

NC STATE Design

2020-2021 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:

- Architecture: #11, Most Hired from Architecture Schools, Design Intelligence (rank from 2019; due to Covid-19, not ranked in 2020 or 2021)
- Art + Design: #13, [Top 20 Animation Bachelor's Degree Programs in the U.S.](#), Animation Career Review
- Graphic Design: #1, [Top 50 Graphic Design Schools in the U.S.](#), 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 or 2021)

Enhance the Success of our Students through Educational Innovation

- GD/ID students and faculty worked on collaborative research and design projects with industry partners including SAS, IBM, Eastman Chemical and Laboratory for Analytic Sciences.
- Derek Ham (ADN) worked with the Greensboro, NC Sit-In Museum to help them strategize ways to integrate new visitor experiences with VR and AR technology.

Enhance Scholarship and Research by Investing in Faculty and Infrastructure

- The college returned 35% of F&A to PI's to expand their scholarship.
- The college committed approximately \$153,000 to support faculty travel and professional development in FY21.
- The college invested in two courses for Associate Dean Joines related to racial equity: Executive Education on Promoting Racial Equity in the Workplace and Crisis Leadership in Higher Education.

- Renovated the first floor of Brooks Hall to create the **Research Hub** supporting Research, Outreach and Extension. This included new carpet, lighting, and furniture and retrofitted power, pin-up and collaboration areas and three offices to be used in a 'hoteling' fashion by faculty PIs.
- Renovated 15,000 SF of space at 111 Lampe Dr to create the **Design Center at Lampe Drive** as a home for Industrial Design. This included investment in new equipment (plasma cutter, fusion and form lab 3-D printers, vacuum formers, A/V), furniture and hardware.
- New IT Lab and cluster computers (35) and Cintiqs and Arms (25) for the IT Lab.
- Focused the Designing Our Community task force on making the college an inclusive and meaningful place to work. A subcommittee on Diversity, Equity and Inclusion was created.
- Faculty published or contracted seven books, six book chapters, six journal articles and four conference proceedings.
- Purchased Adobe licenses for students, design software and small devices (Oculus Quest, building sensors, DJI Mavic 2 Pro) to support student instruction and research.

Enhance Interdisciplinary Scholarship to Address the Grand Challenges of Society

- Eight architecture students are working with the university architect's office, College of Natural Resources administration, and the NC State facilities team to redesign the courtyard at Biltmore Hall.
- Ten MLA students worked with administrators at Princeville Elementary School to build shade structures, seating, desks and planters for their courtyard in the LAR Design + Build Studio.
- Andy Fox (LAEP) and the Coastal Dynamics Design Lab led a Lenoir County (NC) Recovery + Resilience Design Studio as a service-learning course.
- Students in design studio ADN 561 worked with the San Francisco Juvenile Detention Center to create and give curriculum advice on how VR might be used for education and mindfulness.
- Kofi Boone (LAEP), interview, "Importance of Community-Led Design in Creating Just and Livable Cities," State Climate Policy Network.
- Kofi Boone (LAEP), "Notes Toward a History of Black Landscape Architecture," an October 2020 article written for *Places* Journal.

Enhance Organizational Excellence by Creating a Culture of Constant Improvement

The College continues to document and refine procedures, develop and review policies and generate administrative tools. Examples include:

- Academic Leave: Scholarly Assignment; Studio Environment: Positive Environment for Learning and Working; Faculty Workload and Buyout; Professional Faculty: designations, tracks, ranks,

terms, and compensation; University Faculty Scholars Nomination Process; Safety and Facilities Use; Visiting Scholars; Visiting Scholar Gift Procedure; Vacant Faculty Line Resource Allocation; HR_IT No Pay system access.

- The unit heads met weekly with the associate dean to respond to the rapidly changing educational and work environment created by the coronavirus pandemic.
- Weekly cabinet meetings with the dean, associate dean of academic strategy, director of communications, dean's fellow, and assistant dean of administration and finance to align strategy and streamline communication.
- Hired PMA Consulting to maximize effectiveness of the Leaders Council. Deliverables included: two board surveys/assessments, a strategic planning retreat, updated bylaws and a reimagined board recruitment process. From this process, the board has adopted four-year membership diversity targets of 65% white (currently 90%), 65% in-state (currently 80%) and 25% under the age of 45 (currently 50% are 60+).
- Invested in a new academic advisor for at-risk students and to support a sense of student belonging for our BIPOC and first generation students.
- Moved faculty and staff offices, studios, classrooms, digital critique spaces to improve adjacencies between studios and labs and to create disciplinary neighborhoods to support student's sense of belonging.

