

Transforming **Pratt Institute**

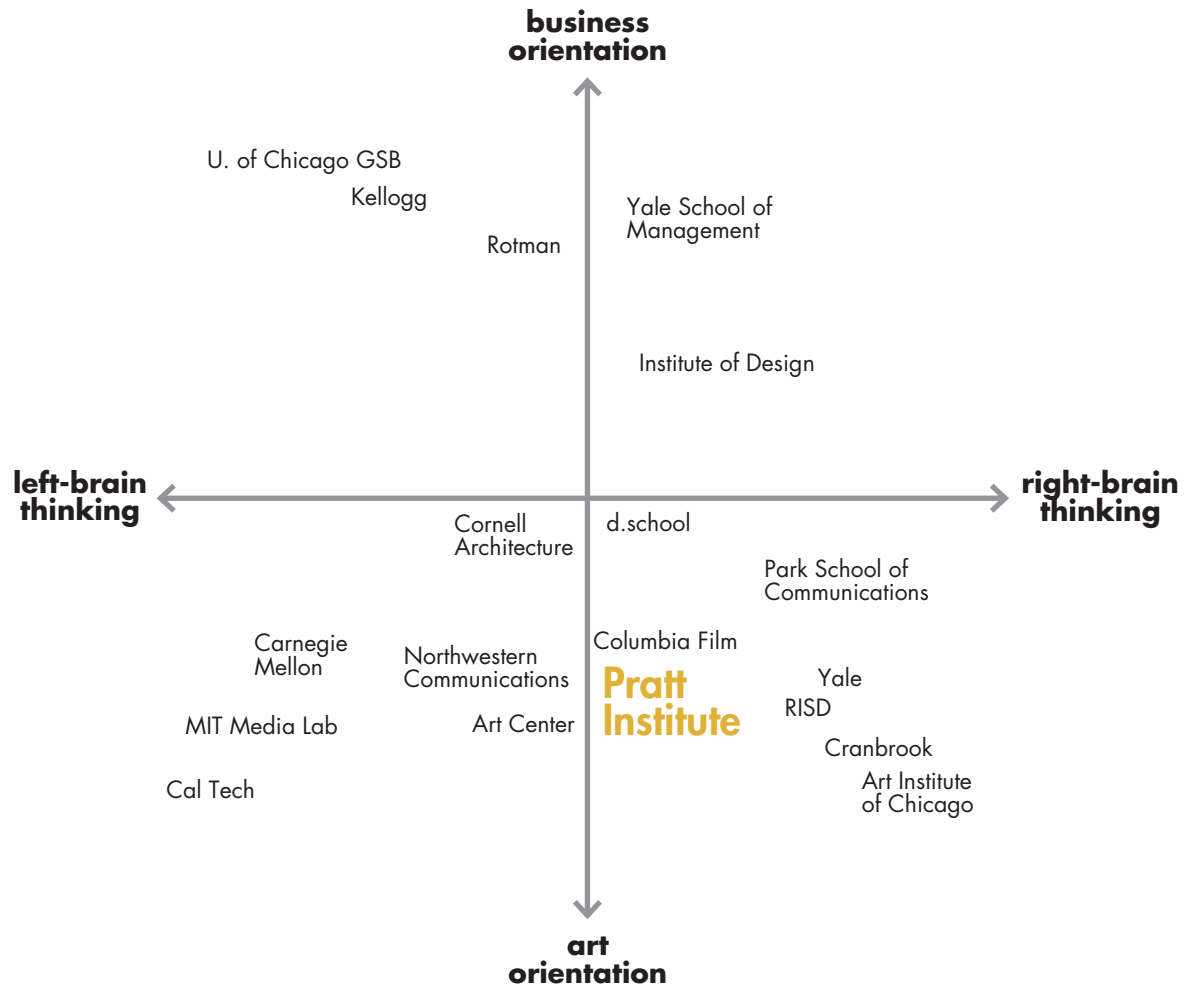


project goal

