

NC STATE Design

2019-2020 Annual Report

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The College of Design serves the citizens of North Carolina by providing outstanding, accessible, public design education while raising the college and university profile.

Mission: We transform the world through design education and research.

Vision: The College of Design will be the leading public interdisciplinary design college.

Brief Program Rankings:

- College of Design: #23, [Best Colleges for Design in America](#), Niche
- Architecture: #38, [Best Colleges for Architecture in America](#), Niche
- Architecture: #11, Most Hired from Architecture Schools, Design Intelligence (rank from 2019; due to Covid-19, not ranked in 2020)
- Art + Design: #20, [Top 20 Animation Bachelor's Degree Programs in the U.S.](#), Animation Career Review
- Graphic Design: #1, [Top 25 Nationally Among Public Schools and Colleges](#), Animation Career Review
- Industrial Design: #22, [Top 50 Best Value Bachelor of Industrial Design Degrees](#), Value Colleges (last ranked in 2017)
- Landscape Architecture: #9, [Most Hired from Landscape Architecture Schools](#) (1-35 graduates), Design Intelligence (rank from 2019; due to Covid-19, not ranked in 2020)

Enhance the Success of our Students through Educational Innovation

- The Ph.D. program increased yearly stipends 75% since 2017 from \$8,000 to \$14,000. The program has provided students with a GSSP stipend of \$14,000 for the past three years. For the 2020-2021 academic year, the program hopes to increase that amount to \$16,000.
- Tom Barrie led a Fall 2019 graduate studio that collaborated with the NC State Food and Housing Security Committee to design Affordable and Supportive Student Housing for NC State. The project was a finalist for the 2019 AIA Film Challenge, and won the 2019 ARCHITECT magazine Studio Prize.
- The 2018 and 2019 Design + Build studios, led by Carla Delcambre and Jesse Turner, won a Sir Walter Raleigh Award for Community Appearance in the Landscape Design category. The awards jury recognized work done at Syme Hall on the NC State Campus.

- Students participating in the School of Architecture's Design + Build program created a mobile museum to preserve the history of Princeville, NC in eleven weeks. Twelve students had to determine how to best create a structure that was exciting and educational while also preserving the history of a town that has been flooded nine times since its founding. Alumnus Bill Valentine, past president of HOK, provided a \$50,000 donation.
- The Doctor of Design program is unique in the nation for its breadth, interdisciplinarity, flexibility/access for working individuals, and academic rigor. To encourage cross-disciplinary learning, courses in the Doctor of Design program are open to students who are in the Ph.D. program or advanced masters degree courses.
- Kofi Boone organized DesignSprint, an iteration of DesignWeek, to engage students in design thinking and problem solving to address the growing global issue of climate change. The event included 70 students from the College of Design, Duke University, UNC-Chapel Hill and from other disciplines at NC State.
- Deborah Littlejohn recently completed work on an Augmented Reality application project funded through a DELTA Course Innovation Grant. The app includes 14 AR experiences designed for the class textbook, written by Professor Emerita Meredith Davis.
- As part of the School of Architecture's LEED Lab course in the College of Design, students researched Talley Student Union's sustainability practices and proposed recommendations to further infuse sustainability into building operations and maintenance. The course won an NC State Sustainability Award for 2020 in the Innovation and Impact category.
- The School of Architecture hosted an Exchange Studio with Beijing University of Civil Engineering and Architecture. Sara Queen, George Elvin and David Hill planned and taught the program to approximately 25 Chinese students in summer 2019.
- Julieta Sherk led landscape architecture planting design class students in the co-design and completion of Phase 1 of a small scale "community design" rain garden project at the Carolina Campus Community Garden.

