

Master Plan Update 2021

Virtual Open Forum
10.27.2021
11:00 am - 1:00 pm





WELCOME

...and thanks for participating in
the future vision of WCU!

Planning Team | Introductions



Keith Storms
DESIGN PRINCIPAL



Elizabeth Morgan
PROJECT MANAGER +
PLANNER



Scott Miller
LEAD PLANNER



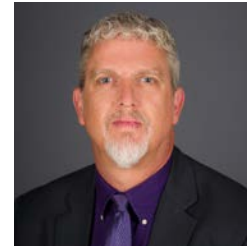
Ashley Montgomery
SPACE NEEDS +
RESILIENCE PLANNER



WCU Campus Master Plan Update Steering Committee Representatives



Michael Byers
Vice Chancellor for
Administration and Finance



Joe Walker
Associate Vice
Chancellor for Facilities
Management



Dr. Melissa Wargo
Chief of Staff



LEARNING



SCIENCE & TECHNOLOGY



PERFORMING ARTS



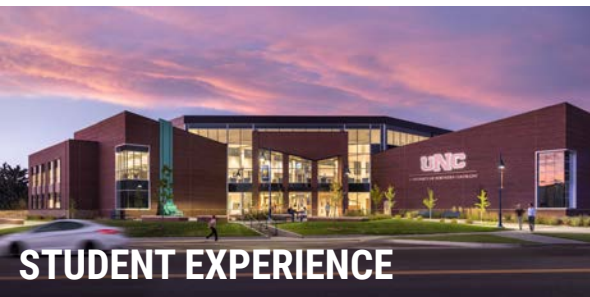
MAKERSPACE



DINING



MASTER PLANNING



STUDENT EXPERIENCE



ATHLETIC/RECREATION



HISTORIC

Planning Team | campus planning beliefs

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

Agenda | Virtual Open Forum 2

Introductions and Overview

Master Plan Process

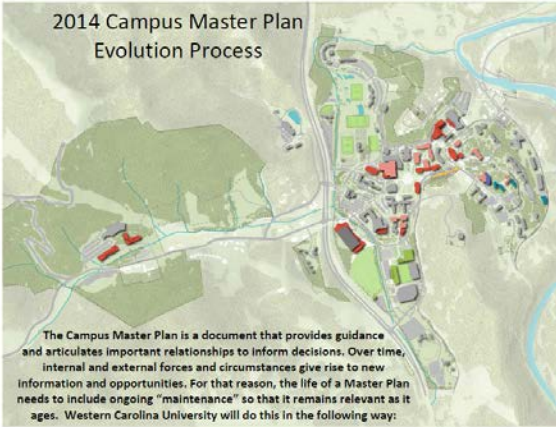
Plan Priorities and Opportunities

Focus Areas and Draft Concepts

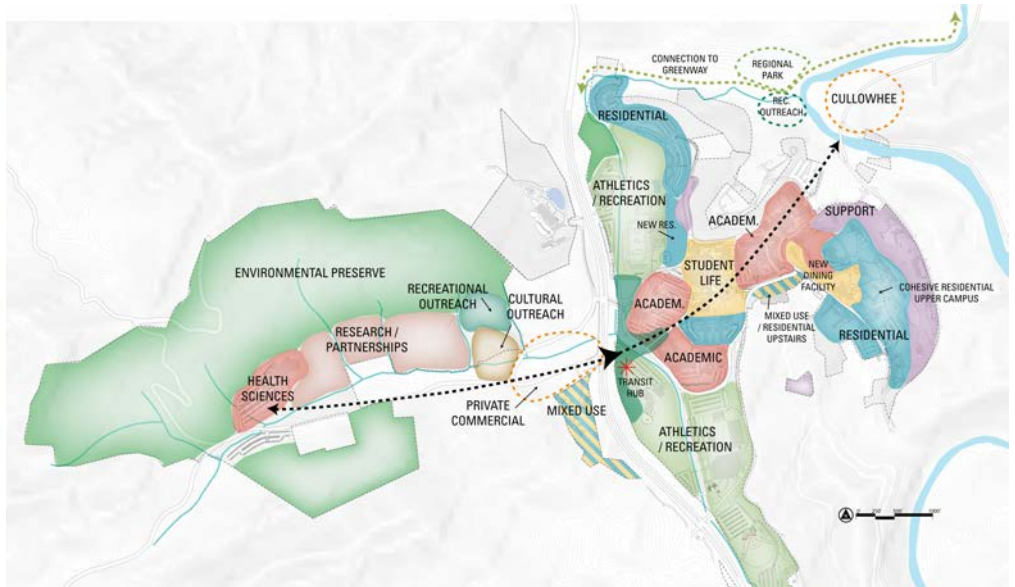


Master Plan Process | Schedule

2014 Campus Master Plan Evolution Process



1. Campus forums will be held in the fall and spring semesters each year that will include a Campus Master Plan Update and perpetuate discussion and feedback about the latest developments and opportunities facing the campus with respect to its physical growth and planning.