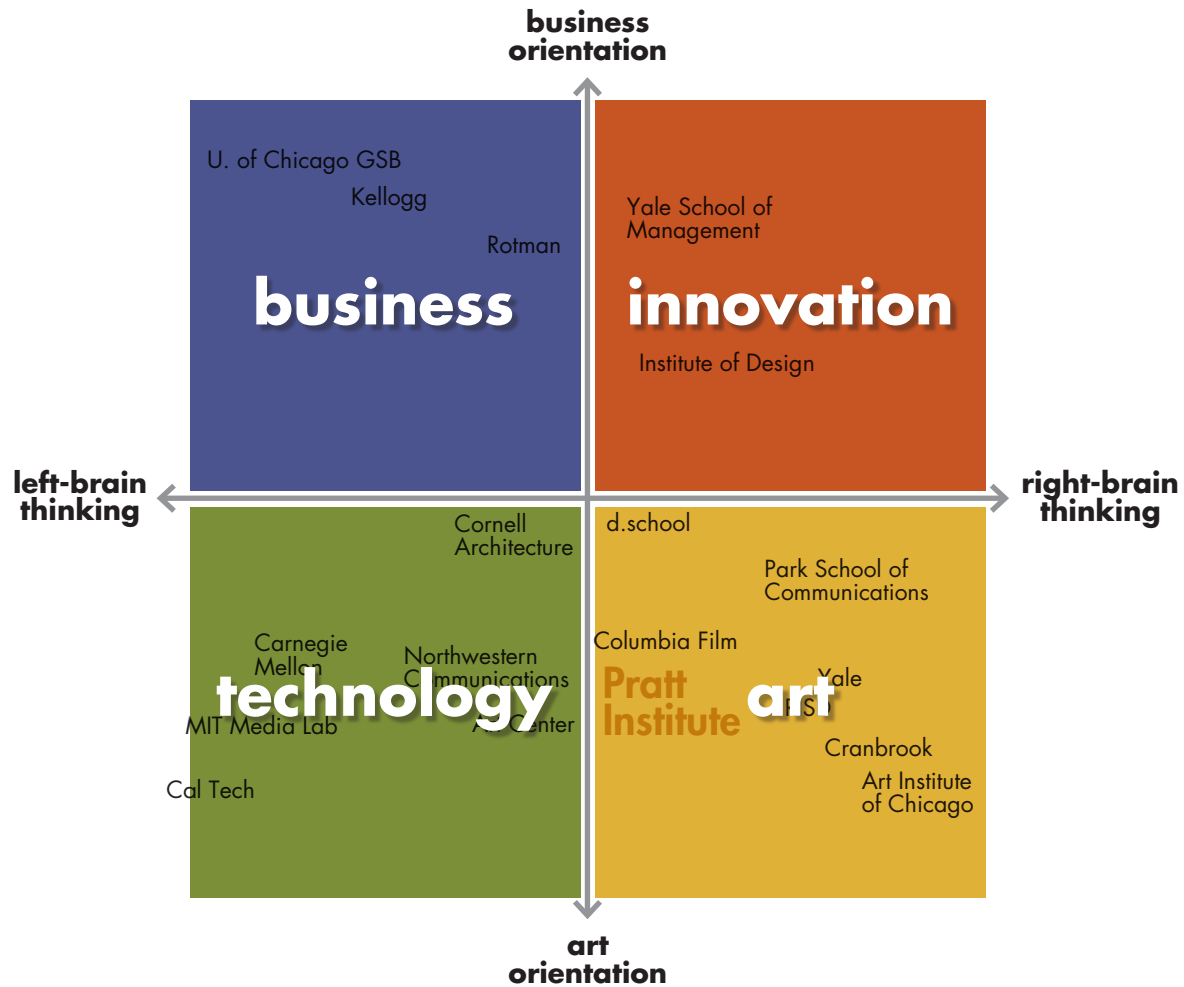
Create the most powerful
interdisciplinary design
center on the East Coast.