Enhance Scholarship and Research by Investing in Faculty and Infrastructure

- 35% of returned F&A funds amounting to \$35,769 was allocated back to PIs to support their research and extension initiatives.
- Faculty presented both nationally and internationally in conferences, exhibitions, and speaking engagements. Faculty were keynote speakers at three conferences, and participated in 30 conferences as presenters. Notable conferences include the World Conference on Forests and Public Health, the Keystone Digital Humanities Conference, EduLearn 2020, DRS LearnxDesign 2019, International Gullah Geechee and African Diaspora Conference,

SIGGRAPH 2020, and the International Conference on Applied Human Factors and Ergonomics.

- The college supported the health and well-being of faculty, staff and students as well as aligned its facilities with contemporary, interdisciplinary work processes with a focus on expanding usable space:
 - Reclaimed 2,591 feet of flex space by cleaning out neglected storage areas. Including 800 square feet of instructional space in Brooks by installing an air conditioning unit.
 - Purchased furniture to create indoor and outdoor third spaces.
 - Installed energy-efficient led lighting and sound attenuating panels in Leazar.
 - Added sound attenuating panels and repaired leaks to the Brooks Belk Rotunda.
 - Performed asbestos remediation and ductwork cleaning.
 - Anticipates reducing student density (43-74% per student) through a planned move to 111 Lampe Dr (formerly Daniels Hall).
 - Replaced laser cutter exhaust system in the Materials Lab to increase ventilation safety and performance.
 - Upgraded wireless access points to instructional level coverage in most studios and classrooms.
 - Installed 12 video conference systems in meeting and instructional spaces, and installed dual-monitor digital critique systems in six rooms.
 - Renovated Brooks 117 to provide a single, large (1750 sq. ft.) instructional space.
 - Reallocated several studio spaces to provide a single location for each department's masters program.

Enhance Interdisciplinary Scholarship to Address the Grand Challenges of Society

- Industrial design faculty Carolina Gill and Kelly Umstead, along with researchers from UNC-Chapel Hill and the Ohio State University, received \$2.5 million in funding from the National Institutes of Health for mother-baby management in the transition from maternity care to home.
- The Coastal Dynamics Design Lab won three NC ASLA awards for 2020. The Coastal Dynamics Design Lab organizes and leads trans-disciplinary design teams to address critical ecological and community development challenges, especially in the Mid-Atlantic Seaboard. They were recognized extensively for their work in Princeville, NC, as well as received ASLA awards for work in Creedmoor, NC; Hurt, VA; Lumberton, NC and others.
- The Natural Learning Initiative (NLI) was awarded a three-year, \$510,000 grant from the Blue Cross Blue Shield Foundation to support the development of a comprehensive resource hub to

facilitate scaling up creation and management of high-quality early childhood outdoor environments in North Carolina. The grant will support the creation of online/print resources including implementation and evaluation materials, new and refined evaluation tools, audiovisual resources, updated certificate programs, and a comprehensive database of more than 200 NLI sites across the state.

- Celen Pasalar and her Ph.D. student Renae Mantooth are leading an interdisciplinary and inter-institutional research project in collaboration with Interior Design and Educational Psychology researchers in University of Kentucky. The research team received a grant from the Spencer Foundation to investigate how the design of informal learning spaces support collective diversity in higher education.
- Gavin Smith received \$161,982 from UNC-Chapel Hill and the U.S. Department of Homeland Security (DHS) while helping FEMA operationalize the intent of the Disaster Recovery Reform Act (DRRA). The results of the DRRA work will be incorporated into classes taught at NC State as part of a new graduate degree certificate program led by Smith. The certificate is intended to foster interdisciplinary learning through case studies, studio-based coursework, interaction with experts from multiple fields of scholarship and practice, and deep community engagement.
- Traci Rose Rider, a fellow in the Interdisciplinary Research Leaders Program through the Robert Wood Johnson Foundation, studies social determinants of health by combining post-occupancy evaluations with long-term health assessments for primary school children and families.
- Seven visiting scholars were hosted by faculty in the College of Design and contributed to the college community through presentations of their work and participation in critiques of student work. This included three students from South Korea hosted by Soolyeon Cho through his research on simulations of building energy in The Building Energy Technology Laboratory (BETlab). Due to COVID-19, the college had two visiting scholar appointments that were postponed.