Enhance Local and Global Engagement Through Focused Strategic Partnerships

- Soolyeon Cho served as the president, Korean-American Scientists and Engineers Association (KSEA) and as the chair of the National Math Competition; US-Korea Conference and the chair of the STEP-UP Conference.
- Conducted planning for student project collaboration between the ID programs of NC State and Catholic University of Santa Fe in Argentina.
- Students studied and learned through a study abroad program in Chile, one of South America's most stable and prosperous nations.
- ID 492/582 students worked with IBM designers to help Habitat for Humanity Wake County with their furniture donation experience and collection process.
- Celen Pasalar (LAEP), Dean Mark Hoversten, Dean Myron Floyd and Aaron Hipp (CNR) worked with the City of Raleigh's Parks and Recreation Department to develop a partnership in support of the future design of the Dorothea Dix Property.

- Marc Russo (GD) collaborated with UNC-Chapel Hill's Department of Music across studios. ADN460 animation students produced 1-minute short films with the prompt "Dreaming Through Walls."

Diversity

- 28% of our students identified as underrepresented minorities (URM) in 2021, compared to 18% URM students in 2011.
- 27% of tenured and tenure track faculty identified as URM in 2021, compared to 32% in 2011. While the percentage of URM faculty has decreased, the number of faculty has increased from 13 in 2011 to 14 in 2021. Professional faculty are 15% URM, compared to 7% URM in 2011.
- Of the 119 active faculty and staff in the college, 35 (29.4%) identified as URM.
- 37% of tenured and tenure track and 38% of professional faculty are women, compared to 34% and 41% in 2011 respectively.
- Four tenure track faculty offers were made and accepted for the 2020-2021 fiscal year. Three of four were females. Of those two are Black, one is Indian, and one caucasian.
- In 2020, the College of Design formed a Diversity, Equity and Inclusion (DEI) subcommittee of the college's Designing our Community Task Force to address issues within the college and develop means to support BIPOC students. Since its formation, the subcommittee has developed a mission statement, ancestral land affirmation statement, a timeline relevant to the college's diverse history, and the development of a new advisor position.
 - The new DEI Fund purchased software supporting engagement between the DLab and the National Achievers Society and supported a Privilege Walk on April 13th.
 - The college reviewed faculty salaries for pay equity, tenure track positions filled by underrepresented minorities, and promotion of URM faculty through the ranks and into administration. This resulted in one equity based salary adjustment.
 - The Development and External Relations team solicited and secured scholarships for BIPOC students, and worked with the Department of Art + Design to promote the Design Identities exhibition to expose BIPOC students to design by sharing interviews between current BIPOC students and alumni.
- Design Lab Reach Out Program
 - Repositioning of the Design Lab (K-12 initiative) Director position and refocusing the Design Lab on URM student recruitment. The vacant DLab director position has been revised to focus on hiring a designer focused on Diversity, Equity, and Inclusion in

Design scholarship and K-12 outreach. The DLab director will be a full-time, 5-year faculty position at the rank of Assistant or Associate Professor of the Practice.

- 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. With a shift to online programming for 2020, there were proportional increases in Black (almost half) and Latinx (more than double) students' participation in digital design camp and roughly 1.5x increase in participation in weekend workshops for Black and Latinx students.
- In fall 2020 and spring 2021, the Department of Graphic Design and Industrial Design hosted several remarkable lectures given by URM designers, including Victoria Adesanmi (Adidas), Jasmine Kent (Under Armour), Lesley-Ann Noel (Tulane University), Kayla Watson (R/GA) and Ivan Luccion (Blur).
- The School of Architecture and AIA Triangle Joint Lecture Series included BIPOC and international speakers: Jennifer Newsome, Solano Benitez, Marina Tabassum and Gabriela Etchegaray.
- In fall 2020, Art + Design increased student exposure to research in Fibers in Soft Construction from well known researchers, including Dr. Valery Goodwin (an African American internationally known quilt artist), and Dr. Felicia Davis (an African American Professor at Penn State's Stuckeman Center for Design and Computation and founder of the SOFT LAB).
- Tom Barrie was interviewed for an article titled "Equity and Inclusion: Planning, Zoning and other Land-Use Policy Best Practices to Erase Errors of the Past that Perpetuated Bias and Deepened Inequality," *On Common Ground*, fall 2020, Steve Wright.