2. The Finance and Audit Committee of the WCU Board of Trustees will also serve as a forum for administration to discuss developments and opportunities facing the campus with respect to its physical growth and planning as a component of its regular Capital Improvements and Master Plan Update.
3. A Master Plan Update will be provided to the Chancellor's Leadership Council and the Budget Advisory Committee at their joint meeting during the annual campus based budget process. This meeting typically occurs in February – March of each fiscal year. Feedback from this joint meeting will be provided to Executive Council for their consideration along with feedback concerning budget priorities.
4. Each Biennium (even numbered years), if decisions have been made or new information is available that compels WCU to revise the Campus Master Plan, an addendum will be written and appropriate discussion held and approvals sought.



Questions for this update:

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.

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.

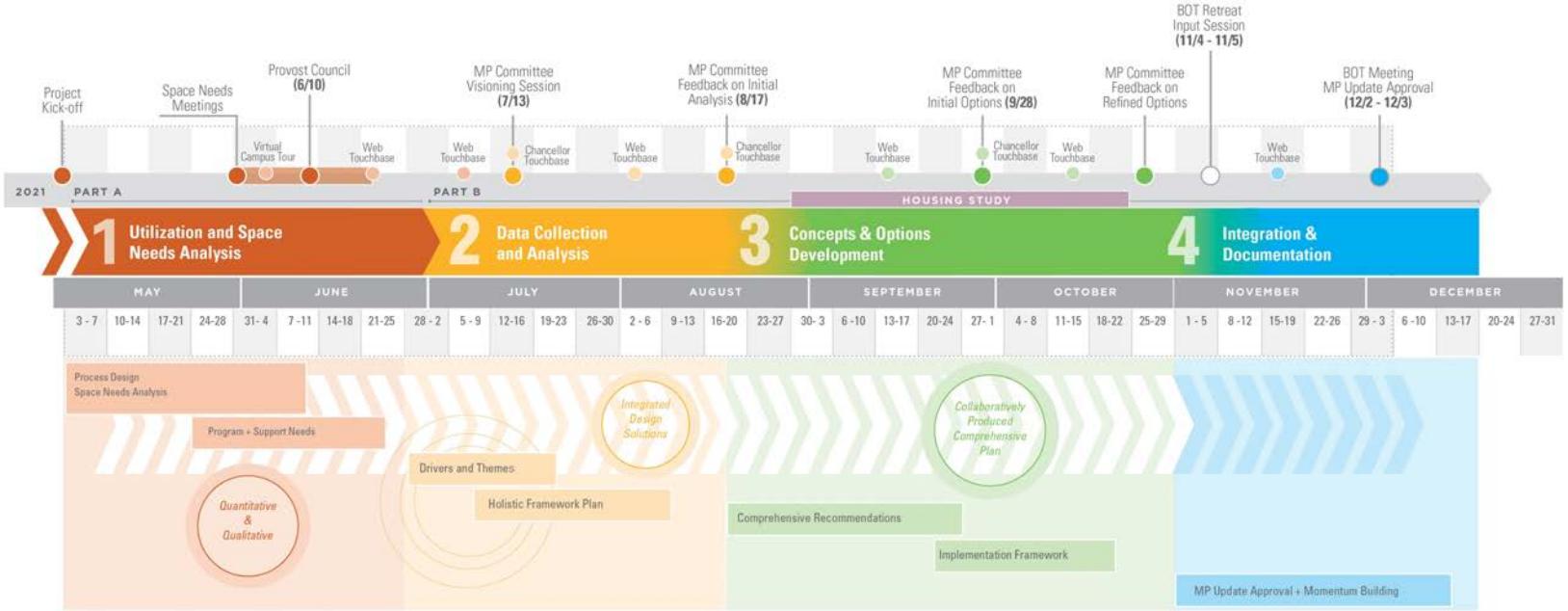
Responsible Stewardship

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



Master Plan Process | Data Collection

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)

