

## STRATEGIC PLAN 2016

The Historic Preservation Program at the University of Maryland, College Park, offers a Master of Historic Preservation (M.H.P.) degree, a Graduate Certificate in Historic Preservation, and dual degrees with Architecture, Planning, Real Estate Development, and Applied Anthropology. Our graduate programs prepare professionals and scholars for the diverse and multidisciplinary challenges of contemporary preservation practice. The program draws its strength from a wide range of allied disciplines including African American Studies, American Studies, Anthropology, Architecture, History, Landscape Architecture, Women's Studies, and Urban Studies and Planning. Collaboration with these units provides a broad network of expertise and experience in the expanding range of preservation practice and research, including multiple approaches to preserving and understanding both tangible material culture and intangible social heritage in the United States. The program's multidisciplinary approach has been strengthened by the addition of dual degree offerings which formalize the disciplinary linkages crucial for modern preservation practice.

## MISSION

It is our mission to establish for our students and faculty an inclusive, creative, and supportive learning and research environment for the study of historic preservation theory and practice. We recognize and emphasize the context of current social, political, economic, and technical issues that affect the public realm. We educate preservationists and allied professionals to analyze, appreciate, and preserve our rich cultural heritage with an understanding of the challenges that arise from society's competing values. We make significant contributions to knowledge in preservation research, education, and service.



## VISION

The Historic Preservation Program at the University of Maryland will change the face of the profession by graduating practitioners who engage diverse communities in critical considerations of value, significance, and change, and are committed to social and environmental justice. Diversity among program graduates (including race, gender/sexuality, ethnicity, and intellectual field) increases the profession's ability to make a positive impact on a changing and complex nation and world.

The Maryland preservation program teaches students to focus on and analyze the impact of preservation practices and decisions on people as well as the built environment. The goal is to graduate students who think creatively about how to value the past in ways that engage and enhance the present and future for all stakeholders. Our concept of preservation includes interdisciplinary collaboration, community-engaged practice, cultural sustainability, and social justice, incorporating both tangible and intangible heritage considerations. In particular, we seek to draw on and contribute to the resources, communities, and individuals of the State of Maryland and the surrounding region.

We seek a program nationally recognized as a leader in training practicing professionals who understand the social and cultural costs and benefits of preservation and are equipped to solve problems and lead in this multidisciplinary profession.



