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.



- COMMENT/ QUESTION
- ENGAGE & RESPOND to the strategic exercises designed to 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!



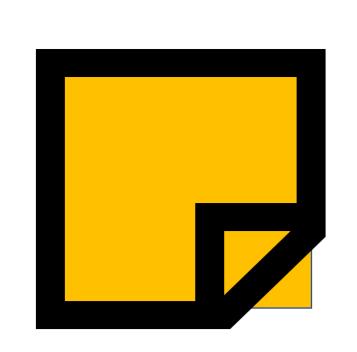
1.2 ALL COLLEGE OPEN HOUSE OVERVIEW

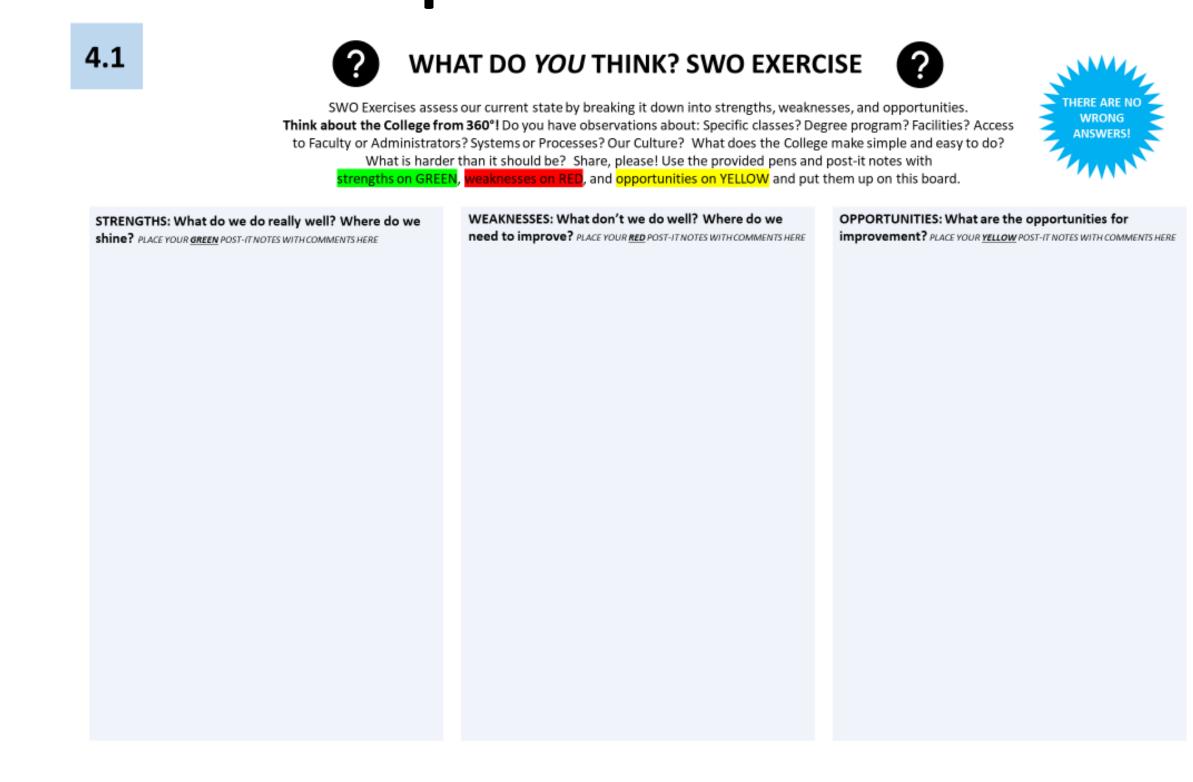
CONTENTS OF THIS OPEN HOUSE

- 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
- 4 What Do You Think? Overview & How to Participate
- 4.1 What Do You Think?