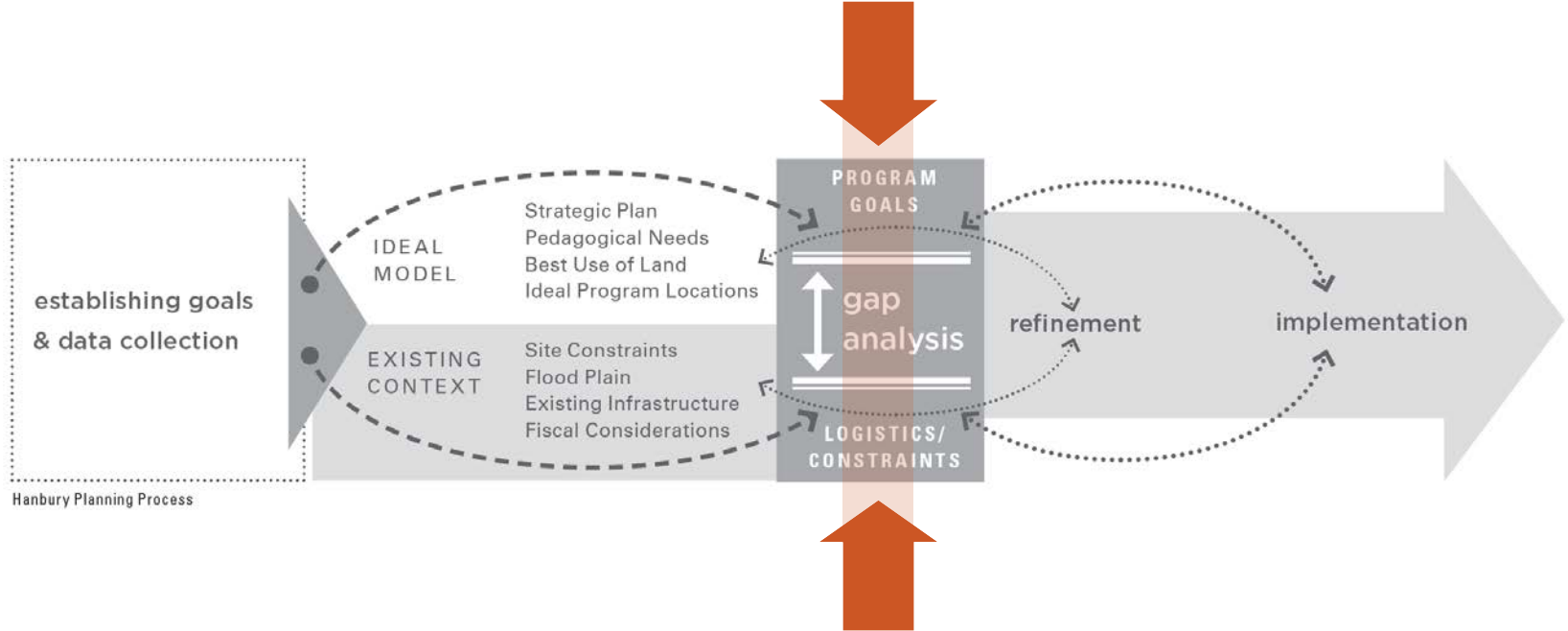
7 Assembly & Exhibit

Healthcare

Existing: .27 ASF/FTE
(.5 ASF/FTE)
Guideline: 1-10 ASF)

