Why Master Plan?
WHY MASTER PLAN?

THINK BIG AND EXPLORE IDEAS

IMPROVE EFFICIENCIES AND ENSURE THAT PROPER INFRASTRUCTURE IS IN PLACE

CREATE A SENSE OF PLACE AND WEAVE CONNECTIONS BACK TO THE COMMUNITY

IDENTIFY NEEDS, DEVELOP COST-EFFECTIVE SOLUTIONS, AND PRIORITIZE INVESTMENT

ALIGNMENT WITH STRATEGIC INITIATIVES OF THE INSTITUTION
LAYERS OF A PLAN

ACADEMIC PLANNING/ FACILITIES ALIGNMENT

URBAN DESIGN / LAND USE ALIGNMENT

SYSTEMS INTEGRATION / RESOURCE ALIGNMENT

Learning

Living

Buildings

Grounds

Circulation

Infrastructure / Utilities
WHAT IS INCLUDED IN A MASTER PLAN?

Goals and guiding principles
Existing condition analysis
Space need identification and prioritization
Facility improvement recommendations
Site plan, landscape, and land use recommendations
Utility and transportation/parking recommendations
Cost estimates
Schedule
INTEGRATED CAMPUS PLANNING
FOCUS ON THE CUSTOMER
LOOK TO THE FUTURE

2026
THE DECADE AHEAD

The Seismic Shifts Transforming the Future of Higher Education
"When I sat down to write ‘The World is Flat’ in 2004, Facebook didn’t exist, Twitter was still a sound, the cloud was still in the sky, 4G was a parking place, LinkedIn was a prison, applications were what you sent to college, and Skype was a typo. That all happened in 6 years."
Will yesterday's facilities work…
TODAY
GROWTH IN NON-TRADITIONAL

2000 – 2012

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>35%</td>
</tr>
<tr>
<td>25 &amp; Over</td>
<td>35%</td>
</tr>
</tbody>
</table>

2012-2023

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>12%</td>
</tr>
<tr>
<td>25 &amp; Over</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: National Center for Education Statistics
A COLLEGE FOR LIFE
ONGOING TRAINING
 Adults with higher levels of education see a greater need for ongoing training %, among those in the labor force, saying it will be essential for them to get training and develop new skills throughout their work life

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor’s degree+</td>
<td>63</td>
</tr>
<tr>
<td>Associate degree</td>
<td>57</td>
</tr>
<tr>
<td>Some college</td>
<td>54</td>
</tr>
<tr>
<td>High school or less</td>
<td>45</td>
</tr>
</tbody>
</table>

Note: “Some college” includes those who have attended college, but have not earned a degree.
Lower-income workers who seek additional training are motivated by wages, new job opportunities

% of employed adults who took a class or got extra training in the past year in order to...

<table>
<thead>
<tr>
<th>Annual family income</th>
<th>Earn more money</th>
<th>Get a new job</th>
<th>Be promoted</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$30,000</td>
<td>27</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
<td></td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>$75,000+</td>
<td>47</td>
<td>45</td>
<td></td>
</tr>
</tbody>
</table>

Note: Based on those who took a class or got additional training either to (1) learn, maintain or improve skills or (2) for a license or certification.
PEW RESEARCH CENTER
65% of Employers invest in reskilling current employees

Source: Future of Jobs Survey, World Economic Forum
RATE OF CHANGE

![Rate of Change Graph]

- Technology
- Students
- Business
- Higher Education

Timeline:
- 1960
- 1980
- 2000
- 2020
Our mantra: “process matters”
Community ENGAGEMENT

Engage Early and Regularly
Set Tone
Listen First, Act Second
Manifold Tools
Make it fun
1. Listen, facilitate, act
COMMUNITY ENGAGEMENT TOOLS

FOCUS GROUP SESSIONS

POP-UPS

INTERACTIVE WORKSHOPS