Pratt 2.0

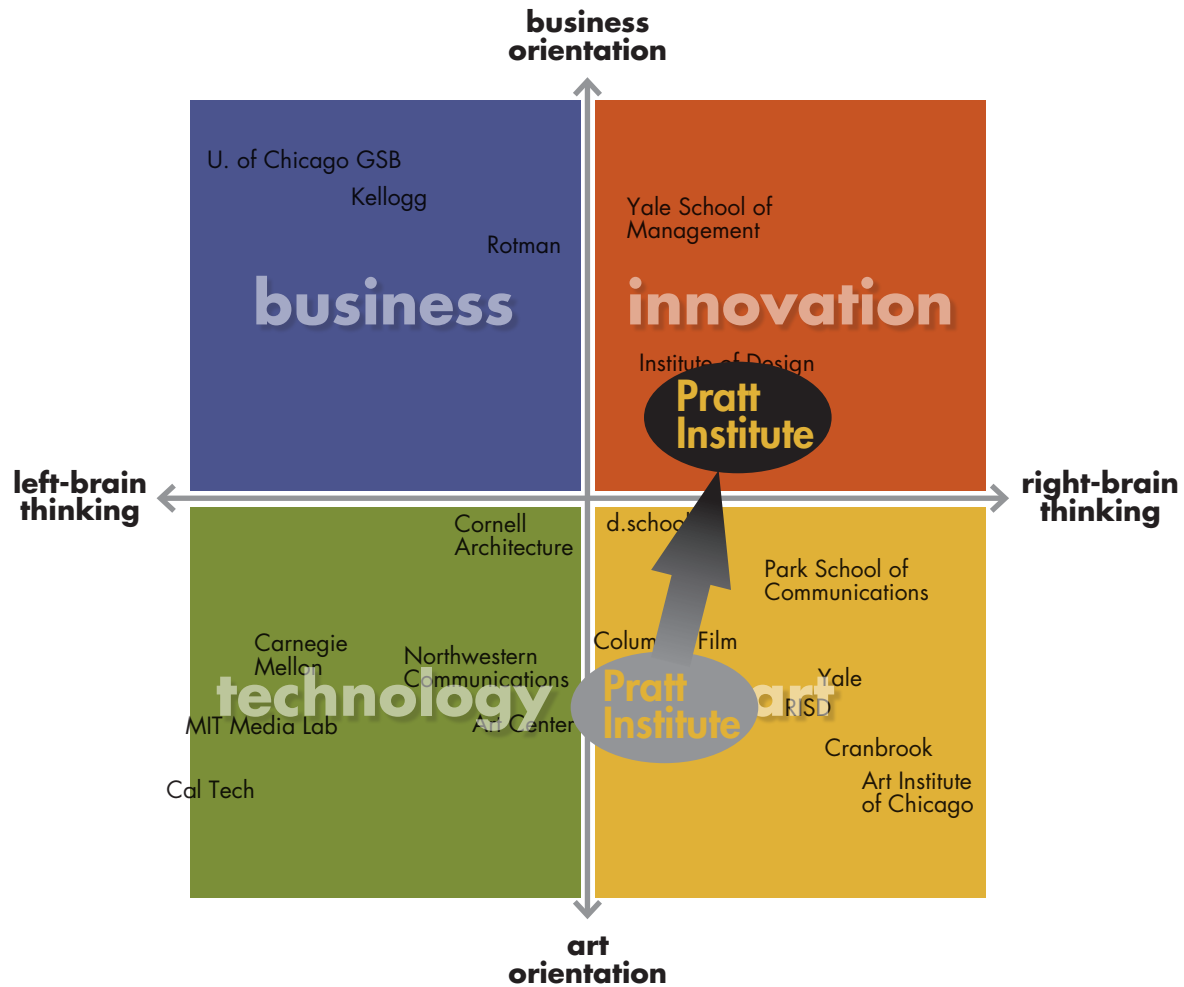
strategy the competitive space



strategy the competitive space



strategy the competitive space & pratt's transformation



current pratt institute structure

School of Architecture

- > Architecture
- > Graduate Architecture
- > Graduate Center for Planning and the Environment
- > Graduate Architecture and Urban Design
- > Construction Management
- > Facilities Management
- > International Summer Seminar on Architecture and Urban Design

School of Art and Design

- > Foundation
- > Art and Design Education
- > Creative Arts Therapy
- > Arts and Cultural Management
- > Graduate Communication/Packaging Design
- > Computer Graphics and Interactive Media
- > Design Management
- > Fashion Design
- > Fine Arts
- > History of Art
- > Industrial Design
- > Interior Design
- > Media Arts
- > Associate Degree in Digital Design and Interactive Media, Graphic Design, and Illustration
- > Design/Illustration

School of Information and Library Science

- > Library and Information Science

School of Liberal Arts and Sciences

- > English and Humanities
- > Critical and Visual Studies
- > Intensive English Program
- > Math and Science
- > Social Science and Cultural Studies
- > The Writing and Tutorial Center
- > Writing for Publication, Performance, and Media
- > Writing Across the Curriculum

