Clemson University’s School of Architecture is nationally recognized as a premier producer of transformational design and preservation leadership, shaping the environment of the 21st century for a better future.

**Mission**

Advocate for the improvement of the environment through design and preservation action, environmental stewardship, global engagement, service and public outreach; educate future designers, scholars, researchers, and preservatives with rigorous and expansive theoretical knowledge and practical abilities.

**Strategic Plan:** Forward 2020

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<th>Program Specific Mission</th>
<th>Mission</th>
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<td><strong>Architectural</strong></td>
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<td><strong>MRU22</strong></td>
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<td>Support the development of the architectural profession through leadership and service.</td>
<td>Through excellent leadership and engaged scholarship across research, teaching, and service, Landscape Architecture (LA) advances national recognition in critical thinking, creative practice, interdisciplinary collaboration, environmental justice, and socio-cultural diversity. LA enhances transformative and resilient design and education for the state of South Carolina and beyond promoting excellence and leadership in teaching, research and service that advances transformation and resilient design based on equitable, ecological, and health-promoting building systems.</td>
<td>The mission of the collaborative Clemson University / College of Charleston Graduate Program in Historic Preservation is to educate future leaders in the documentation, conservation, and interpretation of our built and natural environments.</td>
<td>The Resilient Urban Design Program will serve as a resource for the state of South Carolina and beyond promoting excellence and leadership in teaching, research and service that advances transformation and resilient design based on equitable, ecological, and health-promoting building systems.</td>
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<td>Support and develop significant, innovative, interdisciplinary faculty and student scholarship in areas that advance the School of Architecture’s reputation as a premier producer of transformational design and preservation leadership, and contribute to the body of knowledge and understanding of the built and natural environments.</td>
<td>Research and practice is a hallmark of the School of Architecture. Research and practice relating to healthy communities, civic cultures and stewardship.</td>
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<td>Support and develop the research interests and capabilities of faculty members towards the achievement of nationally and internationally recognized academic status and prominence.</td>
<td>Support research personnel and seek new collaboration opportunities with national and international academic institutions.</td>
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<td>Build on previous collaborations with the SC Medical University of South Carolina and other universities (national and international).</td>
<td>Strengthen connections with the profession, and gain intelligence on the future of the profession, and its needs and opportunities.</td>
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<td>Strengthen existing and build new interdisciplinary and collaborative relationships pertaining to the School of Architecture’s research interests and capabilities.</td>
<td>Build on existing collaborative research and creative activities and other universities (national and international).</td>
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Support and promote architecture as an integral component of Clemson University's mandate to be a "high seminary of learning." Engage in dialogue with faculty and students in the School of Architecture, Planning, and Urban Studies (SAPS) to identify areas of collaboration and opportunities for joint research, teaching, and service. Identify ways to increase the visibility of architecture and urban design at Clemson University, including through the creation of an annual architecture and urban design symposium. Foster partnerships with other units and departments at Clemson University, as well as with local and national organizations, to promote collaboration and the exchange of ideas.

**Accreditation**

Support the accreditation of the School of Architecture as an integral component of Clemson University's mandate to be a "high seminary of learning." Engage in dialogue with faculty and students in the School of Architecture, Planning, and Urban Studies (SAPS) to identify areas of collaboration and opportunities for joint research, teaching, and service. Identify ways to increase the visibility of architecture and urban design at Clemson University, including through the creation of an annual architecture and urban design symposium. Foster partnerships with other units and departments at Clemson University, as well as with local and national organizations, to promote collaboration and the exchange of ideas.

**Engagement**

Advocate for the improvement of urban, natural, and social environments in a sustainable and equitable manner. Promote engagement and collaboration within the School of Architecture, Planning, and Urban Studies (SAPS) to ensure that all students and faculty are involved in the planning and design process. Identify ways to increase the visibility of architecture and urban design at Clemson University, including through the creation of an annual architecture and urban design symposium. Foster partnerships with other units and departments at Clemson University, as well as with local and national organizations, to promote collaboration and the exchange of ideas.

**Curriculum**

Strengthen and improve the curriculum in architecture and urban design. Implement a successful collaboration component into the School of Architecture's curriculum, including a focus on development and research. Continuously evaluate and improve the curriculum to ensure that it remains relevant and responsive to the needs of students and professionals in the field. Identify ways to increase the visibility of architecture and urban design at Clemson University, including through the creation of an annual architecture and urban design symposium. Foster partnerships with other units and departments at Clemson University, as well as with local and national organizations, to promote collaboration and the exchange of ideas.

**Outreach**

Strengthen and improve the outreach of the School of Architecture, Planning, and Urban Studies (SAPS) to ensure that all students and faculty are involved in the planning and design process. Identify ways to increase the visibility of architecture and urban design at Clemson University, including through the creation of an annual architecture and urban design symposium. Foster partnerships with other units and departments at Clemson University, as well as with local and national organizations, to promote collaboration and the exchange of ideas.

**Architecture**

Support the integration of architecture and urban design into the curriculum of the School of Architecture, Planning, and Urban Studies (SAPS). Implement a successful collaboration component into the School of Architecture's curriculum, including a focus on development and research. Continuously evaluate and improve the curriculum to ensure that it remains relevant and responsive to the needs of students and professionals in the field. Identify ways to increase the visibility of architecture and urban design at Clemson University, including through the creation of an annual architecture and urban design symposium. Foster partnerships with other units and departments at Clemson University, as well as with local and national organizations, to promote collaboration and the exchange of ideas.

