



UNIVERSITY OF  
OREGON

PORTLAND

# Vision & Strategic Plan Summary

# Brief History of UO Portland Vision

In the fall of 2016, a vision was developed for UO Portland. It was written as a series of “bridges,” because Portland is known as “Bridgetown,” and because our vision spans diverse opportunities, inter-disciplinary study, and partnerships, as well as innovative and impactful research and teaching. The connections between people, ideas, and innovations are described as a series of bridges that promote movement in both directions.



# Strategic Plan 2016-2021

UO Portland's Strategic Initiatives were developed in 2016 by a collaborative team of members from each school and college represented at UO Portland. These initiatives have since guided our work, and the team continues to meet annually to refine our goals, track our progress, and look for new and innovative ways to collaborate.

What follows are examples of the actions that met our strategic goals between 2017 and the start of 2021.



# Vision

## 01 Learning — Doing

opportunities. Students are taught by talented faculty and distinguished practitioners. The programs in Portland provide students with critical experiential learning through access to cutting-edge industry expertise, mentoring, and networking opportunities in the economic center of our state. Additionally, executive education is offered in non-traditional formats to meet the needs of modern professionals. This includes students from the region and around the country and globe who fly in for short, intensive sessions meshed with distance education components. World-class career development series and academic conferences also bring international experts from both industry and the academy to our urban campus.

## 02 Students — Alumni

From high school students to prominent alumni, those who step through the front door of UO Portland enter into a realm of lifelong education. Strong connections with high school counselors and educators and strategic partnerships with community colleges in the region help pave the way for a growing and diverse student body in Eugene. Undergraduate students from Eugene visit and attend UO Portland to enhance their education in an urban setting, joining graduate students in internships, networking, and professional development opportunities. Our alumni are also engaged, attending events, volunteering individually and on UO boards, and sharing their expertise with our students.

## 03 Inquiry — Impact

What starts as a simple idea can become something that transforms lives. The research and collaboration at UO Portland make a difference in solving problems throughout the region and beyond. Discovery and creativity drive economic and social progress through faculty research, student engagement, and interdisciplinary collaboration with government and industry leaders. Faculty in both Eugene and Portland utilize the Portland region and our remarkable facilities as an expansive urban laboratory. Faculty and students collaborate across disciplines and geography to explore big-idea initiatives with measurable impacts.

## 04 University — Community

A sense of community goes beyond the classroom for UO Portland students and faculty. Business, public, and non-profit neighbors recognize the importance of having UO Portland in Old Town and the benefit of the university being actively engaged in city and regional affairs. Strategic alliances with civic, philanthropic, business, community, cultural, and educational institutions around the region – thanks in part to thousands of alumni – provide ongoing academic opportunities and increase the UO's visibility and contributions to the state.

## 05 Portland — The World

As home to some of the world's most innovative companies and NGOs, Portland has become a launching pad and a destination, especially among Pacific Rim countries. These relationships are increasingly mirrored in the UO Portland programs that draw a growing international student population and various enterprises interested in collaborative research and training through a global lens.

## 06 EUG — PDX

The bridge between Eugene and Portland is fundamental to facilitating the flow between the cities for students and faculty. This connection is essential for accomplishing everything described in this vision. We work to make the cities closer, more accessible, and appreciative of what each campus has to offer toward the university's overall vision of excellence.



# 01 Learning — Doing

## Strategy

- Support and expand experiential learning at UO Portland
- Support existing, and create new graduate degree offerings
- Enhance professional education

- UO Portland students engage in experiential learning through studios, internships, and community engagement
- Between 80-90 percent of law students based in Portland have externships
- Sports Product Management added an online degree program
- Oregon Reality Lab created by the School of Journalism and Communication

- Sports Product Design Nucleus Lab launched
- UO Portland faculty from different colleges now co-teach interdisciplinary classes
- School of Journalism and Communication hosts annual receptions celebrating Snowden interns
- Exploring new degree options with research and marketing groups

## Portland Internship Experience

This new 10—week internship program pairs 30 UO undergraduate students with small businesses, nonprofits, and educational civic agencies that benefit from internship assistance while providing educational opportunities. The internships are philanthropically supported.

- Strategic Communication developed an accelerated degree program
- Plans are underway to launch College of Education degree programs in Portland



# 02 Students — Alumni



## Strategy

- Ensure alumni know about UO events in Portland
- Increase involvement of alumni with UO Portland
- Curated “Nixya’awi/Crow’s Shadow,” featuring art by Native American high school students
- Our students teach through the Architecture Foundation of Oregon’s Architects in Schools program
- Partnered with TedX Youth on events
- Product Design/Sports Product Design participate in Unparalleled Design Week and Portland high school events
- Science Night events with UO faculty members presented multiple times each year in Portland
- Involve high school and potential undergraduate students in UO Portland events
- Co-host UO C-Suite Breakfasts for professional alumni
- Publish regular Around the O Portland edition, sent to 26,000 regional alumni
- School of Journalism and Communication undergraduates network with alums through Practically Professional program
- Advancement added staff in Portland to focus on alumni engagement

## Portland Gear Partnership

Brand Camp brought 76 high school and college students to the UO Portland campus in the summer of 2019. Students visited maker spaces, interacted with program representatives and met with an undergraduate admissions recruiter. The university hosted a reception for campers to present

their creative work from the week to local companies. Organized by Portland Gear, Brand Camp is a workshop for students to work with influential entrepreneurs and business owners in the Portland region. UO Portland continues to partner with Brand Camp.