Instructional Program Advances

- Approval of MAAS degree.
- LAR created a new certificate in Disaster Resilient Policy, Engineering and Design.
- Course changes:
 - Minor changes were made to several Art + Design courses.
 - Industrial design made minor changes to two courses.
- Course approvals:
 - GD 504 Design for Other People
 - GD 531 Perspectives on Form and Meaning
 - GD 533 Design Discourse and Typography
 - GD 574 Graphic Design Curriculum, Pedagogy, and Academia
 - ADN 511 Graduate Seminar IV: Final Project Documentation

- o ARC 250 Fundamentals of Architectural Visualization

Research

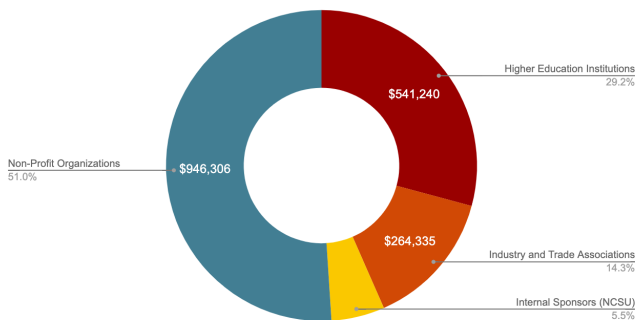
Table 1: 2020-2021 College of Design Research Activity Dashboard

Research Activity Dashboard			
	FY 20-21 through May 31, 2021	FY 19-20 through May 31, 2020	% Change
Number of New Proposals Submitted	53	51	3.9%
Dollar of New Proposals Submitted	\$18,277,015	\$8,301,324	120.2%
Number of New Awards Received	33	27	22.2%
Dollar of New Awards Received	\$2,136,282	\$1,854,641	15.2%
Research Expenditures	\$1,395,085	\$1,638,931	-14.9%
Direct Cost	\$1,138,230	\$1,291,004	-11.8%
Facilities and Administration (F&A)	\$256,855	\$347,927	-26.2%
Effective F&A Rate	23%	27%	-14.8%

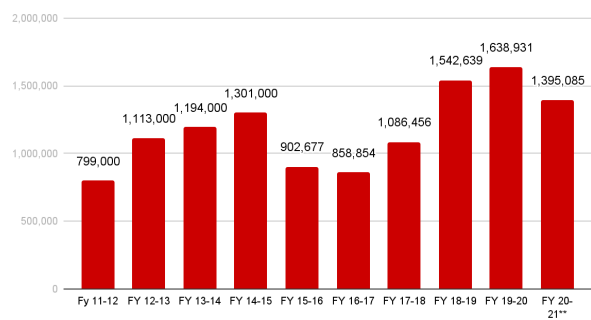
*The amounts shown above represent Ledger-5 accounts only.

**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.

Sponsor Types FY 2020-2021



Research Expenditure Trend - Contracts and Grants



- Celen Pasalar (LAEP) is part of the lead NC State team, which developed and launched the university's new Strengthening the Impact of Research (STIR) Program.

Extension

- Tsai Lu Liu (GD/ID) received a \$75,000 COVID research grant from the UNC System Office, to conduct research on the COVID vaccine hesitancy in rural areas of North Carolina and develop a series of communication campaigns to address the issues.

- Celen Pasalar and Kofi Boone (LAEP), Yanhua Lu (PhD student), Chalreston Yi (PhD student), Marcia McNally, and Randy Hester (UC Berkeley) worked with the Coalition for Affordable Housing and Transit as well as the residents of the Walltown African American neighborhood in Durham, NC
- The Coastal Dynamics Design Lab continues its work throughout the State of North Carolina with two new grants received: North Carolina Department of Justice Environmental Enhancement Grant (EEG) program for Lumberton Community Floodprint and Conservation Trust of North Carolina (CTNC) for Princeville Elementary School.
- Robin Moore (LAEP, NLI), Nilda Cosco (LAEP, NLI) and their team at The Natural Learning Initiative (NLI) created two new publications: *Rethink Outside: "Getting Kids Outside as Early as Possible,"* sponsored by the Storer Foundation and *Let's Get Outside: COVID response resources*, co-created with the National Wildlife Foundation.

Faculty

Select faculty honors, awards, and recognition:

- Robin Moore (LAEP, NLI), Alexander Quarles Holladay Medal for Excellence - NC State's highest honor for a faculty member.
- Kristen Schaffer (ARC), NC State Outstanding Teacher Award and NC State Academy of Outstanding Teachers.
- Carla Delcambre (LAEP), Outstanding Teacher Award for excellence in teaching at all levels, NC State University.
- Tom Barrie (ARC) was elected a Fellow in the American Institute of Architects, named to the NC State Academy of Faculty Engaged in Extension, and won the Alumni Association Outstanding Extension and Outreach Award, NC State.
- Dana Gulling (ARC) won the 2021 Architecture Research Centers Consortium (ARCC) Book Award, and the Precast/ Prestressed Concrete Institute (PCI) Professor of the Year Award 2020.
- Andy Fox (LAEP) and Travis Klondike (CDDL) received a national honor award as part of the 2020 ASLA Professional Awards for the Lumberton Community Floodprint.
- Kofi Boone (LAEP) was elected a Fellow in the American Society of Landscape Architects.
- Deb Littlejohn won the 2020 International Design Incubation Educators Award.
- Chandra Cox was featured in "'Working for Change' One of 12 Wake County women who are making a difference" in Midtown Magazine, November/December 2020.
- Meg Calkins (LAEP) was selected for the editorial advisory board of *Landscape Architecture Magazine*.