-9% Overall Space Findings

Master Plan Process | Qualitative + Quantitative



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

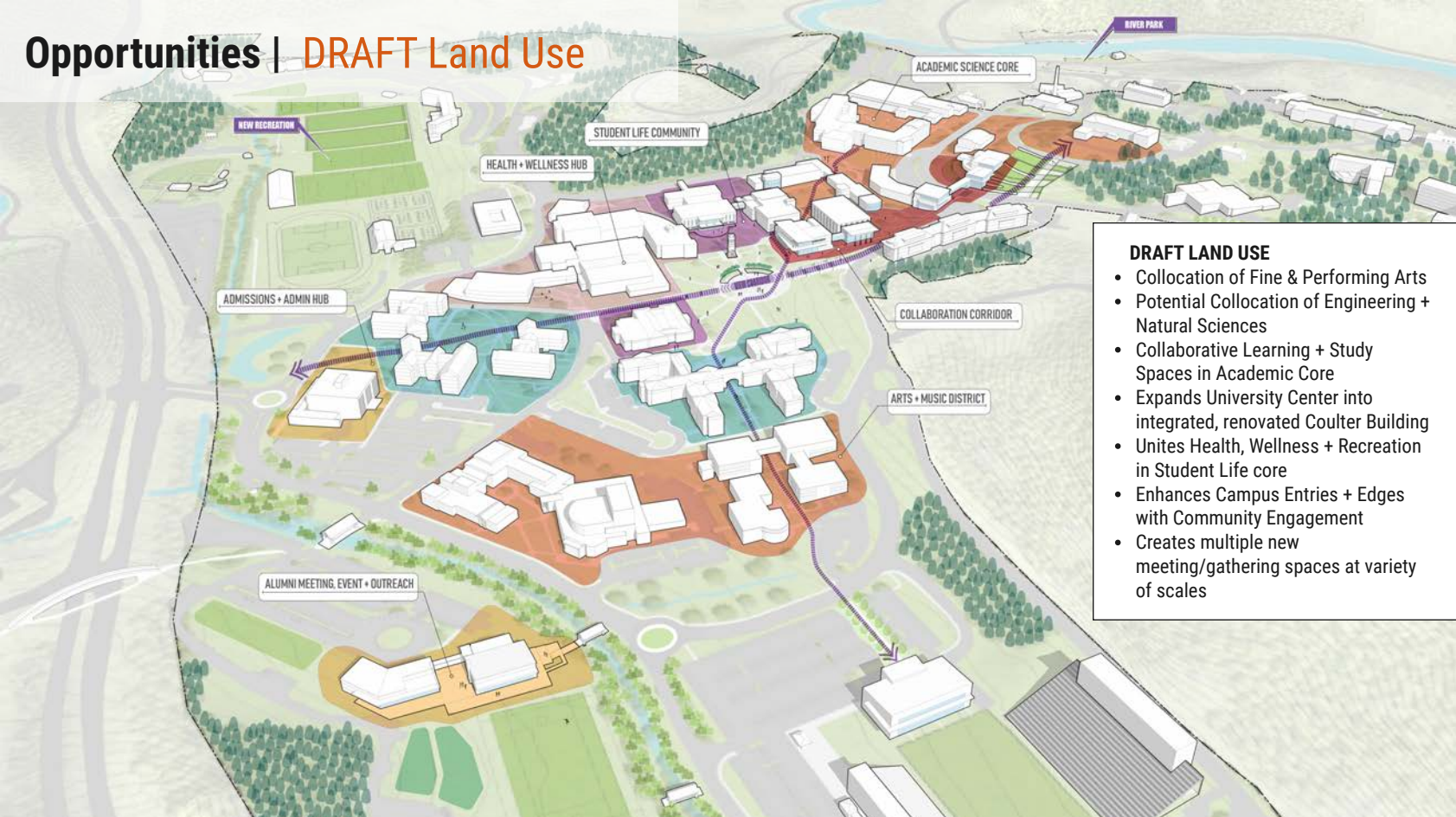


Create wow factor moments
for interior and exterior spaces

Which of these opportunities do you feel are most important for this plan to address?



Opportunities | DRAFT Land Use



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

Agenda | Virtual Open Forum 2

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Focus Areas | Repurpose + Reinvest

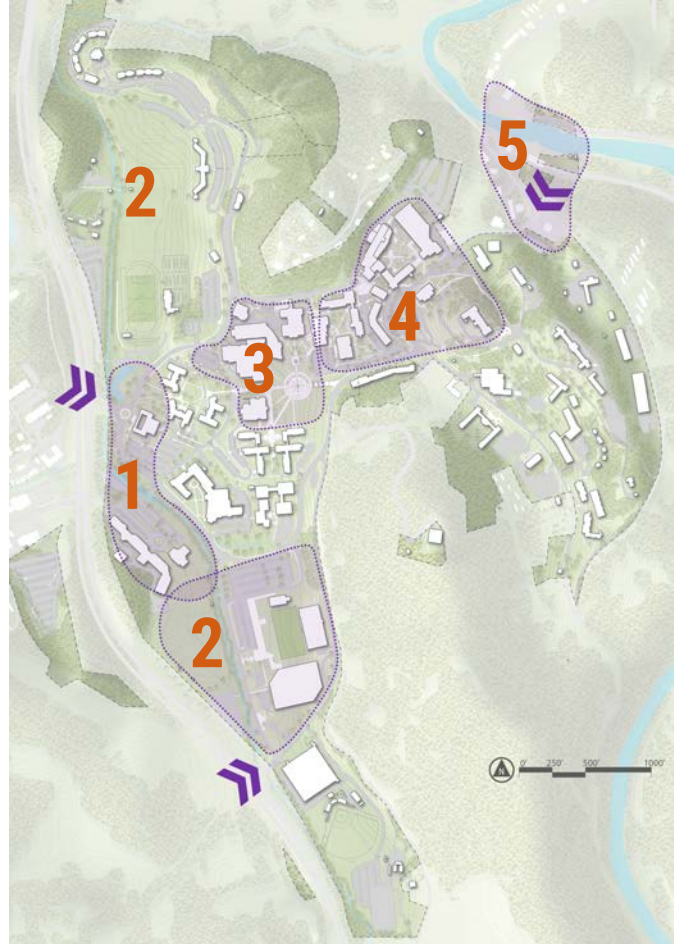
1 Campus Entry + Community Engagement Hub

