WELCOME...and thanks for participating in the future vision of WCU!
Planning Team | Introductions

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WCU Campus Master Plan Update
Steering Committee Representatives

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Chief of Staff
LEARNING

SCIENCE & TECHNOLOGY

PERFORMING ARTS

MAKERSPACE

DINING

COMMUNITY

170+
campuses nationally

MASTER PLANNING

BODY

ATHLETIC/RECREATION

HISTORIC

STUDENT EXPERIENCE
We believe in the power of accessible education…
...to transform individual lives and to cultivate a flourishing democratic society

We believe in the power of place…
...to provide life-defining experiences, to facilitate connections, and to inspire personal growth

We believe in the power of planning…
...to provide a vision for the campus that physically embodies the institution's strategic vision, mission and values

We believe that a Campus Master Plan process should:

- Engage our client partners in a collaborative dialogue while providing value added resources through our expertise
- Engage the campus community in an open, inclusive and transparent process
- Utilize a data driven, evidence-based approach to enhance decision-making
- Promote stewardship of natural, human, and fiscal resources
- Be visionary and practical, balancing flexible long-term growth with short-term opportunities for success
Introductions and Overview

**Master Plan Process**

Plan Priorities and Opportunities

Focus Areas and Draft Concepts
From the 2014 Master Plan, what thinking still works and what needs to evolve?
Strategic Initiatives | Focusing on the Future

The Western Carolina University 2013 Campus Master Plan supports the University’s 20/20 Vision Plan and its vision statement, “To be a national model for student learning and engagement that embraces its responsibilities as a regionally engaged university.” The 20/20 Vision Plan outlines Six Strategic Directions:

1. **Fulfill the Educational Needs of Our State and Region**
   WCU’s faculty, staff, and students together make the University’s academic mission paramount.

2. **Enrich the Total Student Experience**
   Every WCU student’s experience reinforces high standards and expectations, incorporates meaningful external engagement, and instills pride in the university.

3. **Enhance Our External Partnerships**
   WCU is recognized as an active partner within the western North Carolina region, its communities, organizations, and businesses.

4. **Invest In Our People**
   WCU is recognized as one of the most highly competitive and desirable employers in the region.

5. **Invest In Our Core Resources**
   WCU’s core infrastructure is sustainable and positioned to support its strategic priorities.

6. ** Garner Support for the Vision**
   WCU develops the resources and markets the vision to ensure achievement of its strategic priorities.

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**Honoring Our Promise Strategic Plan**

**Academic Excellence**
We commit to providing our students with a 21st century rigorous curriculum that is composed of the intellectual, creative, cultural, and personal outcomes necessary to advance and excel.

**Student Experience**
We will enrich the student experience through creating intentional cocurricular and curricular programs, which will prepare students to successfully engage in a vibrant, complex, and culturally diverse world.

**Inclusive Excellence**
We commit to creating a campus reflective of our core values and we offer curricular and co-curricular educational programs that prepare our students for the diverse world in which they live.

**Regional Development and Engagement**
Through regional and community partnerships, we will be a force for the progress and growth of Western North Carolina. As an institution dedicated to the overall development of North Carolina, Western Carolina University serves all of the state with particular focus on the communities, towns, and cities of the 17 western-most counties of North Carolina* as well as the Qualla Boundary of the Eastern Band of Cherokee Indians.

**Employee Excellence**
We will continue to attract, retain, and promote outstanding faculty and staff while providing valuable scholarship, leadership, and professional development opportunities.

**Responsible Stewardship**
We will focus our priorities on facilities, technology, core resources, and business policies and practices.

**Vision Advancement**
We will create and promote a shared understanding of WCU’s future around our areas of distinction, student support, and faculty and staff initiatives.
Master Plan Process | Schedule

1. Utilization and Space Needs Analysis
   - May: 3-7, 10-14, 17-21
   - June: 1-4, 7-11, 14-18, 21-25
   - July: 28-32

2. Data Collection and Analysis
   - June: 31-4
   - July: 7-11, 14-18, 21-25
   - August: 2-6, 9-13
   - September: 16-20, 23-27
   - October: 30-3
   - November: 6-10, 13-17, 20-24
   - December: 27-31

3. Concepts & Options Development
   - July: 28-32
   - August: 2-6, 9-13
   - September: 16-20, 23-27
   - October: 30-3
   - November: 6-10, 13-17, 20-24
   - December: 27-31

