

ECU Master Plan

Union, Recreation & Housing



Presentation Agenda

Union

Recreation

Housing



BRAILSFORD & DUNLAVEY



Focus Groups

Participants

- **1st Year Students**
 - 14 participants
- **Student Organizations**
 - 10 participants
- **West Campus / Health Sciences Campus**
 - 2 participants
- **Recreation**
 - 10 participants
- **Destination 360**
 - 2 participants



Union Focus Groups

General Findings

- Location
 - “Off the beaten path”
 - “Wright Place is the center of campus”
- Facility
 - “Building is old and outdated”
 - “Wayfinding is difficult. Mendenhall needs better signs.”
- Student Traffic
 - Students use:
 - » Passive recreation
 - » Food service
 - » Meeting space
 - » Multipurpose room
 - “Students don’t really have a reason to come into Mendenhall. We need to offer something that brings them into the building, and then we have to make it attractive so that they will want to stay once they get here.”



Union Focus Groups

Passive Recreation

- Bowling
- Movies
- Computer Lab
- Billiards

Food Service

- Java City
- Destination 360
 - Open Late
 - Ability to use meal plan
 - Would like more national brands
 - Chic-fil-A
 - Taco Bell



Union Focus Groups

Meeting Rooms

- Insufficient Quantity
- Insufficient Quality
 - “The social room is like a dungeon. I always feel like I am going to get attacked down there because it is dark and closed off from everything else. Plus it smells like trash.”
- Insufficient Size Variety
 - No ballroom
 - Large rooms are hard to reserve and are not ideal



Union Focus Groups

Multipurpose Room

- Students like having all organizations on the same floor
- Conference Center is utilized
- Lacks Privacy
 - “I don’t know where one group ends and the next group begins”
 - “I miss having my own office space”
- Uninviting to students who are not in organizations
 - “Garage Sale” / “Junk Yard”
 - “The Multipurpose room is weird. Why are all of those desks just crammed in there?”



Union Focus Groups

Considerations for a Future Main Campus Union

- Retail Destinations
 - Bookstore
 - Post office
 - Enhanced food service
- Enhanced meeting spaces
- Better signage / Easier to navigate
- More visible computer lab
- Designated student office spaces with a shared collaboration space
- “Student” Center



Union Peer Institution Analysis

UNC Wilmington – Fisher Student Center

- Opened July 2006
- 62,776 square feet
- Box Office
- Campus Activities & Involvement Center
- Einstein Bros. Bagels (dining facility)
- Information Center
- Lumina Theatre (350-seat movie theatre)
- Seahawk Perch
- Sharky's Game Room
- UNCW Bookstore
- Varsity Café (dining facility)
- Six meeting rooms
- Seven lounge spaces



Union Peer Institution Analysis

UNC Wilmington – Fisher Student Center



Union Peer Institution Analysis

UNC Wilmington – Fisher University Union

- Opened 1983
- Major renovations re-opened March 2008
- Dittos - The Copy Spot
- Hawk's Nest (dining facility)
- Main Street Express (convenience store and ice cream shop)
- Meeting spaces
- Seahawk Mail (post office)
- Student Media
- Town Square (open lounge / dining area)
- Ann Flack Boseman Art Gallery
- Campus Life Building Services & Administration
- Campus Life Reservations & Events
- Career Center
- Center for Leadership Education & Service
- Centro Hispano
- Dean of Students Office
- Transition Programs
- UNCW Presents
- Upperman African American Cultural Center



Union Peer Institution Analysis

UNC Wilmington – Burney Center

- Opened 1985
- Major renovations re-opened March 2008
- 9,300 square foot ballroom
 - Five different space configurations
 - Seats 600 guests for a banquet
 - Seats 1,000 guests auditorium style
- Large lobby area
- Two "green" rooms
- Events support office
- Lighting and sound systems
- Catering prep area



UNC Wilmington – Warwick Center

- Opened 1990
- Large multi-purpose ballroom
 - Sub-dividable into smaller spaces
 - Pre-function space



Union Peer Institution Analysis

UNC - Charlotte



Union Peer Institution Analysis

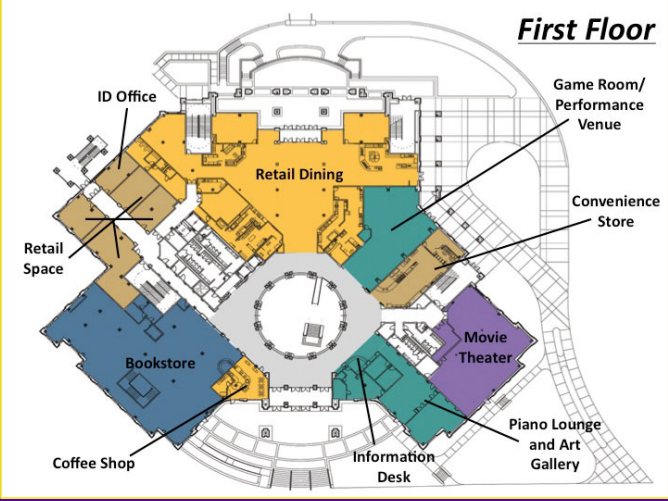
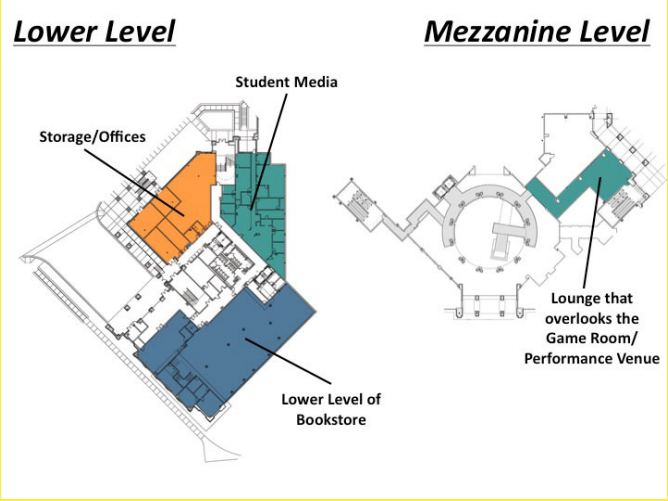
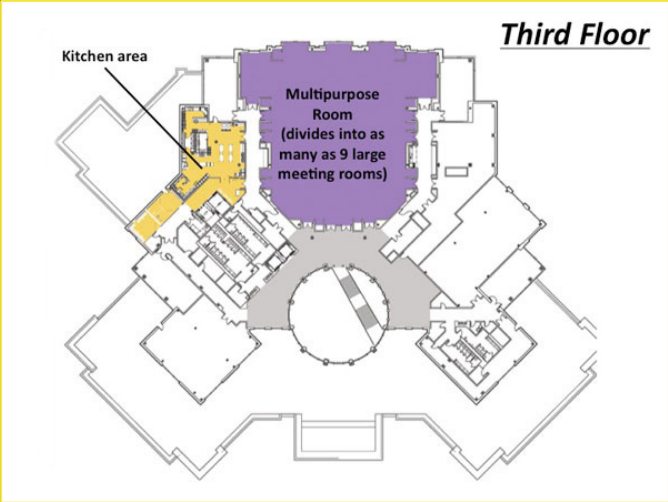
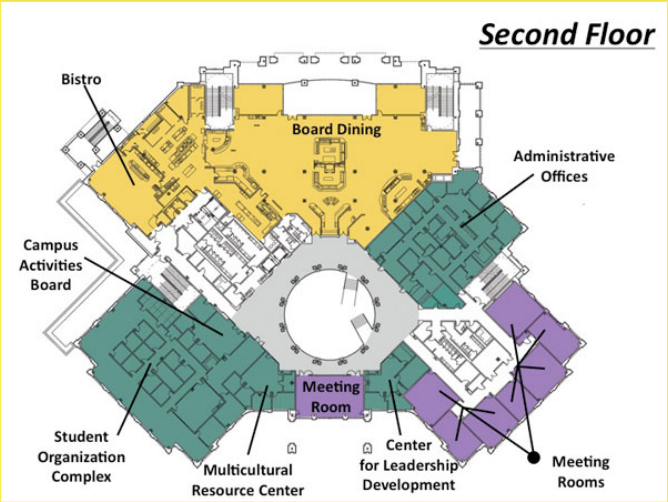
UNC - Charlotte

- Grand Opening Fall 2009
- 196,000 square feet
- Project cost: \$65 million
- A grand rotunda that reaches 3 stories
- Food court with 5 dining options and seating for 400
- 400 seat board dining area (will be open for breakfast, lunch, and dinner)
- Game room lounge
- 210 seat Movie Theater
- Multi-Purpose Venue with 600+ seating banquet style (configurable up to nine large meeting rooms)
- 4 retail shopping or service spaces
- 6,610 square foot student organization and activity space
- 8 meeting rooms
- Parking is available in the adjacent Union Deck, with a raised walkway to the building
- Connected to residential campus via 300 foot long timber bridge



Union Peer Institution Analysis

UNC - Charlotte



Union Peer Institution Analysis

University of South Florida – Marshall Center

- Opened Fall 2008
- 233,000 square-foot, four-story center
- Food court, restaurants, and spacious eating areas
- Office space
- 1,100-seat ballroom
- Formal conference rooms
- Meeting rooms
- Computer lab
- Student organization spaces
- Lounges
- 57-foot central atrium
- 700-seat theater
- The new center more than doubles the size of the previous facility.
 - The ballroom is 3½ times larger than the old ballroom.
- The old Marshall Center will be demolished during the fall semester and construction will begin on an enhanced plaza adjacent to the bookstore, which remains in its current location. Components of the plaza will include an amphitheater, space for the movies on the lawn event, and three life-size bronze bulls running through a stream.



Union Peer Institution Analysis

University of South Florida – Marshall Center

The new center has capacity to feed 2,700 people at a single time.

Food Court

- Chick-fil-A
- Miso Sushi
- Moe's Southwest Grill
- Sbarro Pizza
- Bleecker St. Deli

Separate restaurants

- Einstein Bros. Bagels
- Ben & Jerry's
- Beef O'Brady's Restaurant
- Palms Restaurant
 - Expanded dining room
 - Three private dining rooms



Photo Courtesy of Armstrong Geilings



Survey Analysis

Students

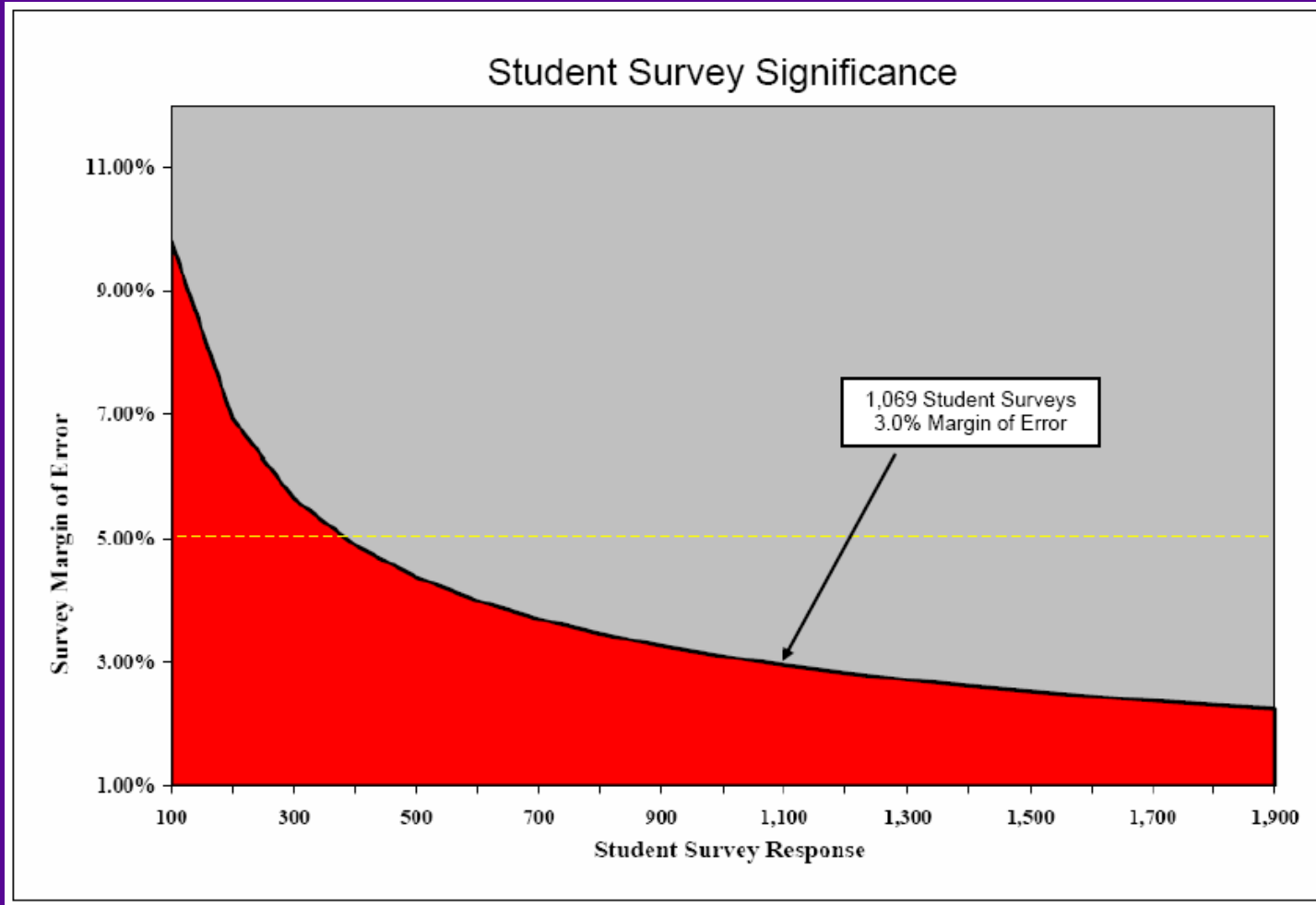
- Electronic Survey emailed to 12,729 students on 4/20
- Survey implemented over 9 days
- 1,069 student responses – 8.4% response rate
- 3.0% margin of error with 95% confidence level
- Incentive prizes awarded in lottery

Faculty & Staff

- Electronic Survey emailed to 5,153 faculty and staff members
- Survey implemented over 9 days
- 913 total responses – 17.7% response rate
 - 325 faculty responses
 - 588 staff responses
- 3.2% margin of error with 95% confidence level