proposed pratt institute 2.0 structure

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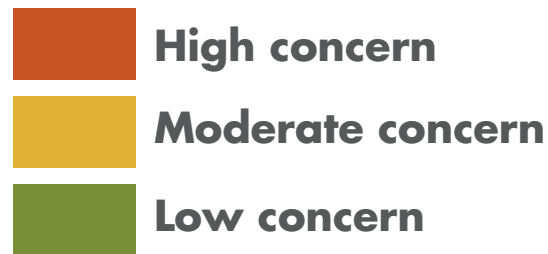
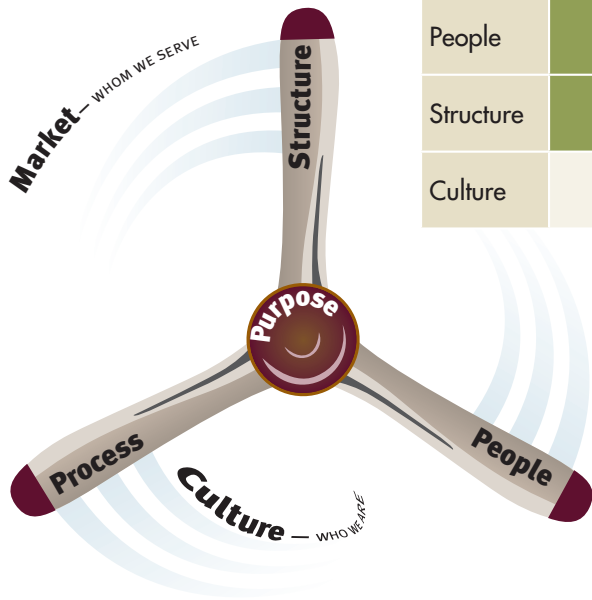
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Pratt's new School of Architecture & Design will have design thinking and cross-disciplinary collaboration at its core.

propeller model

	Board	Admin	Faculty	Staff	Students	Parents	Alumni	Donors	Art Community	Design Community	Business Community
Purpose											
Process	Low concern	Low concern	High concern	Low concern	Moderate concern	Low concern	Moderate concern	Moderate concern	Moderate concern	Low concern	Low concern
People	Low concern	Low concern	High concern	Low concern	High concern	Low concern	High concern	Moderate concern	Low concern	Moderate concern	Low concern
Structure	Low concern	Moderate concern	High concern	Moderate concern	Moderate concern	Low concern	Low concern	Low concern	Moderate concern	Moderate concern	Moderate concern
Culture											



Mapping Propeller Model blades against key Pratt stakeholders identified key audiences to consider in developing an implementation plan.

avbp insufficient angst



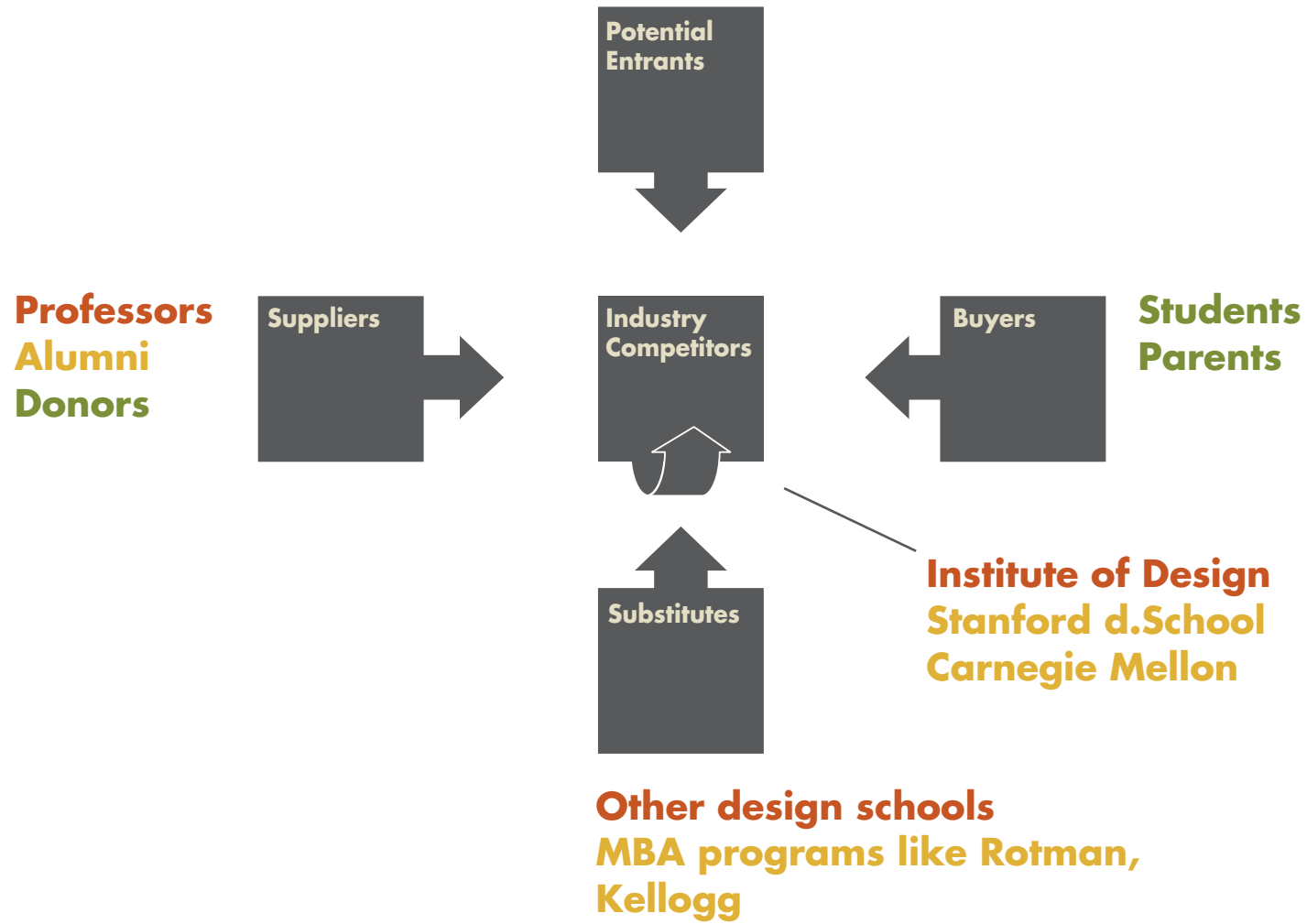
A variety of factors reduces the level of angst among faculty, who as middle management will be critical to have on board for any major change to take place.

