

## Strategic Priorities

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### COLLEGE OF ARCHITECTURE

A. Professional Program Expansion – The primary focus of the College of Architecture is the professional degree programs. The growth and enrichment of this core will always be at the forefront of our efforts in the uncompromising pursuit of excellence. We have addressed this through partnerships with faculty in other colleges. These partnerships include Engineering, Fine Arts, Education and Human Sciences, Journalism, and CASNR. Over the past three years the Architecture and Interior Design programs have seen real growth in the numbers of students interested in design education.

B. Landscape Architecture – The establishment of a professional degree program in Landscape Architecture is critical. Currently, there is no professional program in Landscape Architecture in the State of Nebraska, forcing prospective students to leave the state to receive their education. We, along with our major partner, the College of Agriculture Sciences and Natural Resources, have a proposal to establish a joint program that will be housed in the College of Architecture. Assuming the proposal is approved, the first entering class will be in the fall of 2006 and the first graduating class in the spring of 2011.

C. Visual Literacy – The advent of the mass media and the internet has put visual communication at the forefront of our times. The multi-college Visual Literacy program has already been identified as a Program of Excellence in the University. The program has the potential to grow into a broad-based asset for the entire University. Graduates of this University should have exposure to this area of knowledge. The development of visual literacy course for majors and non-majors will be an important outgrowth of this program.

D. Digital Research/Teaching with Digital Technology – Our faculty are forming partnerships with faculty in education and computer science to explore the possibilities of these new learning environments. Our joint PhD. Program with the College of Education and Human Sciences has the potential to support this research. We are fortunate to have the New Media Center in our building, and it serves as another important partner in this research activity and in distance learning. Geographic Information Systems – The importance of GIS technology to the planning profession and society as a whole cannot be overstated. The use of GIS significantly affects both research and public service in Community and Regional Planning.

E. Expansion Graduate Program – The Architecture and Interior Design Programs both have MS degree programs and jointly have a PhD degree program in conjunction with the College of Education and Human Sciences. These degrees have a research rather than professional focus. MS Interior Design – A specialization in Interior Design in the Master of Science Degree in Architecture has been established. To expand the opportunities for graduate education in interior design, the program will also be offered through distance education, making

it the first graduate interior design program in North America to offer courses online. PhD. Architecture – The PhD. specialization is jointly administered through the College of Education and Human Sciences. This program is to develop knowledge in the area of architectural education. This is one of the emerging areas of scholarship in the College, particularly as it relates to digital technology.

F. Service and Outreach Activity – The College has extensive outreach activities in the State of Nebraska. Institutionally, we are participating in the Lied Nebraska Main Street Program with the State Department of Economic Development, NCIP and UCIP Programs. The faculty and students of the College have participated in studio activities designed to assist the citizens and communities of the State. Most recently this year, these activities have included Planning students working with Hallam, Nebraska.