SWO Exercise

COMMENT/
QUESTION

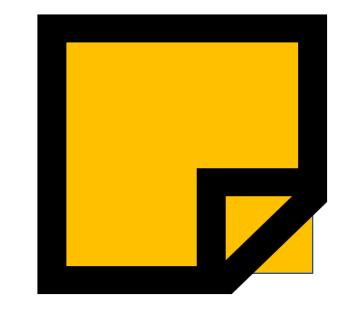




4.2 What Do You Think?

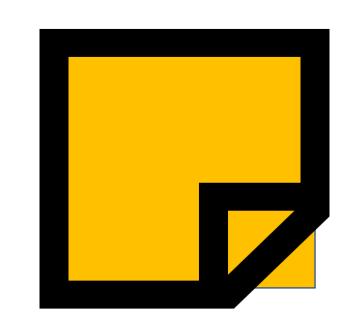
Drivers of Change/Trends

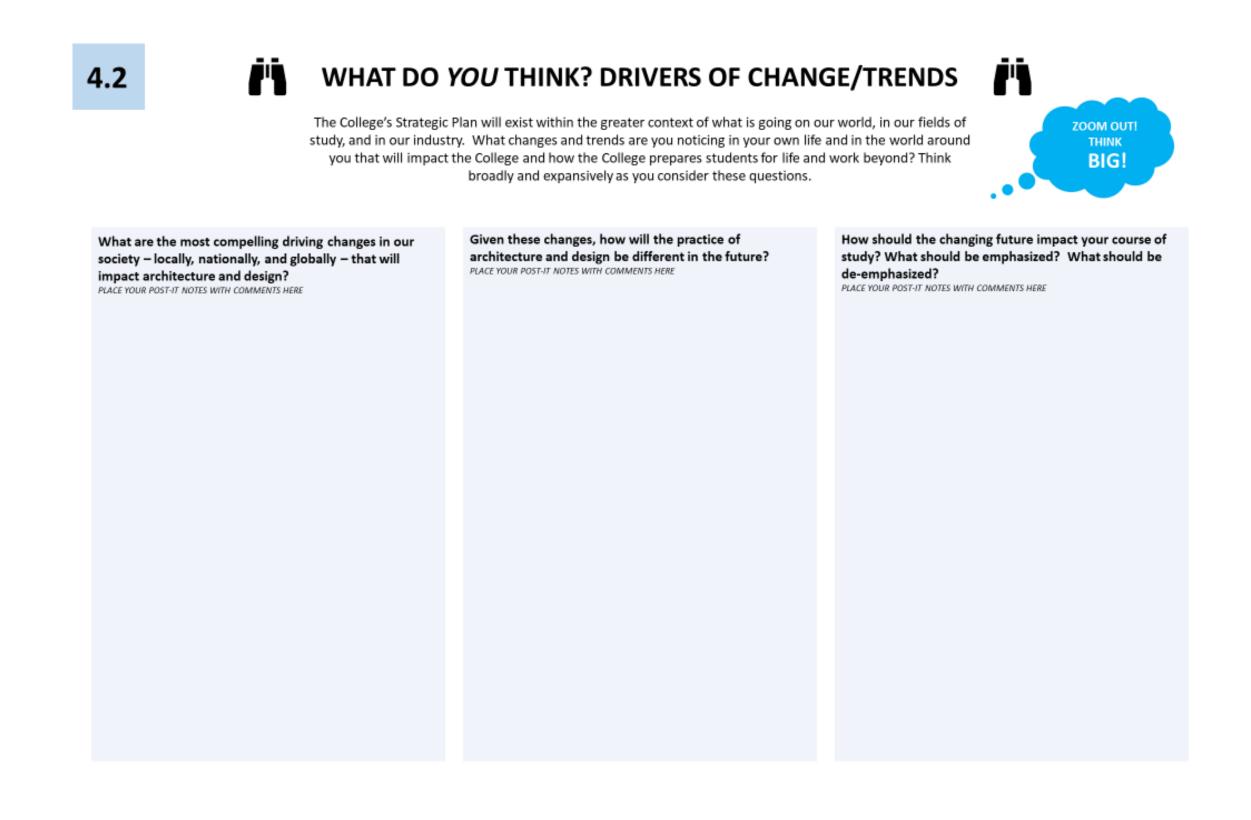
COMMENT/
QUESTION



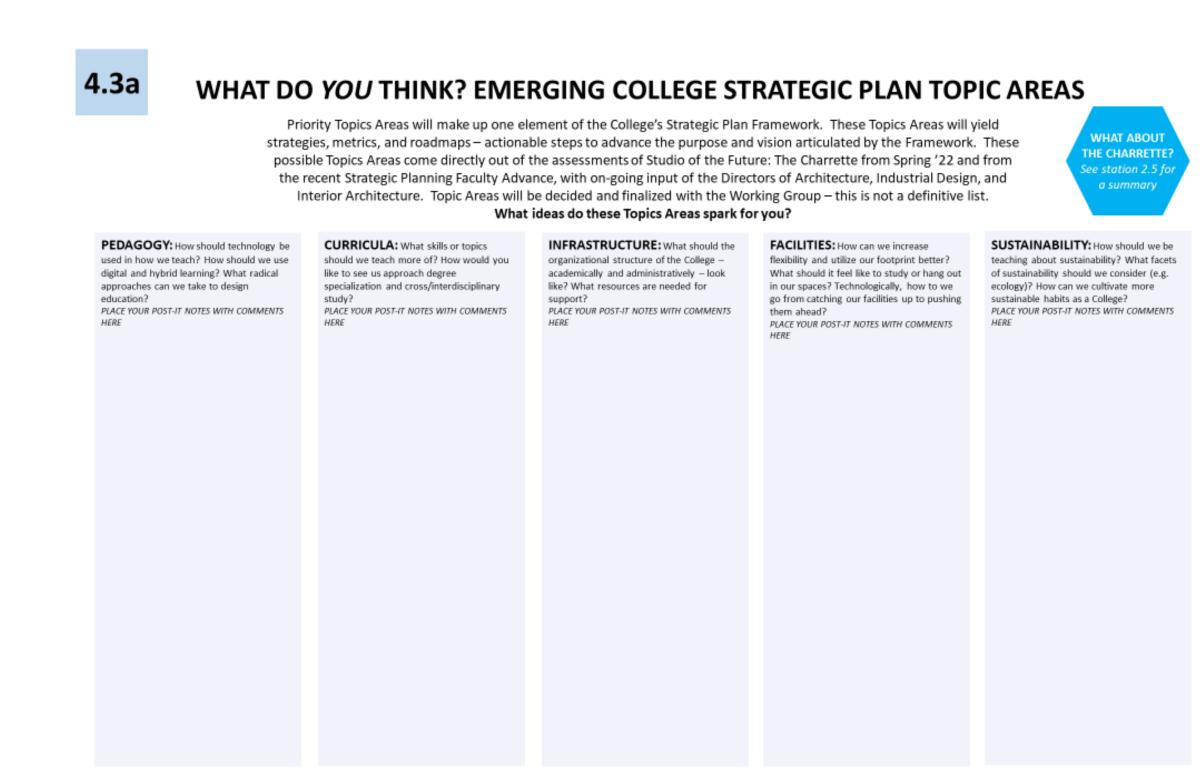
4.3a-b What Do You Think?