Angst is low because:

- › tenured faculty are insulated from market pressure
- › adjunct faculty have other jobs
- › what has Art to do with Commerce anyway?

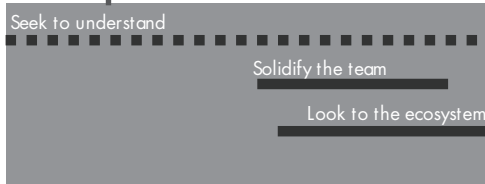
angst porter's five forces

Business schools moving into design
but others aren't in New York
nor do they have business relationships



plan implementation

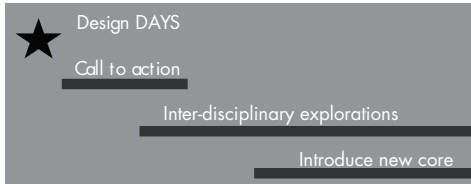
Empathize



ACTION	GOAL
	Get started
Meet the community	Take the first step
Roadtrip & Retreat	Bond and learn

Understand the culture
Identify team
Building belief

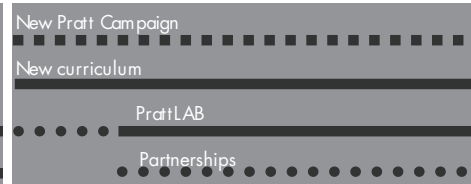
Galvanize



ACTION	GOAL
Public Goals	Commitment
Galvanizing Event	Mobilize & Inspire
Build support	Build the base
Interdisciplinary teams	Leverage resources
Introduce new core	Paint the vision
Media campaign	Build the brand
Industry superstars	Show relevance

Opportunity defined
Learn by doing
Plan developed

Realize



ACTION	GOAL
"New Pratt" campaign	Capitalize program
Start Projects	Execute plans
Start new classes	Start the change
Build biz relationships	Build out ecosystem
PrattLAB	Galvanizing environment
Forge partnerships	Co-opetition

Curriculum Implementation Plan
New Pratt Development Plan
Dedicate PrattLAB

Globalize



ACTION	GOAL
Int'l partnerships	Extend influence
Build out network	Strengthen position
Biz pub relationships	Solidify the brand
Assess and modify	Evaluate and adapt
Int'l Design DAYS	Mobilize & Inspire

Globalization Plan
Updated Strategic Plan
International impact

A complete plan for implementing **Pratt2.0** revealed four natural phases of the process.

Angst will be produced by the fear of being left behind from this grand vision.