- Kofi Boone (LAEP) was chosen as president-elect of the Landscape Architecture Foundation Board of Directors.

Students

Select student honors, awards, and recognition:

- Oluwarotimi Osiberu was awarded the Gensler Rising Black Designers scholarship (\$20,000). This is a national level award that recognizes design excellence.
- Ryan Cooper won the AIA COTE Top 10 Award for his project in the Coastal Dynamics Studio. This is a national award given to 10 students each year. There were over 800 entries this year.
- Six students won awards at the AIA Triangle Design Awards, with \$11,500 of scholarships received collectively.
- Kaylynn Crowder and RJ Washington were finalists for their film submissions to the motion graphics conference, MODE Fest.
- Kennedy Liggett, Rachel Thomas, and Joseph Rogers' research and design project won the GDUSA Health+Wellness Design Award in 2021.
- Annie McDonald won the 2020 IDSA Southern District Student Merit Award.
- Madalyn Baldwin was named an Olmsted Scholar Finalist (one of six in the country) by the Landscape Architecture Foundation.
- Three MLA student submissions received national Honor Awards as part of the 2020 ASLA Professional and Student Awards. The projects are PeatLand by Madalyn Baldwin and Sound Design by Xinyu Li and Xinyi Liu.
- Renae Mantooth won the Daniel M. Maxwell Dissertation of the Year Award.
- Saeed Ahmadi won an award for City of Raleigh's GIS Day.
- Anne Spafford won NC State University Alumni Association's Undergraduate Professor Award in April 2021.
- In 2020, Steven Chavez co-founded the not-for-profit group National Association of Minority Landscape Architects (NAMLA).

Fundraising

- The college raised \$3M in 2020-2021, compared to \$1,005,115 raised in 2015-2016. To date, the college has far exceeded its original \$13 million goal, raising \$21.1M. The college has exceeded its campaign target by 62.4%.
- The College of Design increased the number of scholarships available to its students from \$248,215 in FY19-20 to \$260,000 in FY20-21. In FY21, the development and external relations

team secured endowed support for four scholarships/graduate awards, a lecture series, and Art2Wear, current use gifts for high impact student experiences (including international travel, a new architecture student competition focused on inclusive design, and a new visiting designer program), graduate awards, and seed funding for the college's 75th anniversary celebrations planned for 2022-2023, the first Extraordinary Opportunity Scholarship Initiative (EOSI) endowed scholarship for College of Design students, and the first named space in the Design Center at 111 Lampe Drive.

- The College of Design had a record-setting Day of Giving 2021, raising \$1.3M from 358 donors.

Administration

- Realigned administrative structure: added Associate Dean of Research, Doctoral Programs, and Global Engagement. Discontinued Assistant Dean of Research.
- The college received approval and funding for two new Distinguished Professorships.
- The college's IT staff transitioned data from physical servers to google shared drives and transitioned our building network to a private VLAN to provide more secure access.

Changes to Service Environment

- External subject matter experts participated in lecture series, courses, studios, and critiques via Zoom, which eliminated additional expenses to the units. Students and faculty felt this was a positive impact of course delivery and should be continued in the future.
- The transition to remote work was rapid, but allowed faculty and staff to complete processes that typically required paper submissions and in-person interactions remotely. The possibility of remote work or partial remote work should be considered for the college community to remain competitive in the current climate, location in the Triangle and shift to a post pandemic norming of work expectations.
- Students did not develop key skills during the pandemic related to the hands-on, making nature of design education. Acquisition and refinement of these skills will need to be supported in addition to upcoming coursework for students by faculty and staff.
- Invested in indoor furniture to create third spaces for faculty and student engagement.
- Utilized existing college technology and invested in new devices (overhead document cameras, etc.) to support remote delivery of course work.
- Maintained two private rooms suitable for lactation including storing pumped breastmilk.
- Created a single occupancy restroom in Brooks that is gender neutral and ADA compliant.
- Portable air filtration systems were deployed in studio and office spaces.

- Entry to the second floor of Kamphoefner Hall was automated to be ADA compliant.
- Replaced the fire alarm system in Brooks Hall, which included asbestos remediation.

Recommendations and Concerns for the Future

- Continue to pursue STEM CIP code changes, match curriculum with accreditation needs, retro-fit backfill space for new uses and contemporary practices.
- 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.
- Respond to the opportunities and challenges created by the pandemic on workflow and community for the College of Design community.
- Continue DEI efforts to create a welcoming environment for a student body and workforce that is demographically representative of NC.