2 Campus Entry + Athletics

3 Student Life Core: Wellness Hub

4 Academic Core: Collaborative Learning Hub

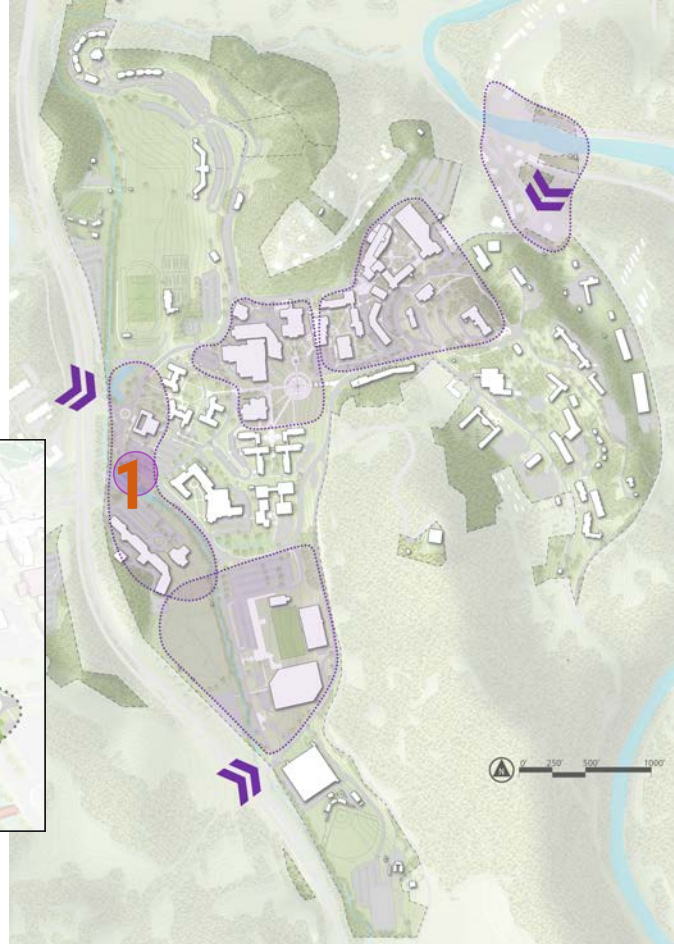
5 Campus Entry + Old Cullowhee



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



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



Focus Areas | Campus Entry



Collaborative/
Interdisciplinary Space



Campus Entry/
Sense of Arrival



Create wow factor moments
for interior and exterior spaces



Focus Areas | Repurpose + Reinvest

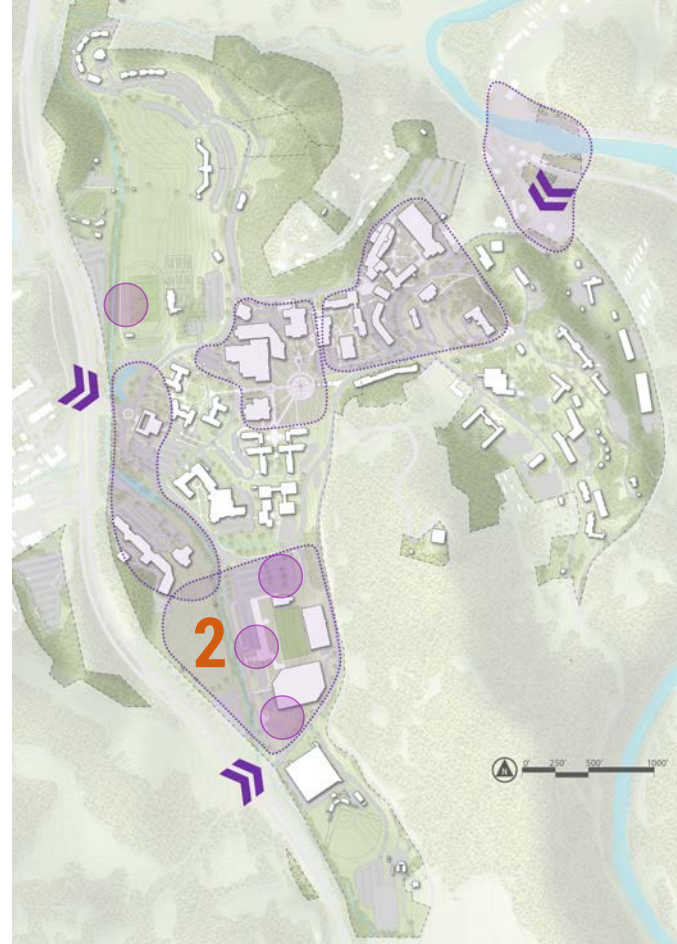