Emerging College Strategic Topic Areas





COMMENT/
QUESTION



- 5.1 Thank You & Next Steps
- 520thorCommonts

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?

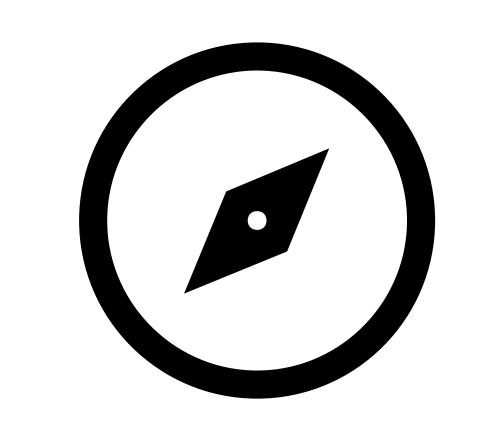
Hines College faculty and staff participated in **Studio of the Future: The Charrette** at the beginning of the Spring '22 semester. The work of the charrette was designed **to begin strategic conversations and to feed into the Strategic Planning process**. The charrette has accelerated our assessment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

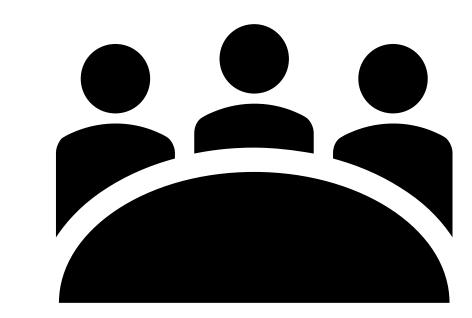
2.4 STRATEGIC PLAN OVERVIEW

PROCESS ELEMENTS & OUTCOMES

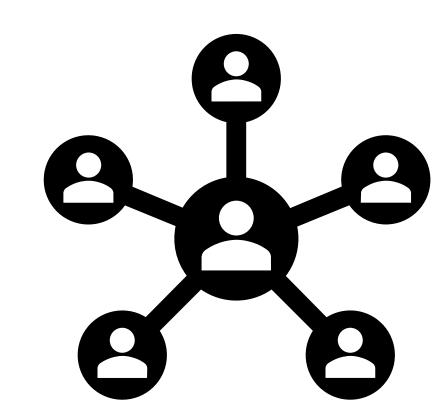
• The **LEADERSHIP TEAM** provides overall guidance to the strategic plan framework development process, setting priorities and overseeing the final product.



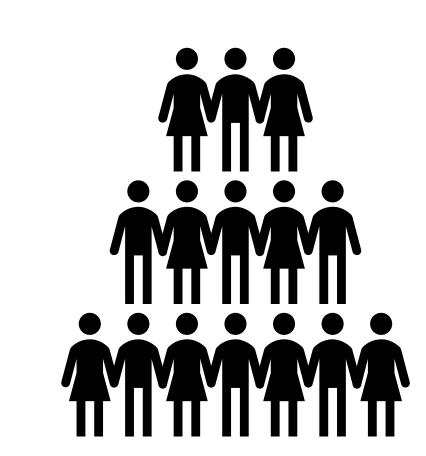
• The **WORKING GROUP** is made up of Hines College design directors, coordinators, faculty, students, and alumni. They will provide greater insight into the vision, purpose, beliefs, and goal elements of the framework and will break out into Topic Teams.



 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:

Architecture

Rafael Beneytez-Duran, Dir. Undergraduate
Architecture
Gail Borden, Dir. Graduate Studies
Jeff Feng, Co-Dir. Industrial Design
Mark Kimbrough, Co-Dir. Industrial Design
Sheryl Tucker de Vazquez, Interim Dir. Interior

Tom Diehl, UG Architecture Technology Co-coord.