Survey Analysis

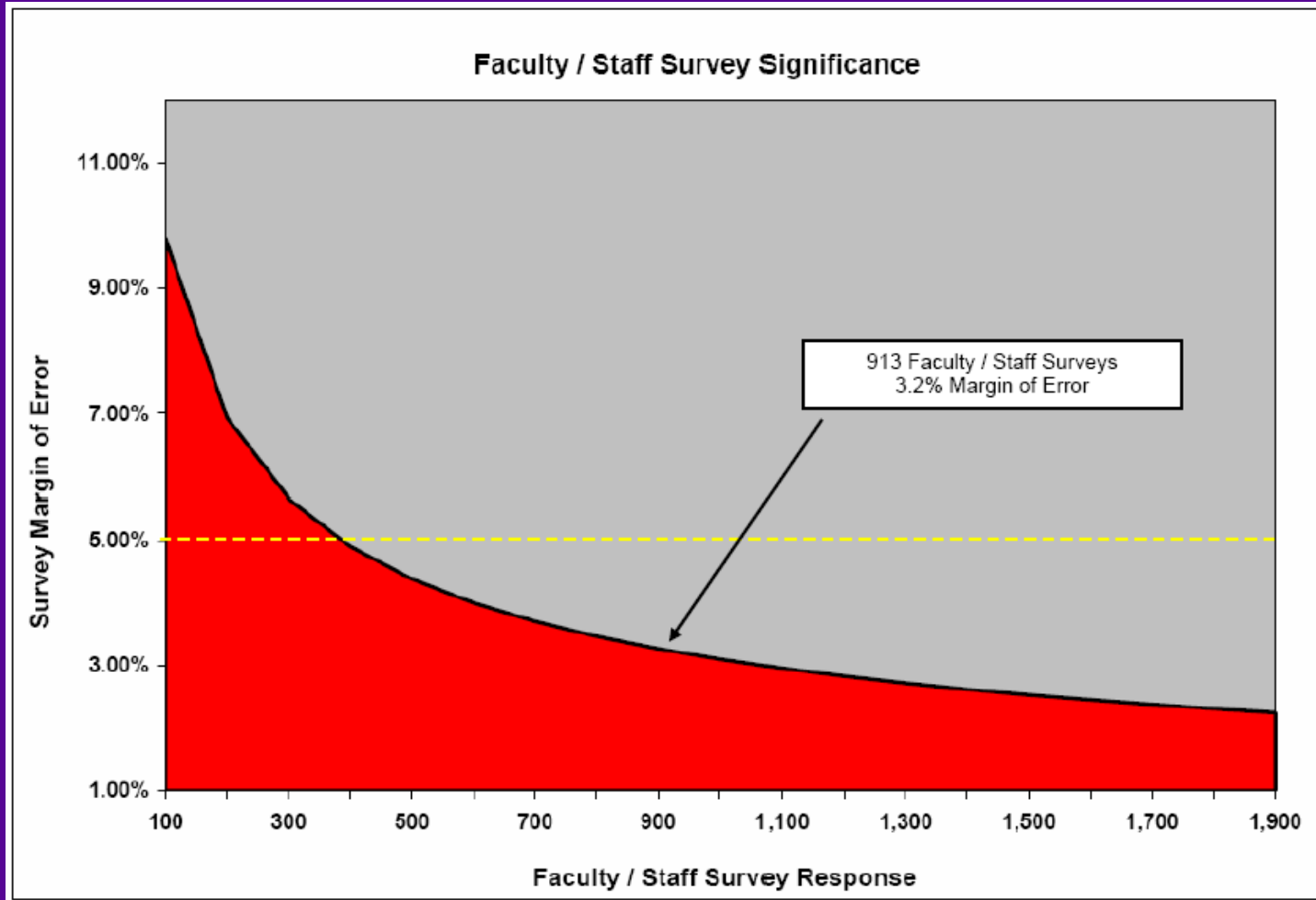


Survey Analysis

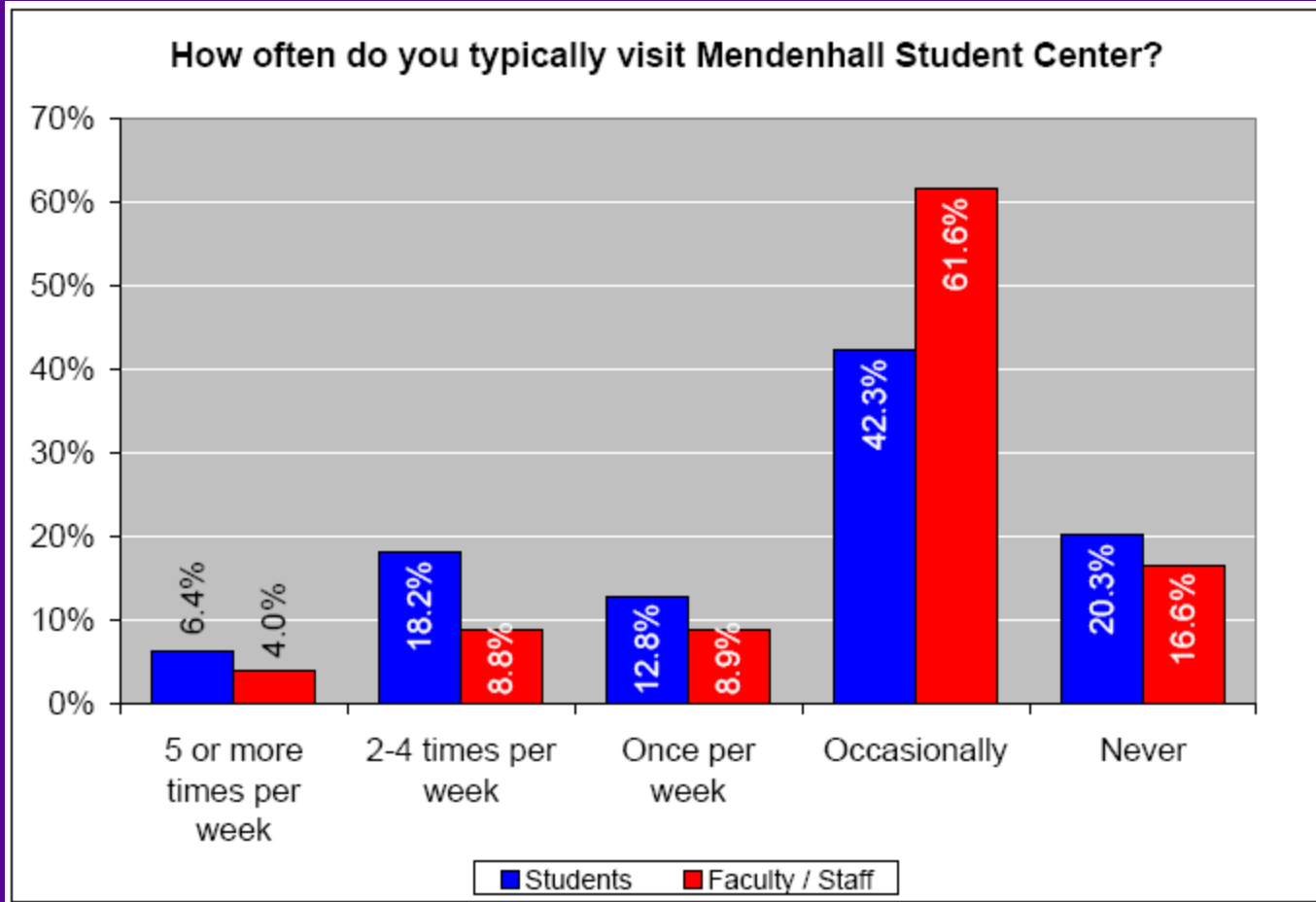
DEMOGRAPHIC CATEGORY	SURVEY*			DEMOGRAPHICS**			SURVEY % - DEMO. %
	COUNT	TOTAL	%	COUNT	TOTAL	%	
Age							
18 years old	87	1,066	8.2%	1,843	25,472	7.2%	0.9%
19 years old	191	1,066	17.9%	3,836	25,472	15.1%	2.9%
20 years old	132	1,066	12.4%	3,279	25,472	12.9%	-0.5%
21 years old	126	1,066	11.8%	3,170	25,472	12.4%	-0.6%
22 years old	86	1,066	8.1%	2,372	25,472	9.3%	-1.2%
23-25 years old	159	1,066	14.9%	3,549	25,472	13.9%	1.0%
26-30 years old	98	1,066	9.2%	2,649	25,472	10.4%	-1.2%
31-35 years old	51	1,066	4.8%	1,480	25,472	5.8%	-1.0%
36+ years old	136	1,066	12.8%	3,294	25,472	12.9%	-0.2%
Gender							
Male	326	1,064	30.6%	9,830	25,472	38.6%	-8.0%
Female	738	1,064	69.4%	15,642	25,472	61.4%	8.0%
Race / Ethnicity							
Black / African American	138	1,078	12.8%	3,602	25,472	14.1%	-1.3%
Asian / Pacific Islander	46	1,078	4.3%	492	25,472	1.9%	2.3%
Hispanic / Latino/a	31	1,078	2.9%	477	25,472	1.9%	1.0%
Native American	18	1,078	1.7%	177	25,472	0.7%	1.0%
White, non-Hispanic	811	1,078	75.2%	19,143	25,472	75.2%	0.1%
Other	34	1,078	3.2%	1,581	25,472	6.2%	-3.1%
Classification							
Freshman	208	1,054	19.7%	4,409	24,742	17.8%	1.9%
Sophomore	172	1,054	16.3%	4,116	24,742	16.6%	-0.3%
Junior	184	1,054	17.5%	4,420	24,742	17.9%	-0.4%
Senior	203	1,054	19.3%	5,810	24,742	23.5%	-4.2%
Graduate / Professional	287	1,054	27.2%	5,987	24,742	24.2%	3.0%
Enrollment Status							
Full-time	854	1,061	80.5%	18,917	25,472	74.3%	6.2%
Part-time	207	1,061	19.5%	6,555	25,472	25.7%	-6.2%



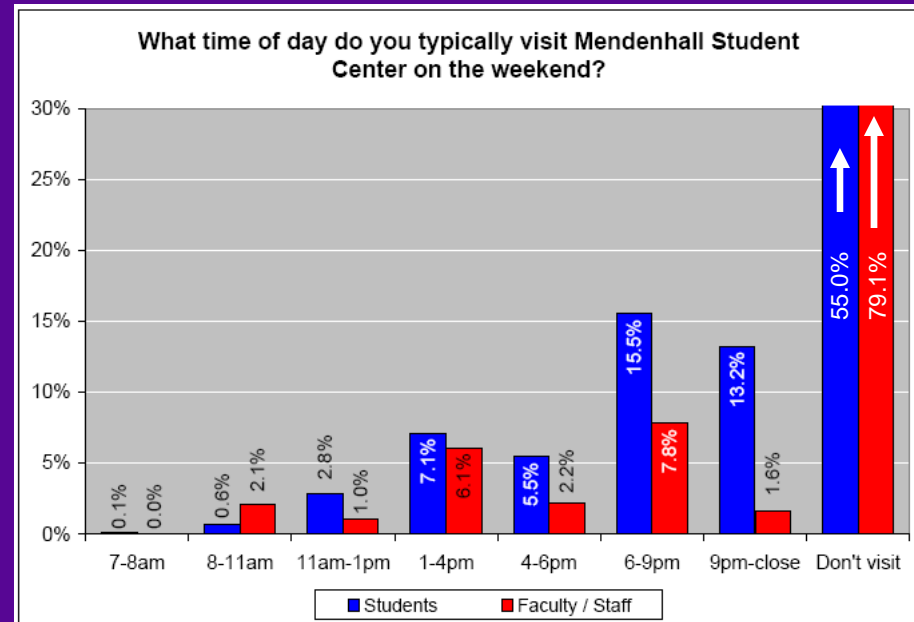
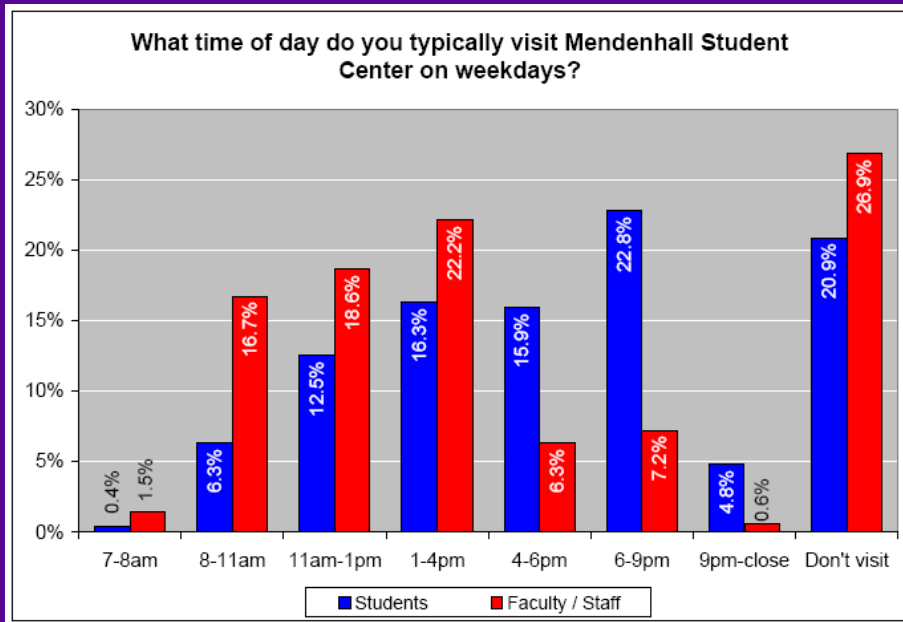
Survey Analysis



Union Survey Analysis

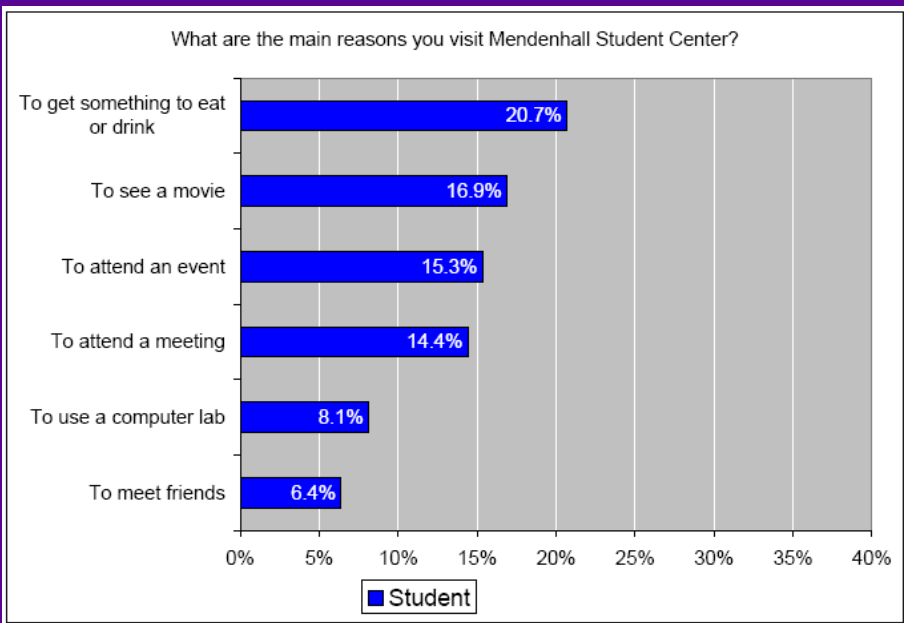


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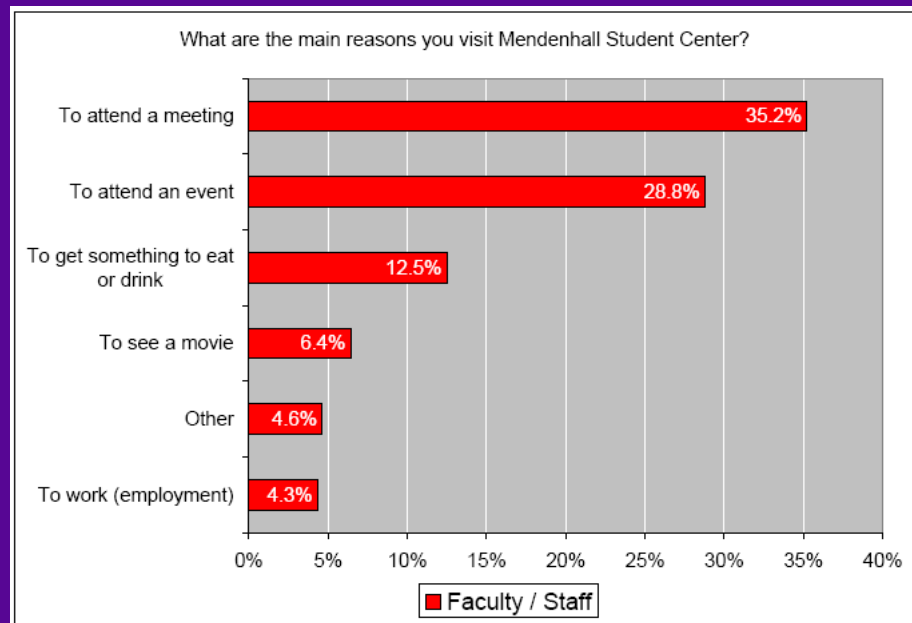


Union Survey Analysis

Students



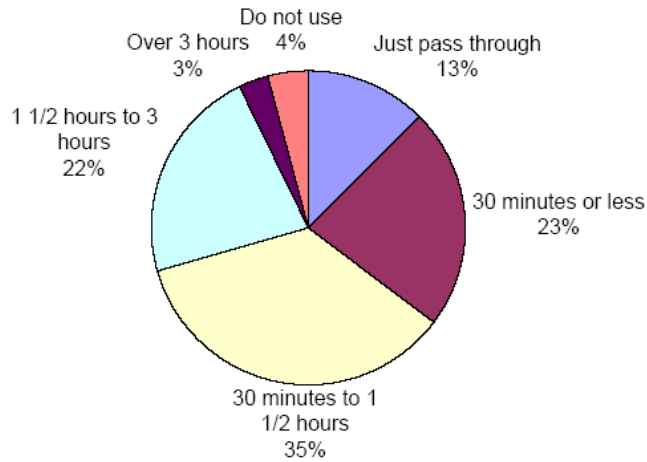
Faculty / Staff



Union Survey Analysis

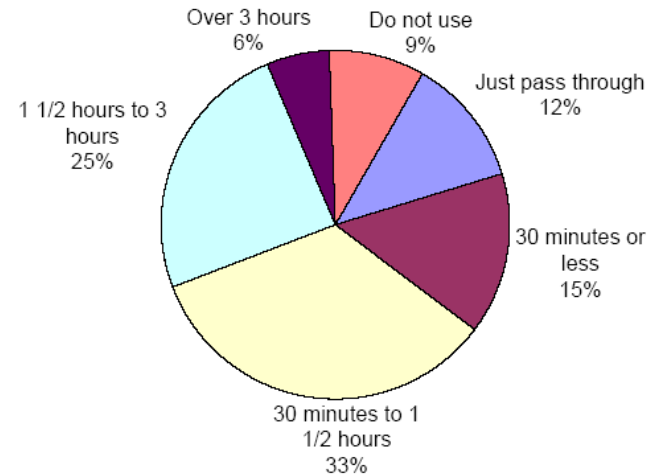
Students

How long do you typically use Mendenhall when you visit?



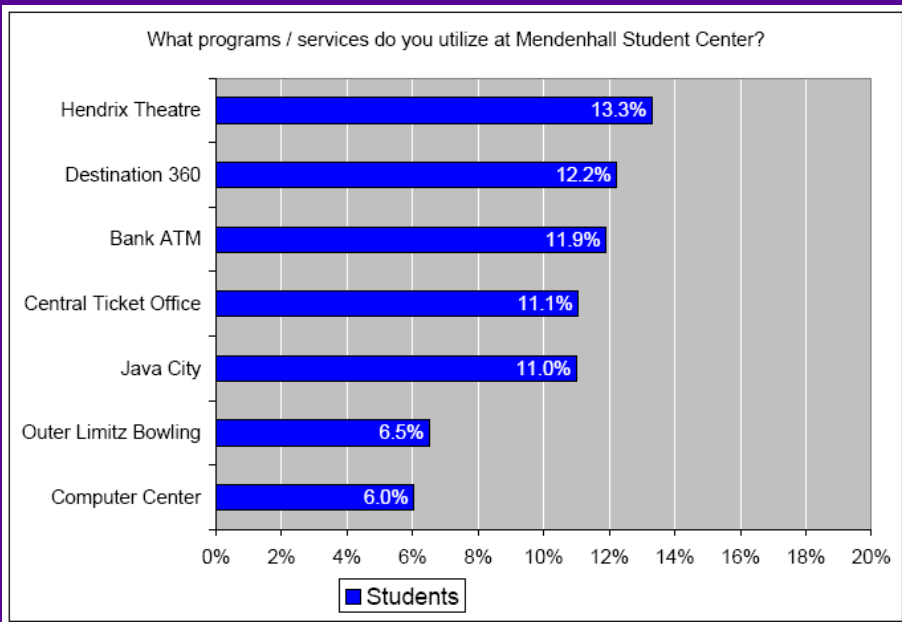
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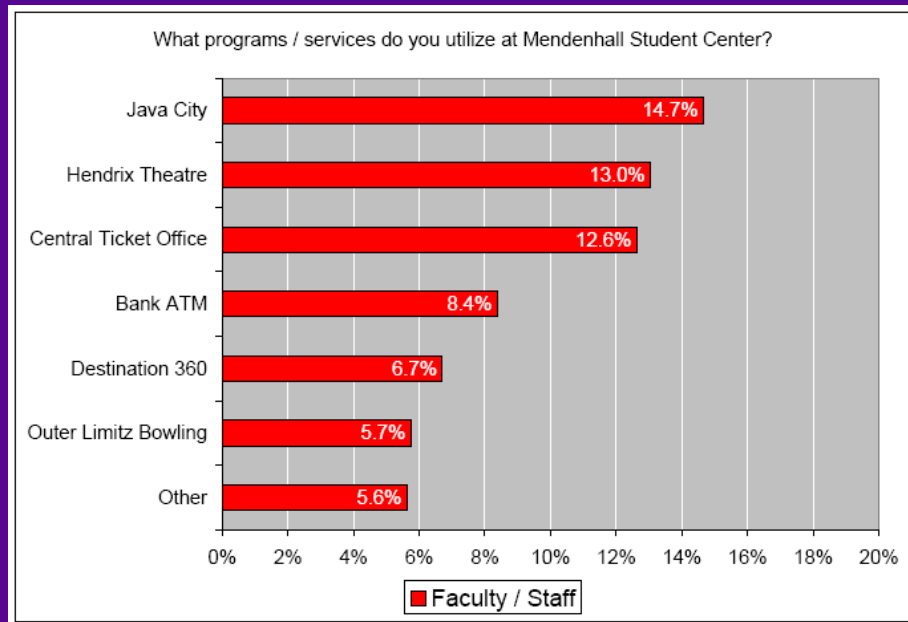


