



SPDC

STRATEGIC PLAN

2025-2030

CONSTRUCTION MANAGEMENT | INTERIOR DESIGN | LANDSCAPE ARCHITECTURE | URBAN & REGIONAL PLANNING | NATIONAL CHARRETTE INSTITUTE

SCHOOL VISION

We collaborate to create sustainable and healthy built, natural, and virtual environments.

SCHOOL MISSION

We advance the knowledge, prepare innovative leaders, and support the practice of planning, design, and construction.



School of Planning, Design
and Construction
MICHIGAN STATE UNIVERSITY





GOAL 1

ELEVATING STUDENT SUCCESS & ENGAGEMENT

OBJECTIVE 1.1

Integrate innovative teaching methods; interactive, experiential, and hands-on learning opportunities; and real-world problems through community engagement.

OBJECTIVE 1.2

Implement targeted recruitment strategies to attract diverse students and enhance support structures to improve student retention and success.



GOAL 2

SUPPORTING FACULTY & STAFF SUCCESS

OBJECTIVE 2.1

Recruit, retain, and ensure timely and equitable promotion and advancement of all faculty and staff.

OBJECTIVE 2.2

Cultivate a school climate that is welcoming to and inclusive of all faculty and staff.

OBJECTIVE 2.3

Ensure that SPDC leadership and decision-making structures provide inclusive and equitable access to information, processes, and policies, as well as opportunities for stakeholders to voice opinions and concerns.



GOAL 3

ADVANCING RESEARCH & INTERDISCIPLINARY EFFORTS

OBJECTIVE 3.1

Advance our research discovery by continuing and expanding interdisciplinary collaborations within and beyond the School.

OBJECTIVE 3.2

Serve the MSU land grant mission through applied research and outreach (local, state, national, global).

GOAL 4

MAINTAINING SUSTAINABLE STEWARDSHIP & ORGANIZATIONAL LONGEVITY

OBJECTIVE 4.1

Create a comprehensive communication plan to share a consistent, positive, and well-recognized identity with our stakeholders.

OBJECTIVE 4.2

Build a physical presence (Human Ecology & lab spaces) that aligns with our vision for a sustainable and healthy built, natural and virtual environment.

OBJECTIVE 4.3

Provide exemplary stewardship of institutional resources to foster the long-term sustainability of SPDC and its high-quality education, research and outreach and engagement programs.