

NC STATE Design

2022-2023 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: The College of Design educates students to become innovators and thought leaders while creating a community for designers, researchers, scholars and practitioners.

Vision: To pursue excellence in design education, scholarship and engagement to empower a more just, healthy, resilient, flourishing and sustainable future.

This annual report is organized to highlight our efforts and success by programs' national rankings; against our goals set forth in our strategic plan; changes to our service environment; advances in instructional programs and research; selected faculty and student successes; as well as recommendations for the future.

Brief Program Rankings:

- #22, [Best Colleges for Design in America](#), Niche
- #46, [Best Design and Applied Arts Bachelor's Degree](#), College Factual
- #1, [Best Environmental Design Bachelor's Degrees](#), College Factual
- #5, [Best Bachelor's Degrees in Media Arts, Design and Technology](#), College Rank
- #8, [Top Game Design Degree Programs](#), Intelligent.com
- #13, [Top Public Game Design Schools and Colleges in the US](#), Animation Career Review
- #20, [Top Public Animation Schools and Colleges in the US](#), Animation Career Review
- #1, [Top 50 Public Graphic Design Schools and Colleges in the US](#), Animation Career Review
- #7, [Top Master's in Graphic Design Degree Programs](#), Intelligent.com
- #17, [Top Industrial Design Degree Undergraduate Programs](#), College Values.

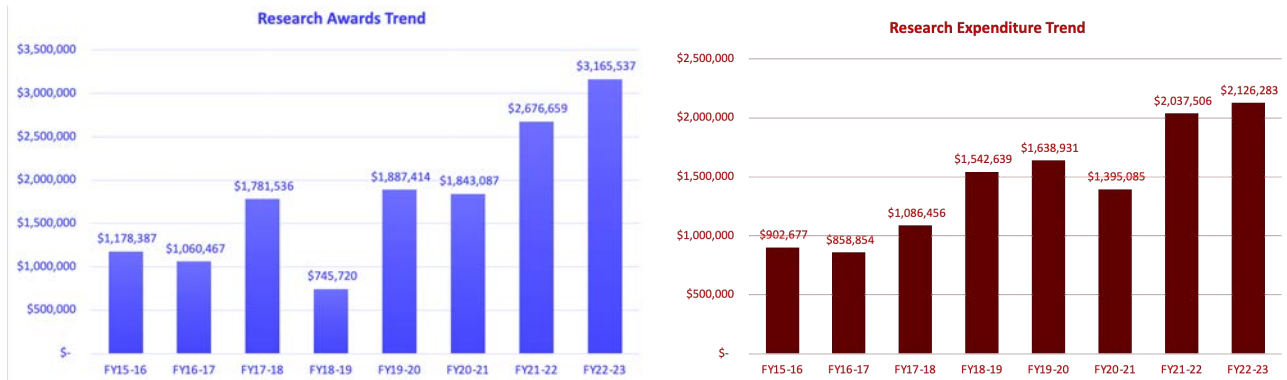
Empower Students for a Lifetime of Success and Impact

- In 2022, the College of Design welcomed 165 undergraduate and 90 graduate students. The total student population is 933. Sixty-six percent of students are women, with 31% of students considered underrepresented minorities.
- Students in the college of design prepare to become successful designers through the application of hands-on learning in sponsored studios, where they tackle real-world design challenges with leading companies. This year, the college partnered with companies such as Eastman, SAS, LAS, the NC Museum of Life and Science, the City of Raleigh, REI and others. Some of these partnerships have been in effect for the last 10 years.
- Students in the Design + Build programs in architecture and landscape architecture routinely collaborate with local partners to create structures for community use. The student group Freedom by Design is working with the Governor Morehead School on a playground for the visually impaired, while the landscape architecture Design + Build program recently completed an outdoor courtyard space at Wood Residence Hall on NC State's campus.
- Investment in the Initiative for Community Growth and Development has developed graduate-level seminars in real-estate development, with students participating from Design, PCOM, Engineering, Natural Resources, Ag & Life Sciences, and Humanities, as well as the UNC Chapel Hill School of Planning.
- Students in the landscape architecture program prepared for their licensure through a new initiative sponsored by the NC State Board of Landscape Architects (NCBOLA). 13 students passed section 2 of their exam, garnering a 72% pass rate. This rate was higher than the national average of 68%.

