

**Master of Urban Planning, Design & Development  
2006-2007 Assessment Report**

Submitted by Wendy Kellogg, Program Director  
May 31, 2007



The Master of Urban Planning, Design & Development (MUPDD) program in the Maxine Goodman Levin College of Urban Affairs at Cleveland State University integrates planning, design and development into one course of study. The course of study focuses on the theory, skills, and practical experience needed for the transformation and revitalization of industrialized cities and the regions in which they are located.

**Mission**

To educate students to become thoughtful urban planning generalists with distinctive technical competence in an area of practice, who can positively affect the built urban environment and the well being of individuals in restructuring urban regions, to create sustainable, livable communities.

**Vision Statement**

We envision a planning program at the graduate level that educates students to the history and ethical traditions of the planning profession. We envision a graduate planning program that provides students with a core set of knowledge and skills that are in demand in the planning profession. We see a student body and faculty devoted to excellence in academic and professional performance. We see a vibrant and ongoing interaction between the MUPDD program and planning and allied professions, including a sustained partnership with the Ohio Planning Conference. We envision planners as community leaders in a variety of organizational settings and responsibilities providing service to the community.

**Curriculum Goals from the 2004 Strategic Plan**

Goal A1: The MUPDD curriculum will offer a broad educational experience to meet the needs of students and of the planning profession.

Goal A2: Students will have an opportunity to develop knowledge in a substantive planning field

Goal A3: Curriculum delivery methods will make the MUPDD program more accessible to students in northeast Ohio and beyond.



<b>Program:</b> Master of Urban Planning, Design and Development	<b>Completed By:</b> Wendy Kellogg & Rachel Singer
<b>Department:</b> Urban Studies	<b>Date:</b> May 31, 2007

**Goal 1:**  
Students will demonstrate proficient knowledge of the field of urban planning as evidenced by their ability to understand and apply concepts in economics and urban redevelopment and other core knowledge.

Outcomes	Research Methods	Findings	Review	Actions
Students will have an understanding of principles of economics and public finance and apply these principles to the assessment of planning and policy issues.	Rubric will be implemented beginning in Fall 2004, again in Spring 2005 and in each fall and spring thereafter in PDD 603: Public Finance and Economics (offered multiple semesters).	24 students completed PDD 603 during the 2006-2007 academic year.  Mean score: 3.5 Previous year mean: 3.44  (4= excellent; 3=good; 2= fair; 1=unacceptable)	Data are reviewed by the MUPDD Program Director and Department Chair. Results are reported to the MUPDD faculty and significant findings are discussed at the fall faculty meeting; appropriate actions are agreed upon.	Faculty reviewed previous year results in Fall 2006 and made no changes. Results were satisfactory.
Students will analyze the feasibility of a real estate redevelopment project.	Rubric to evaluate student performance on a real estate redevelopment project is implemented in PDD 610: The Development Process/Market Analysis, offered each fall semester.	9 students completed the course in Fall 2007.  Performance: 56% excellent 33% good 11% fair	Data are reviewed by the MUPDD Program Director and Department Chair. Results are reported to the MUPDD faculty and significant findings are discussed at the fall faculty meeting; appropriate actions are agreed upon.	Data was unavailable until this year; results will be reviewed at the Fall 2007 faculty meeting.  No action at this time.
Students complete a self-assessment of the improvement in their understanding of core planning knowledge as defined by the external accreditation board for the degree program.	This instrument has been used for several years. Data are collected at the end of spring semester in the PDD 611 studio class, which is the terminal class for the program.	N=12 Knowledge: 2.55 entering 4.06 graduating  Skills 2.68 entering 3.83 graduating  Values 2.84 entering 4.21 graduating	Data are reviewed by the MUPDD Program Director and Department Chair. Results are reported to the MUPDD faculty and significant findings are discussed at the fall faculty meeting; appropriate actions are agreed upon.	Faculty reviewed previous year results in Fall 2006 and made no changes.  Students showed substantial improvement in their view of their knowledge as a result of the program. Results were satisfactory.



