGIC PLANNING?

Strategic Planning is an opportunity for organizations to come together to align priorities and resources for a specific period of time in order to establish a set of goals. A strategic plan's development and eventual implementation is no small or individual task. It requires commitment, contributions, and a visionary mindset from all organizational stakeholders. The Hines College's most recent strategic plan covered 2016-2021.

The Strategic Planning Process will **assess where we've been, where we are, and where we aspire to be.** We start with the foundation of our ethos and vision – who we are, why we do what we do, and what our impact will be – and then build out specific goals and a roadmap of strategies to lead us to those goals and aspirations.

Through our process, we will construct a **Strategic Plan Framework** for the Hines College: a high-impact tool to help guide priority-setting, decision-making, and critical resource allocation that will be our North Star as we move into the future.

WHAT ABOUT THE CHARRETTE?

Hines College faculty and staff participated in **Studio of the Future: The Charrette** at the beginning of the Spring '22 semester. The work of the charrette was designed **to begin strategic conversations and to feed into the Strategic Planning process**. The charrette has accelerated our

assessment and discovery phase, which also includes the Faculty Advance and this Open House.

The questions that underpinned the charrette and the substantive observations and recommendations that resulted from it will be incorporated throughout Strategic Planning. In this Open House, you will see an **overview of the charrette at station 2.5** and many themes reflected in the Topic Area section, station 4.3.

2.4 STRATEGIC PLAN OVERVIEW

PROCESS ELEMENTS & OUTCOMES

 The LEADERSHIP TEAM provides overall guidance to the strategic plan framework development process, setting priorities and overseeing the final product.



- The **WORKING GROUP** is made up of Hines College design directors, coordinators, faculty, students, and alumni. They will provide greater insight into the vision, purpose, beliefs, and goal elements of the framework and will break out into Topic Teams.
- **TOPIC TEAMS**, small groups within the Working Group, will provide insight into the Hines College's



most pressing issues, including strategies and measures of success.

- The FACULTY participated in an Advance (Retreat) to assess the Hines College's current position and to look forward toward potential strategic directions. The faculty will receive regular updates throughout the process.
- Three ALL COLLEGE OPEN HOUSES will be held to





share our process and the emerging framework and to gain valuable insights from the wider Hines College community.

 Our process will result in a STRATEGIC PLAN FRAMEWORK, a high-level roadmap that will inform priority-setting, decision-making, and critical resource allocation.





WHAT HAS

HAPPENED SO FAR?

STUDIO OF THE FUTURE: THE CHARRETTE

The Hines College came together in January 2022 for this charrette. The charrette was designed to prepare for and contribute to Strategic Planning. The following outline provides an

overview and the full report summarizing findings can be seen in section 2.5b.

Programs & Curriculums **1.1** Redesign the Curriculum for the Tools of the Future **1.2** Programs of the Future **1.3** Radical Pedagogies **1.4** Structure and Schedule

Studio and Classroom Space

2.1 Learning Strategies **2.2 The Furnished Studio** 2.3 The Digital-Smart Studio 2.4 The Culture of the Studio

3.1 Studio Reviews and Exhibitions **3.2** The Atrium as Public Space **3.3** The Design School and its Physical Surroundings **3.4** Connecting Communities

Sustainability & Technology **4.0** Human and Environmental Ecology Foundation 4.1 Ecology in the Curriculum 4.2 Technology Integration **4.3** Design-Build 4.4 Net Zero: Waste, Energy, Water, Etc. 4.5 Facilities

WHAT HAS

HAPPENED SO FAR?

WORKING GROUP FORMATION

• A Working Group has been assembled with representation across constituencies of the Hines College of Architecture and Design community, including directors, coordinators, faculty,

staff, students, and alumni.

 Working Group Meeting 1 is today, September 15 following the All College Open House.

Working Group Members:

Rafael Beneytez-Duran, Dir. Undergraduate Architecture

Gail Borden, Dir. Graduate Studies Jeff Feng, Co-Dir. Industrial Design Kadmiel Konan, STUCO, ID Mary Garcia Aguilera, AIAS Houston Aya Daouk, UHNOMAS Christopher Torres, UHNOMAS

Mark Kimbrough, Co-Dir. Industrial Design Sheryl Tucker de Vazquez, Interim Dir. Interior Architecture

Tom Diehl, UG Architecture Technology Cocoord.