Ensure Preeminence in Research, Scholarship, Innovation and Collaboration

Faculty in the College of Design continue to expand their funded research and scholarship. In 2022-2023, the college received \$100,914 in F&A funds from the Office of Research and Innovation. Of those funds, 47% were returned to the dean's office, while 18% were managed by the Office of Research and Extension to support cost-shares/required matching funds for grants (including FRPD seed grant), college-level memberships to research associations, facilitation of faculty development activities, research administrative fees and research admin staff continuing education.

The college continues to experience strong growth in research awards and expenditures, outpacing activity in years past. From FY21-22 to FY22-23, there was a 16% increase in the number of new proposals submitted, and a 15% increase in the dollar amount of new awards received.



- Professor Gavin Smith received a \$1.7M grant from the Federal Emergency Management Association (FEMA) titled “Building the Capacity to Develop, Implement, and Manage Building Resilient Infrastructure and Communities (BRIC) Grants and Assist Communities Adapt to a Changing Climate by Harnessing the Abilities of U.S. University and Institutional Systems.”
- Faculty in the college continue to partner with state and local governments to improve the built environment of the state and explore changes related to hazard mitigation and future-proofing for climate change. Work through the Coastal Dynamics Design Lab continues to positively impact communities across the state.
- Faculty released two books and received three contracts for 2022-2023, and authored four book chapters, fourteen publications, and provided editorial services for three journals.
- Sharon Joines received a patent for a Breast Motion Simulator.
- J. Mark Searce produced music for four ballets in the 2022-2023 Carolina Ballet season.

Expand and Advance our Engagement with and Service to North Carolina and Beyond, Defining the Standard for a 21st Century Land-Grant University

- In serving the land-grant mission of NC State, the College of Design strives to bring partnership to industries, local communities and professional organizations. The Design Imperatives conference in fall 2022 featured mobile workshops focused on five Southeast Raleigh landscapes and provided educational sessions on climate change, transportation alternatives, community growth strategies and future design development imperatives to over 200 elected officials, architects, landscape architects, real estate developers, planners and community activists.

- Through community engagement, the college is exposing underrepresented communities to design. Students in the Art2Wear studio engaged with high school students from Southeast Raleigh Magnet High School to learn more about the design process. Lesley-Ann Noel and William Cherry received a grant from the NC State Office of Outreach & Engagement to create a workshop titled “STEM-Based Games Against Oppression.” The multi-week workshop engaged with a youth group for African American youth over seven weeks.
- Tom Barrie, professor of architecture and director of the Affordable Housing and Sustainable Communities Initiative, hosted the Small-Scale Homebuilders Workshop designed for participants to learn about the City of Raleigh’s development regulations and the “nuts and bolts” of constructing missing middle housing.
- The College of Design has several labs and initiatives focused on community outreach and extension:

Research and Extension

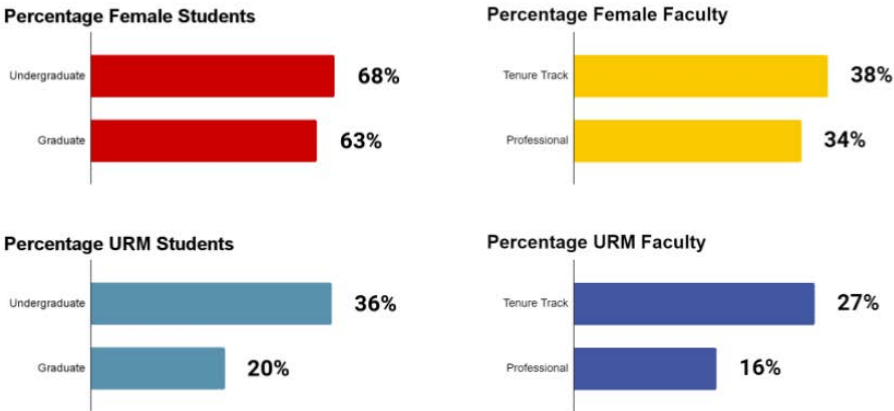
 <p>Initiative for Community Growth and Development</p>	 <p>Natural Learning Initiative</p>	 <p>Coastal Dynamics Design Lab</p>
 <p>Health Centered Design Lab</p>	 <p>Just Communities Lab</p>	 <p>RED Lab</p>