4. Integration & Documentation
   - October: 1-15, 18-22
   - November: 25-29
   - December: 3-7, 10-14, 17-21

- Project Kick-off (6/10)
- Space Needs Meetings
- Provost Council (6/10)
- Master Plan (7/13)
- Feedback on Initial Analysis (9/17)
- Feedback on Refined Options
- BDT Retreat Input Session (11/4 - 11/5)
- BOT Meeting MP Update Approval (12/2 - 12/3)
Meetings to Date:

- College of Education and Allied Professionals
- College of Health and Human Sciences
- College of Engineering and Technology
- College of Arts and Sciences
- College of Fine and Performing Arts
- College of Business
- Honors College
- Graduate School and Research
- Hunter Library
- Provost Executive Council
- Provost
- Student Focus Group
- Athletics
- Student Affairs (non-housing)
- Student Affairs (Housing and Dining)
- Advancement
- Administration and Finance
- Information Technology
- Highlands Biological
- Biltmore Park
- Education Outreach
- Facilities Management
- Chancellor
- Bookstore Operations
Space Needs Summary | Quantitative Future Needs

1. Athletics
2. Student Center
3. Instructional Spaces
4. Support Space (Storage, Warehouse)
5. Physical Education/Recreation
6. General Use (Meeting spaces, Collaboration space)
7. Assembly & Exhibit

Healthcare
- Existing: .27 ASF/FTE
- Guideline: 1-10 ASF

-9% Overall Space Findings
Master Plan Process | Qualitative + Quantitative

- Establishing goals & data collection
- Ideal Model
  - Strategic Plan
  - Pedagogical Needs
  - Best Use of Land
  - Ideal Program Locations
- Existing Context
  - Site Constraints
  - Flood Plain
  - Existing Infrastructure
  - Fiscal Considerations
- Program Goals
- Logistics/Constraints
- Gap Analysis
- Refinement
- Implementation

Hanbury Planning Process
Emerging Themes + Drivers | 30,000 Foot Level Goals

1. WCU is a unique, tightknit community built on personal relationships and interaction.

2. The beautiful, natural context and rich heritage of this region is a key distinction of WCU.

3. The plan should continue to advance the "reshuffling the deck" strategy to maximize synergy, efficiency, and strategic adjacencies. Location, location, location...

4. There is a consistent interest in providing more spaces for interdisciplinary collaboration, formal meeting space, conveniently located, and highly visible.

5. Future learning space should be defined as much by pedagogical strategies as by quantitative space needs.

6. **Wellness** is an important framework to advocate and leverage.

- Aligning programs with outdoor lab space opportunities; including watershed properties (1,020 acres), Highlands biological station, etc.
- Treating outdoor spaces as "facilities"; multiple returns on investment
- WCU's land assets are a greater amenity than is often conveyed
- How can we best leverage the acreage while also preserving it?
- Wellness: how to enjoy the beauty of campus (guided walking tour)
- Wellness: facilities (pool for high school/college tournaments)
- What should wellness be aspirationally?
Agenda | Virtual Open Forum 2

Introductions and Overview

Master Plan Process

Plan Priorities and Opportunities

Focus Areas and Draft Concepts
Plan Priorities | 2021 Master Plan Update Goals

**SUPPORT** the updated 2021 Strategic Plan, *Honoring Our Promise*, by enabling WCU's physical resources to accommodate the goal to be a **national model for student learning and engagement** that embraces its **responsibilities as a regionally engaged university**.

**PLAN** for the long range highest and best use of the University's land assets with a **focus on sustainability and resilience**.

**MAXIMIZE** the value and usefulness of the existing campus infrastructure while accommodating growth. Employ strategies to **integrate interdisciplinary collaboration** spaces and **support regional engagement**, while **creating wow factor moments**.

**PLAN** sustainable transportation and infrastructure systems to anticipate growth rather than react to demand.

**PRESERVE** and highlight the **unique cultural heritage of Southern Appalachia** and **celebrate the campus as a place** through engaging and **interactive landscapes**.

**CREATE** a walkable, highly connected, and vibrant campus. Enhance accessibility and leverage outdoor spaces to foster community and wellness.