Matt Johnson, Graduate Module III Coord. Michael Kubo, Coord. History and Theory of Architecture and Design Andrew Kudless, Coord. Design Media Jason Logan, Coord. UG Architecture Foundation Patrick Peters, Coord. UG Integrated Amber Quinn, Alpha Rho Chi (APX) Ashton Ezell, FWIA Marina Latto, SIDSA Estelle Lee, Makers and Doers Club Regyna Palacios, IASA Michala Daniels, UG IA Raymond Fernandez, UG ARCH Tamyria Levy, UG ARCH Umaymah Sigbathulla, GR ARCH

Eric Hudson ('83) Andrew Gressett ('16) Ledia Osmani Valdez ('08)

Architectural Solutions, Coord. Graduate Design Build

Min Kang, Ast. Professor Industrial Design Mili Kyropoulou, Ast. Professor Architecture Ophelia Mantz, Ast. Professor Interior Architecture Ross Wienert, Adj. Faculty Architecture

Avani Dave, Dir. Business Operations Stephen Schad, Exec. Dir. Communications Margaret Wallace Brown ('22) Jennifer Murray ('06)

WHAT HAS

HAPPENED SO FAR?

FACULTY ADVANCE OVERVIEW



- The Strategic Planning Faculty Advance (Retreat) took place August 15-16, 2022.
- In addition to reviewing the Strategic Planning Process, we engaged in strategic exercises designed to the scan the position of the Hines College today, look at industry drivers of change, map our cultural DNA, and identify emerging Strategic Priority Topic Areas.

Attendees:

Rafael Beneytez-Duran Secil Binboga Gail Peter Borden Robert Burrow George Chow **Curtis Davis** Tom Diehl Jeff Feng Sofia Fonseca Dietmar Froehlich Michael Gonzales Jesse Hager Dijana Handanovic Daniel Jacobs Meg Jackson Zain Jamjoom

Matt Johnson Donna Kacmar Min Kang Mark Kimbrough Michael Kubo Andrew Kudless Mili Kyropoulou Katie LaRose Seo Hee Lee Leyuan Li Jason Logan Rafael Longoria Shawn Lutz Ophelia Mantz Aaron McEuen Mario Medina Vilela

Elham Morshedzadeh Dalia Munenzon Peter Noldt Patricia B. Oliver Asmaa Olwi Patrick Peters Trang Phan Roya Plauché Bruce Race José Roldan **Rives Taylor** James Thomas Sheryl Tucker de Vazquez Adam Wells Lisa Pope Westerman Ross Wienert



HINES COLLEGE

FACULTY ADVANCE REPORT



AGENDA

DAY ONE

- Welcome & Introductions
- Overview of Strategic Planning
- Setting the Context: Environmental Scan
- Setting the Context: Strategic
 Foresight

DAY TWO

- Welcome & Introductions
- Understanding the Hines
 College: Mapping Our Cultural
 DNA/Values & We Believe

Statements

- Setting the Direction: Topic
- Emerging Vision Elements
- Conclusions/Wrap Up

Areas

Advance Conclusions & Next
 Steps

GRAPHICS

The contents of the Advance were captured through graphic notation by our facilitator, Jim Oswald. Two full scale graphics (3.1 What Does Success Look Like? & 3.2 We Believe Statements) are shown on the following boards with annotations.

A full graphics summary of the Advance will be shared on the

Strategic Planning section of the Hines College's website.



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WHAT DO YOU THINK?

YOUR PAR¥ICIPATION IS KEY TO OUR SUCCESS

No discussion about the future of the Hines College could be complete without including our students and community. You are an essential part of this conversation about who we are and who we want to become! **We need to hear from you**

about the most critical issues facing the Hines College.

These participation exercises are designed to help assess where we've been, where we are, and where we aspire to be, taking our changing world into account. Today, we are gathering information through a **SWO Exercise**, **Drivers of Change/Trends**, and **Emerging Topic Areas**.

HOW TO PARTICIPATE

 Use the provided post-it notes and pens.
 Please write your thoughts as largely and legibly as you can!



• There are no bad ideas here! Zoom out on these issues – think aspirationally,



systemically, and strategically. Each thought can have its own post-it.

- Have questions about an exercise? Ask! Working Group Members and our Strategic Planning Facilitators can tell you more
 - more.

THANK YOU **& NEXT STEPS**

 THANK YOU FOR SPENDING THE TIME YOU HAVE WITH US **TODAY!** Your insights and involvement are hugely important to this process.