Champion a Culture of Equity, Diversity, Inclusion, Belonging and Well-Being in All We Do

- The College of Design strives toward making an equitable and inclusive community for all through both individual wellbeing and community support. A diversity initiative fund committee has been formed and helps address DEI initiatives that can be supported by gifts to the DI fund.
- To continue to diversify our student body, the college has adopted a second look program for minoritized, underserved applicants and engages diverse professional role models to act as guest speakers in courses and lecture series. Coursework addresses the challenges that design has historically created and can address moving into the future.

- The college invited guest speakers in its courses and lecture series whose lectures addressed DEIB topics highlighting the challenges that design has historically created and or can address.
- The Design Lab received a \$25,000 grant from the NC State University Foundation to support a new summer residential program for up to 30 students from underserved communities and historically underrepresented groups to learn about design.

College of Design Demographics



Improve University Effectiveness Through Transformative Technologies, Cutting-Edge Processes and Actionable Data

- Three new procedures were documented. Two SOPs were approved by college leadership; a third SOP gained the approval of the full faculty in addition to leadership.
 - Affiliated Faculty Membership SOP
 - Faculty replacement SOP
 - Postvention SOP
- HR will begin to use Smartsheet project management software to increase effectiveness, streamline workflow, and improve data management.

Lead in Developing Innovative Partnerships, Entrepreneurial Thinking and Applied Problem-Solving

- The College of Design routinely partners with external constituents through studio work. This year, students worked with individuals from Boston College, Virginia Tech, Clemson University, the Durham Museum of Life and Science, the National Oceanic & Atmospheric Administration

(NOAA), the NC State Housing Department, Eastman, Shelton Vineyards, Fujifilm Diosynth, the City of Raleigh Appearance Commission and PBS NC.

- The Initiative for Community Growth and Development has been heavily involved in the research efforts for the expansion for Fujifilm Diosynth Biotechnologies at the future Holly Springs cell culture biomanufacturing site. College of Design researchers are conducting an ecosystem services assessment to set and monitor environmental performance targets. The plan will guide the site's sustainable development and ensure it delivers optimum benefits to the surrounding community.

Elevate the National and Global Reputation and Visibility of NC State

- Faculty have shared their expertise on media outlets including PBS's Tech Science, NPR, ABC 11, the Washington Post, USA Today, the Christian Science Monitor, Common Edge, WQHR, the Charlotte Observer, 13 News Now, WECT News 6, WRAL, Indy Week and ArchDaily.
- The College of Design has promoted the successes of its faculty via its website, social media, and to its alumni base.
 - Monthly newsletter sent to 8,038 alumni and friends, with an open rate of 46%.
 - Annual magazine sent to 8,100 alumni and friends.
 - Social media followers: Instagram (7,073), Facebook (4,011), Twitter (3,467), and LinkedIn (2,045).

Changes to Service Environment



- To support individual wellbeing, the college has implemented several events throughout the year, including Free Your Mind, which offers meditation music, coloring and therapy dogs and Refresh Fest, which is a student resource fair and ice cream social.
- College deans and student and academic services collaborated with the NC State Counseling Center to hire a full-time embedded counselor to support design students.
- New faculty community & development sessions provide support to untenured, tenure-track faculty. Meetings were held twice a semester. Panels were organized around the following topics: Advising and Research, Teaching, Collaboration, and Awards and Recognition.