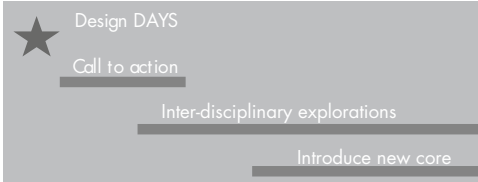
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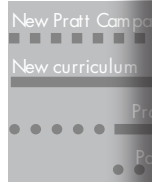
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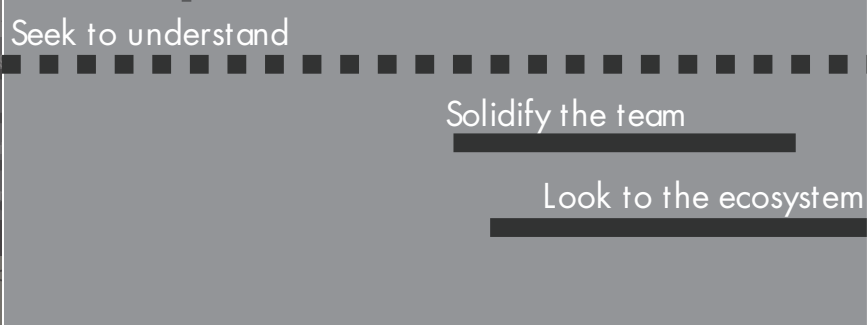
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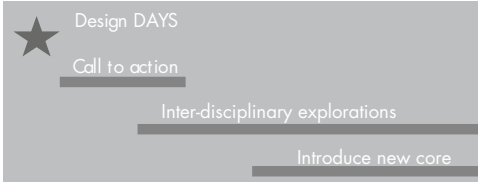
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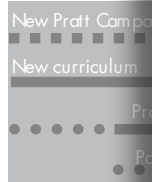
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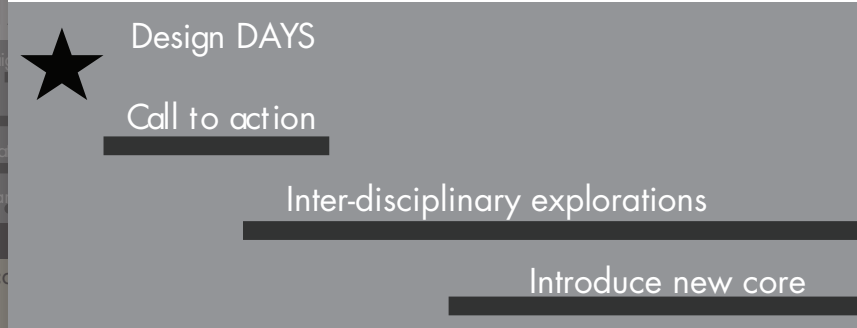
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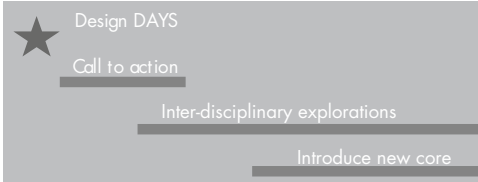