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
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 Kadmiel Konan, STUCO, ID
Mary Garcia Aguilera, AIAS Houston
Aya Daouk, UHNOMAS
Christopher Torres, UHNOMAS
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)
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
- Emerging Vision Elements
- Conclusions/Wrap Up

DAY TWO

- Welcome & Introductions
- Understanding the Hines
 College: Mapping Our Cultural
 DNA/Values & We Believe
 Statements
- Setting the Direction: Topic
 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.



WHAT DO YOU THINK?

YOUR PARICIPATION 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.

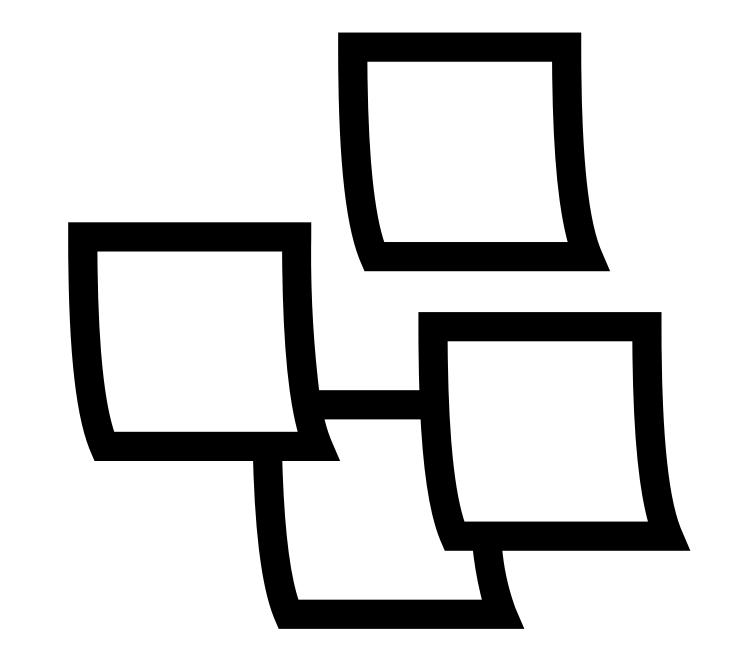
These participation exercises are designed to help assess where we've been, where we are, and where we aspire to be, taking our changing world into account. Today, we are gathering information through a **SWO Exercise**, **Drivers of Change/Trends**, and **Emerging Topic Areas**.

HOW TO PARTICIPATE

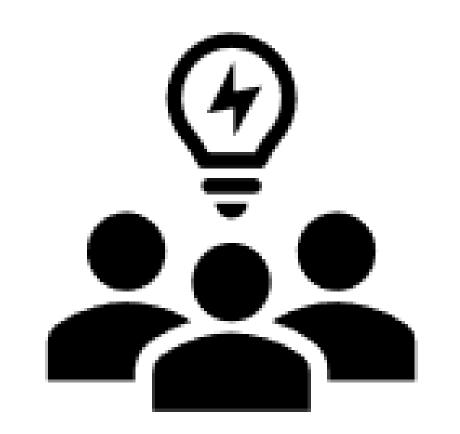
Use the provided post-it notes and pens.
 Please write your thoughts as largely and legibly as you can!



• There are no bad ideas here! Zoom out on these issues — think aspirationally, systemically, and strategically. Each thought can have its own post-it.