- Portland Alumni Mentorship Program developed for law students
- Oregon Executive MBA started the Alumni Networking Database and Consulting Corps
- Architecture & Environment hosted a series of “Portland Practices” thematic roundtable conversation and alumni networking events
- UO Portland library provides access to UO collections to alumni



# 03

## Inquiry — — Impact



### Strategy

- Promote interdisciplinary research
- Support research and scholarship of UO Portland faculty and students
- Support visibility of student research and creative work
- Historic Preservation received Tinker Hatfield award for work in the Albina Neighborhood
- Sports Product Design, Architecture and Interior Architecture received Tinker Hatfield award and co-taught "Design for Healthy Aging" class
- "Lunch and Learn" is a regular series that promotes faculty research
- College of Design student work regularly displayed

### Institute for Health in the Built Environment

Since launching in 2018, IHBE has collaborated with 56 researchers across 18 disciplines at 19 institutions. It has been awarded an NSF grant, two USFS Wood Innovation grants, and three USDA ARS grants. Their paper "2019 COVID-19 Pandemic: Built Environment Considerations to Reduce Transmission" had over 100K views and has been cited 95 times.

- Strategic Communication students win top honors in national Page Case Study Competition two years in a row
- Library and Learning Commons provides ongoing support for Scholar's Bank
- Numerous Sports Product Design students won international design and research awards
- Oregon Executive MBA created Ducks Disrupt Healthcare Bootcamp
- Sports Product Design hosted "Mighty Oregon: Designing for Sport"
- Architecture students won Clinton Global Initiative and Architecture Foundation of Oregon awards
- Portland and Eugene architecture students organized the HOPES X ecological design annual conference
- Law students with the Green Business Initiative organized West Coast leaders for annual sustainability conference
- Labor Education and Research Center published research that spurred the first-ever statewide fair scheduling law
- Research examining COVID-19's impact on essential workers performed by the Labor Education and Research Center

# 04 University — Community

## Strategy

- Raise UO Portland's participation and visibility with local community/business
- Strengthen connections with local colleges and universities
- Increase public engagement
- Feature UO president and faculty research initiatives

- Hundreds of community events hosted by our programs during the period of this report
- Historic Preservation Albina Project awarded funding as part of UO's PNW Just Futures Institute for Racial and Climate Justice
- Architecture program hosts Design for Spatial Justice studios focusing on equitable urban development
- Agora Journalism Center helped journalists rethink their relationship with communities and hosted the "Doer's Gathering" focused on homelessness in Portland

## Wings: UO Presidential Speaker Series

University of Oregon President Michael Schill has hosted a series of inspiring and intimate evening of discussion, research and inquiry. This speaker series focuses on the extraordinary people connected to the UO who have ideas that take flight to improve our community and advance society.

- Multimedia Journalism students collaborated with community members
- Strategic Communication students have produced more than 100 campaigns for local organizations
- Worked with Old Town Community Association, Portland Business Alliance, Greater Portland Inc, and various non-profit & professional organizations
- Deepened connections with OHSU, OSU, PSU, Oregon College of Oriental Medicine, Pacific Northwest College of Art, OMSI
- Energy Studies in Building Laboratory received Portland Clean Energy Fund award
- Prevention Science Institute provided free evidence-based mental health services to nearly 700 families in the metro area
- Partnered with Multnomah County Library to promote membership
- Sports Product Design Sneaker Science was part of OMSI maker fair







# 05 Portland — The World

- Institute for Health in the Built Environment established an international reputation
- Workshops developed for international students
- Hosted Portland Urban Architecture Research Lab, 10th Anniversary conference
- College of Arts and Science hosted International Hispanic Cinema conference sessions
- Sports Product Management and Sports Product Design programs are a draw for international students
- Hosted a new series of “Advanced Design Workshops” with innovative architectural practitioners from around the world

**Strategy** • Establish research-based programs, institutes or centers of excellence

- Strengthen partnership with Office of International Affairs; recruit international students
- Host international conferences

- Law faculty convened national experts to tackle issues of democracy, dispute resolution, and climate change

- Product Design and Sports Product Design hosted the annual IDSA conference in 2017 and 2018

- Sports Product Design was a data collection site for Size NA (the largest 3D body scanning study in North America)

## Urbanism Next

Established in 2016, the Urbanism Next Center studies how emerging transportation technologies impact city form and development. The center has worked with the cities of Portland, Eugene, Gresham, Seattle, Vancouver, BC, San Jose, Detroit, Pittsburgh, Miami-Dade County, and others to help understand how bikeshare, e-scooters, transportation network companies, microtransit,

and autonomous vehicles could impact equitable outcomes for communities, as well as carbon emissions, congestion, and policy frameworks. It created The NEXUS, an online resource and database, hosted four annual conferences and released 19 reports. Urbanism Next received funding from the federal government (NSF, FTA, NCHRP, NITC), local governments, and foundations (Knight Foundation, Bullitt Foundation).



# 06 EUG — PDX

- Strategy**
- Address challenges in student housing
  - Develop convenient transportation between campuses
  - Ensure UO Portland can connect with Eugene with reliable IT
  - Encourage UO Portland faculty and staff to serve on UO committees
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- Developed housing guides for students
  - Completed RFI and RFP for a shuttle service between Portland and Eugene
  - Worked with IT to ensure better connectivity
  - Hosted visits/presentations from multiple campus departments
  - Established regular visits with president and provost



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- Increased participation by PDX faculty and staff on university committees, in leadership training, and on the Faculty Senate
- Explored potential of renting short term stay apartments for faculty/staff
- Law increased distance learning offerings for Eugene and Portland students even pre-pandemic

## Connecting Online

A silver lining of COVID has been that UO Portland is easily connected with the Eugene campus. This has facilitated meetings, participation in faculty, staff and student events, and teaching across campuses. It is our hope that these new remote communication skills will promote more cross-campus connectivity even when it is not mandated by a pandemic.

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