# VALUES

## Community

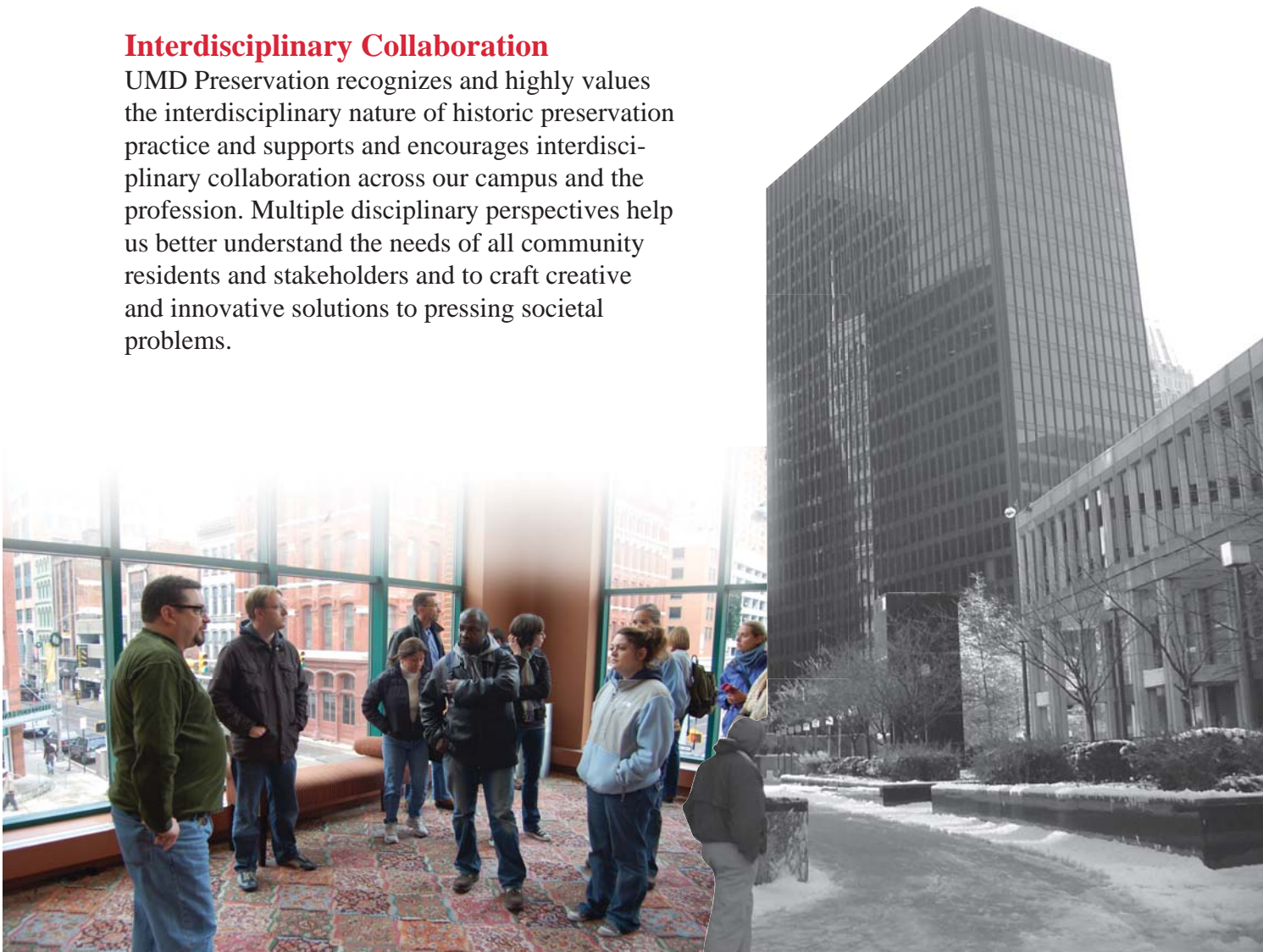
UMD Preservation regards community as a fundamental historic preservation value and resource. We are committed to educating leaders who engage communities around issues of preservation and heritage, working in our diverse region and across the nation. We are also committed to helping cultivate a sense of community among and between our students, faculty, and constituencies.

## Diversity and Inclusion

UMD Preservation values an inclusive preservation practice that embraces diversity of race, gender/sexuality, ethnicity, and other aspects of identity. We are committed to creating a diverse and inclusive academic and professional preservation practice that works side by side with all community leaders, residents, and stakeholders and builds long-term, equitable relationships, especially with communities of color and other marginalized communities.

## Interdisciplinary Collaboration

UMD Preservation recognizes and highly values the interdisciplinary nature of historic preservation practice and supports and encourages interdisciplinary collaboration across our campus and the profession. Multiple disciplinary perspectives help us better understand the needs of all community residents and stakeholders and to craft creative and innovative solutions to pressing societal problems.





## **Social Justice**

UMD Preservation values approaches to preserving our past that recognize and enhance social justice in the present. We are committed to directing preservation practice toward marginalized communities and communities of color, wherever possible, and to approaching preservation practice that embraces fairness, equity, and justice.

## **Innovation**

UMD Preservation values innovation and critical analysis that moves us beyond traditional concepts of preservation philosophy and practice to ensure the relevance of historic preservation in the 21st century and beyond. Our focus on inclusion and equity as a core value of preservation pushes the boundaries of traditional practice as does our focus on a broad suite of resources, both tangible and intangible, and the application of the latest digital approaches and technologies to solving preservation's pressing issues.