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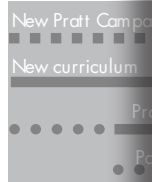
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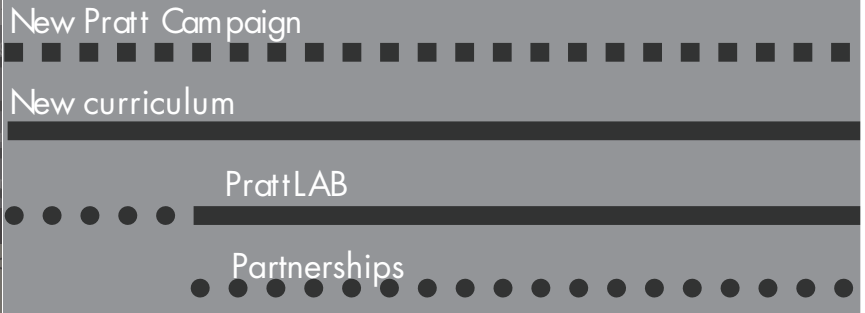
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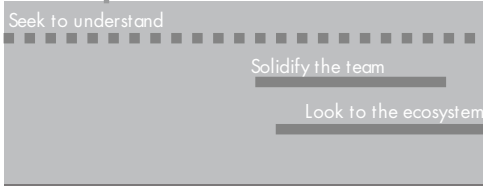
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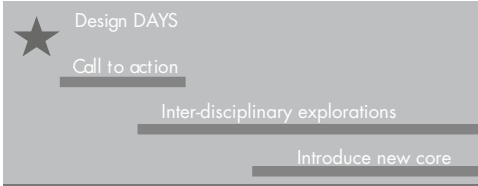
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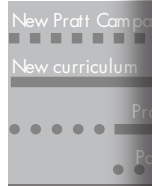
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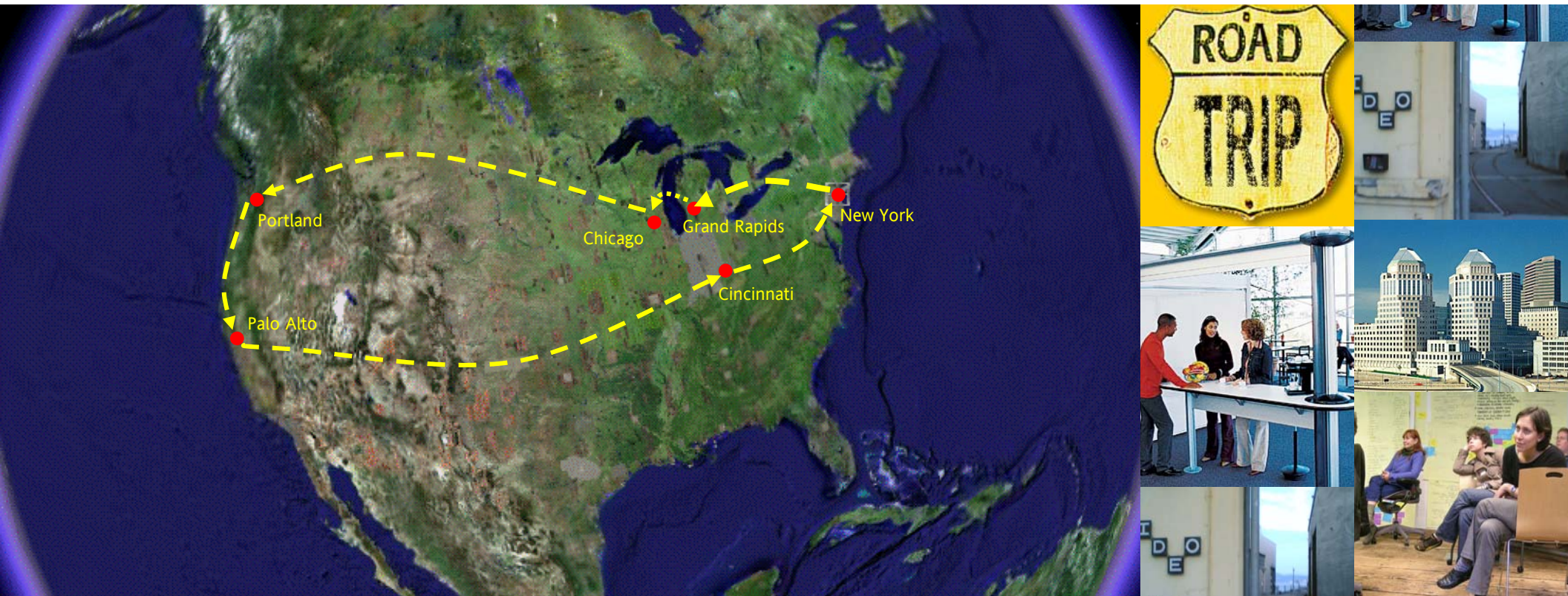
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empathize a road trip & retreat for current faculty