2 South Campus Entry + Athletics

PRIORITY 1

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

PRIORITY 2

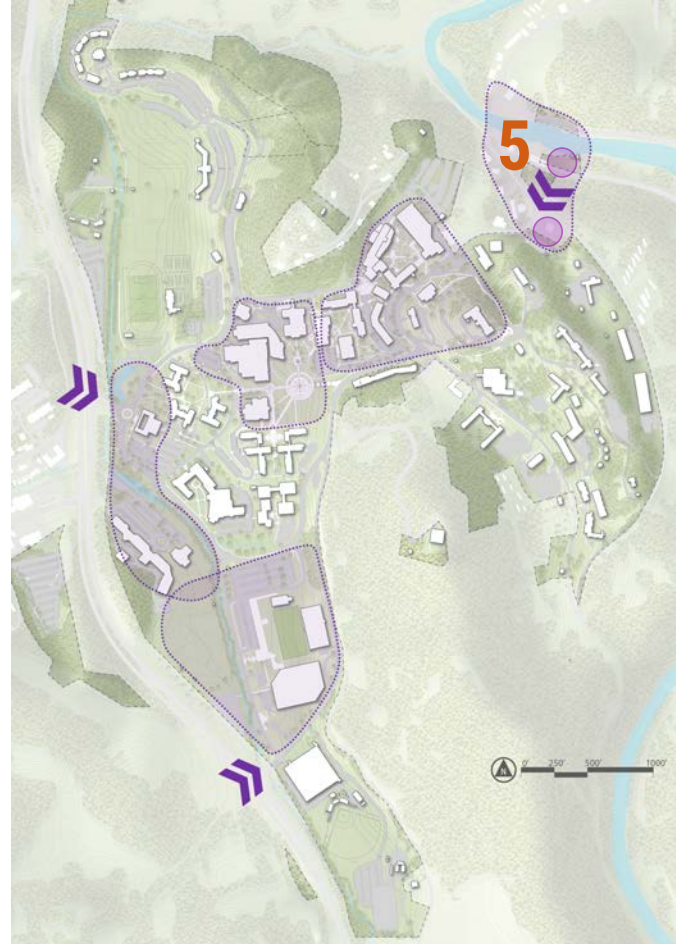
- Renovations to Ramsey Center
- New Baseball Team Facility



Focus Areas | Repurpose + Reinvest

5 Campus Entry + Old Cullowhee

- Historic entry sites
- Proposed river park
- Base Camp Cullowhee outpost
- Mountain Heritage Center?



Plan Themes |



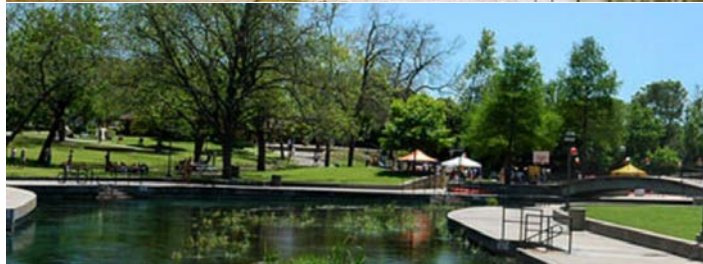
Collaborative/
Interdisciplinary Space



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?