Union Survey Analysis

Students

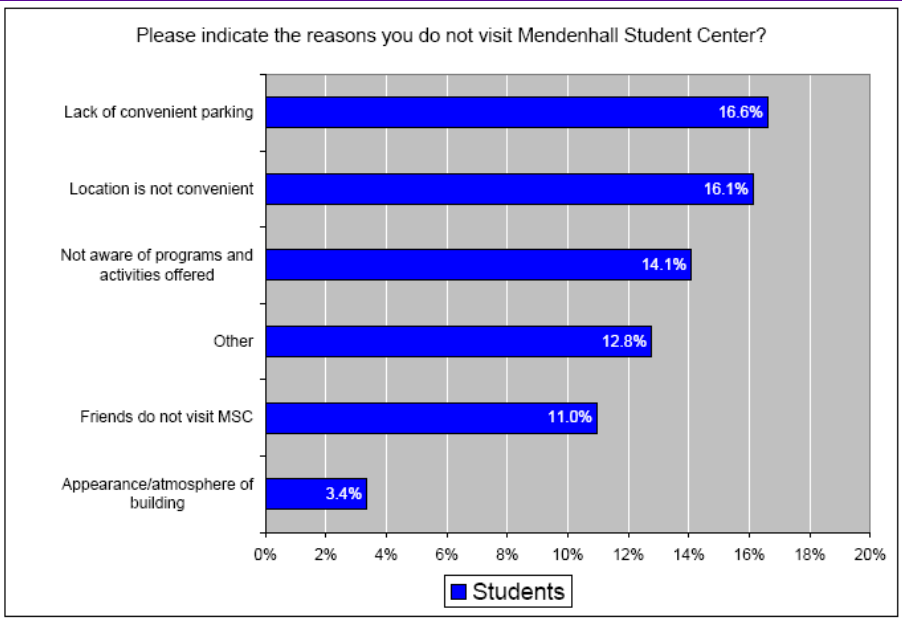


Faculty / Staff

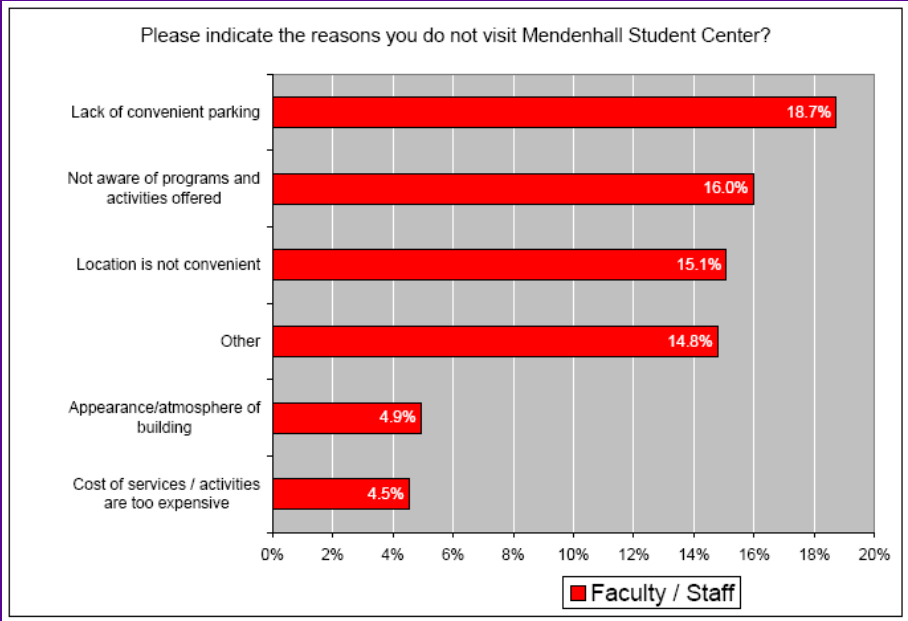


Union Survey Analysis

Students



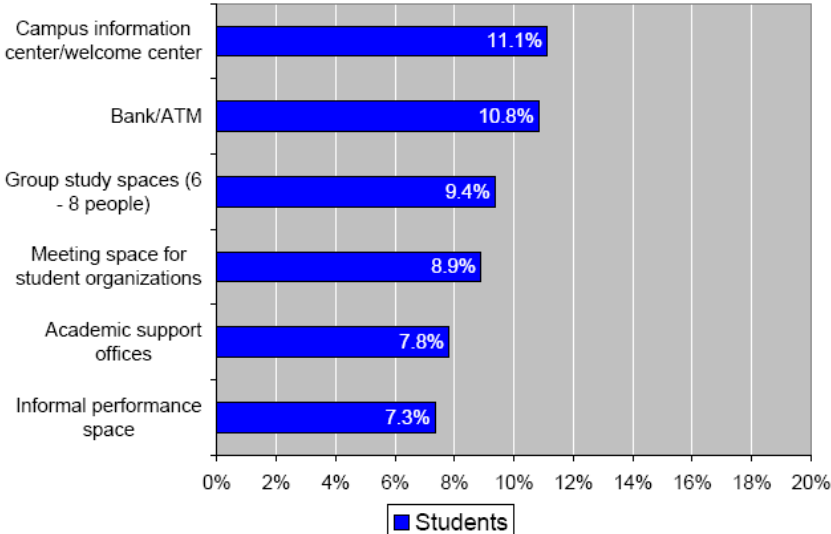
Faculty / Staff



Union Survey Analysis

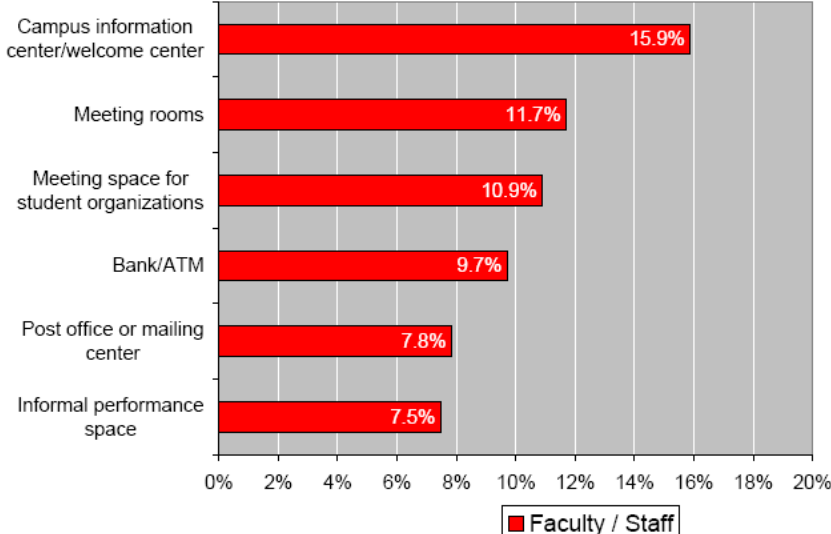
Students

What spaces should be included in an ideal Union?



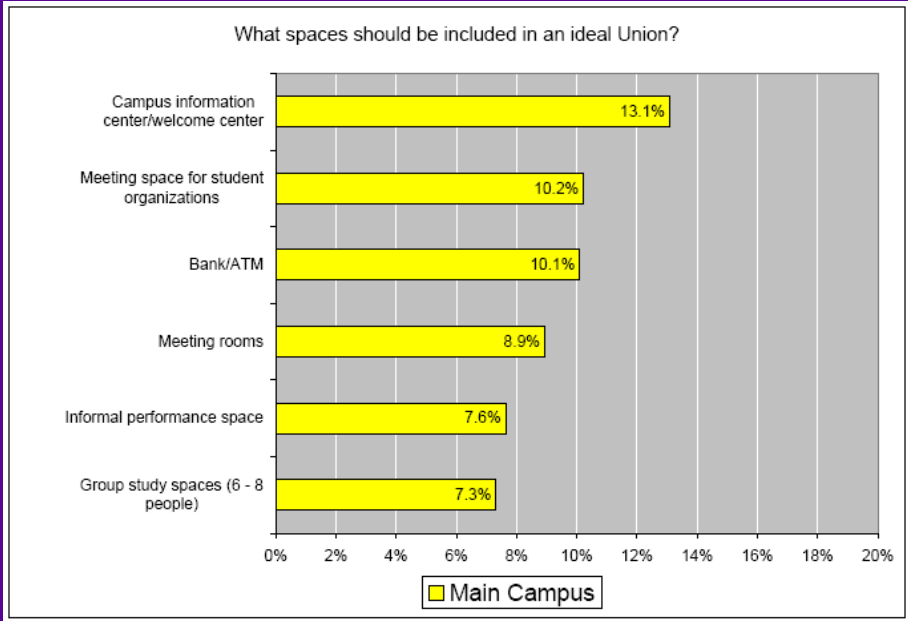
Faculty / Staff

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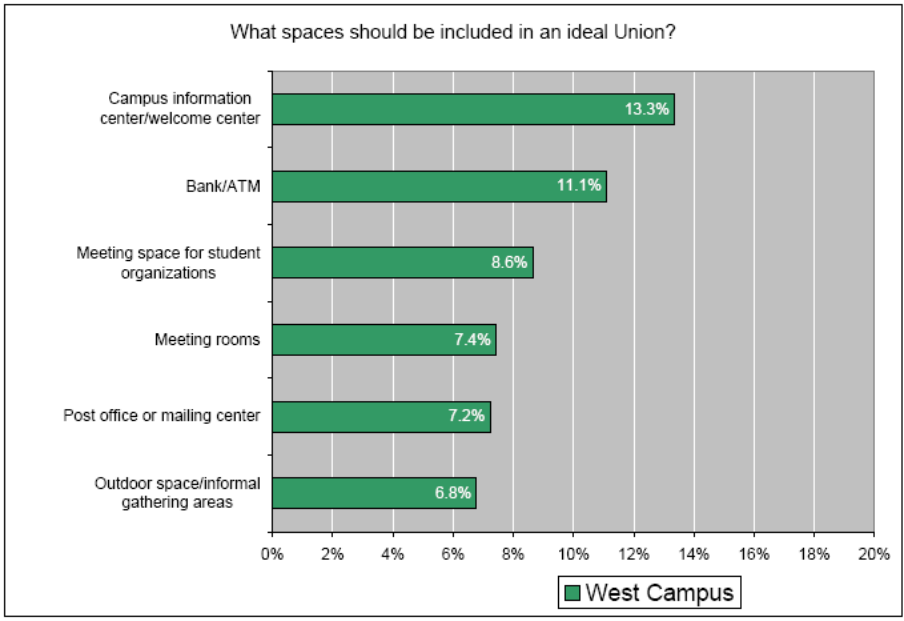


Union Survey Analysis

Main Campus



West Campus



Union DBP Analysis

Methodology

- 19 activity spaces tested
- Input: frequency and time of use (survey based)
- Discount factors
- Output: Projected quantities of users and sizes of spaces
- Depth and breadth of demand (order of demand)
- Priority reconciliation of space
- Space Allocation



Union DBP Analysis

Output: Projected quantities of users and sizes of spaces

ACTIVITY: 1		24 HOUR STUDY LOUNGE			Activity Duration: 2 Hours	
Frequency	Period	Activity Frequency	Turnover Factor	Intensity Factor	Number of Users	Demand Projection
Daily	6 - 8 AM	0.71	1.00	0.71	147	105
Daily	8 AM - 11 AM	0.71	0.67	0.47	118	56
Daily	11 AM - 1 PM	0.71	1.00	0.71	206	147
Daily	1 - 4 PM	0.71	0.67	0.47	29	14
Daily	4 - 6 PM	0.71	1.00	0.71	147	105
Daily	6 - 9 PM	0.71	0.67	0.47	501	237
Daily	9 PM - 12 AM	0.71	0.67	0.47	619	293
Daily	12 - 6 AM	0.71	0.33	0.24	472	112
2-4 Times/Week	6 - 8 AM	0.43	1.00	0.43	0	0
2-4 Times/Week	8 AM - 11 AM	0.43	0.67	0.29	88	25
2-4 Times/Week	11 AM - 1 PM	0.43	1.00	0.43	177	76
2-4 Times/Week	1 - 4 PM	0.43	0.67	0.29	678	194
2-4 Times/Week	4 - 6 PM	0.43	1.00	0.43	472	203
2-4 Times/Week	6 - 9 PM	0.43	0.67	0.29	1,002	287
2-4 Times/Week	9 PM - 12 AM	0.43	0.67	0.29	1,474	423
2-4 Times/Week	12 - 6 AM	0.43	0.33	0.14	678	97
Once/Week	6 - 8 AM	0.14	1.00	0.14	29	4
Once/Week	8 AM - 11 AM	0.14	0.67	0.09	88	8
Once/Week	11 AM - 1 PM	0.14	1.00	0.14	177	25
Once/Week	1 - 4 PM	0.14	0.67	0.09	295	28
Once/Week	4 - 6 PM	0.14	1.00	0.14	501	70
Once/Week	6 - 9 PM	0.14	0.67	0.09	1,061	99
Once/Week	9 PM - 12 AM	0.14	0.67	0.09	825	77
Once/Week	12 - 6 AM	0.14	0.33	0.05	295	14
Less than once a week	6 - 8 AM	0.03	1.00	0.03	29	1
Less than once a week	8 AM - 11 AM	0.03	0.67	0.02	88	2
Less than once a week	11 AM - 1 PM	0.03	1.00	0.03	354	11
Less than once a week	1 - 4 PM	0.03	0.67	0.02	737	15
Less than once a week	4 - 6 PM	0.03	1.00	0.03	973	29
Less than once a week	6 - 9 PM	0.03	0.67	0.02	1,916	38
Less than once a week	9 PM - 12 AM	0.03	0.67	0.02	1,504	30
Less than once a week	12 - 6 AM	0.03	0.33	0.01	649	6

TOTAL NUMBER OF USERS PROJECTED PER PERIOD*:

6 - 8 AM	8 AM - 11 AM	11 AM - 1 PM	1 - 4 PM	4 - 6 PM	6 - 9 PM	9 PM - 12 AM	12 - 6 AM
55	46	129	125	203	331	411	115

SPACE DEMAND NUMBER OF SQ. FT. **

6 - 8 AM	8 AM - 11 AM	11 AM - 1 PM	1 - 4 PM	4 - 6 PM	6 - 9 PM	9 PM - 12 AM	12 - 6 AM
877	730	2,064	2,005	3,255	5,296	6,582	1,833



Union DBP Analysis

Depth of Demand

Depth of Demand is measured by the number of respondents indicating they would engage in a specific activity at least two times per week.

The measure is significant in that it indicates the extent to which activities are integral to the regular routine.

	Activity	Number	Percent
1	Fitness / Recreational Space	272	31.5%
2	24 Hour Study Lounge	231	26.7%
3	Computer Lab	214	24.8%
4	Food Court Lunch	214	24.8%
5	Coffeehouse	208	24.1%
6	Food Court Dinner	201	23.3%
7	Convenience store / small grocery mkt	190	22.0%
8	Copy / Print Center	190	22.0%
9	Bookstore	148	17.1%
10	Food Court Breakfast	147	17.0%
11	Grab-and-go Lunch	137	15.9%
12	Sports bar / pub	133	15.4%
13	Grab-and-go Breakfast	129	14.9%
14	Games / Informal Rec Space	111	12.8%
15	Small Group Study Rooms	111	12.8%
16	Grab-and-go Dinner	110	12.7%
17	Informal lounges / social gathering areas	102	11.8%
18	Multipurpose theater / Auditorium	86	10.0%
19	Large Special Event Programming Space	58	6.7%



Union DBP Analysis

Breadth of Demand

Breadth of Demand is measured by the number of respondents indicating they would engage in a specific activity even if only occasionally.