- The college held five retreats: two department head retreats, a fall faculty retreat, winter staff retreat, and all college spring retreat. These retreats included content on return to campus, Intercultural Conflict Style, Design Career Champions (presented by Marcy Bullock, Director of Professional Development, Career Development Center), AI + Design Education (presented by Helen Armstrong) and QPR Training (presented by Victoria Potocki, Counseling Center, and Laura Boyd, Prevention Services)..
- Staff in most units are working 1-2 days remotely. Our operations unit has no staff members working remotely.

Instructional Program Advances

- Degree name changes achieved: 1) Change from Bachelors of Graphic Design to Bachelors of Graphic & Experience Design and 2) from Masters of Graphic Design to Masters of Graphic & Experience Design.
- Departmental name change achieved: Change from Department of Art + Design to the Department of Media Arts, Design and Technology.
- Masters of Industrial Design CIP code changed from a non-STEM to STEM code. The new CIP code 11.0105 best represents the MID curriculum and its human-centered approach to design.
- No programs were scheduled to be reviewed for accreditation.

Research

Key research activity:

- Gavin Smith (LAEP), PI, Federal Emergency Management Association (FEMA), \$1,737,017. Building the Capacity to Develop, Implement, and Manage Building Resilient Infrastructure and Communities (BRIC) Grants and Assist Communities Adapting to a Changing Climate by Harnessing the Abilities of U.S. University and Institutional Systems.
- Carla Delcambre (LAEP), PI, Pfizer, \$180,000. Landscape Study Phase 2 (confidential).
- Helen Armstrong (GXD) and Matt Peterson (GXD), LAS, \$203,776. Promotion of Insights by Intelligence Analysts.
- Andy Fox (LAEP), PI, Conservation Fund, \$146,000. Cherry Hospital Floodprint and Conservation Concept Study
- Kofi Boone (LAEP), co-PI, NC Department of Transportation, \$284,376. Assessing Environmental Justice & Historical Transportation Impacts in North Carolina.

Faculty

Select faculty honors, awards, and recognition:

- Kofi Boone won the Jot D. Carpenter Teaching Medal from the American Society of Landscape Architects (ASLA).
- Faculty of the college won several awards from the American Institute of Architects (AIA) NC Chapter for 2022: Tom Barrie was named Architecture Educator of the Year; Jake Heffington received the Young Architect Award; and Dennis Stallings received the F. Carter Williams Gold Medal. Additionally, the Coastal Dynamics Design Lab won the Gail A. Lindsey Award.
- Burak Erdim's book, *Landed Internationals*, received the prestigious On the Brinck book + lecture award established at the University of New Mexico School of Architecture and Planning for 2023.
- The Coastal Dynamics Design Lab won an Honor Award in the analysis and planning category from the ASLA for their project titled "Accelerating Rural Recovery and Resilience: The Pollocksville Community Floodprint."
- Meg Calkins was selected for a Landscape Architecture Foundation (LAF) Fellowship for Innovation and Leadership for 2023-2024.
- The Coastal Dynamics Design Lab won the Place Award from the 2022 APLU Innovation and Economic Prosperity Awards.
- Faculty won the following awards from NC State: Celen Pasalar (University Faculty Scholar), Jianxin Hu (Outstanding Teacher), Tim Buie (Distinguished Undergraduate Professor), Matt Peterson (Outstanding Faculty Mentor Award) and Derek Ham (Libraries Faculty Award).

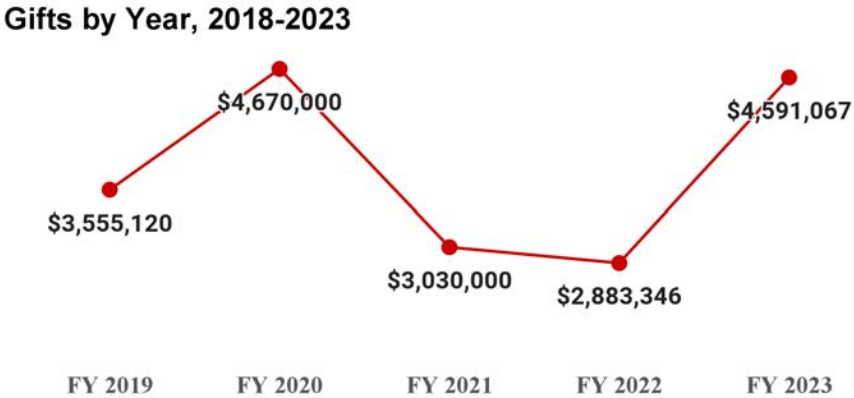
Students

Select student honors, awards, and recognition:

- Four student submissions won national awards from the American Society of Landscape Architects: two honor awards in the student analysis and planning category, one excellence award in the student community service category and one honor award in the research category.
- Two College of Design students won NC State Visual Artist Awards: Olivia Allen was selected for the Visual Artist Award in 2D Art and Jimmy Lewis was selected for the Visual Artist Award in 3D Art.
- Three architecture student teams won AIA South Atlantic Region Aspire Awards.
- Abby Scheer was a GOLD winner of an IDSA International Design Excellence Award for 2022 for her project Nozomi. Nozomi assists female cancer survivors who suffer from pain during intercourse (dyspareunia) by providing an all-in-one physical therapy device and paired progress app.

- Maggie Jarrett has been named the 2022 IDSA Graduate Student Merit Award winner for the South District.
- Two Ph.D. students from the College of Design, Sana Behnam Asl and Raunak Mahtani joined a team of UNC-Chapel Hill doctoral candidates and won the 2022 Map the System Competition in Chapel Hill.
- Tyron Alford was selected to participate in the 2022 summer cohort of the National Organization of Minority Architects (NOMA) Foundation Fellowship (NFF).
- Soyeon Lee was awarded the National Research Foundation of Korea Grant where she is the Principal Investigator. The project title is "Smart Campus Model for Multidisciplinary Approaches," with a funding amount of \$550,000.
- Keymoni Sakil-Slack was the recipient of an AIGA Worldstudio Scholarship in Graphic Design.
- Yui Omori recently received a scholarship from the Japanese Student Services Organization, and is only one of 10 students to receive this scholarship globally at the masters level.

Fundraising



- \$4.5 million raised in FY 2023 (as of 6/30/23).
- Fundraising for the college’s 75th anniversary raised \$149,000 in sponsorships, exceeding the original target of \$125,000.
- Notable major gifts (\$50,000+) secured this year included:
 - \$2 million commitment from an alumna to provide programming and enrichment funds to design students in Pack Promise. This will be the college’s largest gift to date. Prior to the \$2 million gift, the donor will provide increasing annual gifts totaling \$250,000 to begin rolling out the program.
 - Significant unrestricted support for the college via two planned gifts totaling \$633,000.

- \$200,000 gift to enhance a new endowment in Media Arts, Design and Technology (a department that historically has had less philanthropic support).
- \$150,000 for three years of general operating support for the Coastal Dynamics Design Lab from a significant private foundation in North Carolina. Discussions are underway for additional funding.
- The College of Design had another record-setting Day of Giving in 2023, raising \$513,890 from 447 gifts, exceeding last year's 365 gifts by 22.5%.

Administration

- Interim Associate Dean Soolyeon Cho was hired as the associate dean of research, global engagement and doctoral programs.
- The Department of Landscape Architecture and Environmental Planning welcomed a new department head, María Bellalta, effective July 1, 2023.
- The Department Head of Graphic Design and Industrial Design resigned effective July 1. An interim head has been appointed while a national search for the new department head is completed.

Recommendations and Concerns for the Future

Concerns:

- Changing our space allocation (to support increased research and engagement demands) may disadvantage our programs in the future.
- Recruiting faculty and retaining staff.
- Maintaining accreditation: enrollment, maintaining a healthy studio environment (building, space, and route accessibility).
- Preparing for multiple faculty retirements.

Recommendations:

- Seek undergraduate program enhancement fee to support enhanced student experience and elevate college reputation.
- Invest in integrated priority list (IPL) items where existing solutions are available.
- Partner with the University architect's office, University facilities, and design build studios to design novel solutions for IPL items (such as accessibility).
- Partner with university on internal and peer institution data collection.