Greenway

Saturday
market

bike
paths

Brewery

restaurants

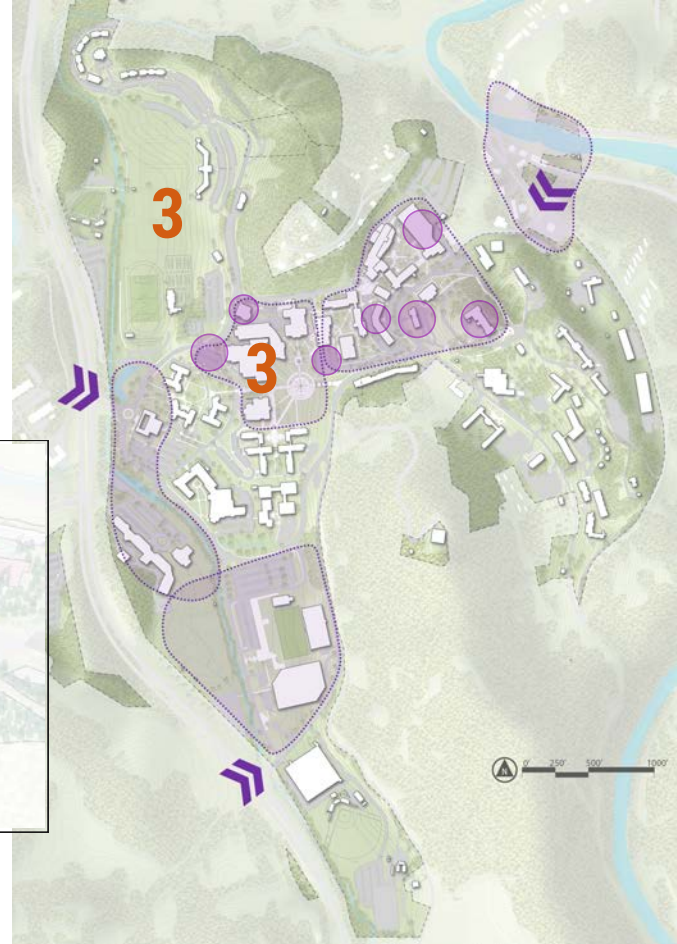
Outdoor
recreation

River
park

Focus Areas | Repurpose + Reinvest

3 Student Life Core: Wellness Hub

- University Center Expansion
- Health Center
- Physical Ed + Recreation Expansion
- Collaboration Space
- Additional Recreation Fields



Student Focus Group | Student Center



Collaborative/
Interdisciplinary Space



Provide casual campus
"living room" spaces

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

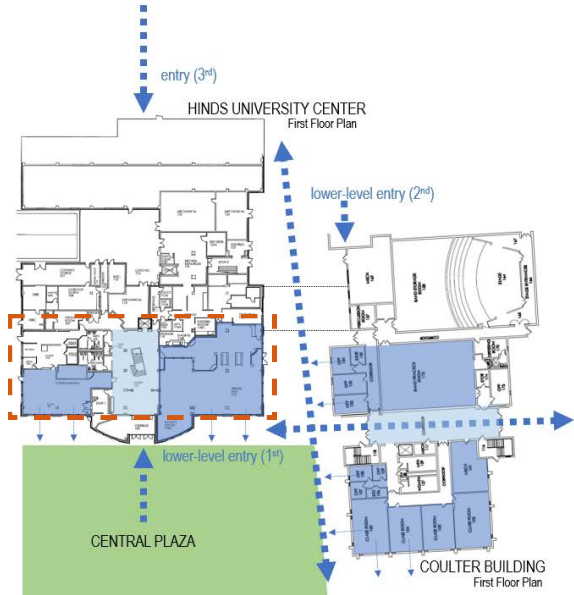
Student Focus Group | Student Center



Collaborative/
Interdisciplinary Space



Provide casual campus
"living room" spaces



Student Focus Group | Student Center



Collaborative/
Interdisciplinary Space



Provide casual campus
"living room" spaces



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)



Student Focus Group | Student Center



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

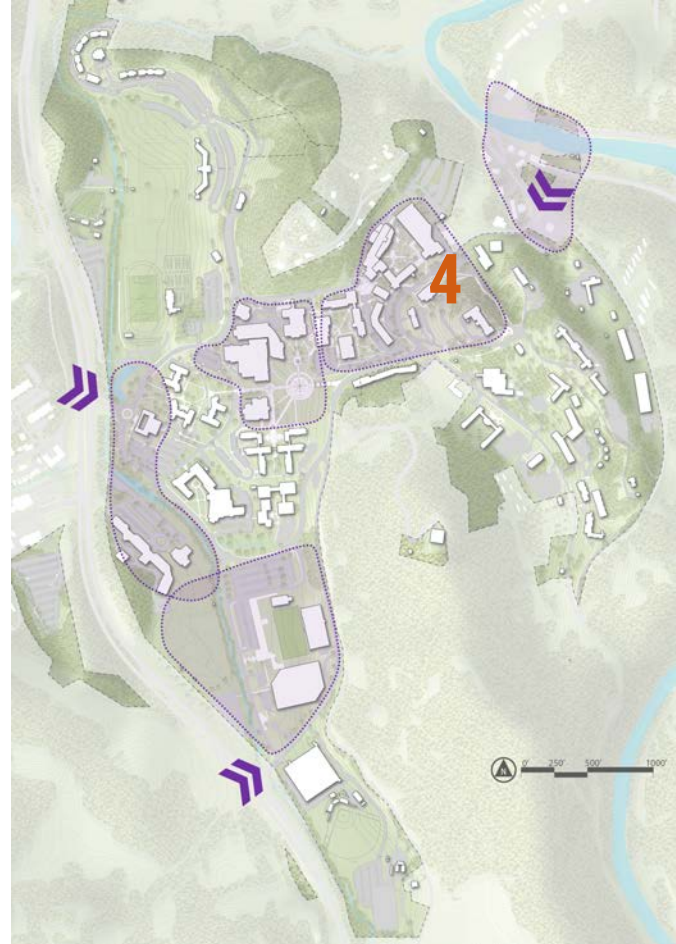


Focus Areas | Repurpose + Reinvest

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 accomodate that
- larger classrooms sizes
- Hospitality and Tourism dedicated space
- Collaboration/pitch space for work with other programs and larger community
- Student work/lounge space