- FEEDBACK from today's Open House will be summarized and provided to the Leadership Team and Working Group. All reports from our process will be posted on the Strategic Planning website. (uh.edu/architecture/strategic-planning)
- We hope you will join us for the second ALL COLLEGE OPEN HOUSE in January 2023. Between now and the next Open

House, the Leadership Team and Working Groups will begin the iterative process of shaping the College's Strategic Planning Framework.



Task 1.2 Faculty Strategic Plan **ADVANCE**

Review/Validate School Vision, Purpose and Beliefs Conduct a School SWOT and Strategic Foresight Exercise And Identify Key Vision Strategy Topics

Task 2.2 Working Group Mtg 1 Review/ Offer Additional Insights into Vision, Purpose, and Beliefs Hone Vision Strategic

Topics

9/15/22

Topic Teams form during WG Mtg 1; Teams Identify Priority Topics; **Outline Key Questions** And Information Needed and Set Meeting Schedule

Task 3.2 **Topic Team** Meetings 1

Topic Teams Begin Work on Potential Strategy Action Plans for their Topic Areas They also discuss Metrics/Measures of Success

October

Task 4.2 **Topic Team** Meetings 2

> Topic Teams Refine Their Draft Strategy Action Plans and Metrics; Prepare for WG Mtg 2 Presentations

November

Task 5.2 Working Group Mtg 2

Topic Teams Present Their Draft Strategy Action Plans and Metrics; Receive Feedback 1/26/23 2023 January

Task 6.2 Topic Team Meetings 3

Task 7.2

Working

Group

Mtg 3

Topic Teams

Present Their

Final Strategy

Action Plans

and Metrics;

Receive

Feedback

3/9/23

March

Topic Teams **Revise and Finalize** Their Strategy Action Plans and Metrics; Based on WG Mtg 2 Feedback

February

Task 8.3 Final Strategic Plan Framework

Leadership Team integrates Strategy Action Plans and Metrics into Final Strategic Plan Framework

April

August 15/16 September

OTHER COMMENTS?

OTHER COMMENTS

Write down any additional comments or questions you may have about the Hines College Strategic Plan preparation process. Please use the yellow post-it notes.



Need more space to share your thoughts? Drop us a line by using this QR code.





STRATEGIC PLANNING 101





STRATEGIC PLAN OVERVIEW

1 Over the course of this academic year, we will engage in an open, iterative process to create a Strategic Plan that will guide the Hines College through the next five years.

2 This graphic outlines the key phases of strategic planning and the questions central to each phase. Our phases are Assessment, Ethos/Vision, Goals, Strategies, and Metrics.







3 Our Framework will be a chewy, dynamic articulation of our ethos: Purpose, Values, and Vision; and our practical next steps: Goals, Strategies, and Metrics.

4 Each layer of our process informs the next. The Hines College's Vision, our North Star, will inform the Goals we set. Those Goals will then determine the Action Plans we put in place.

STRATEGIC PLAN OVERVIEW HINES COLLEGE STRATEGIC PLANNING PROCESS DIAGRAM

Task 1.1 Leadership Team Mtg 1 8/10/22

Task 2.1 Leadership Team Mtg 2 9/6/22

2

Optional ALL COLLEGE Open House SWOT/Key Issues Identification 9/15/22

FACULTY UPDATE SESSIONS

Task 1.2 Faculty Strategic Plan ADVANCE

Review/Validate School Vision, Purpose and Beliefs Conduct a School SWOT and Strategic Foresight Exercise And Identify Key Vision Strategy Topics

Task 2.2 Working Group Mtg 1

Review/ Offer Additional Insights into Vision, Purpose, and Beliefs Hone Vision Strategic Topics 9/15/22

August 15/16

September

Task 3.1 Leadership Team Mtg 3 10/4/22

11/4/22

3

Task 4.1 Leadership Team Mtg 4 11/1/22

4

Topic Teams form during WG Mtg 1; Teams Identify Priority Topics; **Outline Key Questions** And Information Needed and Set Meeting Schedule

..........

10/7/22

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Topic Teams Refine Their Draft Strategy Action Plans and Metrics; Prepare for WG Mtg 2 Presentations

October





1/26/23 2023 January

February

Feedback





3/9/23

April







STUDIO OF THE FUTURE: THE CHARRETTE - FINDINGS

The following summary provides greater detail of each of the topics/prompts discussed in the charrette as well as reporting the recommendations and key student quotations that resulted from the process. These findings have and will continue to provide valuable information for Strategic Planning, both for shaping the process and in creating the Framework.