Enhance Organizational Excellence by Creating a Culture of Constant Improvement

To support organizational excellence, the College continues to document and refine procedures, develop and review policies and generate administrative tools. Examples include:

- Weekly cabinet meetings with the dean, associate dean of academic strategy, and assistant dean of administration and finance to align strategy and streamline communication.
- In response to coronavirus continuity planning, the associate dean of academic strategy and department heads met daily, eventually switching to biweekly meetings.
- Six policies were drafted to document existing norms or update outdated procedures: Workload and Workload Reduction Guidelines; Safety and Facilities Use Policy; Visiting Scholar Policy;

University Faculty Scholar Nomination Process; Vacant Faculty Lines Resource Allocation; and HR/IT: No-pay System Access.

- Utilization of Google shared drives and setting aside Friday mornings for college service in 2019-20 promoted engagement of faculty with college, departmental and cross-disciplinary committees and task forces. This removed scheduling and resource barriers by scheduling meetings within a time and room pattern — in advance of the academic year when faculty calendars fill.
- Department heads converted SMEs to SFRs in support of the RPT and PTR process.
- 100% of units in the College of Design participated in the budget process.
- The Designing Our Community Task Force focuses on making the College of Design an inclusive and meaningful place to work.
- The Space Planning Task Force has looked at optimizing workspaces and faculty/staff adjacencies to increase collaboration, productivity, and well-being.
- The development and external relations team conducted a gap analysis to increase focus on donor solicitations.
- Internal training and retreats for faculty and staff covered communications training, stress and sleep, active shooter training, meaningful recognition, grant proposal development and grant/award management.

Enhance Local and Global Engagement Through Focused Strategic Partnerships

- Through a grant with the NC State Foundation, the Coastal Dynamics Collaborative Design + Engineering Studio developed resilient design strategies in the Town of Nags Head, NC.
- Through a partnership with the University Real Estate & Development office, students from landscape architecture and architecture explored a net-positive mixed-use community on the Spring Hill campus.
- In an initiative to expose more minority students to design, the Department of Graphic and Industrial Design partnered with Penske to host the L.E.A.D. by Design program to bring 30 students from Historically Black Colleges and Universities to the College of Design. Due to COVID-19, the L.E.A.D. by Design Program was canceled.
- The Design Lab continues to partner with Wake County Public Schools, TRIO, North Carolina Modernist Houses, ACE Mentoring, Perkins and Will, and the ZB Collie Foundation, leveraging their combined efforts to increase access to design education outreach for students and teachers from underserved, underrepresented and rural communities.

Diversity

- 27% of our students identified as underrepresented minorities (URM) in 2019, compared to 18% URM students in 2011.
- The college hired an African American department head to lead the Department of Art and Design.
- Outreach to students from underserved communities through our Design Lab program takes place over the spring and summer, and continues to contribute to our pipeline of undergraduate students. Due to COVID-19, many of these on-site programs had to be cancelled. The Design Lab has pivoted to provide online and digital programming.
- The Design Lab planned to offer need-based scholarships to support exposure to design for all students, including underserved, underrepresented and rural schools in NC. As of the date of cancellation, 67 students had applied for financial assistance. 193 students from 8 schools across North Carolina were scheduled to participate in field trip programs this year. Due to COVID-19, 3 of those schools (74 students) had to cancel their trips.
- Design Lab developed 5 videos to reach students at underserved schools.
- To recruit underrepresented graduate students, the college's DGPs and programs actively recruit diverse candidates and take steps to remove barriers to admission (e.g., CIP code changes and financial support). All departments leveraged the Diversity Enhancement Recruiting Fellowships from the Graduate School, and departments worked with partner institutions, such as UNC Greensboro, NC Central, and NC A&T to target additional students.
- Underrepresented minorities made up 29% of the College of Design's faculty in 2019, compared to 32% of the faculty in 2011. While this is a decrease in percentage, the number of underrepresented minorities increased to 15, up from 13 in 2011 (a 15% increase in the number of faculty).