- › Create an advisory team with cross-disciplinary representation.
- › Plan a visit of current centers of excellence for inter-disciplinary design practices—academic institutions, industry thought leaders, design consultancies.
- › Seek to learn from others, learn as a team, experience as a team.
- › Build teamwork processes by working as a team.

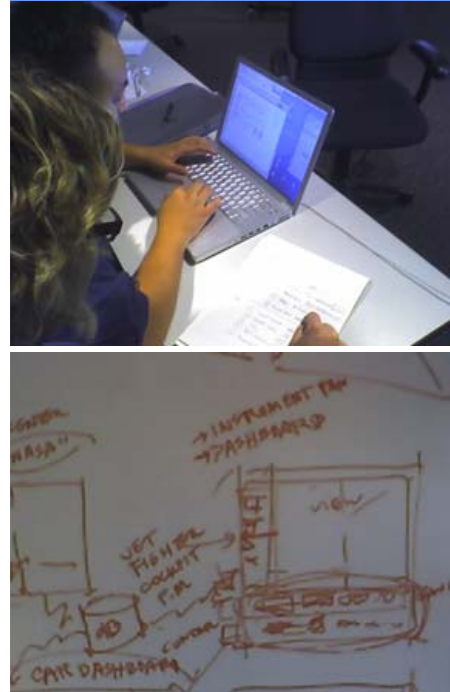
galvanize learn by doing



OBSERVE & ANALYZE



SYNTHESIZE



EXECUTE



- › President's Welcome Message.
- › Design Event: look outside yourself, learn by doing, reach out to the community.
- › Teamwork: faculty led, visiting experts from industry.

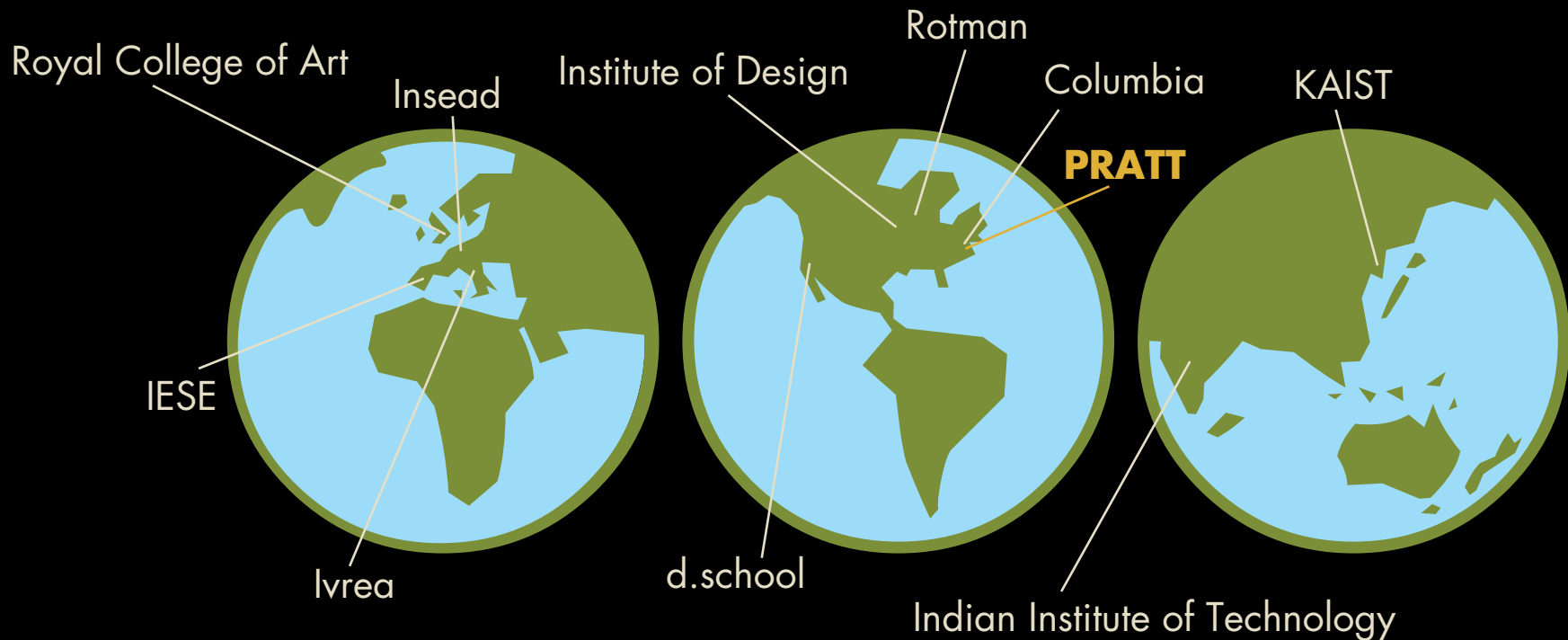
- › Develop: a program to teach elementary school kids design thinking.
- › Reach out to reach within....

realize a new physical space for collaboration



Pratt will create a new physical space for designers, social scientists, businessmen and engineers to collaborate and share a vision for solutions to today's most complex problems.

globalize partnerships leveraged through online tools



Pratt will form a ring of like-minded schools from around the world focused on interdisciplinary collaboration between design, business and technology. This ring will be leveraged via online collaboration tools.

outcomes recognition in the business press
and new career paths for graduates