The measure is significant in that it indicates the extent to which activities have some amount of recreational appeal

	Activity	Number	Percent
1	Bookstore	587	67.9%
2	24 Hour Study Lounge	554	64.1%
3	Computer Lab	549	63.5%
4	Copy / Print Center	541	62.6%
5	Fitness / Recreational Space	540	62.5%
6	Food Court Lunch	530	61.3%
7	Coffeehouse	528	61.1%
8	Convenience store / small grocery mkt	518	60.0%
9	Multipurpose theater / Auditorium	499	57.8%
10	Food Court Dinner	489	56.6%
11	Sports bar / pub	475	55.0%
12	Small Group Study Rooms	471	54.5%
13	Grab-and-go Lunch	453	52.4%
14	Informal lounges / social gathering areas	452	52.3%
15	Food Court Breakfast	451	52.2%
16	Games / Informal Rec Space	444	51.4%
17	Grab-and-go Breakfast	429	49.7%
18	Large Special Event Programming Space	429	49.7%
19	Grab-and-go Dinner	418	48.4%



Union DBP Analysis

Depth & Breadth of Demand - Priority reconciliation of space

Student Responses

	Activity	Depth	Breadth	Priority
1	Fitness / Recreational Space	31.5%	62.5%	first
2	24 Hour Study Lounge	26.7%	64.1%	first
3	Computer Lab	24.8%	63.5%	first
4	Food Court Lunch	24.8%	61.3%	first
5	Coffeehouse	24.1%	61.1%	first
6	Food Court Dinner	23.3%	56.6%	second
7	Convenience store / small grocery mkt	22.0%	60.0%	second
8	Copy / Print Center	22.0%	62.6%	second
9	Bookstore	17.1%	67.9%	third
10	Food Court Breakfast	17.0%	52.2%	third
11	Grab-and-go Lunch	15.9%	52.4%	third
12	Sports bar / pub	15.4%	55.0%	third
13	Grab-and-go Breakfast	14.9%	49.7%	fourth
14	Games / Informal Rec Space	12.8%	51.4%	fourth
15	Small Group Study Rooms	12.8%	54.5%	fourth
16	Grab-and-go Dinner	12.7%	48.4%	fourth
17	Informal lounges / social gathering areas	11.8%	52.3%	fifth
18	Multipurpose theater / Auditorium	10.0%	57.8%	fifth
19	Large Special Event Programming Space	6.7%	49.7%	fifth

Faculty / Staff Responses

	Activity	Depth	Breadth	Priority
1	Fitness / Recreational Space	20.1%	47.3%	first
2	Coffeehouse	14.5%	54.7%	first
3	Food Court Lunch	10.7%	56.8%	first
4	Bookstore	10.2%	57.3%	first
5	Convenience store / small grocery mkt	9.0%	45.4%	second
6	Food Court Breakfast	8.3%	43.0%	second
7	Grab-and-go Breakfast	7.9%	40.1%	second
8	Grab-and-go Lunch	7.4%	49.9%	second
9	Food Court Dinner	5.7%	31.2%	third
10	Games / Informal Rec Space	5.0%	29.4%	third
11	Computer Lab	4.8%	20.5%	third
12	Copy / Print Center	4.6%	25.6%	third
13	24 Hour Study Lounge	4.0%	13.8%	fourth
14	Informal lounges / social gathering areas	4.0%	27.9%	fourth
15	Large Special Event Programming Space	3.8%	42.9%	fourth
16	Sports bar / pub	3.8%	30.3%	fourth
17	Grab-and-go Dinner	3.4%	25.1%	fifth
18	Multipurpose theater / Auditorium	3.3%	48.4%	fifth
19	Small Group Study Rooms	2.2%	13.8%	fifth



Union DBP Analysis

Combined Faculty, Staff, and Student Demand

Activity	Space Type	Peak Demand	Space Allocation Based on Prioritization of Demand		
Fitness / Recreational Space	Sq. Ft.	15,680	11,800	to	13,300
24 Hour Study Lounge	Sq. Ft.	6,732	4,938	to	5,653
Computer Lab	Sq. Ft.	3,520	2,648	to	2,960
Food Court Lunch	Sq. Ft.	6,130	4,573	to	5,236
Coffeehouse	Sq. Ft.	4,080	3,013	to	3,468
Food Court Dinner	Sq. Ft.	4,670	2,560	to	2,975
Convenience store / small grocery mkt	Sq. Ft.	520	287	to	339
Copy / Print Center	Sq. Ft.	830	452	to	535
Bookstore	Sq. Ft.	1,350	575	to	685
Food Court Breakfast	Sq. Ft.	4,010	1,649	to	2,076
Grab-and-go Lunch	Sq. Ft.	1,090	456	to	565
Sports bar / pub	Sq. Ft.	3,790	1,530	to	1,842
Grab-and-go Breakfast	Sq. Ft.	1,090	300	to	409
Games / Informal Rec Space	Sq. Ft.	5,350	1,348	to	1,885
Small Group Study Rooms	Sq. Ft.	4,600	1,110	to	1,620
Grab-and-go Dinner	Sq. Ft.	790	192	to	271
Informal lounges / social gathering areas	Sq. Ft.	4,380	438	to	853
Multipurpose theater / Auditorium	Sq. Ft.	5,480	552	to	1,104
Large Special Event Programming Space	Sq. Ft.	3,380	365	to	691



Presentation Agenda

Union

Recreation

Housing

2003	2004
4,276,384	4,447,439
1,428,000	1,485,120
122,182	127,070
40,800	42,432
42,835	44,458
1,428,000	1,485,120



BRAILSFORD & DUNLAVEY



Recreation Focus Groups

General Findings

- Facility
 - “I love the place. It is well kept. It has nice equipment. It feels good in here.”
 - “The SRC staff is helpful and polite. They are very well trained.”
- Patron Traffic
 - Peak demand occurs in the late afternoon through the evening
 - Most of the building is used on a daily basis
 - Group Fitness classes are currently the most constrained
- Overview
 - Students, faculty, and staff really enjoy the building



Recreation Focus Groups

Free Weight, Weight Machines, and Cardio Areas

- Free Weights and Weight Machines
 - Can be intimidating to casual users
 - Usually full during peak demand
 - Enough variety that the crowd is not problematic
- Cardio Areas
 - Like the intimate upstairs area – mostly females
 - Like the machine reservation system
 - Want instructions for new machines



Recreation Focus Groups

Group Fitness Rooms

- “The group rooms are absolutely packed. I cannot believe how many people use those three rooms”
- “I think they should do a study to count how many people go in and out of those rooms every day. It has got to be a ton.”
- “Really tight programming for group rooms.”
- “The scheduling is really great and taken care of really well. I just wish there were more spaces so that they could schedule more things. Between Health & Human Performance and Recreation, the rooms are being used from early morning until late at night.”



Recreation Focus Groups

Other Comments

- Racquetball courts are always crowded
- There is overlap in the scheduling between open swim and aqua classes
- Faculty locker rooms
- Abs and stretching area is comfortable
- Adventure Center is hidden and not well advertised
- People complained about parking
- Club / Intramurals
- Fee Tolerance



Recreation Off-Campus Analysis

Small	Medium	Large	Extra Large
Snap Fitness	Excel Fitness and Tanning	ViQuest Center	Gold's Gym
Curves		Greenville Aquatic Center	
Max Fitness Training	Champions Health & Fitness	Fit for Life	
Courtside Athletic Club			

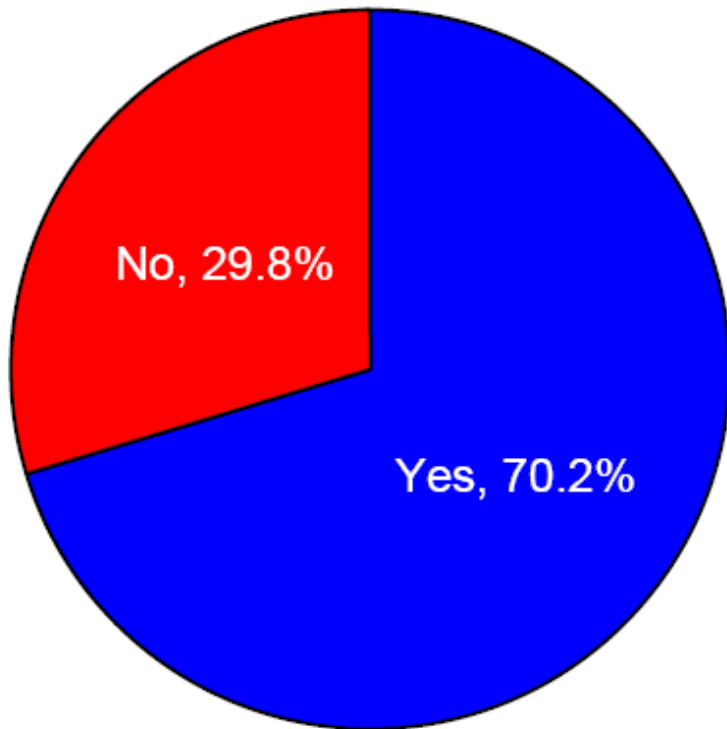
Health Club	Approximate Square Footage	Average Monthly Membership Fee
Gold's Gym	70,000	\$33
ViQuest Center	52,000	\$55
Greenville Aquatic Center	25,000 - 30,000	\$25
Fit for Life	15,000 - 20,000	\$25



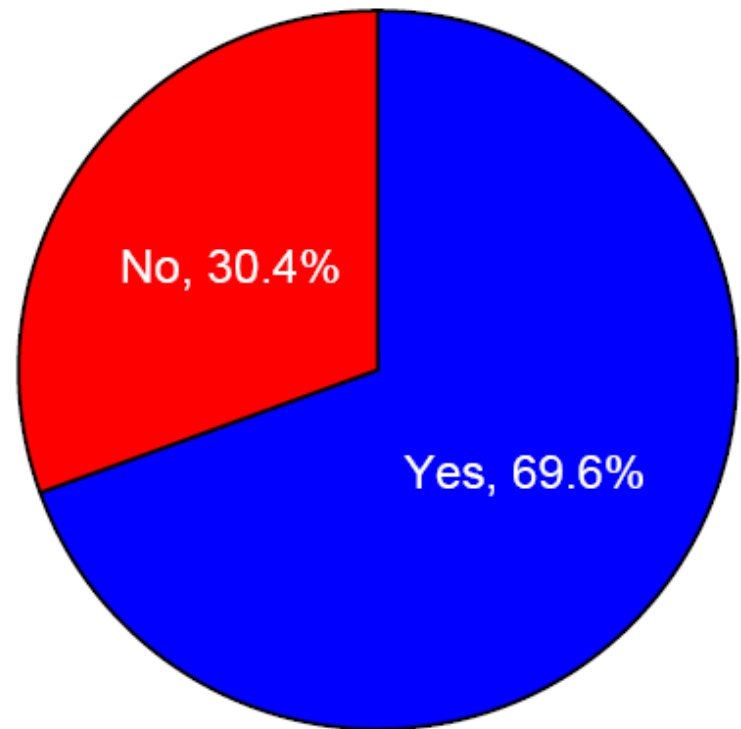
Recreation Survey Analysis

Have you had experience with any campus recreation and wellness programs, services, or facilities?

Students

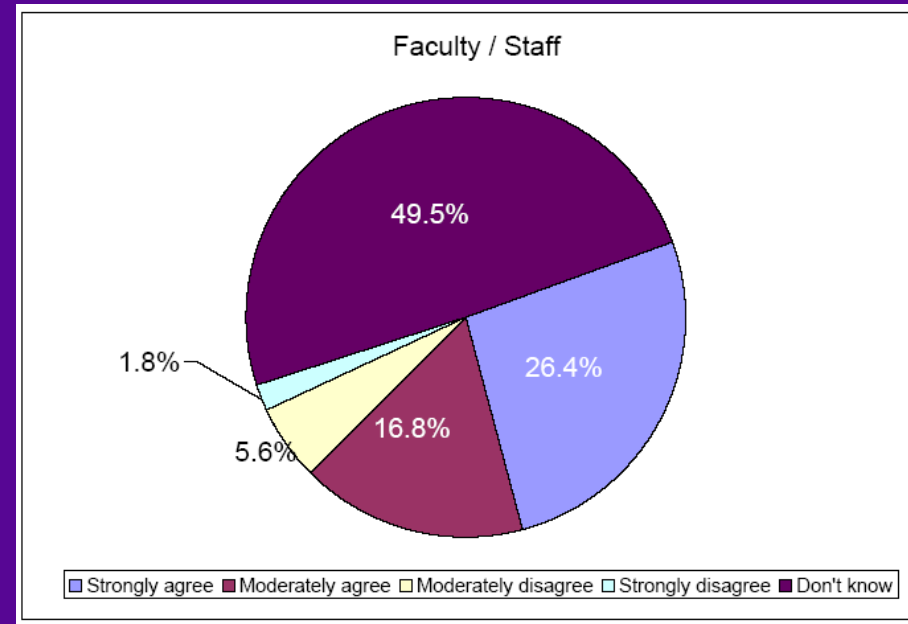
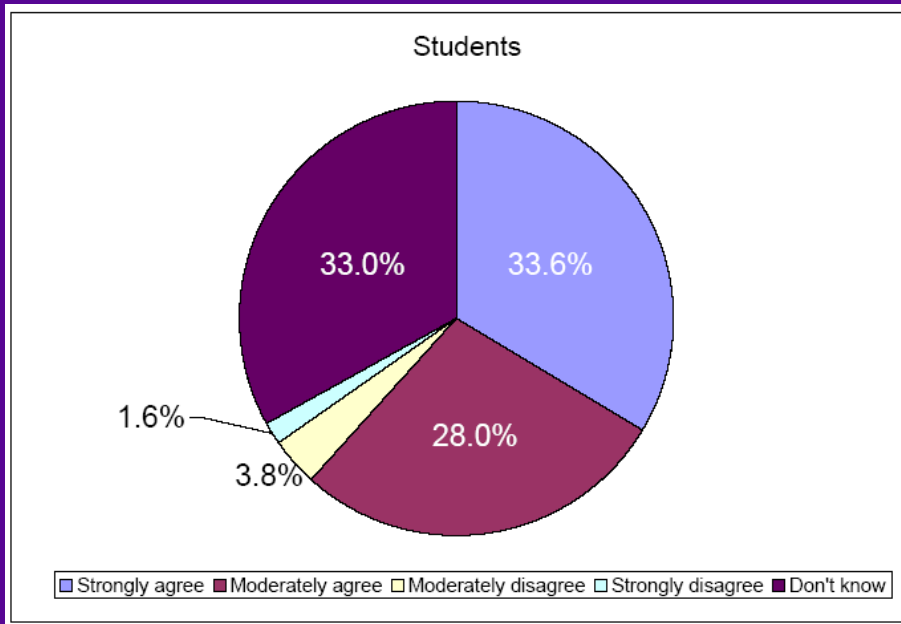


Faculty / Staff



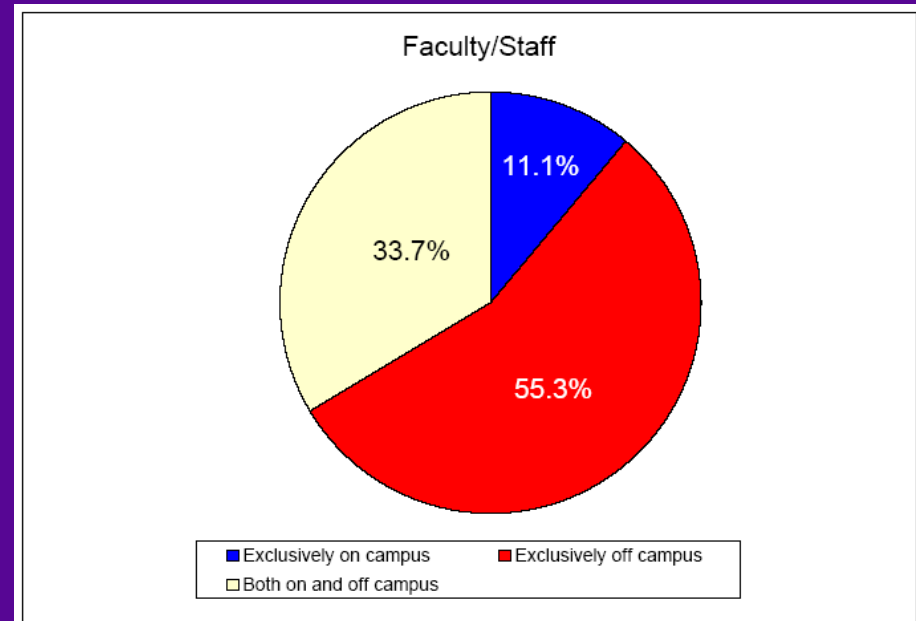
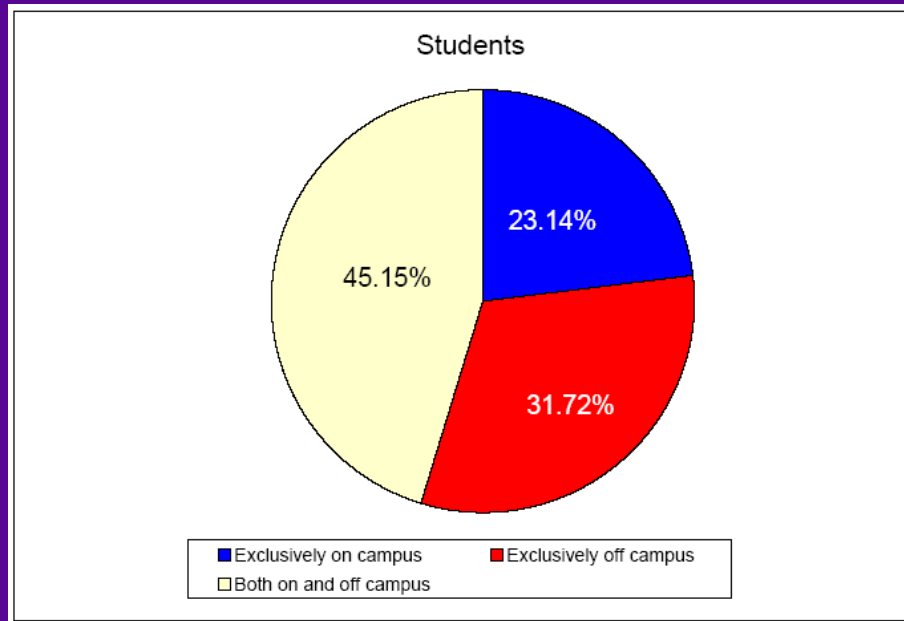
Recreation Survey Analysis

To what extent do you agree that the recreation and wellness facilities offered by ECU compare favorably with those provided by other UNC system schools and other comparable universities?



Recreation Survey Analysis

Where do you currently participate in recreational sports and fitness activities (indoor and outdoor)?



Recreation Survey Analysis

Why do you NOT pursue recreational sports and fitness activities on campus (indoor and outdoor)?