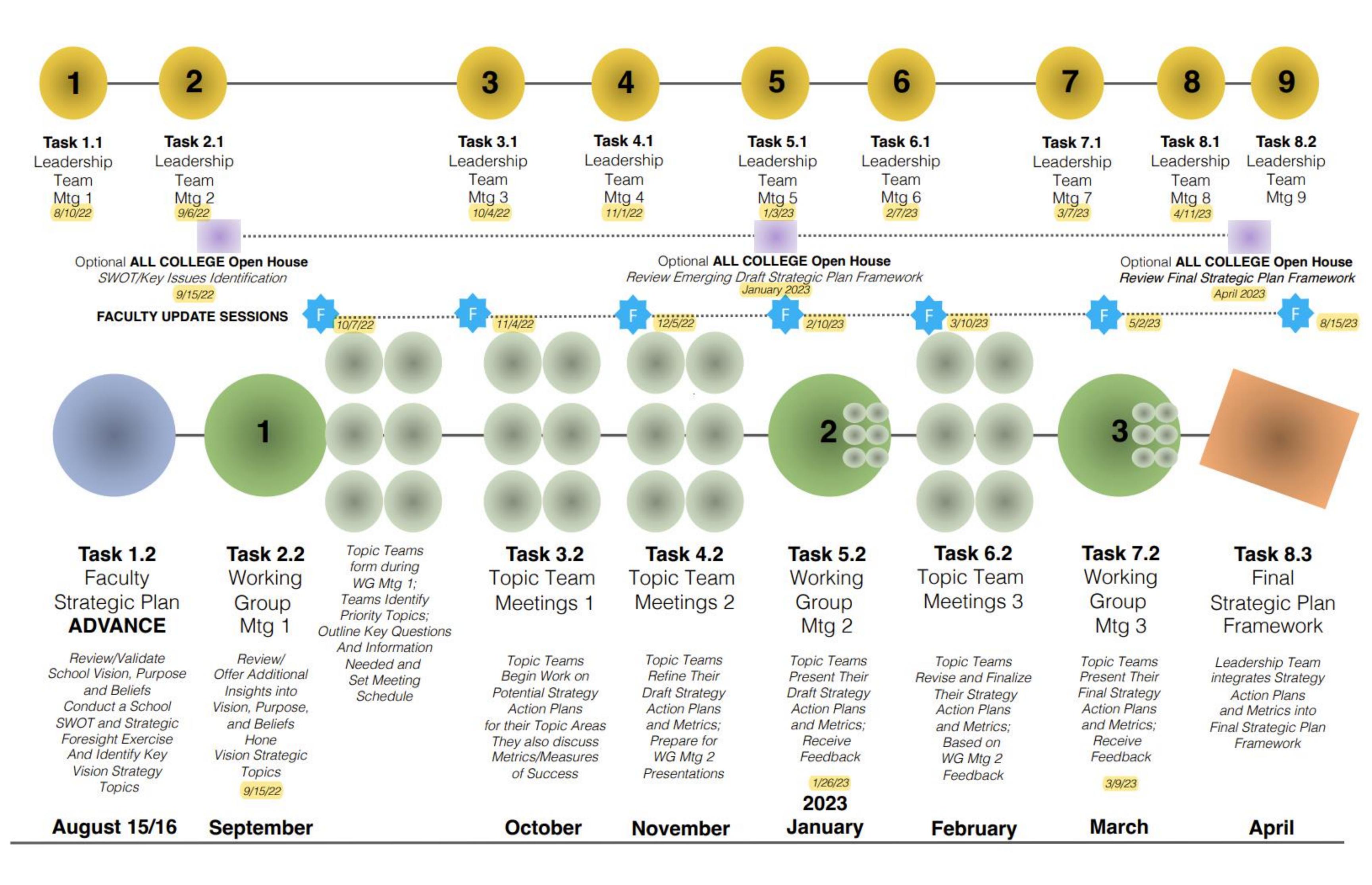
Have questions about an exercise? Ask!
 Working Group Members and our
 Strategic Planning Facilitators can tell you
 more.



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.



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.