Instructional Program Advances

- MLA and MID programs changed to STEM CIP code designations to better represent their contemporary curriculum, align with peer programs, and provide a more competitive offer package for graduate students. This change also provides three years of OPT for international program graduates.
- The Master of Architecture degree was changed to a Master of Advanced Architectural Studies degree to allow students the opportunity to engage in current and emerging trends in the architecture profession through specialized research, which reflects the growing demand in expanded design services that require advanced research and collaborative skills.

- A new certificate in Disaster Resilient Policy, Engineering and Design was approved, and a proposal for a certificate in Park Planning, Design and Asset Management is underway.
- Curricular revisions in art + design, graphic design, industrial design landscape architecture and the Doctor of Design program were made.

Research

Table 1: 2019-2020 College of Design Research Activity Dashboard

Research Activity Dashboard			
	FY 19-20 through May 31, 2020	FY 18-19 through May 31, 2019	% Change
Number of New Proposals Submitted	51	38	34%
Dollar of New Proposals Submitted	\$8,301,324	\$11,131,958	-26%
Number of New Awards Received	27	27	0%
Dollar of New Awards Received	\$1,854,641	\$553,433	335%
Research Expenditures	\$1,638,931	\$1,384,794	18%
Direct Cost	\$1,291,004	\$1,119,431	15%
Facilities and Administration (F&A)	\$347,927	\$265,363	31%
Effective F&A Rate	27%	24%	14%

**The amounts shown above represent Ledger-5 accounts only.
 **The proposal dollar amounts include both grants whose main PI is from Design, as well as those joint multi-college proposals whose main PI is not from Design.*

Sponsored research in the college came from non-profit organizations (51%), higher education institutions (29.2%), industry and trade associations (14.3%), and internal sponsors such as NC State (5.5%).

Extension

- Celen Pasalar partnered with Two Hawk Workforce Services and Cumberland County to evaluate occupancy and articulate a model conceptual design for the Fayetteville, NC Works Career Center. This project helped to develop a process for future improvements in similar career centers and the public workforce offices in the state.

- Celen Pasalar has partnered with the Town of Angier to develop a long-term vision that will enhance downtown's identity and its characteristics in support of community's health, vitality and overall economic development.
- Supported by the Blue Cross and Blue Shield of North Carolina Foundation, the Natural Learning Initiative (NLI) organized and delivered an Early Childhood Outdoor Learning Environments Certificate Course for 224 participants and a Designing Early Childhood Outdoor Environments Certificate for 44 participants at the McKimmon Center of Continuing Education (2.4 CEUs).
- Kofi Boone in partnership with the North Carolina Botanical Garden facilitated a workshop bringing American Indian and other stakeholders together to develop the program for a Native American Cultural Garden to create a gathering place that celebrates American Indian cultures, indigenous ecological knowledge, and serves as a botanical and cultural teaching tool for the greater community.
- The Department of Graphic and Industrial Design continued to establish unique partnerships with industry involving Lenovo, SAS Institute, Inc., Eastman Chemical Company, Valdese Weavers, Cree Lighting, Golf Pride, and Positive Distribution LLC. These partnerships have resulted in sponsored studio activities through which students and industry partners explored new markets, tools, and product opportunities through the use of human-centered design approaches.

Faculty

Select faculty honors, awards, and recognition:

- Andy Fox was elevated to fellow of the American Society of Landscape Architects.
- Wayne Place was awarded the Alexander Quarles Holladay Medal for Excellence.
- Celen Pasalar received the Excellence in Service Learning, Junior category from CELA.
- Kofi Boone was chosen as one of the most admired educators for 2019 by Design Intelligence.
- Haig Katchatorian was chosen to serve on the Fulbright U.S. Student Program and National Screening Committee for Design.
- Traci Rose Rider was awarded the Sustainability Award for Innovation and Impact from NC State University.
- Kristen Schaffer won the Outstanding Teacher Award from NC State University.
- Helen Armstrong won the Outstanding Engagement Award from NC State University.
- Deborah Littlejohn won the Gertrude Cox Award for Innovative Excellence in Teaching and Learning with Technology from NC State University.