Students		
Rank	Category	% Deterred
1	Unavailable Parking	64.5%
2	Too Crowded	58.2%
3	Inconvenient Location	53.5%
4	Inconvenient Hours	44.8%
5	Lacks Variety of Activities	37.5%
6	Too Expensive	36.5%
7	Uncomfortable Social Climate	35.3%
8	Uninviting Facilities	31.0%

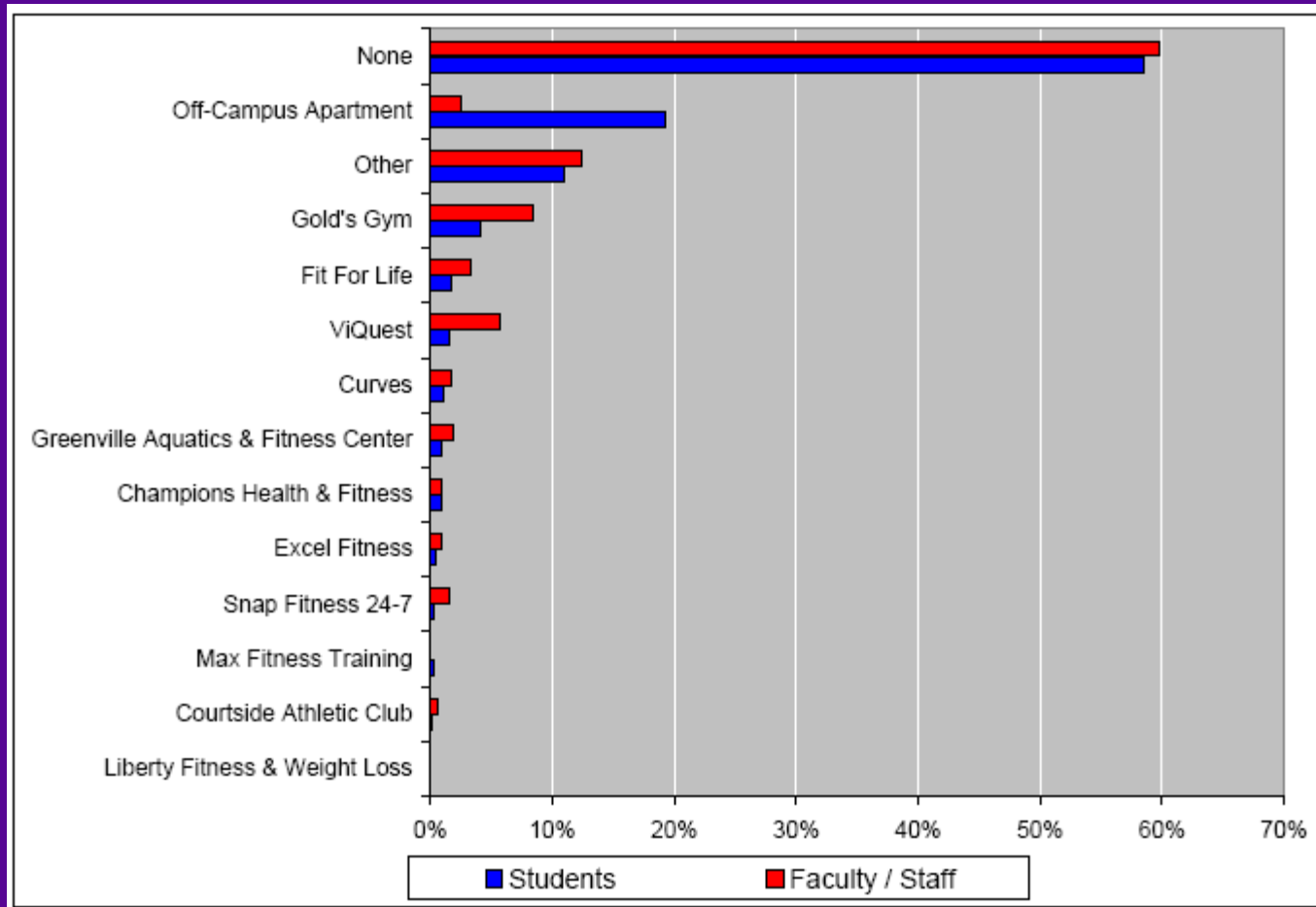
Faculty / Staff		
Rank	Category	% Deterred
2	Unavailable Parking	67.4%
1	Too Crowded	68.1%
5	Inconvenient Location	55.0%
3	Inconvenient Hours	59.2%
7	Lacks Variety of Activities	37.4%
4	Too Expensive	55.8%
6	Uncomfortable Social Climate	50.7%
8	Uninviting Facilities	32.6%

(% Deterred is the percent of respondents who answered that the respective categories were “Very Important” or “Moderately Important” reasons for not pursuing recreation on campus)



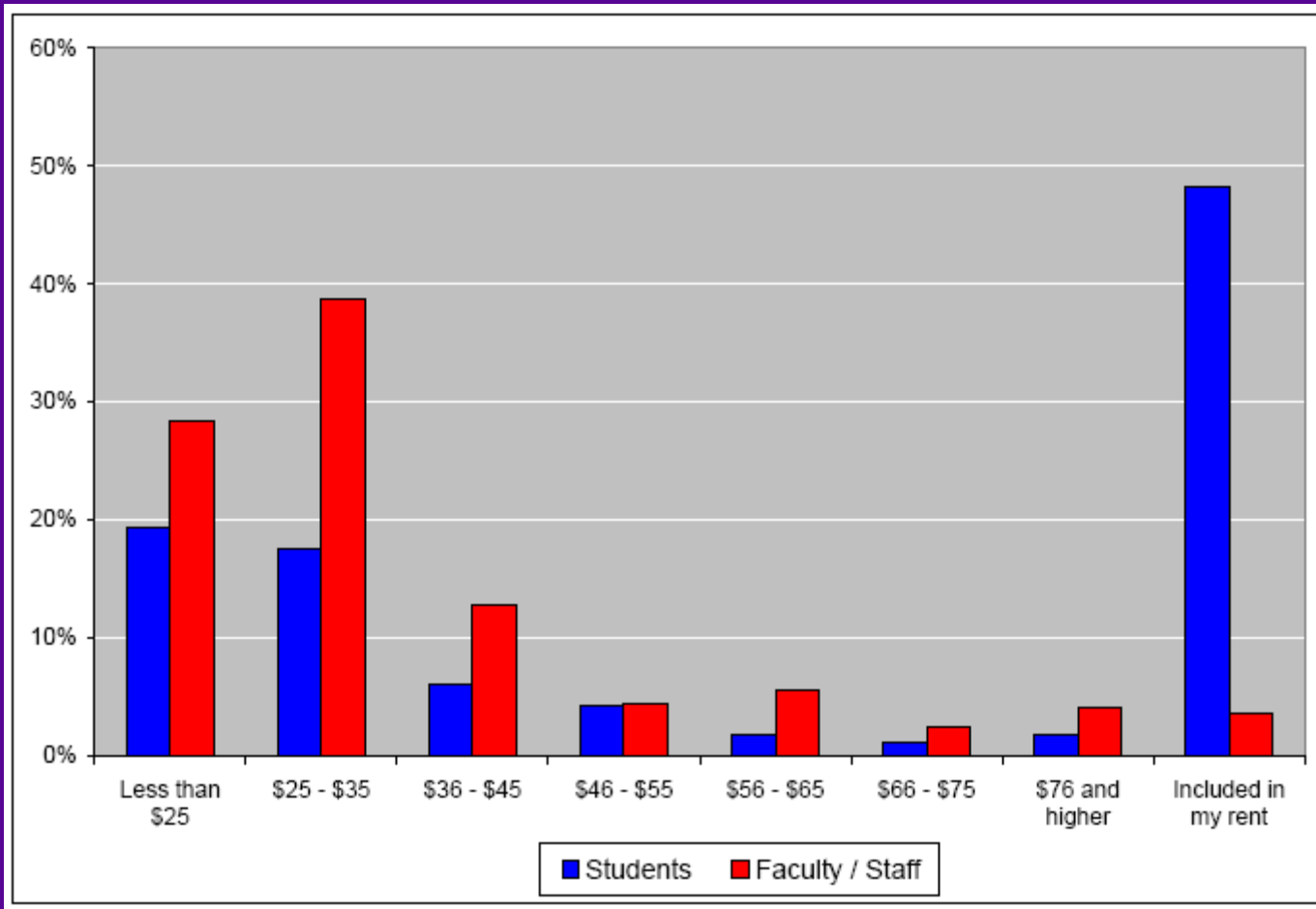
Recreation Survey Analysis

Which health club do you belong to?



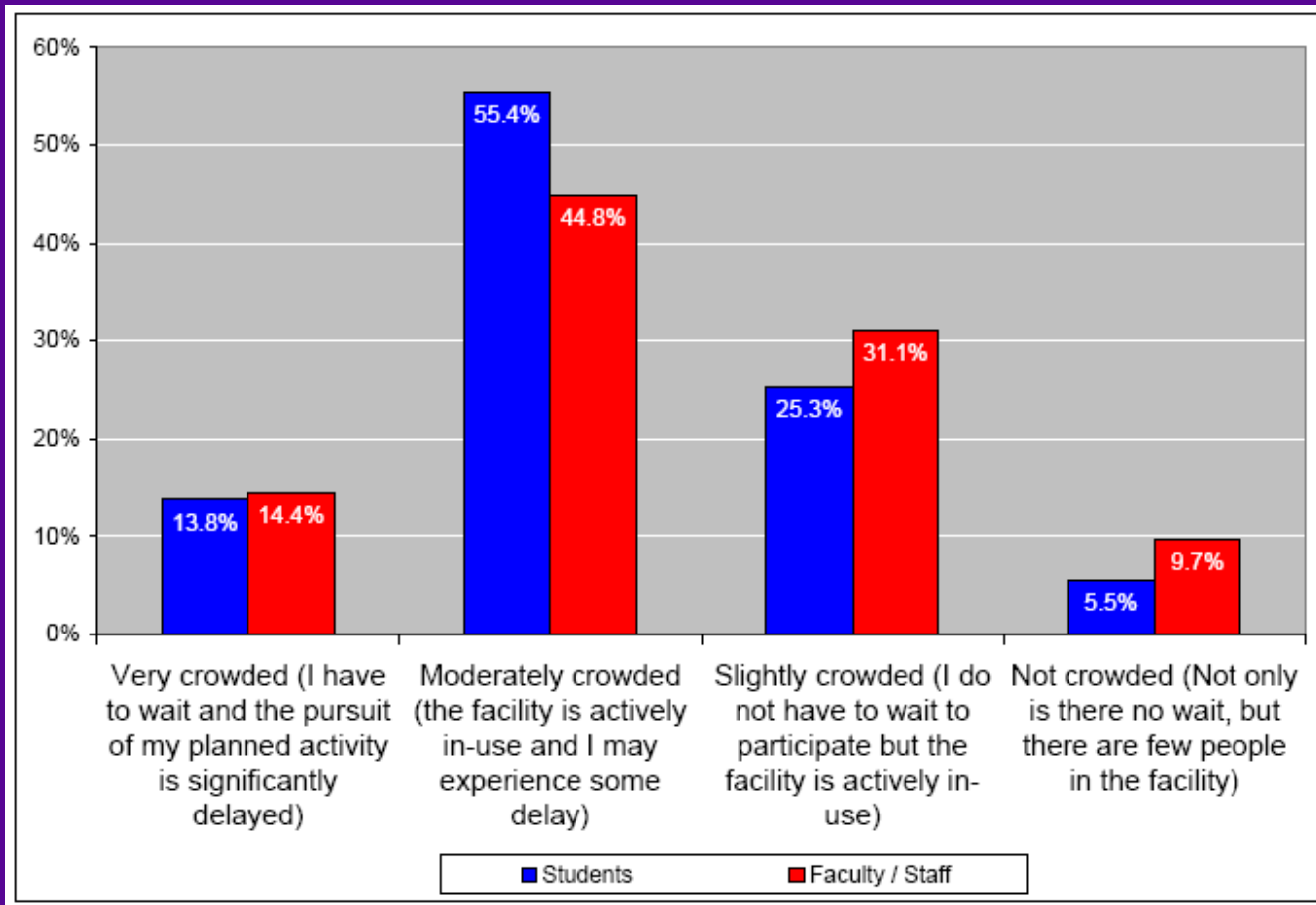
Recreation Survey Analysis

How much do you pay in monthly health club fees?



Recreation Survey Analysis

During the time you prefer to participate in your desired activity, the recreation and wellness facilities are typically:



Recreation Survey Analysis

How likely would the following changes increase your use of / participation in on-campus indoor activities?

Category	Students		Faculty / Staff	
	Rank	% Likely	Rank	% Likely
If facilities were less crowded	1	76.01%	1	68.90%
If more non-credit instructional programs were available	2	72.03%	5	57.18%
If more parking areas were available	3	71.52%	2	67.15%
If a wider variety of facilities were provided	4	68.32%	3	60.32%
If a wider variety of equipment were provided	5	66.63%	6	52.94%
If more wellness programs were offered	6	63.80%	4	58.28%
If facilities were located within walking distance of home	7	62.59%	9	44.81%
If the equipment was of better quality	8	61.94%	7	50.29%
If facilities were of better quality	9	61.23%	8	49.34%
If facilities were located closer to classes	10	54.38%	10	28.70%
If quality social spaces were offered	11	50.00%	12	26.51%
If child care services were offered	12	21.76%	11	28.13%

(% Likely is the percent of respondents who answered that changes in the respective categories were “Very Likely” or “Moderately Likely” to increase their participation in on-campus indoor activities.)



Recreation DBP Analysis

Depth & Breadth of Demand - Priority reconciliation of space

Student Responses

	Activity	Depth	Breadth	Priority
1	Cardiovascular fitness machines	47.4%	65.0%	first
2	Indoor jog or walk	33.7%	55.4%	first
3	Free weights	32.8%	52.6%	first
4	Group Fitness (aerobics, dance, etc.)	23.3%	46.1%	first
5	Weight machines	21.1%	38.2%	second
6	Yoga, stretch, or Pilates	20.5%	41.3%	second
7	Lap swimming	10.8%	30.7%	second
8	Recreational swimming	10.6%	34.5%	third
9	Basketball	9.4%	25.4%	third
10	Indoor tennis	7.4%	19.0%	third
11	Water aerobics	7.3%	21.9%	third
12	Outdoor tennis	6.8%	22.1%	third
13	Outdoor sand volleyball	6.4%	19.7%	fourth
14	Racquetball	6.4%	22.6%	fourth
15	Martial arts	6.4%	16.3%	fourth
16	Outdoor basketball	5.7%	18.0%	fourth
17	Indoor soccer	5.2%	15.3%	fifth
18	Volleyball	5.1%	18.5%	fifth
19	Rock climbing wall	4.5%	24.5%	fifth
20	Badminton	3.0%	14.7%	fifth
21	Table Tennis	2.8%	16.2%	fifth
22	Roller or floor hockey	2.2%	10.4%	fifth
23	Squash or paddleball	1.7%	6.4%	fifth

Faculty / Staff Responses

	Activity	Depth	Breadth	Priority
1	Cardiovascular fitness machines	60.6%	74.2%	first
2	Indoor jog or walk	51.3%	67.0%	first
3	Free weights	40.4%	58.7%	first
4	Group Fitness (aerobics, dance, etc.)	34.1%	54.4%	first
5	Weight machines	26.0%	44.4%	second
6	Yoga, stretch, or Pilates	25.8%	45.1%	second
7	Lap swimming	20.0%	39.6%	second
8	Recreational swimming	17.7%	38.9%	third
9	Water aerobics	16.4%	31.5%	third
10	Indoor tennis	5.9%	17.9%	third
11	Basketball	5.7%	18.8%	third
12	Martial arts	5.2%	16.5%	third
13	Outdoor tennis	4.5%	19.6%	fourth
14	Racquetball	3.6%	16.4%	fourth
15	Outdoor basketball	2.9%	11.4%	fourth
16	Volleyball	2.9%	13.9%	fourth
17	Table Tennis	2.9%	16.7%	fifth
18	Badminton	2.8%	16.5%	fifth
19	Rock climbing wall	2.8%	16.4%	fifth
20	Outdoor sand volleyball	2.6%	12.2%	fifth
21	Indoor soccer	1.5%	7.7%	fifth
22	Roller or floor hockey	1.0%	4.8%	fifth
23	Squash or paddleball	0.7%	3.3%	fifth



Recreation DBP Analysis

Combined
Faculty,
Staff, and
Student
Demand

Activity	Space Type	Peak Demand	Space Allocation Based on Prioritization of Demand		
Cardiovascular fitness machines	Sq. Ft.	14,500	10,900	to	12,400
Indoor jog or walk	Sq. Ft.	22,870	17,100	to	19,400
Free weights	Sq. Ft.	18,350	13,700	to	15,600
Group Fitness (aerobics, dance, etc.)	Sq. Ft.	18,910	14,200	to	16,000
Weight machines	Sq. Ft.	11,620	6,400	to	7,600
Yoga, stretch, or Pilates	Sq. Ft.	28,530	15,700	to	18,500
Lap swimming	Lanes	38	21	to	24
Recreational swimming	Sq. Ft.	14,790	5,900	to	7,400
Basketball	Courts	16	6	to	9
Indoor tennis	Courts	31	13	to	16
Water aerobics	Sq. Ft.	18,040	7,200	to	9,000
Outdoor tennis	Courts	30	11	to	14
Outdoor sand volleyball	Courts	11	3	to	4
Racquetball	Courts	36	10	to	13
Martial arts	Courts	6,360	1,652	to	2,315
Outdoor basketball	Courts	11	3	to	4
Indoor soccer	Courts	6	1	to	1
Volleyball	Courts	8	1	to	1
Rock climbing wall	Ln. Ft.	52	6	to	10
Badminton	Courts	19	2	to	4
Table Tennis	Tables	19	2	to	4
Roller or floor hockey	Courts	3	0	to	1
Squash or paddleball	Courts	9	1	to	2



West Campus

Considerations for a Future West Campus Union

- Food service
 - “We are the Health Sciences Campus. We should be providing some healthy living options on this campus.”
 - Would like a salad bar, smoothie bar, etc.
- Retail
 - Bookstore
 - Nursing books
- Recreation is desired
 - “The main reason that people will use any kind of quality-of-life building is to reduce stress. We all take school very seriously and could use a place to relax.”
 - “It doesn’t have to be fancy, it just has to offer the essentials.”



West Campus

Considerations for a Future West Campus Union

- Informal Lounge Space
- Housing
 - A “nursing dorm” was supported. However, most of the older students would prefer a private bedroom.
- Bridging the gap
- Fee tolerance
- One-stop shop
 - Students said that all of these elements could exist in one space.