**PRODUCE** a flexible "living" framework plan to allow for future revisions and alternatives, while proposing solutions based on current strategies and data.
Plan Priorities | Opportunities

- Intentional Pedestrian Experience
- Collaborative/Interdisciplinary Space
- Connecting to and Supporting Enhancement of Old Cullowhee
- Enhance the spaces between (open space network)
- Provide casual campus "living room" spaces
- Address quality disparities through building renovation
- Celebrate nature: treat outdoor spaces as programmable facilities
- Intentional Multimodal + Vehicular Circulation
- Campus Entry/Sense of Arrival
- Create wow factor moments for interior and exterior spaces
Which of these opportunities do you feel are most important for this plan to address?
Opportunities | DRAFT Land Use

- Collocation of Fine & Performing Arts
- Potential Collocation of Engineering + Natural Sciences
- Collaborative Learning + Study Spaces in Academic Core
- Expands University Center into integrated, renovated Coulter Building
- Unites Health, Wellness + Recreation in Student Life core
- Enhances Campus Entries + Edges with Community Engagement
- Creates multiple new meeting/gathering spaces at variety of scales
Introductions and Overview

Master Plan Process

Plan Priorities and Opportunities

Focus Areas and Draft Concepts
Focus Areas | Repurpose + Reinvest

1. Campus Entry + Community Engagement Hub
2. Campus Entry + Athletics
3. Student Life Core: Wellness Hub
4. Academic Core: Collaborative Learning Hub
5. Campus Entry + Old Cullowhee
Focus Areas | Repurpose + Reinvest

1 Campus Entry + Community Engagement Hub

- Enhanced H.F. Robinson
- Alumni + Meeting and Event Center
- Mountain Heritage Center
- Education Outreach
- Cullowhee Creek Connections
Focus Areas | Campus Entry

Collaborative/Interdisciplinary Space

Campus Entry/Sense of Arrival

Create wow factor moments for interior and exterior spaces

Campus Entry
Focus Areas | Campus Entry

Collaborative/Interdisciplinary Space

Campus Entry/Sense of Arrival

Create wow factor moments for interior and exterior spaces
Focus Areas | Campus Entry

Collaborative/Interdisciplinary Space

Campus Entry/Sense of Arrival

Create wow factor moments for interior and exterior spaces
Focus Areas | Campus Entry

Create wow factor moments for interior and exterior spaces

Collaborative/Interdisciplinary Space

Campus Entry/Sense of Arrival
Focus Areas | Repurpose + Reinvest

2 South Campus Entry + Athletics

PRIORITy 1
- New Football Team Facility
- Whitmire Stadium Renovations
- New Soccer, Track & Field, Golf, and Rec Locker Room Facility

PRIORITY 2
- Renovations to Ramsey Center
- New Baseball Team Facility
Focus Areas | Repurpose + Reinvest

5 Campus Entry + Old Cullowhee
- Historic entry sites
- Proposed river park
- Base Camp Cullowhee outpost
- Mountain Heritage Center?
Plan Themes

- Collaborative/Interdisciplinary Space
- Campus Entry/Sense of Arrival
- Create wow factor moments for interior and exterior spaces
In what ways would you like to see opportunities for engagement with Old Cullowhee and the river?
Focus Areas | Repurpose + Reinvest

3 Student Life Core: Wellness Hub

- University Center Expansion
- Health Center
- Physical Ed + Recreation Expansion
- Collaboration Space
- Additional Recreation Fields
What still Matters from Previous Survey Input?

Increased Social Space + Dining
On-Campus Entertainment + Recreation
Stress Relief + Mental Wellness
Increased Meeting Space + Conference Compatibility
Student Group Inclusivity + International/Diversity Appreciation

What other campus spaces are desired?

- Less benches, more tables for laptops and books
- More dispersed throughout academic quad and around/behind Brown (tables at Courtyard are loud)
- Solar hammock is popular, but on pretty days it's overcrowded
- Charging stations outdoors
- Bright, modern, comfortable reading space
- More outdoor hangout locations
- UC is not a hangout space since food court moved out
- Balancing light safety with light pollution concerns
- Current UC has a lot of meeting space, but no lounge space
- Courtyard is congested; around Brown has opportunities for outdoor community space
- Variety of spaces and amenities; loud and quiet spaces; soft furniture and tables
- No more meeting rooms
- Not sure about comfort of seat stairs; likes idea of using Coulter since it's in center campus
- Glass curtainwall buildings dangerous for birds; enjoy the interior light but consider strategies to deter bird impacts
Student Focus Group | Student Center

Collaborative/Interdisciplinary Space

Provide casual campus "living room" spaces
Student Focus Group | Student Center

- Game room separated from more quiet spaces
- Spaces to host programming events
- Movie screening nights
- ICA as precedent for mix of spaces
- Better lighting: natural and task lighting (white light versus yellow)

Collaborative/Interdisciplinary Space
Provide casual campus "living room" spaces
Having music closer to Bardo/Belk and the stadium would be great.

