

<i>East Carolina University</i>			
<i>Master Plan</i>	<i>00000.00</i>	<i>04.07.2009</i>	<i>04.15.2009</i>
PROJECT	PROJECT NO.	MEETING DATE	ISSUE DATE
<i>Mendenhall 244</i>		<i>Housing, Dining, Recreation & Union</i>	<i>Committee Advisory Meeting</i>
MEETING LOCATION		MEETING PURPOSE	
<i>Peter Isaac & Jennifer Zirkle</i>			
ISSUED BY		SIGNATURE	
PARTICIPANT		COMPANY/TITLE	
<i>Neal Kessler</i>		<i>JJR</i>	
<i>Peter Isaac</i>		<i>Brailsford & Dunlavey</i>	
<i>Clifton Watts</i>		<i>ECU - HHP</i>	
<i>Mike Lysaght</i>		<i>Aramark – Campus Dining</i>	
<i>Joyce Sealey</i>		<i>ECU – Campus Dining</i>	
<i>Steve Myszak</i>		<i>ECU – Housing & Res Life</i>	
<i>Lee Workman</i>		<i>ECU - Athletics</i>	
<i>Nance Mize</i>		<i>ECU – Campus Rec & Wellness</i>	
<i>Bill Bagnell</i>		<i>ECU – Operations</i>	
<i>Belinda Patterson</i>		<i>ECU – Graduate School</i>	
<i>Ron Newton</i>		<i>ECU – Administration & Finance</i>	
<i>Sue Martin</i>		<i>ECU – Student Life</i>	
<i>Kemal Atkins</i>		<i>ECU – Student Affairs</i>	
<i>Thomas Falace</i>		<i>Brailsford & Dunlavey</i>	
<i>Greg Wachalski</i>		<i>Brailsford & Dunlavey</i>	
<i>Jen Zirkle</i>		<i>Brailsford & Dunlavey</i>	

PURPOSE

The purpose of this meeting was to update the Housing, Dining, Recreation, and Student Union Committee on the scope and process of the comprehensive master plan as pertaining to the four master plan components previously named. After introductions, Brailsford & Dunlavey gave an overview presentation of the scope, approach, and methodology for each master plan component. A copy of the presentation is attached to end of these notes for reference.

An informal discussion took place at the end of the presentation to discuss the components individually. The following are some of the questions discussed for each scope component:

- What are the desired outcomes for this component?
- What are the current constraints and potential opportunities with the current facilities?
- How does the enhancement of this component fit into the overall Master Planning efforts?
- Are there any synergies between components that lend themselves to Master Planning efforts?

Buildings & Facilities

- *Student Recreation Center*
- *North Recreation Complex*
- *Blount Complex*
- *Mendenhall Student Center*
- *All housing facilities*

MEETING NOTES

The following ideas, issues, and priorities were shared in response to the questions above:

Recreation

- Student Recreation Center is state-of-the-art
 - Approximately 150,000 square feet built in 1997
 - Users are satisfied with the quality
- Student Recreation Center has space constraints during peak usage times
 - Multi-Activity Courts (MACs) are needed to accommodate group exercise and drop-in basketball use
 - Preliminary projections show a need for an additional 60,000 – 70,000 square feet
- Solution to the space constraint could be an expansion of current facility toward 10th Street
- The proposed expansion could accommodate Health & Human Performance (“H&HP”) needs

- Recreation and H&HP have complementary peak demand times and similar space requirements
- North Recreation Complex
 - Focus on shifting the majority of outdoor recreation from Blount Complex to the North Recreation Complex
 - Space at the Blount Complex could possibly be shifted to other University uses

Union

- Mendenhall Student Center is insufficient for campus population
 - Inappropriately sized student organizations and student activity spaces
 - Meeting rooms lack quality, quantity, and size variance
 - Lack of retail and adequate food service to drive traffic into the building
- Recent Development Possibilities
 - \$150 student-fee passed for redevelopment of Mendenhall
 - The fee could support a redevelopment of approximately \$38 million which was not enough to support the proposed program for a renovated facility. Once the University started value-engineering spaces out of the proposed facility, they determined that the final project was not worth the time or money, and the project stopped moving forward.
- Potential Future Development Opportunities
 - The University is reconsidering plans for a new or renovated student union / campus center
 - The facility should accommodate the entire University population but should focus on primarily accommodating student needs
 - The facility should include retail opportunities (e.g., campus bookstore, bank / ATM, post office, one card office, etc.)
 - Changes in location are being considered
 - The Multi-Cultural Center was originally scheduled to be located in the renovated student union, but is now projected to be a standalone 17,000 square foot facility

Food Service at Mendenhall

- Java City is successful
- Destination 360 is successful but lacks a national brand
 - Chic-Fil-A is scheduled to open in Destination 360 in summer 2009 which is projected to double revenue in Destination 360
 - Although there is capacity to host large catering events at Mendenhall, significant revenue is lost because there are not sufficient spaces in Mendenhall to host large events that would require catering.

Housing

- Freshman Students
 - Freshmen are guaranteed housing up until May 1st
 - There is no live-on requirement for freshmen
 - ECU currently captures 83% of freshman students in on-campus housing
 - ECU would like to accommodate a larger percentage of freshmen in on-campus housing
- Upperclassmen / Graduate Students
 - ECU is interested in offering a continuum of housing options to undergraduate students to accommodate older students with suite- and apartment-style housing units. The extent to which they accommodate students depends largely on ECU's desire to compete with the private off-campus housing market. This level of competition has not yet been determined.
 - Off-campus vacancy rate for apartments is perceived at 20-35%
 - There is currently no perceived need or interest in providing family or couple housing. These students are accommodated in off-campus market.
- Enrollment Projections
 - ECU's projected growth for 2017 is 37,000 students
 - Enrollment is currently two years ahead of where it was projected
 - In order to be considered a "residential campus," ECU must accommodate 25% of the population in university-sponsored housing. As enrollment continues to grow in the long-term, ECU will need to increase the number of university-sponsored beds offered.

- Future Housing Considerations
 - Sustainable design is a priority on campus and all new construction will be required to achieve a minimum of LEED Certified
 - Any new on-campus housing built should be an investment that could sustain a 50 year term
 - Private / public partnerships would be welcome if conditions were right to build or acquire additional housing
- Living / Learning and Theme Housing
 - There is an interest in expanding / enhancing current living/learning and/or themed communities on campus.
 - ECU currently offers:
 - Music (some faculty involvement)
 - Engineering (new program, less faculty involvement than music)
 - International (housing only)
 - Honors (housing only)
 - Teaching Fellows (some classes similar, housing)
 - Freshmen experience (largest program - housing in two residence halls)
 - FOCUS – Community Service (small themed program)
 - Jarvis Leadership (housing in one residence hall)
 - Greek Housing
 - Currently there are approximately 20 houses off campus
 - Some interest in exploring a Greek Village on campus – currently 6% of students are involved in Greek life

West Campus

- No current quality-of-life facilities at West Campus
- Future facilities at West Campus should be seriously considered and tested

NEXT STEPS

B&D Campus Visit in Late April

- Meetings with administration from each individual component
- Focus Groups with facility users

Student Survey

- Work with faculty and staff to launch survey before students go into finals

If this report does not agree with your records or understanding of this meeting, or if there are any questions, please advise the writer immediately in writing; otherwise, we will assume the comments to be correct.

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