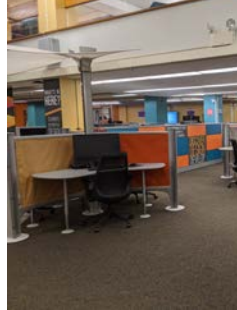
Student Focus Group | Library



Collaborative/
Interdisciplinary Space



Provide casual campus
"living room" spaces



1. How would you like to use the library?
2. Does the library location work for you?
3. What kind of library experience are you looking for?

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

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

Current library is
intimidating and
lacks wayfinding;
spaces are hard
to find and
underutilized

Existing Hunter Library

Student Focus Group | Library



Collaborative/
Interdisciplinary Space



Provide casual campus
"living room" spaces



Would be great if the library could be a space that supported to 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

Student Life Hub + Academic Core | DRAFT Reshuffle Scenario



- Orange square: New Construction
- Pink square: Renovation





Plan Themes |



Celebrate nature: treat outdoor spaces as programmable facilities

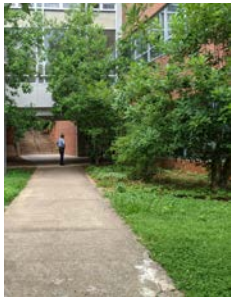
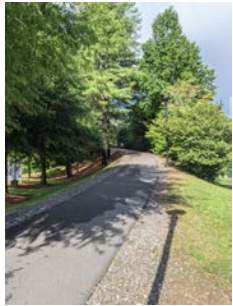


Enhance the spaces between (open space network)



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



Plan Themes |



Celebrate nature: treat outdoor spaces as programmable facilities



Enhance the spaces between (open space network)



Intentional Pedestrian Experience

Open Spaces/WOW spaces



Plan Themes |



Celebrate nature: treat outdoor spaces as programmable facilities

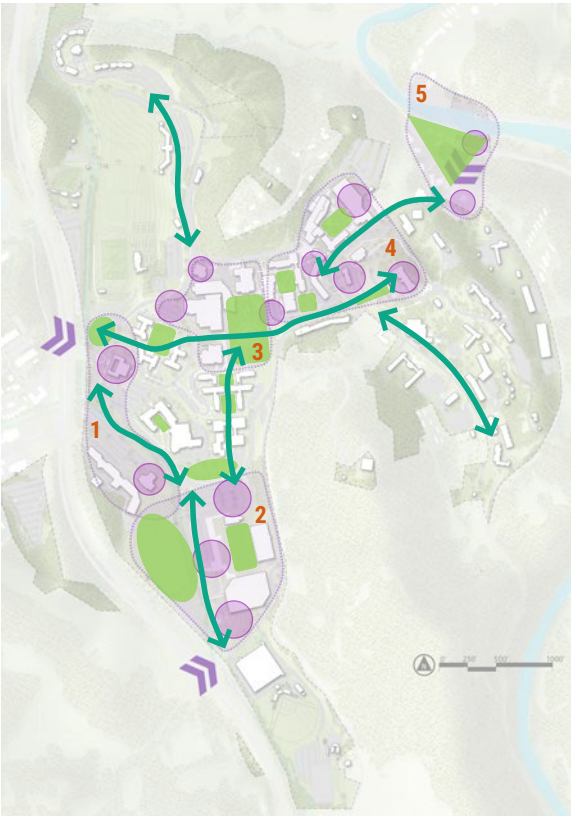
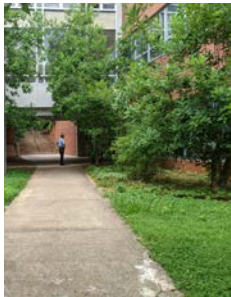
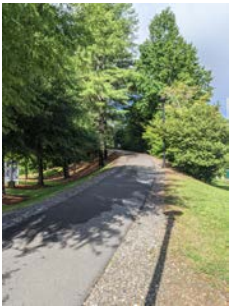


Enhance the spaces between (open space network)



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

Pedestrian Connections



Plan Themes |



Celebrate nature: treat outdoor spaces as programmable facilities



Enhance the spaces between (open space network)



Intentional Pedestrian Experience

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



Plan Themes |



Celebrate nature: treat outdoor spaces as programmable facilities



Enhance the spaces between (open space network)



Intentional Pedestrian Experience

Cullowhee Creek Connection



**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!