## **Practice**

UMD Preservation values hands-on, experiential learning made possible by a talented and diverse faculty and a location amidst the urban centers of Washington and Baltimore and the broader Chesapeake Bay region. Our courses engage with community residents, regulators, and practitioners to hone the skills and instill the professional values required to succeed in a preservation career. In so doing, we prepare students to be future leaders in the field of preservation and in society at large.



# STRATEGIC INITIATIVES

## Diversity

Draw on our ongoing work in critical preservation, particularly through our class in Social and Ethnic Issues in Preservation, to make preservation a more diverse and collaborative practice and discipline, at scales from Maryland to the region to the nation.

1. Create an initiative to further diversify the faculty and student body in Preservation.

a. Participate in the Inclusive Hiring Pilot Project for the T/TK hire in urban preservation.

b. Develop a targeted recruiting program to expand our pool of minority applicants.

c. Expand student funding to target and enhance minority recruitment (see Student Funding).

d. Sponsor a national workshop/conference on minority recruiting in preservation.



2. Continue and expand our engagement of diverse communities.

a. Continue to be thoughtful and reflective in choosing class project sites in diverse neighborhoods/communities. For example, HISP 611's work in Fairmont Heights, an early African-American suburb in Prince Georges County, in Fall 2015.



b. Develop a focused initiative on environmental and/or social justice. We could do this if we partnered with another school on campus such as American Studies or Anthropology. For example, Prof. Paul Shackel is working on mining towns in NE Pennsylvania, linking issues of immigration and labor in the past to those issues in the present. Dr. Linebaugh is working with Prof. Shackel on a possible field school at Eckley Mining Village (near Hazelton, PA) next summer.



## Urban Preservation

Expand on our previous work in the Baltimore and Washington metropolitan areas by developing a research focus on urban preservation to more fully engage these two major cities, as well as the smaller cities of the region (i.e., Annapolis, Frederick, Hagerstown, Cumberland, etc.).

1. Hire a tenure/tenure track faculty member with a research focus in urban preservation issues.
2. Establish ongoing studio project(s) in Baltimore, Prince Georges County, and the broader Baltimore-Washington corridor.
3. Develop new partnerships in Baltimore and Washington which can support and participate in our urban studios.
4. Collaborate with faculty and students in the Architecture, Planning, and Real Estate Development programs, and departments across campus such as American Studies and Landscape Architecture.







## Recruitment

Right-size annual enrollment to take advantage of our current capacity and enhance overall quality through a focused recruitment initiative. This initiative should increase enrollment of students from underrepresented groups and work to balance admissions in the 2-year MHP with the growing number of dual degree students. Target recruitment in undergraduate programs across the UMD campus.

1. Increase graduate assistantship funding (see Student Funding below)
2. Target recruitment in undergraduate programs in other UM System colleges to keep talented Maryland students in the state. For example, recruiting top students in the Anthropology and History programs at St. Mary's College.
3. Target national recruitment in undergraduate preservation programs for a new 1/1.5-year MHP degree (see Curriculum and Program Development below). For example, students from the University of Mary Washington's undergraduate program in preservation.
4. Develop diversity recruiting program (see Diversity Initiatives below).
5. Recruit for newly developed dual degree programs (see Curriculum and Program Development below).



## Student Funding

Increase student funding to recruit and retain the best students. Current funding is not adequate to compete with our peer programs for the top students.

1. Develop new graduate assistantships or paid internships with outside partners such as those with Prince Georges County and the Maryland Historical Trust. With an overall increase in funding, dedicate several full GA positions to recruit top students.
2. Build the student scholarship fund through annual giving of alumni and targeted gifts.
3. Increase grant/contract funding to support GAs; create center or affiliate with the Center for Heritage Studies in Anthropology.
4. Pursue foundation and corporate support for student funding.