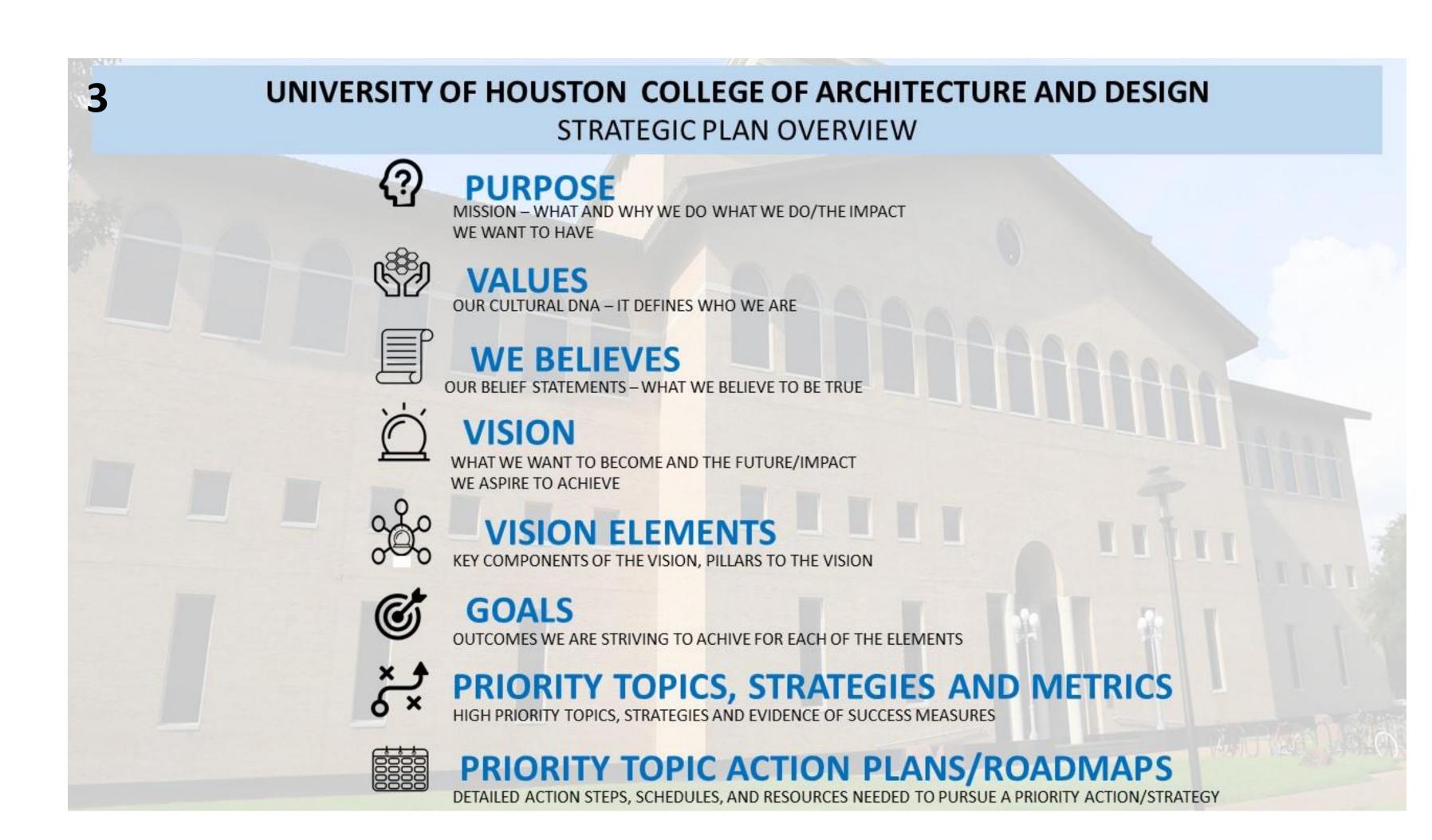


STRATEGIC PLAN OVERVIEW

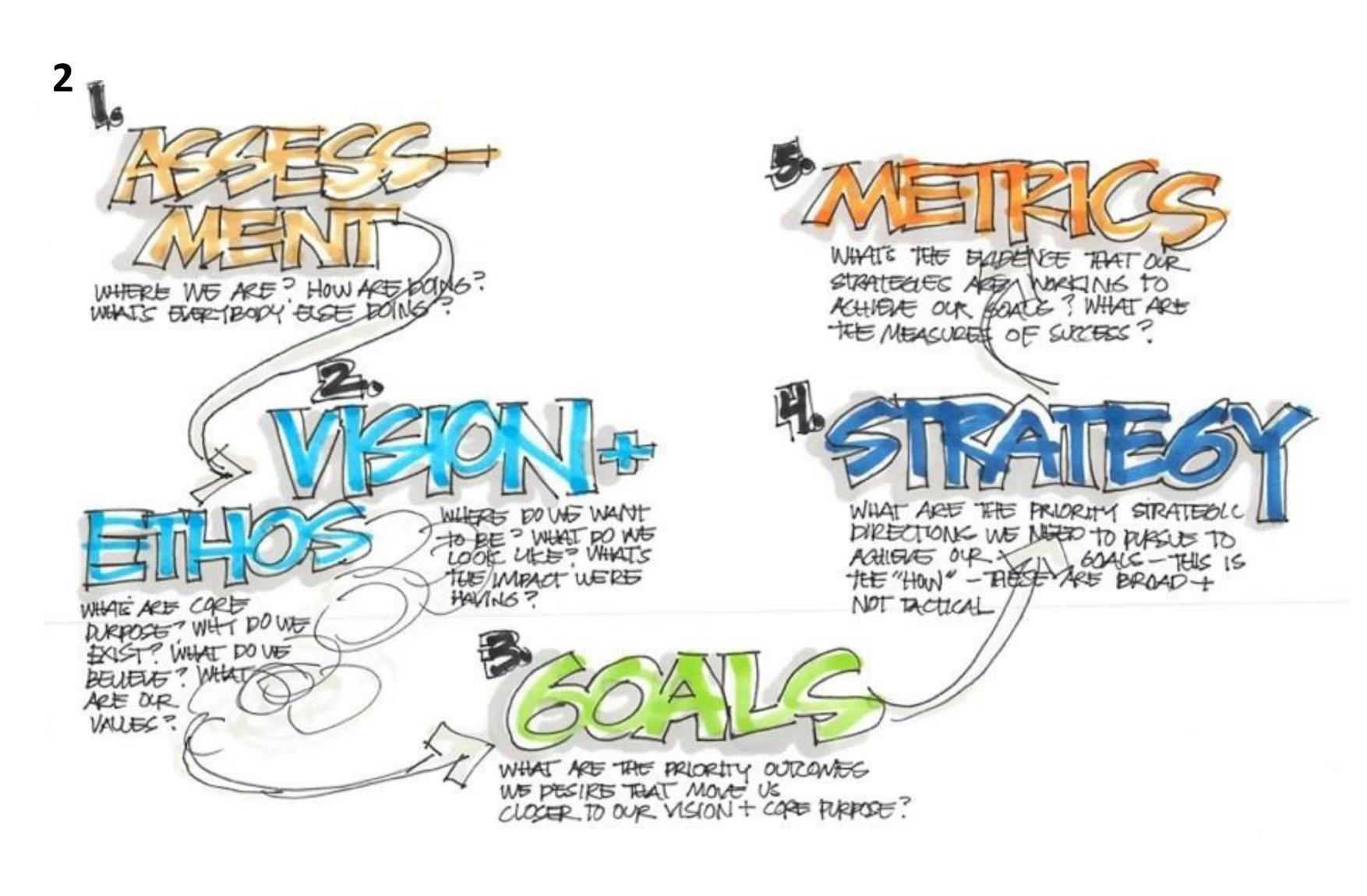
STRATEGIC PLANNING 101



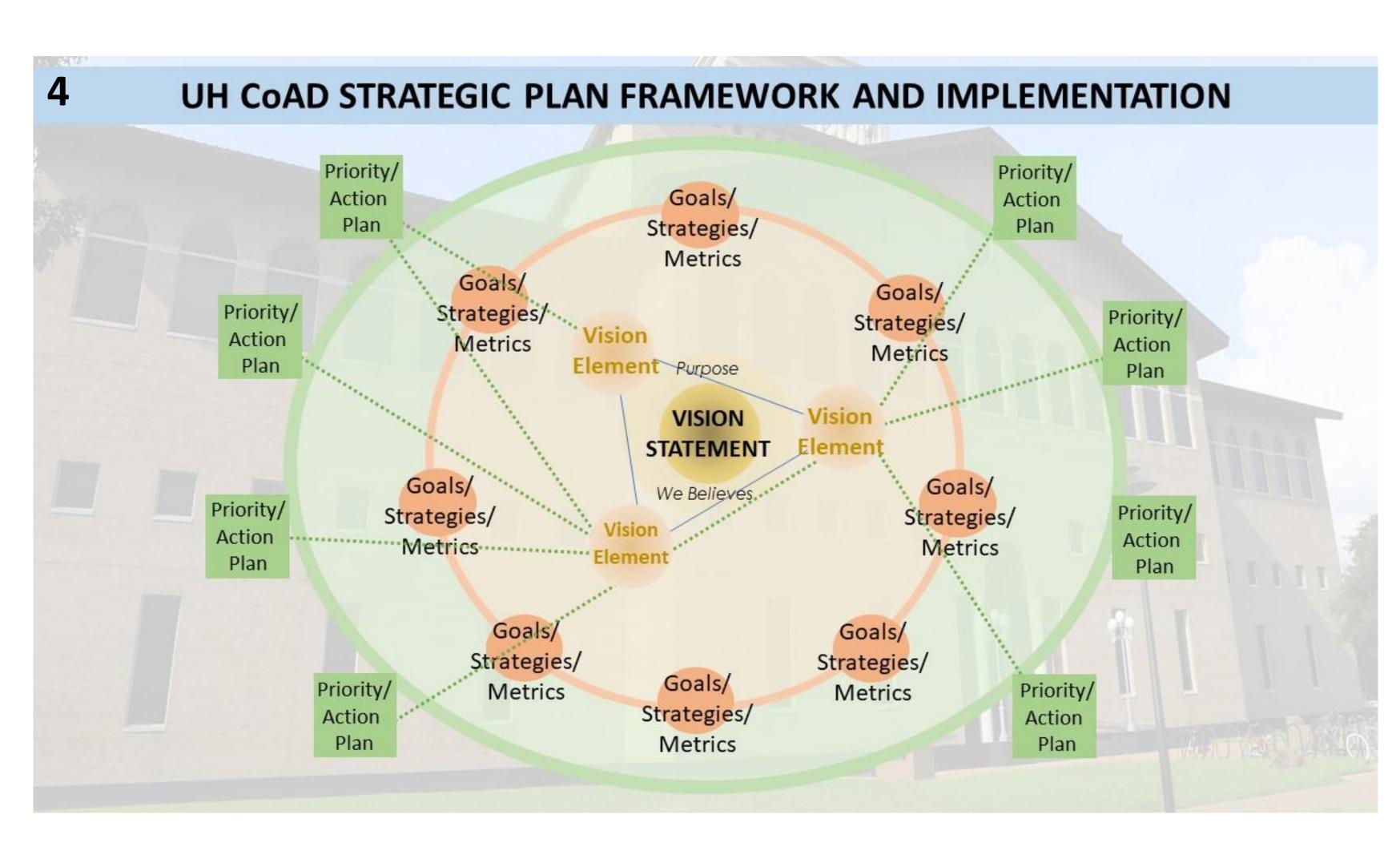
1 Over the course of this academic year, we will engage in an open, iterative process to create a Strategic Plan that will guide the Hines College through the next five years.



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.



