

# School of Community Resources and Development

## Strategic Plan 2022-2026



# Introduction

The School of Community Resources and Development (SCRD) is one of four degree-granting units in the Watts College of Public Service and Community Solutions at the Downtown Phoenix campus. The school works towards contributing to healthy, resilient and sustainable communities and is one of ASU's transdisciplinary schools encompassing faculty in several areas of study. Our foundation discipline is community development with specific areas of education and scholarship that rest on this foundation: nonprofit leadership and management, parks, recreation and sports management, and tourism development and management.

School faculty and students engage in a broad range of research endeavors that emphasize transdisciplinary and a systems approach to sustainable community development. Translation of research to practice is partly advanced through the three centers affiliated with the school: the Lodestar Center for Philanthropy and Nonprofit Innovation; the Center for Sustainable Tourism (CST); and the Osher Lifelong Learning Institute (OLLI).

The activities of the SCRD faculty, staff and students exemplify the design aspirations of the New American University through our programs' unifying principle of contributing to healthy, resilient and sustainable communities. This strategic plan articulates the school's vision, mission, and priorities for achieving our mission.

# Degree Offerings

We currently offer degrees through the following degree pathways as well as via several minors and certificates. We continue to strategically add new programs based on fit with our mission and goals as well as when there is clear demand among students.

- Nonprofit Leadership and Management, BS
- Nonprofit Leadership and Management (American Indian Studies), BS
- Parks, Recreation and Sports Management, BS
- Recreation Therapy, BS
- Tourism and Recreation Management, BS\*
- Tourism Development and Management, BS
- Tourism Development and Management (Meetings and Events), BS
- Tourism Development and Management (Resort and Hotel Leadership), BS
- Tourism Development and Management (Sustainable Tourism), BS
- Community Resources and Development, MS
- Community Resources and Development (Nonprofits & NGOs), MS
- Community Resources and Development (Parks & Recreation Management), MS
- Community Resources and Development (Sustainable Communities), MS
- Community Resources and Development (Tourism), MS
- Nonprofit Leadership and Management, MNLM\*\*
- Sustainable Tourism, MST\*
  
- Community Resources and Development, PhD

\*ASU Online

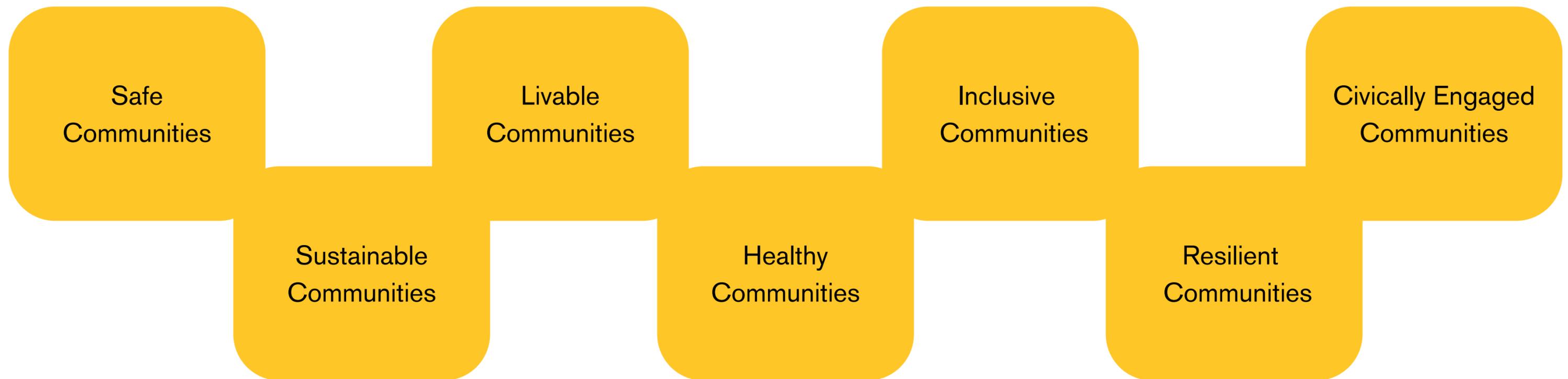
\*\*ASU Online and ASU Sync

# Community

The concept of community is at the heart of the school. A community is a distinct and uniquely identifiable collection of individuals that can include groups of people sharing interests, locale, challenges and desires. It includes place-based as well as identity-based communities.

Our students, faculty and staff share a commitment to making communities better places to live, work, play and visit.

We advocate a multi-disciplinary approach to the study of community. Taking this holistic approach is necessary if we are to truly impact and enhance community life. As such, we believe the following values should underlie the focus of the school and its activities.



## Our Vision

Healthy, resilient and equitable communities

## Our Mission

To promote community wellbeing

The vision and mission of the school, developed by the faculty, flows directly from the charter of the university: “ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.”