Presentation Agenda

Union
Recreation
Housing

2003	2004
4,276,384	4,447,439
1,428,000	1,485,120
122,182	127,070
40,800	42,432
42,835	44,458
1,428,000	1,485,120



BRAILSFORD & DUNLAVEY



Strategic Visioning

- Build facilities that sustain
 - LEED Certified requirement for all new construction
 - Support enrollment growth – 37k projected by 2017
- Expand and enhance residential life program
 - Living / Learning expansion
 - Greek Housing
 - Health Sciences Campus
- Evaluate options for new development
 - Public / private partnerships



Focus Groups / Intercept Interviews

- Positives
 - Location is convenient
 - Air conditioning
 - Sinks in the room (traditional halls)
 - Easy to make friends
- Improvements
 - More privacy for both bedroom & bathroom
 - Increased storage space
 - Less restrictive policies



Focus Groups / Intercept Interviews

- Off-campus Housing
 - Comparable pricing to on-campus
 - Lowest cost apartments fill up first
 - Student are very aware of price
 - More amenities
 - Increased freedom, less rules
 - Less convenient location
- Living / Learning
 - Freshmen Experience (FX) is the most popular
 - Would like a Sophomore Experience program, but in suites

Focus Groups / Intercept Interviews

- Greeks
 - Need meeting space
 - Want to grow their chapters
 - Interest in on-campus house for some
 - Chapters with existing off-campus houses are not interested
- Athletes
 - Like on-campus housing for location
 - Need more space to store equipment



Off-Campus Analysis

- Rent per month
 - 1 bedroom = \$515
 - 2 bedroom = \$300
 - 3 bedroom = \$320
 - 4 bedroom = \$410
- Luxury / New properties
 - On average, \$75 - \$150 more per month
- Utilities per month
 - Average \$100 / per student



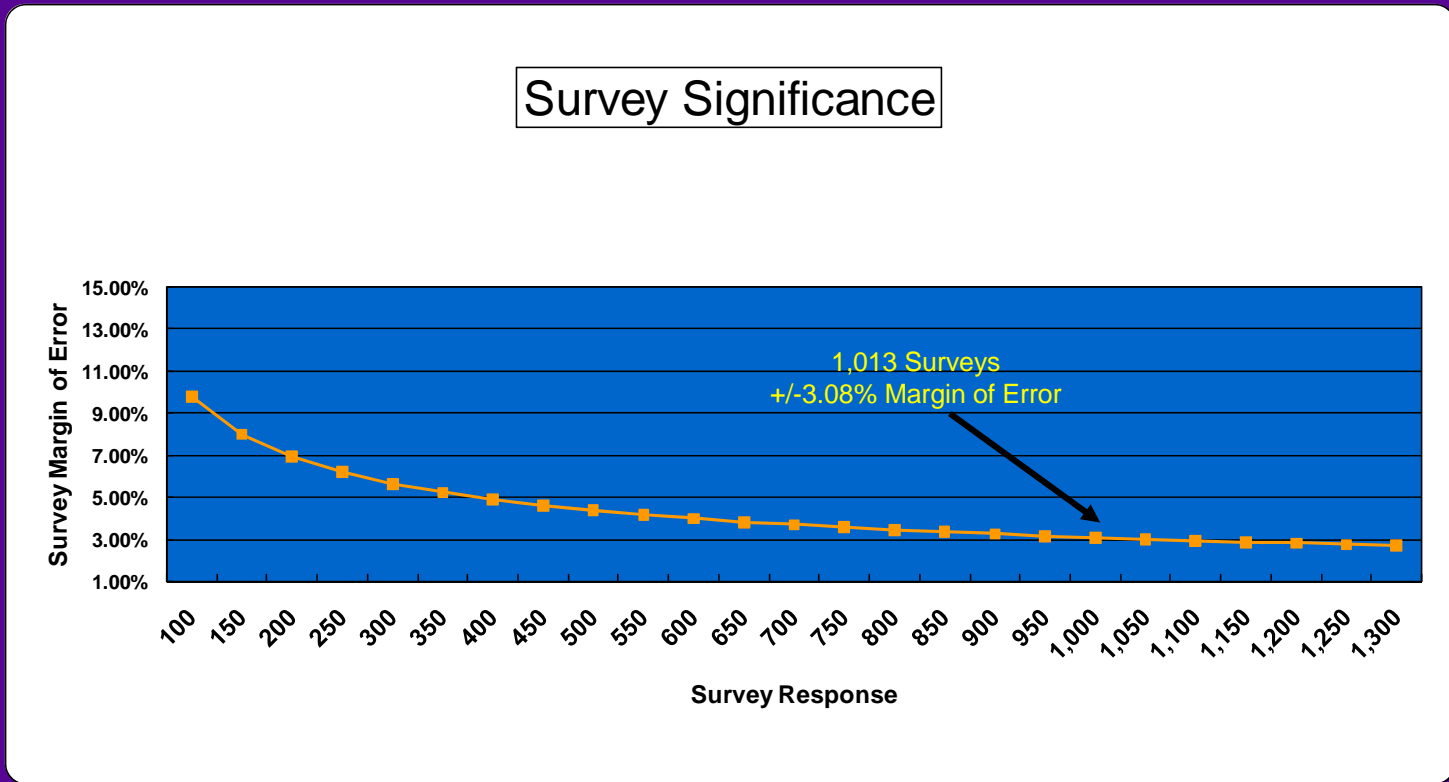
Off-Campus Analysis

- Standard
 - A / C
 - Internet connection
 - Dishwasher
- Luxury
 - Pools
 - Fitness center / gym
 - Tanning beds
 - Theatre Room
 - Game Room



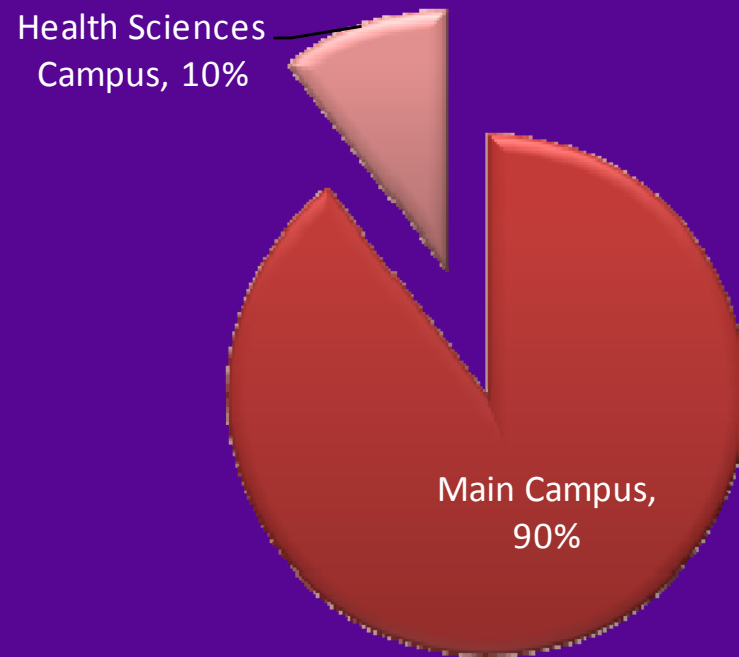
Survey Analysis

- 1,013 respondents
- +/- 3.08% margin of error



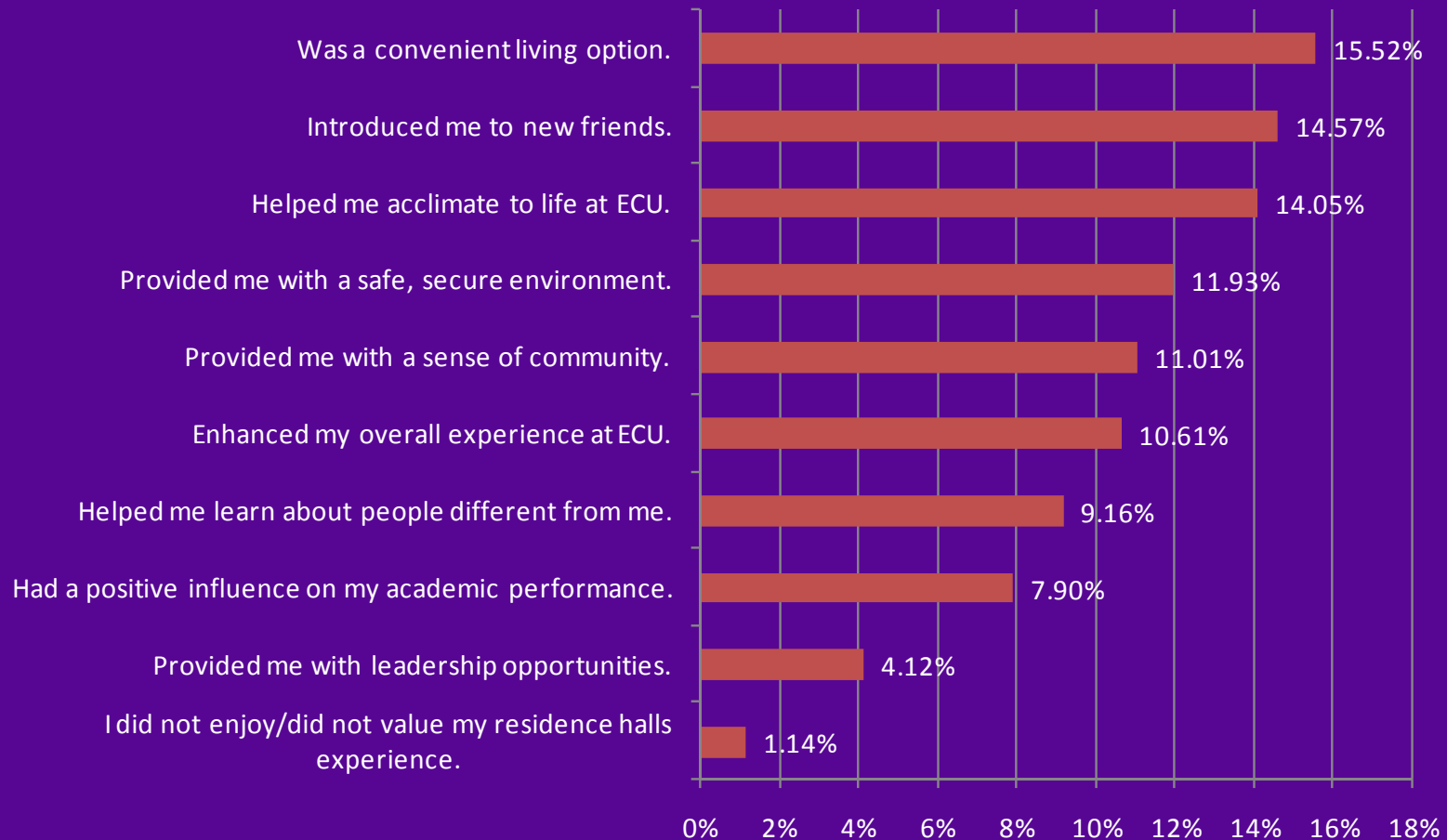
Survey Analysis

Q2. Where do you attend classes?



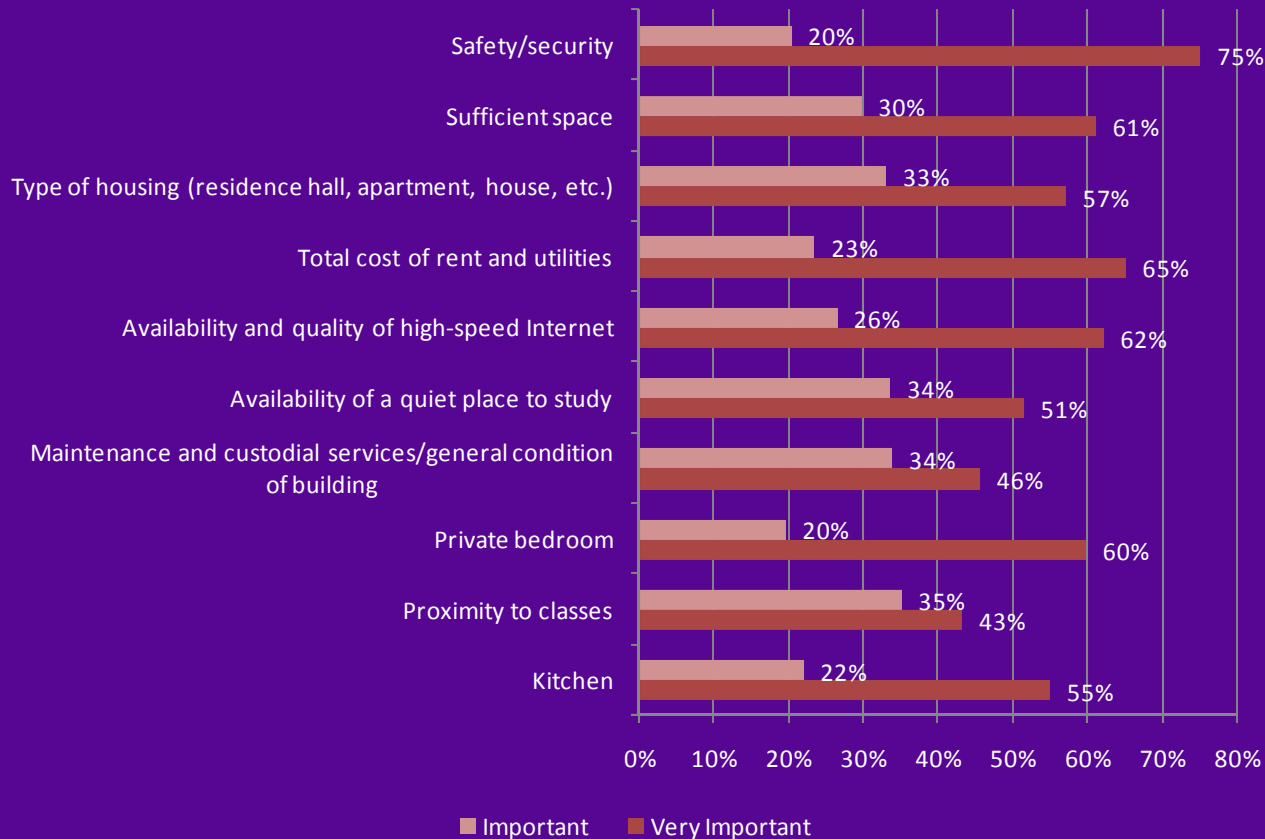
Survey Analysis

Q8. Which statements describe your on-campus housing experience?



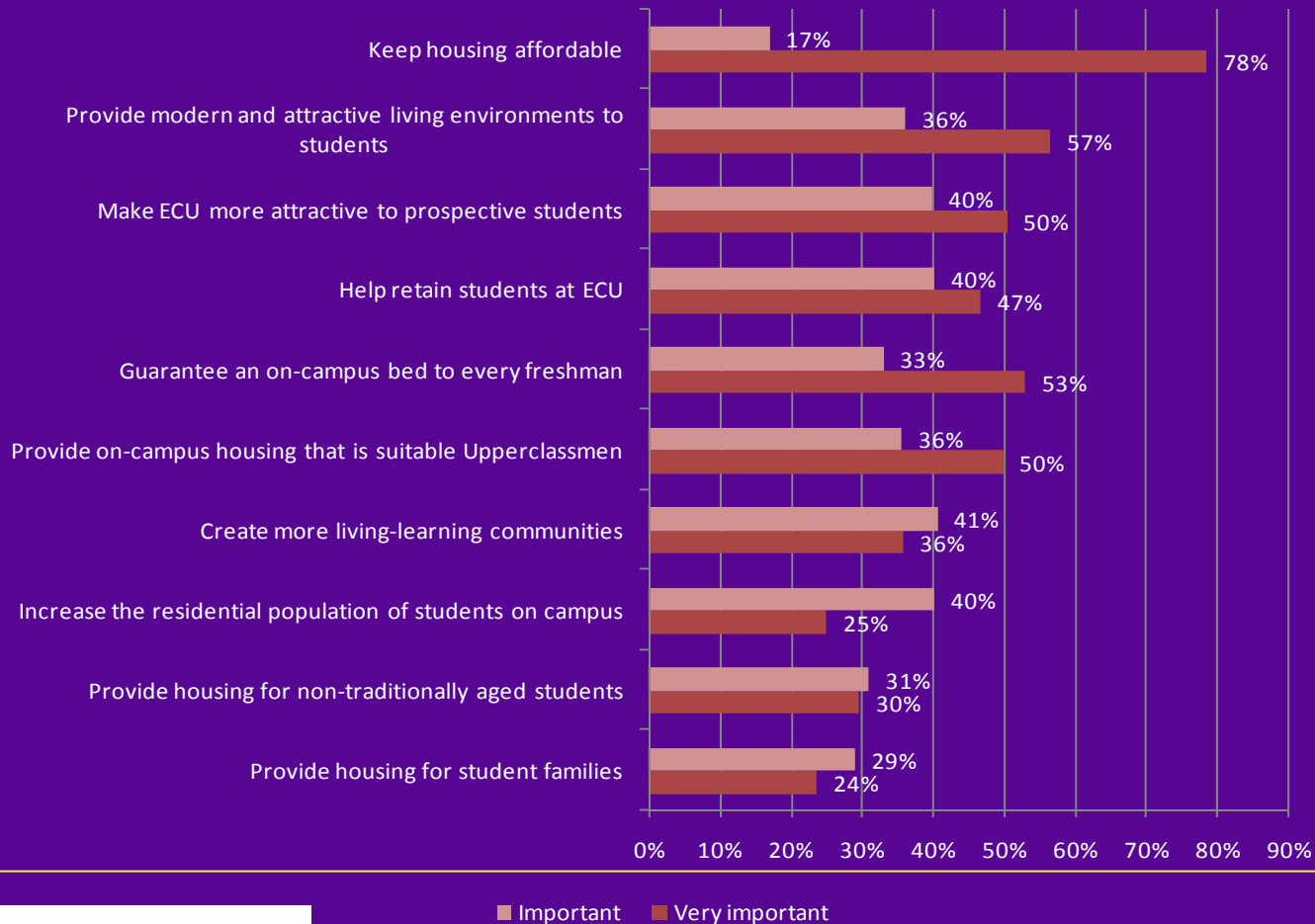
Survey Analysis

Q11-33. Please rate each of the following factors on how important they were in your decision on where to live this year?



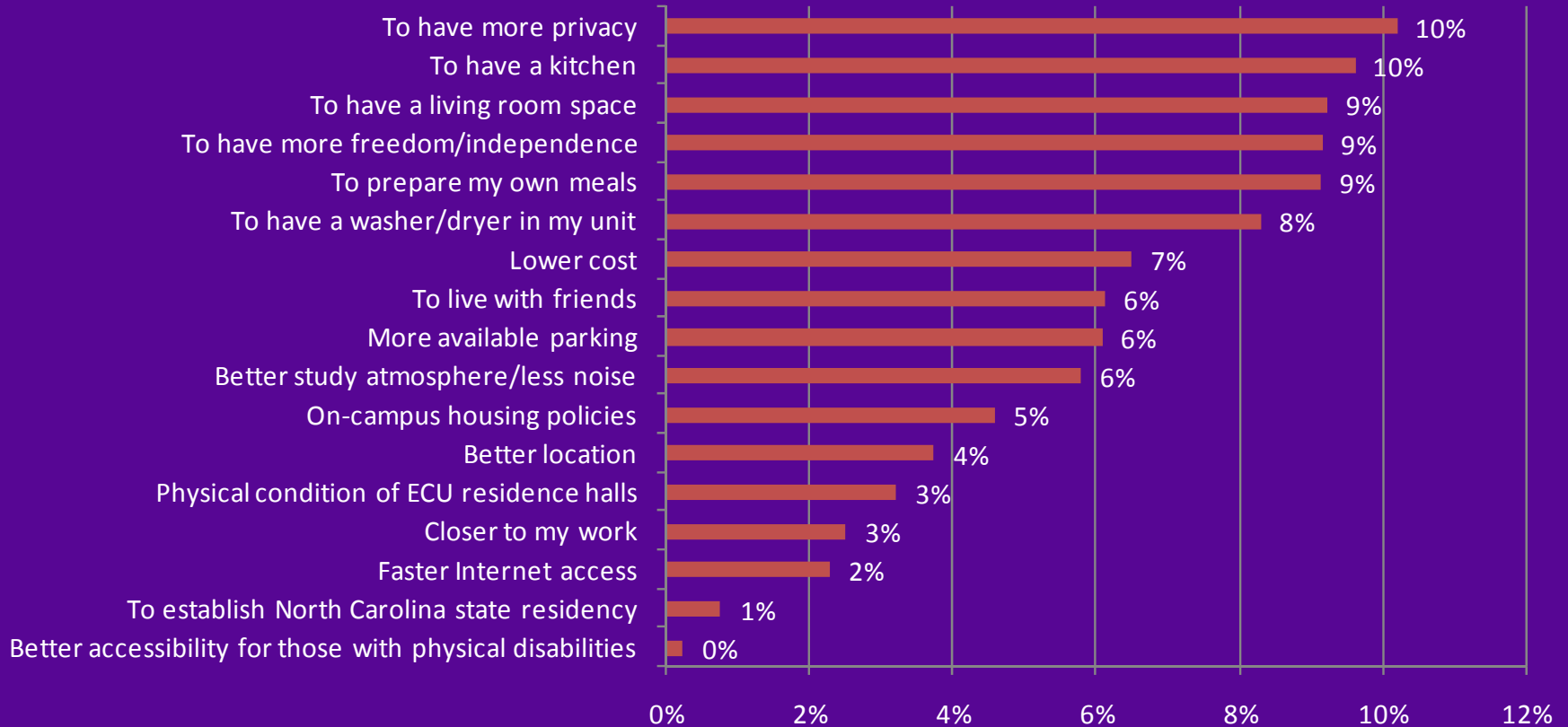
Survey Analysis

Q 34-43. How important should each of the following factors be to ECU as it considers improvements to on-campus?