## Curriculum and Program Development

Build on our excellent MHP and dual degree programs by continuing to refine our curriculum and program offerings to keep them current and forward looking.

1. Expand dual degree programs; for example, programs with Landscape Architecture, Public Policy, Business, Public Health, and American Studies.
2. Develop 1/1.5-year MHP program for students with an undergraduate degree in historic preservation.
3. Explore ways to enhance the cohort experience for dual degree students, particularly those in programs outside the School and also in Architecture (due to its length and time demands).





## Partnership Development

Take full advantage of our locational advantages by developing new partnerships to engage government agencies, non-profit organizations, and professional firms, and then maintain and manage these partnerships. Many untapped opportunities exist in our region and we need a strategy to take advantage of these and to cultivate our current and future partnership relationships.

1. Establish 2 new partnerships each year in order to enhance internship opportunities, focused lectures, graduate assistantship funding, advisory committee members, etc.
2. Work with partner organizations and firms to develop a list of research topics that they can help support.
3. Enhance our relationships with past internship sites to develop ongoing opportunities.

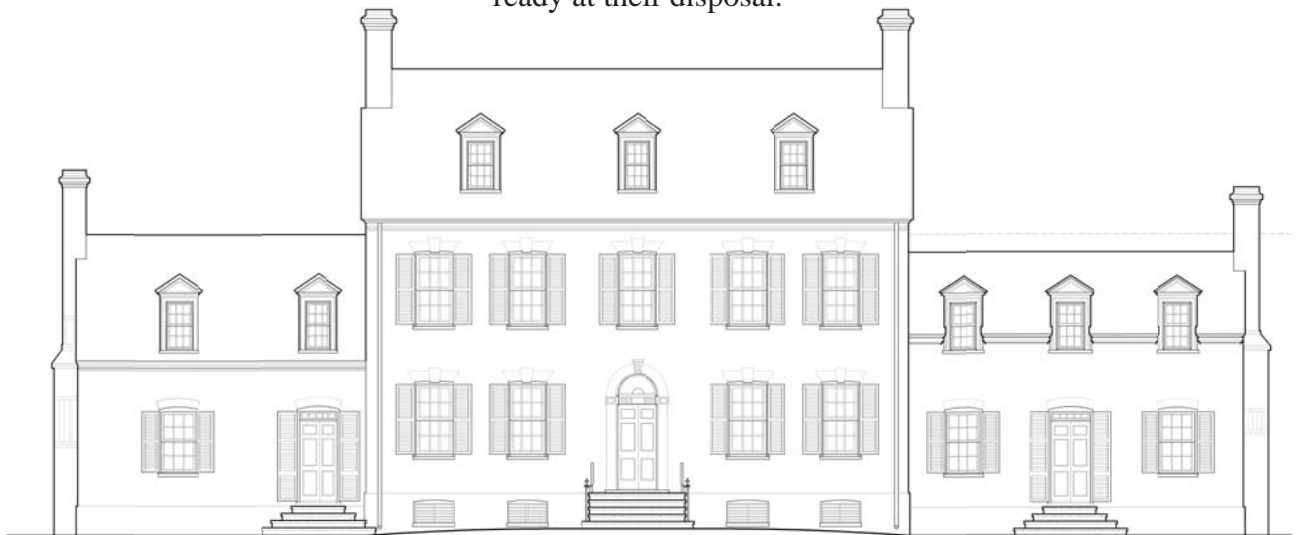


## Our Mission Matters

History itself may be infinite,  
but the evidence of history is finite.

The students, professors, and professionals  
here make preservation their passion.

Let's ensure they have all the tools and opportunities  
ready at their disposal.



SCHOOL OF  
ARCHITECTURE,  
PLANNING & PRESERVATION

**HISTORIC PRESERVATION PROGRAM**