<b>Goal 2:</b> Students will demonstrate proficient knowledge of the characteristics of planning practice, as evidenced by their ability to identify the process and methods to develop and implement plans, and to identify and weigh the ethics of planning practice.				
<b>Outcomes</b>	<b>Research Methods</b>	<b>Findings</b>	<b>Review</b>	<b>Actions</b>
Students participate in a group planning project in the studio class in which students develop a plan and identify implementation strategies.	Rubric to evaluate student performance in the group presentation is implemented in PDD 611: Planning Studio, offered each spring semester.  (Rubric 2A/3C)	Team 1: Good Team 2: Excellent Team 3: Good Team 4: Excellent Team 5: Excellent Team 6: Good	Data are reviewed by the MUPDD Program Director and Department Chair. Results are reported to the MUPDD faculty and significant findings are discussed at the fall faculty meeting; appropriate actions are agreed upon.	Faculty suggested in Fall 2005 review that additional evaluators should be used to include more professionals. Three evaluators observed the presentation and completed the assessment (one practitioner, two faculty) during Spring semester 2007.
Students write a content-based essay in the planning studio class in which they identify key ethical issues inherent to the project	Rubric will be implemented beginning Spring 2005 and repeated on an annual basis thereafter in PDD 611.  (Rubric 2B)	N = 27  18% Excellent 52% Good 30% Fair	Data are reviewed by the MUPDD Program Director and Department Chair. Results are reported to the MUPDD faculty and significant findings are discussed at the fall faculty meeting; appropriate actions are agreed upon.	Faculty reviewed previous year results in Fall 2006 and made no changes. Results were satisfactory.



<p><b>Goal 3:</b> Students will demonstrate proficiency in the use of planning methods, as evidenced by their ability to use techniques of quantitative reasoning and to communicate using oral, visual and written methods.</p>				
Outcomes	Research Methods	Findings	Review	Actions
Students complete questions on PDD 601 final exams in which they identify types of problems and questions that lend themselves to quantitative analysis, formulate hypotheses and identify the means to test them quantitatively, and explain the meaning of results.	PDD 601: Applied Quantitative Reasoning I exams (offered multiple semesters) are reviewed annually using rubric 3A.	N=22 Mean score 3.73 Previous year mean: 3.5  Mean falls between excellent/mastery and good/proficiency.	Data are reviewed by the MUPDD Program Director and Department Chair. Results are reported to the MUPDD faculty and significant findings are discussed at the fall faculty meeting; appropriate actions are agreed upon.	None at this time. Student performance is satisfactory.
Students present an urban redevelopment market analysis project to a panel of judges in PDD 623.	Student presentations in PDD 623: Urban Development Finance are evaluated by a panel of judges each spring semester using Rubric 3B.	The rubric was not implemented in 2006/2007. This measure will be eliminated in future reports.	Data are reviewed by the MUPDD Program Director and Department Chair. Results are reported to the MUPDD faculty and significant findings are discussed at the fall faculty meeting; appropriate actions are agreed upon.	Program faculty determined that, because PDD 623 is a specialization course and is not in the curriculum core, it is not a suitable measure for program assessment.
Formal presentation of a plan to the university community using computer-based software and oral discussion of results.	Group presentations in <b>611: Planning Studio</b> are evaluated via rubric each spring semester. Presentations are open to the university community, and evaluators include local planning professionals, as recommended by program faculty.  (Rubric 3B)	3 groups presented.  Group 1: 3.5 Group 2: 3.67 Group 3: 3.5  Mean score = 3.56  4=excellent, 3= good, 2=fair	Data are reviewed by the MUPDD Program Director and Department Chair. Results are reported to the MUPDD faculty and significant findings are discussed at the fall faculty meeting; appropriate actions are agreed upon.	Faculty reviewed previous year results in Fall 2006. Practitioners continue to participate in the evaluation process, per faculty recommendation.  No action necessary at this time.



<b>Goal 3:</b> Continued				
<b>Outcomes</b>	<b>Research Methods</b>	<b>Findings</b>	<b>Review</b>	<b>Actions</b>
Students will develop a written plan in PDD 611: Planning Studio.	Written plans are evaluated using rubric 2A/3C each spring semester in PDD 611.	6 teams submitted plans.  Team Performance: 50% Excellent 50% Good	Data are reviewed by the MUPDD Program Director and Department Chair. Results are reported to the MUPDD faculty and significant findings are discussed at the fall faculty meeting; appropriate actions are agreed upon.	Faculty reviewed previous year results in Fall 2006. Practitioners continue to participate in the evaluation process, per faculty recommendation.  No action necessary at this time.