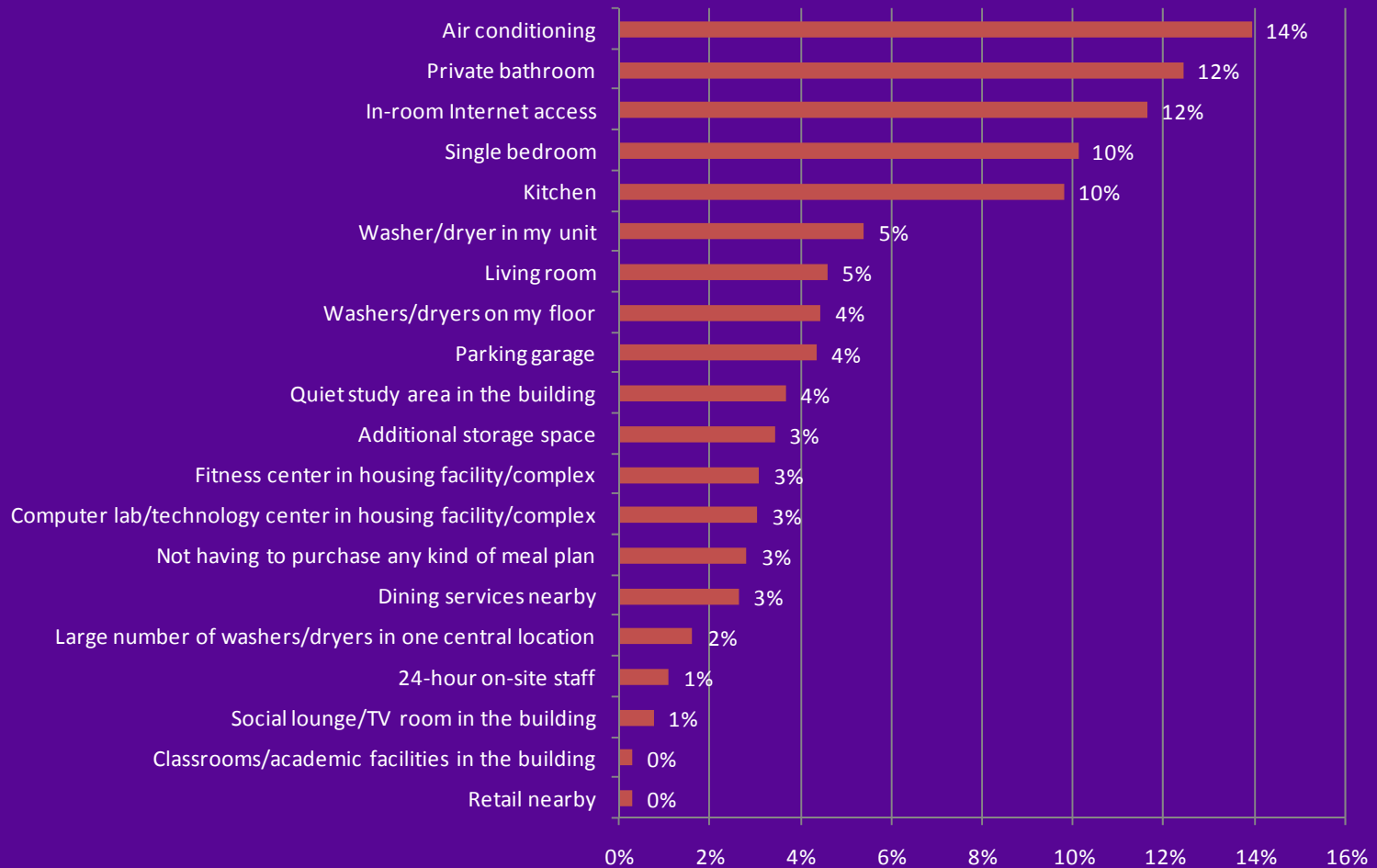
Survey Analysis

Q55. Why do you or why would you plan to live off campus?



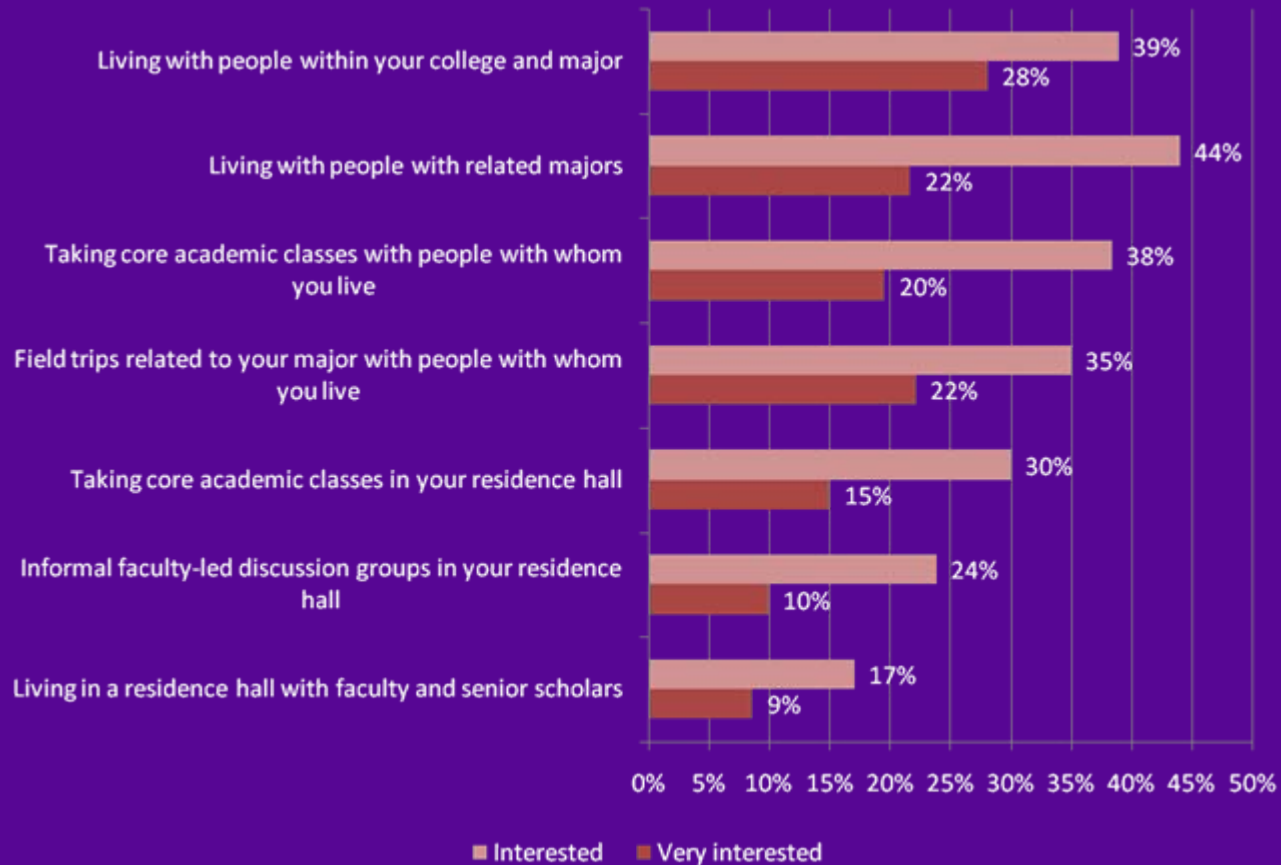
Survey Analysis

Q58. Why did you select off-campus housing?



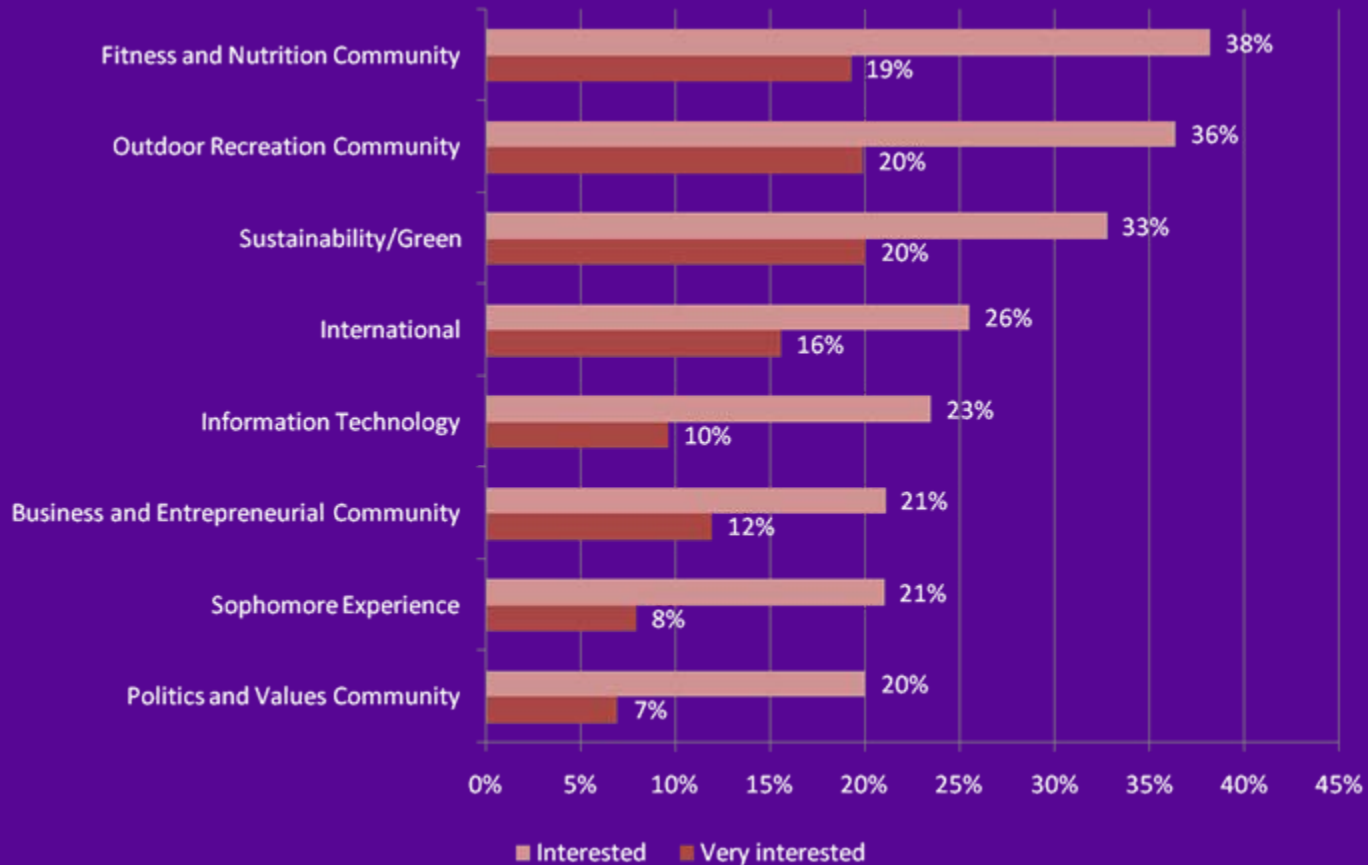
Survey Analysis

Q60 – 66. How interested are you in the following housing opportunities?



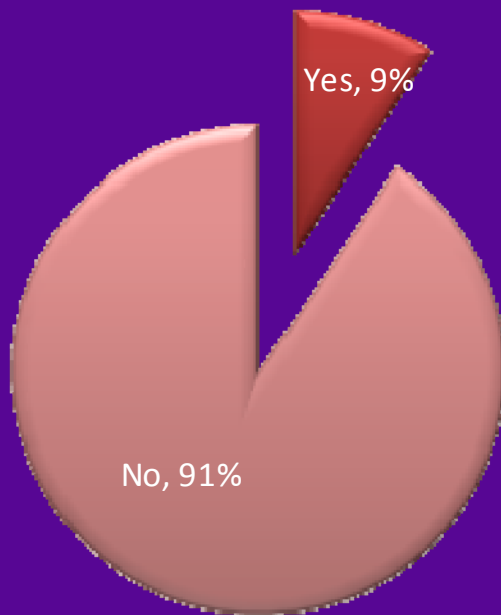
Survey Analysis

Q67 – 74. How interested would you be in the following living / learning communities?

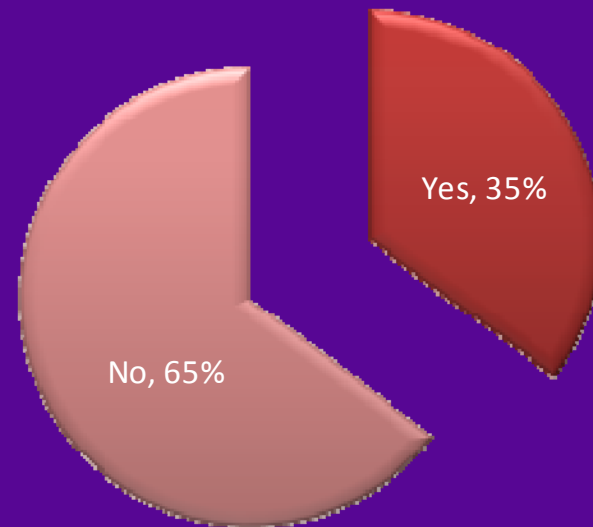


Survey Analysis

Q. 76. Do you participate in the Greek community?

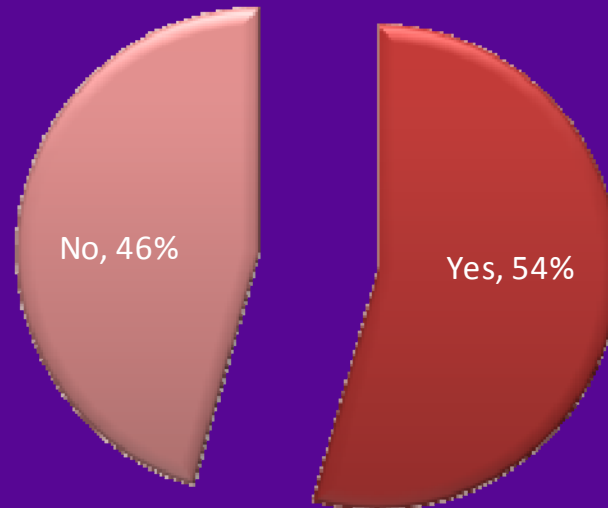


Q. 78. Would you be interested in on-campus Greek housing?



Survey Analysis

Q59. Would you be interested in living in a green (sustainable) building for approximately \$25 more per month?