- Carla Delcambre and Jesse Turner won the Sir Walter Raleigh Award for Community Appearance, Landscape Design for their work at Syme Hall.
- Gavin Smith won the Outstanding Research Award from the NC State Alumni Association.
- George Elvin was the runner-up in the Envisioning Research Contest, Graphic and Data Visualization.
- Derek Ham was chosen as a University Faculty Scholar for 2020.

Students

Select student honors, awards, and recognition:

- Terry Lam won the silver prize in the 2019 Taiwan International Student Design Competition.
- Herb Peterson received a grant from the Lilly Foundation (\$1.2 mil.) in partnership with the Kern Foundation to design and build the Imaginarium Project (3-yr project) with two colleagues.
- A graduate design studio was awarded the prestigious 2019 Studio Prize by ARCHITECT Magazine.
- Liz Wardzinski was awarded the Dumbarton Oaks Junior Fellowship in Urban Landscape Studies.
- Madalyn Baldwin was selected as one of three Olmsted Scholar national semi-finalists.
- Kennedy Liggett and Joseph Rogers were featured as part of GDUSA's "Students to Watch" list.
- Rebecca Asser was chosen as a 2020-2021 Global Change Fellow by the Southeast Climate Adaptation Center.
- Nakyrh Radley was chosen for the NCSU Miller Fellowship for 2020.

Fundraising

- Approximately \$4,640,000 was raised in 2019-2020, compared to \$1,005,115 raised in 2015-2016. To date, the college has far exceeded its original \$13 million goal, raising \$18,265,849. The college has exceeded its campaign target by 40.5%.
- The College of Design increased the number of scholarships available to its students from \$241,265 in FY18-19 to \$248,215 in FY19-20. In FY20, the development and external relations team secured six new scholarship/fellowship endowments for the College of Design via pledges, cash gifts or estate commitments. These named scholarship endowments increased student support within three of the college's four departments.

Administration

- During the 2019-2020 year, ten positions were filled in the College of Design. Three faculty offers were made and accepted for the 2020-2021 fiscal year:
 - Dr. Derek Ham accepted the position of department head of art + design;
 - Justin Johnson accepted the position of assistant professor of art + design;
 - Shawn Protz accepted the position of assistant professor of architecture.
- Other positions included: Jill Orr, executive director of development and external relations, Candice Murray, assistant director of development, Lauren Hipp, associate director of development, Christine Klocke, director of marketing and communications, Max Cohen, digital content specialist, Jessica Jackson, graduate student service specialist, Ashley Davis, coordinator of pre-college programs in the K-12 Design Lab, and Matthew Babb, multimedia specialist with the Natural Learning Initiative.

Changes to Service Environment

- Due to the COVID-19 pandemic, the College of Design experienced a drastic change to its service environment as the university transitioned to remote learning for the remainder of the spring semester.
- A number of spring and summer programming activities were canceled, including lecture series for architecture and landscape architecture, Design Camp, Design Lab outreach programs, the Designlife Gala, and the university's Day of Giving.
- Many programs were able to successfully pivot: Design Lab created digital workshops and free online content, the School of Architecture hosted a virtual lecture series through a partnership with AIA Triangle, and the Designlife Gala event pivoted into a virtual celebration of the college.

Recommendations and Concerns for the Future

- As the College of Design continues to align itself with NC State University by embracing more STEM programming, faculty have increased their research loads with no reduction in teaching loads. Additional resources that would allow faculty to reduce teaching loads (by hiring additional instructional faculty) and increase research productivity would be germane.
- The College of Design has a structural shortage of resources. The college is currently exploring strategies to free funding for academic programming, including additional endowed professorships and an endowed deanship.
- Finally, expanding the College of Design's footprint into 111 Lampe Dr (formerly Daniels Hall) will provide much-needed space for student and research productivity.