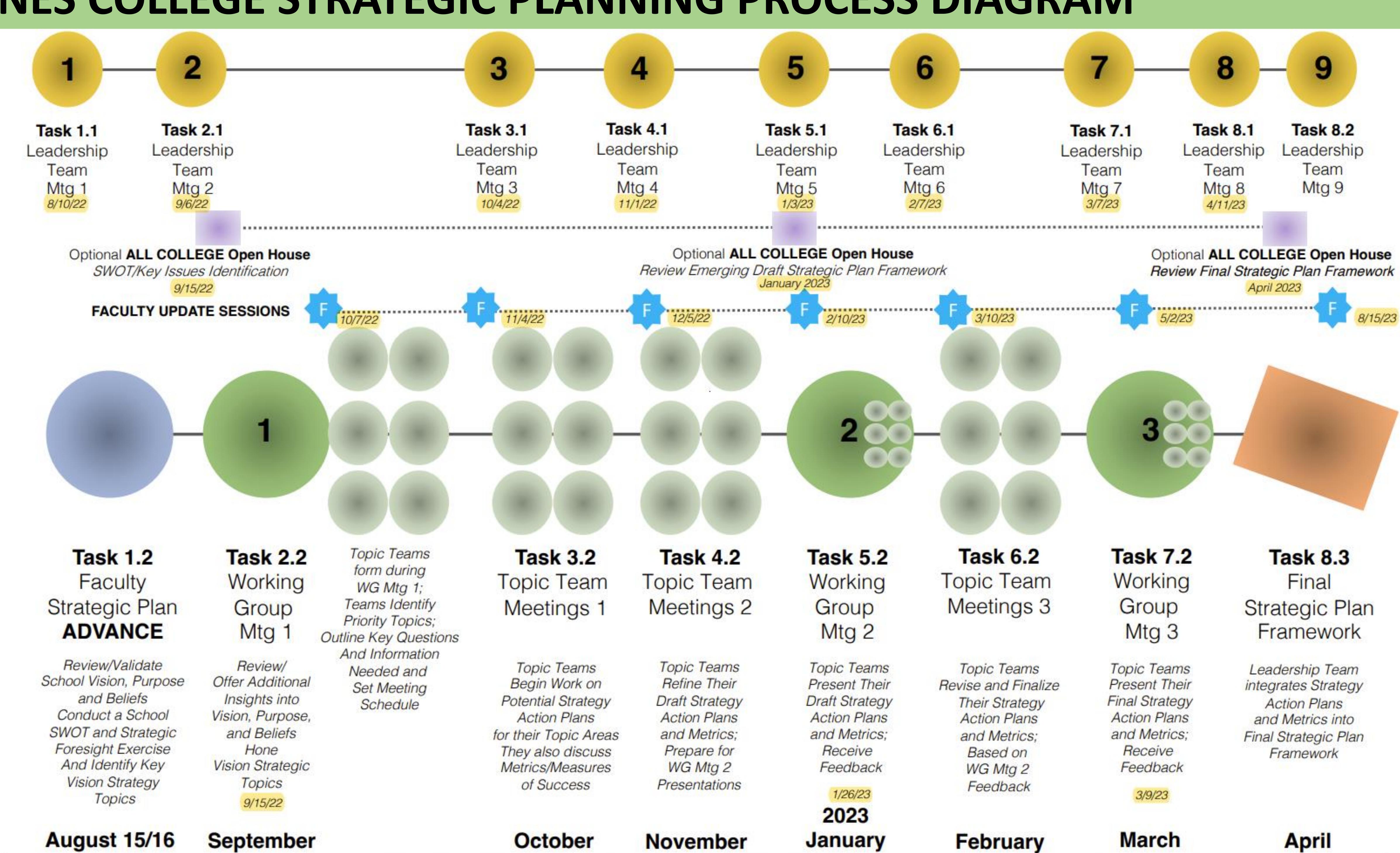
2 This graphic outlines the key phases of strategic planning and the questions central to each phase. Our phases are Assessment, Ethos/Vision, Goals, Strategies, and Metrics.



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



WHAT HAS HAPPENED SO FAR?

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 DO YOU THINK? SWO EXERCISE



THERE ARE N

WRONG

ANSWERS

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?

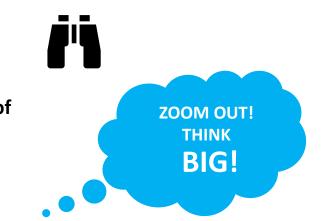
Share, please! Use the provided pens and post-it notes with

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

WEAKNESSES: What don't we do well? Where do we **OPPORTUNITIES:** What are the opportunities for STRENGTHS: What do we do really well? Where do we **need to improve?** PLACE YOUR **RED** POST-IT NOTES WITH COMMENTS HERE improvement? PLACE YOUR YELLOW POST-IT NOTES WITH COMMENTS HERE **shine?** PLACE YOUR **GREEN** 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

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 from the Studio of the Future: The Charrette from Spring '22 and from the recent Strategic Planning Faculty Advance, with on-going input of the Hines College directors. 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 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

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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What ideas do these Topics Areas spark for you?

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 University-wide 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 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'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?





