WHAT HAS HAPPENED SO FAR?



SWO Exercises assess our current state by breaking it down into strengths, weaknesses, and opportunities. Think about the College from 360°! Do you have observations about: Specific classes? Degree programs? Facilities? Access to Faculty or Administrators? Systems or Processes? Our Culture? What does the College make simple and easy to do? What is harder than it should be?

Share, please! Use the provided pens and post-it notes with

strengths on GREEN, weaknesses on RED, and opportunities on YELLOW and put them up on this board.

STRENGTHS: What do we do really well? Where do we shine? PLACE YOUR <u>GREEN</u> POST-IT NOTES WITH COMMENTS HERE

WEAKNESSES: What don't we do well? Where do we **need to improve?** *PLACE YOUR <u>RED</u> POST-IT NOTES WITH COMMENTS HERE*





OPPORTUNITIES: What are the opportunities for

improvement? PLACE YOUR <u>YELLOW</u> POST-IT NOTES WITH COMMENTS HERE

WHAT DO YOU THINK? DRIVERS OF CHANGE/TRENDS

The College's Strategic Plan will exist within the greater context of **what is going on our world, in our fields of study, and in our industry.** What changes and trends are you noticing in your own life and in the world around you that will impact the College and how the College prepares students for life and work beyond? Think broadly and expansively as you consider these questions!

What are the most compelling driving changes in our society – locally, nationally, and globally – that will impact architecture and design? PLACE YOUR POST-IT NOTES WITH COMMENTS HERE Given these changes, how will the practice of architecture and design be different in the future? PLACE YOUR POST-IT NOTES WITH COMMENTS HERE How should the changing future impact your course of study? What should be emphasized? What should be de-emphasized? PLACE YOUR POST-IT NOTES WITH COMMENTS HERE



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PEDAGOGY: How should technology be used in how we teach? How should we use digital and hybrid learning? What radical approaches can we take to design education? PLACE POST-IT NOTES WITH COMMENTS HERE

CURRICULA: What skills or topics should we teach more of? How would you like to see us approach degree specialization and cross/interdisciplinary study differently? PLACE POST-IT NOTES WITH COMMENTS HERE

STRUCTURE: How might the structure of the Hines College – academically and administratively – be different? PLACE POST-IT NOTES WITH COMMENTS HERE

FACILITIES & TECHNOLOGY: How

can we increase flexibility and utilize our footprint better? What are the most important technology improvements we can make to help us teach and learn better? PLACE POST-IT NOTES WITH COMMENTS HERE

WHAT ABOUT **THE CHARRETTE?** See station 2.5 for an overview

SUSTAINABILITY: How can we ensure that our sustainable design teaching is having an impact? How can we cultivate a more sustainable culture here at the Hines College? PLACE POST-IT NOTES WITH COMMENTS HERE

4.3b

WHAT DO YOU THINK? EMERGING COLLEGE STRATEGIC PLAN TOPIC AREAS

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STUDENT EXPERIENCE: Where can

we improve how we advise students? What kind of support do students need outside of academic advisement? How can we better foster community among our students? PLACE POST-IT NOTES WITH COMMENTS HERE

COMMUNITY ENGAGEMENT:

How should we engage with the existing architecture and resources present in our region? What key relationships in Houston should we develop? How can we participate and give back to our Universitywide and city-wide communities? PLACE POST-IT NOTES WITH COMMENTS HERE

REAL-WORLD EXPERIENCE: How can we explore more substantial design/build opportunities for students? How can we partner students with the professional world? Do you see opportunities for productization or profitsharing ventures?

PLACE POST-IT NOTES WITH COMMENTS HERE

WHAT ABOUT **THE CHARRETTE?** See station 2.5 for an overview

WHAT TOPICS ARE WE MISSING?

PLACE POST-IT NOTES WITH COMMENTS HERE

3.1 Faculty Advance Graphics: Day One agenda and session kickoff. These are the themes and individual responses to our introductory questions:

What does success look like for us? What's the IMPACT we want the **College of Architecture & Design Strategic Plan to have?**

3.2 Faculty Advance Graphics: Day Two small group breakout session about our Cultural DNA/Values. We asked the groups to write "We Believe" statements for the Hines College and then present them. As we engaged in this exercise, we used four filters:

What do we believe about...

- the architecture and design industry?
- the education we want to deliver?
- our faculty and staff?
- our students?

