More convenient for music storage and setup.

Collaborative/Interdisciplinary Space

Provide casual campus "living room" spaces.
Focus Areas | Repurpose + Reinvest

4 Academic Core: Collaborative Learning Hub
- Coulter Lot Site
- Hunter Library
- Breese Building
- Moore Building
- McKee Building/site
- Bird Building/site
Student Life Hub + Academic Core | Priorities

**Academic Core | Renovation + Reshuffle**

- Renovate and Reshuffle excess and underused space
- Prioritizing SNA needs
  - renovate classrooms/add classrooms
  - More space/Refined space for: Engineering, Fine Arts, Education, Arts and Science, Business IT, Student Center/Student Needs
Academic Core | **Strategic Synergies** Current + Future Needs

1. Arts and Sciences
   - Some need for program growth space outside of Apodaca
   - Most needs are met with new bldg

2. Engineering and Technology
   - Need for makerspace/display space/collaboration space with other Academic programs and larger community
   - High growth demand
   - Need for a refined classroom/class lab experience

3. Education
   - Lab space for research
   - Education focused classroom space
   - Current space has conditions issues
   - Larger classroom capacity
   - Centralized location for programs

4. Business
   - Massive online growth - need space to accommodate that
   - Larger classrooms sizes
   - Hospitality and Tourism dedicated space
   - Collaboration/pitch space for work with other programs and larger community
   - Student work/lounge space
1. How would you like to use the library?

Only really use when weather is bad, incentives (free food), lighting needs to be improved

would like a more modern and open library; current library feels dated

Some students don't even know where the library is or that the IT support space is in there

Most students use library for studying, but not for checking out books. Most of the books are solely academic

2. Does the library location work for you?

Library has a virtual reality room, but not many people know about it

Library is hard to navigate (hidden floors and collections); there is a desire for recreational reading material

Jackson County library in old courthouse in Sylva has done a nice job

3. What kind of library experience are you looking for?

Current library is intimidating and lacks wayfinding; spaces are hard to find and underutilized
Would be great if the library could be a space that supported more varied depts (graphic design, audio recording, etc.)

More whiteboards and collaboration breakout spaces (portable/rolling)

Some students struggled to find purpose for going to the library

Students like the tech commons, and would like more spaces like that

Like the cafe spot, "cool" study vibes

Like idea of having library more in center of campus; current location is far from student activity
Plan Themes

- Celebrate nature: treat outdoor spaces as programmable facilities
- Enhance the spaces between (open space network)
- Intentional Pedestrian Experience

Open Spaces
Plan Themes

- Celebrate nature: treat outdoor spaces as programmable facilities
- Enhance the spaces between (open space network)
- Intentional Pedestrian Experience

Open Spaces
Plan Themes |

Celebrate nature: treat outdoor spaces as programmable facilities

Enhance the spaces between (open space network)

Intentional Pedestrian Experience

Open Spaces
Plan Themes

Celebrate nature: treat outdoor spaces as programmable facilities

Enhance the spaces between (open space network)

Intentional Pedestrian Experience

Open Spaces
Open Spaces/WOW spaces

*Celebrate nature: treat outdoor spaces as programmable facilities*

*Enhance the spaces between (open space network)*

*Intentional Pedestrian Experience*
Pedestrian Connections

Plan Themes

- Celebrate nature: treat outdoor spaces as programmable facilities
- Enhance the spaces between (open space network)
- Intentional Pedestrian Experience
Pedestrian Connections

Plan Themes |
- Celebrate nature: treat outdoor spaces as programmable facilities
- Enhance the spaces between (open space network)
- Intentional Pedestrian Experience
Plan Themes |

Celebrate nature: treat outdoor spaces as programmable facilities

Intentional Pedestrian Experience

Enhance the spaces between (open space network)

Cullowhee Creek Connection

How would you like to engage with the creek?
Plan Themes

- Celebrate nature: treat outdoor spaces as programmable facilities
- Enhance the spaces between (open space network)
- Intentional Pedestrian Experience

Cullowhee Creek Connection
Cullowhee Creek Connection

Plan Themes |

Celebrate nature: treat outdoor spaces as programmable facilities

Enhance the spaces between (open space network)

Intentional Pedestrian Experience
Where are current locations that faculty-student interaction occurs outside of the classroom?
THANK YOU

...and please feel free to type any questions in the chat!