**Landscape Architecture**

Support the integration of landscape architecture and urban design into the curriculum of the School of Architecture, Planning, and Urban Studies (SAPS). Implement a successful collaboration component into the School of Architecture's curriculum, including a focus on development and research. Continuously evaluate and improve the curriculum to ensure that it remains relevant and responsive to the needs of students and professionals in the field. Identify ways to increase the visibility of architecture and urban design at Clemson University, including through the creation of an annual architecture and urban design symposium. Foster partnerships with other units and departments at Clemson University, as well as with local and national organizations, to promote collaboration and the exchange of ideas.

**Holistic generation**

Support the integration of architecture, planning, and urban design into the curriculum of the School of Architecture, Planning, and Urban Studies (SAPS). Implement a successful collaboration component into the School of Architecture's curriculum, including a focus on development and research. Continuously evaluate and improve the curriculum to ensure that it remains relevant and responsive to the needs of students and professionals in the field. Identify ways to increase the visibility of architecture and urban design at Clemson University, including through the creation of an annual architecture and urban design symposium. Foster partnerships with other units and departments at Clemson University, as well as with local and national organizations, to promote collaboration and the exchange of ideas.

**MR20**

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Academic Core
Provide a rigorous, comprehensive, innovative design education to ensure students to actively engage in the local and global practice of architecture and related professions as well as life-long positions and careers.

1. Enhance and maintain facilities, equipment & instructional programs for
   • developing an outdoor lab, and using the green roof as lab;
   • improving shop/fabrication facilities (high bay);
   • improving technology in Lee Hall, including access to plotting/printing, computing, and GIS;
   • fully developing the Clemson Design Center in Charleston of the Cigar Factory, by: Expanding Architecture enrollment; providing a space for the Exhibition Class in Architecture + Health and collaborations with MIEC; implementing a new Master of Urban Design degree program; investigating, enhancing, and/or building student and faculty studio culture policies;
   • taking advantage of the opportunities of Lee Hall, treating Lee Hall and its environs as a laboratory, and completing a POE improving advising, academic and career advising.
   • exploring expansion of Fluid Campus (East Asia, Genoa, and Barcelona) facilities.
   • improving and expanding D-Hex collaborations.
   • improving Summer Scholars offerings to provide enrichment opportunities for our students and faculty
   • improving internship and career connections.
   • developing a cohesive recruitment strategy for MLA and MSHP; and implementing the MLA First Professional program.
   • increasing MLA student intake by 25%.

2. Attract, develop and retain students, faculty, students and professionals; Continue to foster and understand how we can support undergraduate student retention. Include: 
   • improving student and program outcomes; improving performance expectations, student satisfaction, student diversity, including students who identify as first-generation students, and student engagement, including student retention.
   • fully developing the Fluid Studios on- and off-campus to engage more disciplines beyond Architecture and Landscape Architecture, to include CSM, Art, Civil Engineering, PRTM, and others.
   • increasing student diversity, including domestic and under-represented minorities, as well as international students.
   • immediately and sustainably enhance the MLA + MSHP curriculum will continue to exceed minimum requirements set by National Architectural Accrediting Board (NAAB) and will complete program review approval and endorsement by NAAB by 2021.
   • developing a cohesive recruitment strategy for the MLA First Professional program.
   • increasing/expand Fluid Studios on- and off-campus to engage more disciplines beyond Architecture and Landscape Architecture, to include CSM, Art, Civil Engineering, PRTM, and others.
   • improving student and program outcomes; improving performance expectations, student satisfaction, student diversity, including students who identify as first-generation students, and student engagement, including student retention.

3. Enhance and maintain strategic partnerships and collaborations and student learning through the college’s unique structure, learning centers and studios.
   • developing an outdoor lab, and using the green roof as lab;
   • improving shop/fabrication facilities (high bay).
   • fully developing the Clemson Design Center in Charleston of the Cigar Factory, by: Expanding Architecture enrollment; providing a space for the Exhibition Class in Architecture + Health and collaborations with MIEC; implementing a new Master of Urban Design degree program; investigating, enhancing, and/or building student and faculty studio culture policies;
   • taking advantage of the opportunities of Lee Hall, treating Lee Hall and its environs as a laboratory, and completing a POE improving advising, academic and career advising.
   • exploring expansion of Fluid Campus (East Asia, Genoa, and Barcelona) facilities.
   • improving Summer Scholars offerings to provide enrichment opportunities for our students and faculty
   • improving internship and career connections.
   • developing a cohesive recruitment strategy for MLA and MSHP; and implementing the MLA First Professional program.
   • increasing MLA student intake by 25%.

4. Support and grow study abroad programs; Continue to define the Fluid Campus, and that it’s unique importance is more about the what than the where; Expand A+H summer study abroad program in Europe; Reboot the relationship with the university’s IPAL program, (including leading a change in Architecture and MSHP; and implementing the MLA First Professional program.
   • improving student and program outcomes; improving performance expectations, student satisfaction, student diversity, including students who identify as first-generation students, and student engagement, including student retention.
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   • improving student and program outcomes; improving performance expectations, student satisfaction, student diversity, including students who identify as first-generation students, and student engagement, including student retention.

Approved by the Faculty 11 May 2018
Increase internal financial resources to meet and anticipate college needs.

- Establish an internal financial reward program for faculty and staff to recognize outstanding teaching and research contributions.
- Increase support for students, faculty, and staff.
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