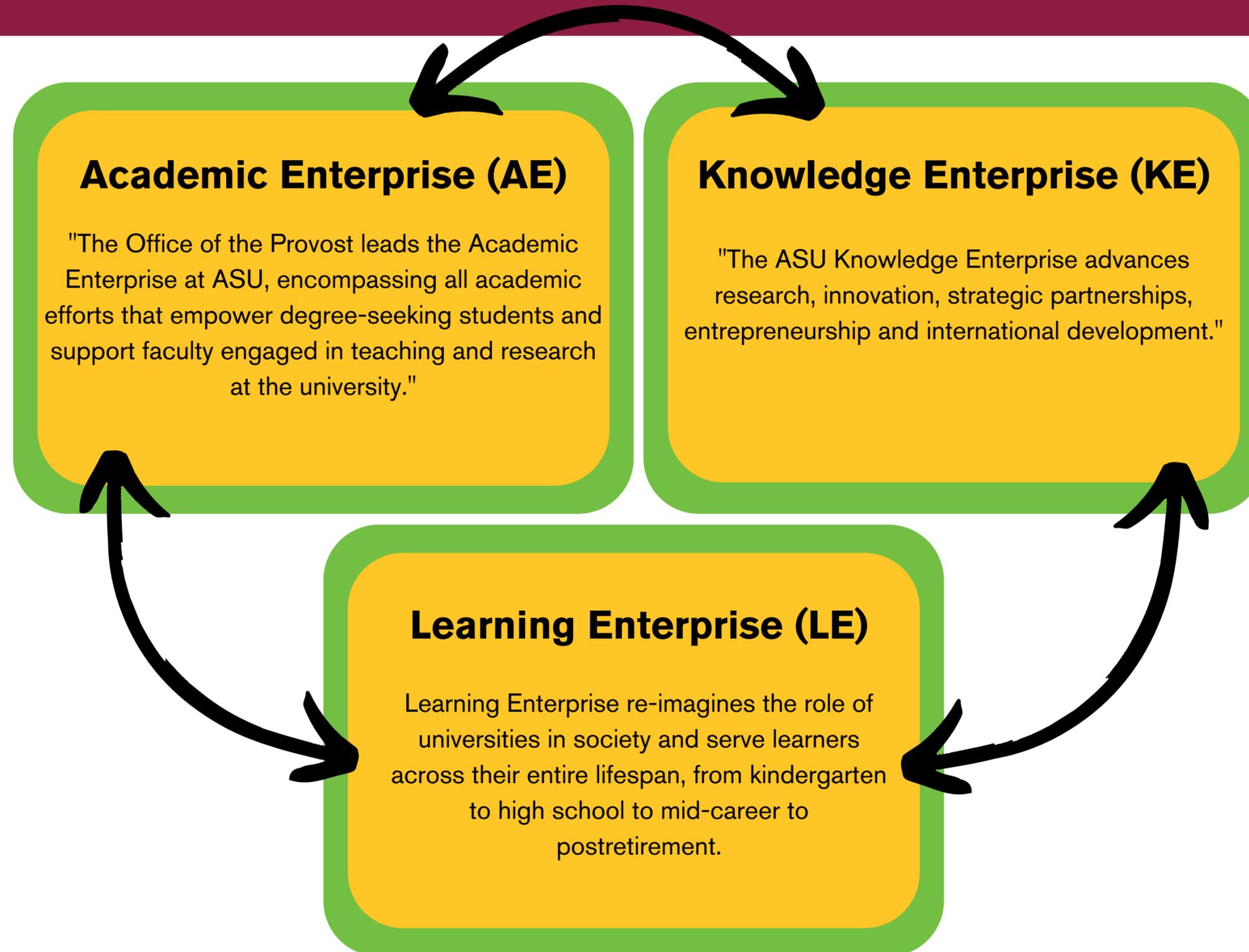
Similarly, the school’s mission is consistent with that of the Watts College aspirations: “a vehicle through which we make the world a better place.”



# Making communities better places to live, work, play and visit



# The three ASU Enterprises that inform SCRD's Strategic Plan for 2022-2026.



# Strategic Priorities

## Strategic Priority A\*

## Strategic Priority B\*\*

## Strategic Priority C\*\*\*

**Promote community wellbeing through innovative and engaging teaching and learning for degree-seeking students.**

**Promote community wellbeing through collaborative learning experiences with alumni, industry partners and community.**

**Promote community wellbeing through use-inspired scholarship.**

- Enhance and standardize the quality of our educational content.
- Integrate innovative experiential learning practices for all students.
- Enhance awareness of and enrollment in our innovative degree programs and certificates.

- Offer innovative learning opportunities (eg, lectures, op-eds, workshops, professional development) for industry partners, community members, faculty, students and alumni.

- Promote research collaboration with community and industry partners locally and globally.
- Produce publications that showcase the research and innovation in the school.
- Incentivize the securing of funding and awards.

\*linked to Academic Enterprise

\*\*linked to Learning Enterprise

\*\*\*linked to Knowledge Enterprise

For measurable indicators on each strategic priority, contact us at [scrd@asu.edu](mailto:scrd@asu.edu)

# For more information

go to [scrd.asu.edu](https://scrd.asu.edu)



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