ECU Master Plan

Union, Recreation & Housing

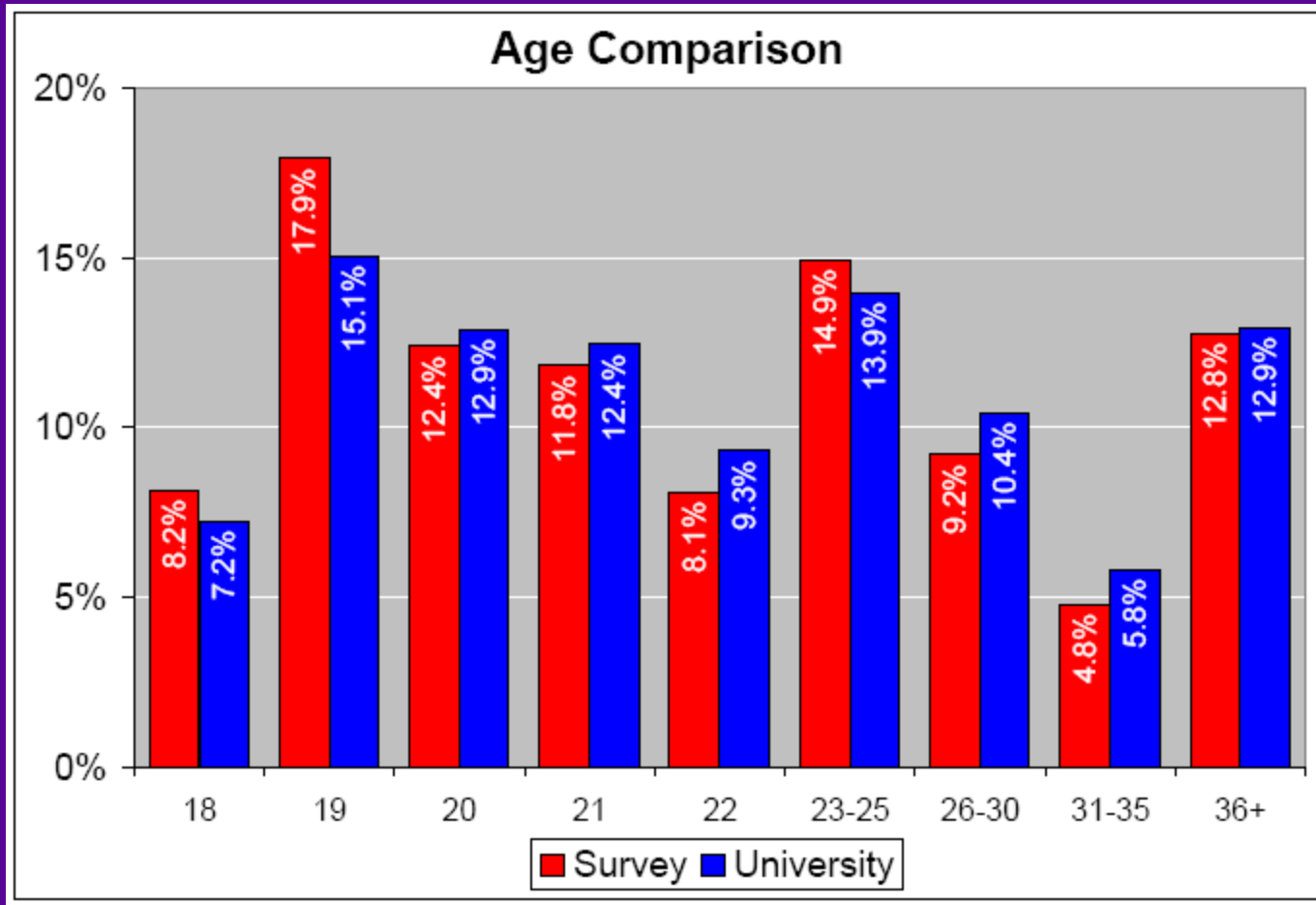


Survey Analysis

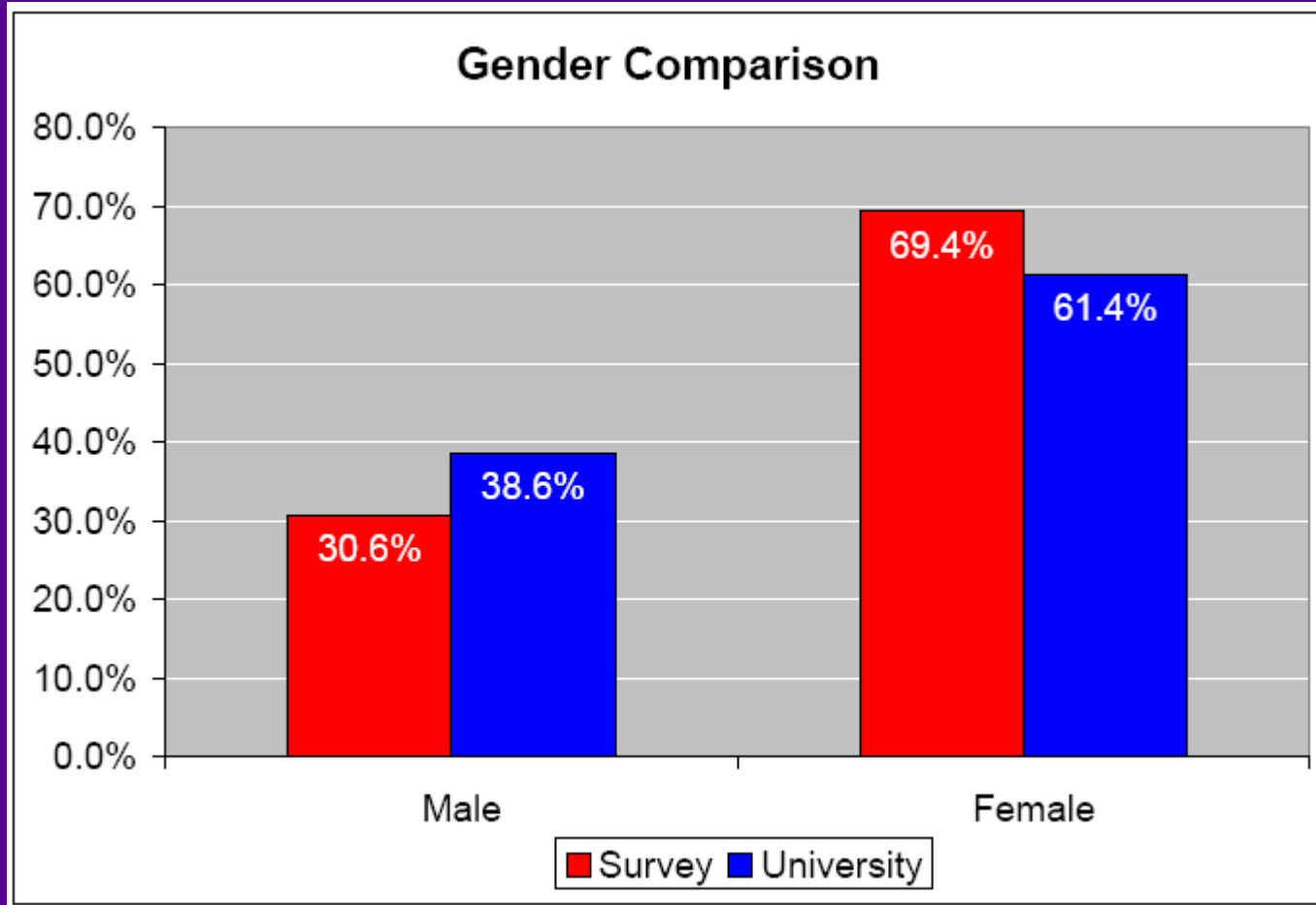
EXTRA SLIDES



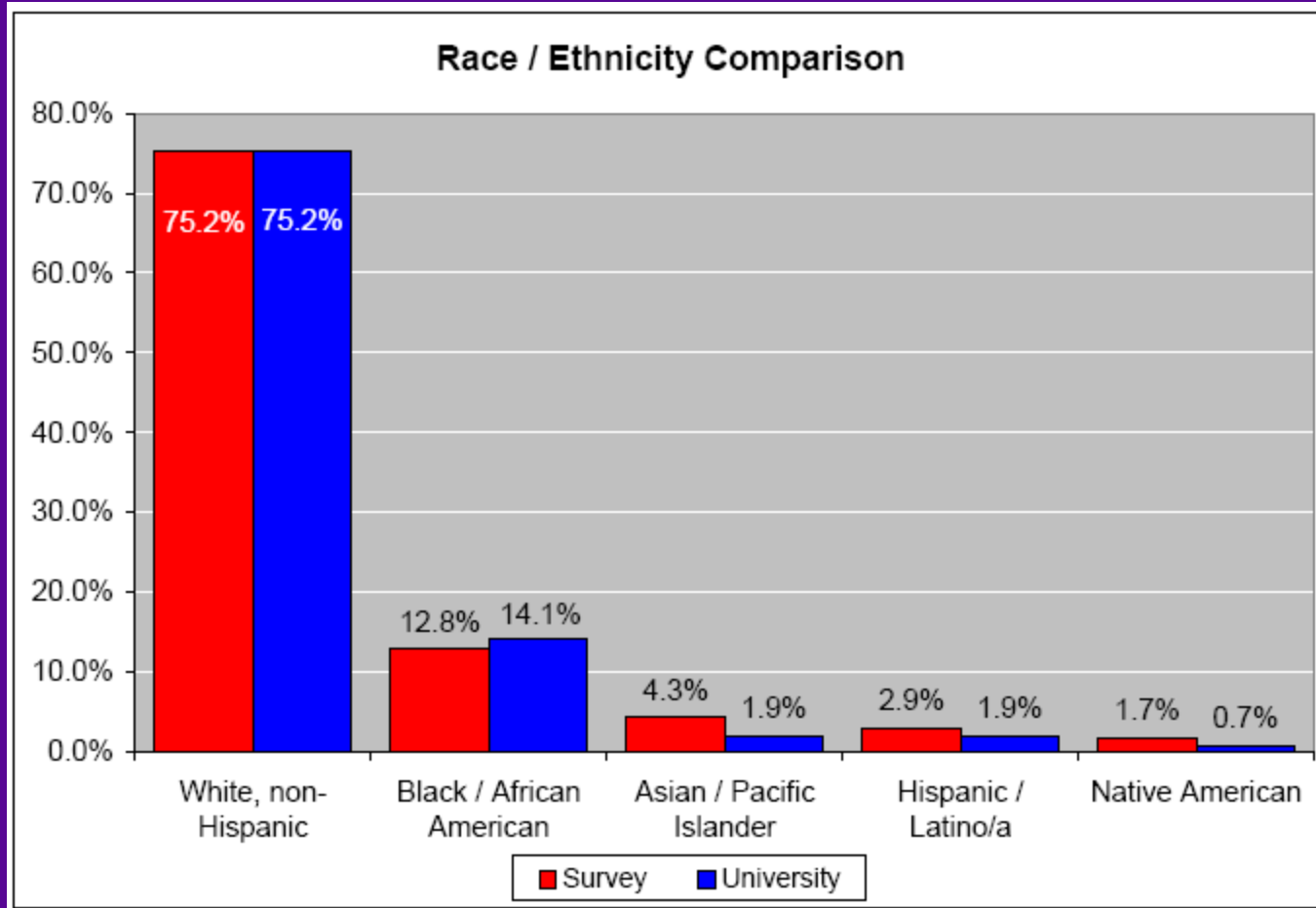
Survey Analysis



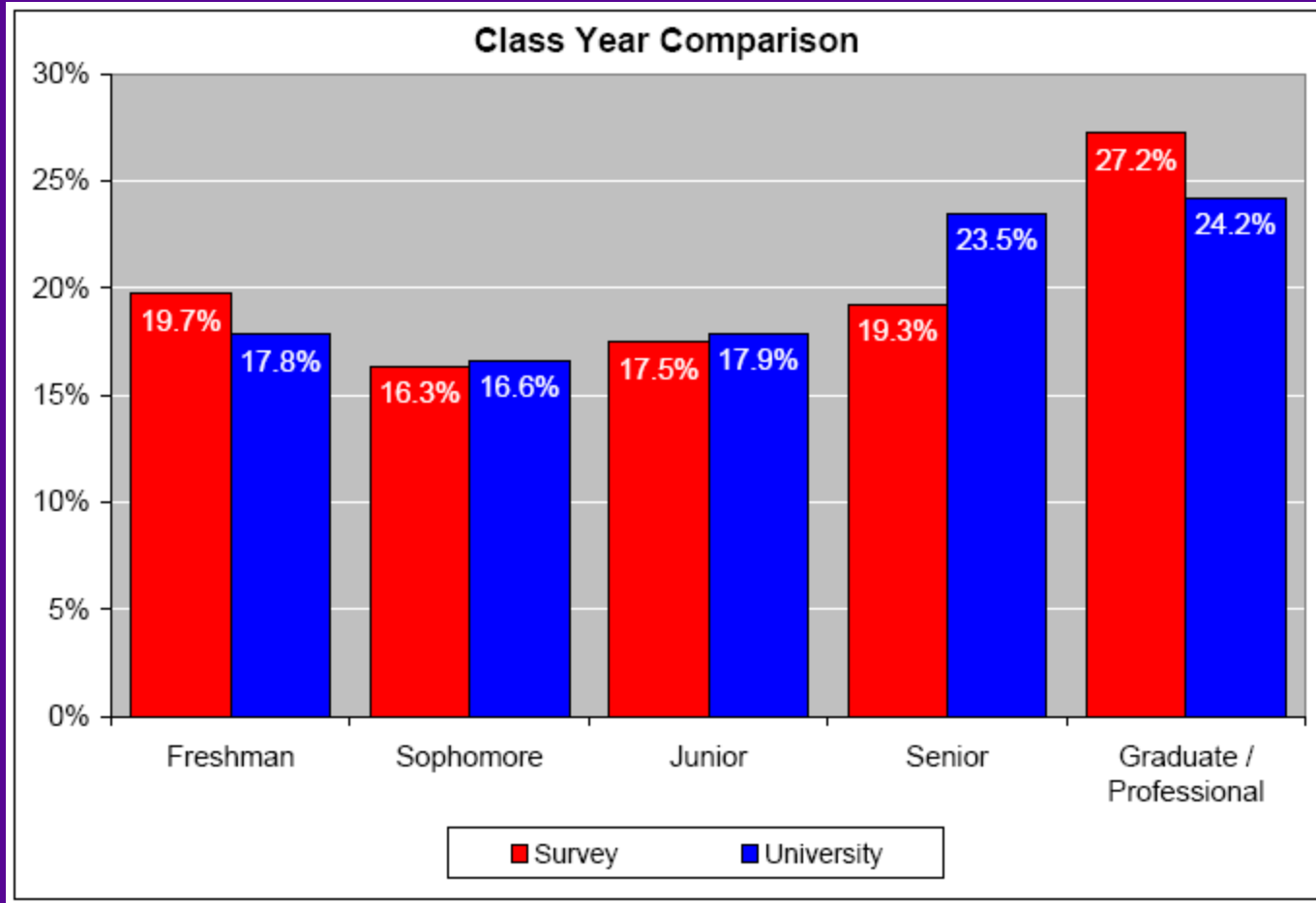
Survey Analysis



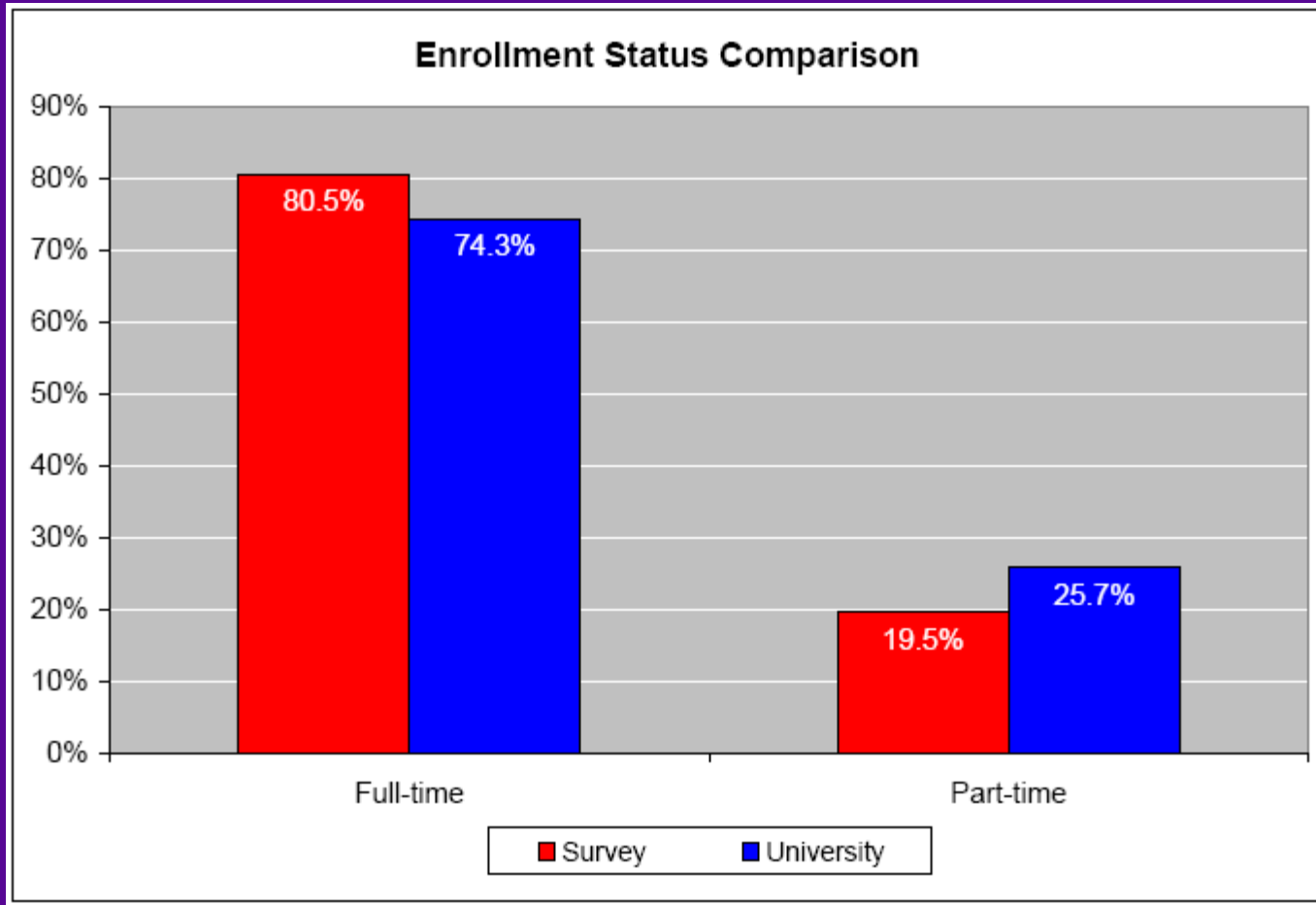
Survey Analysis



Survey Analysis



Survey Analysis



Survey Analysis

Space Allocations - Based on Prioritization of Demand

Students						
	Activity	Priority Category	Peak Accommodation	Peak Demand	Space Allocation Based on Prioritization of Demand	
1	Fitness / Recreational Space	first	75% to 85%	14,210	10,700	to 12,100
2	24 Hour Study Lounge	first	75% to 85%	6,582	4,900	to 5,600
3	Computer Lab	first	75% to 85%	3,400	2,600	to 2,900
4	Food Court Lunch	first	75% to 85%	5,500	4,100	to 4,700
5	Coffeehouse	first	75% to 85%	3,530	2,600	to 3,000
6	Food Court Dinner	second	55% to 65%	4,520	2,500	to 2,900
7	Convenience store / small grocery mkt	second	55% to 65%	490	270	to 319
8	Copy / Print Center	second	55% to 65%	800	440	to 520
9	Bookstore	third	40% to 50%	1,250	500	to 600
10	Food Court Breakfast	third	40% to 50%	3,740	1,500	to 1,900
11	Grab-and-go Lunch	third	40% to 50%	960	384	to 480
12	Sports bar / pub	third	40% to 50%	3,670	1,500	to 1,800
13	Grab-and-go Breakfast	fourth	25% to 35%	1,000	250	to 350
14	Games / Informal Rec Space	fourth	25% to 35%	4,980	1,200	to 1,700
15	Small Group Study Rooms	fourth	25% to 35%	4,500	1,100	to 1,600
16	Grab-and-go Dinner	fourth	25% to 35%	750	188	to 263
17	Informal lounges / social gathering areas	fifth	10% to 20%	4,230	400	to 800
18	Multipurpose theater / Auditorium	fifth	10% to 20%	4,960	500	to 1,000
19	Large Special Event Programming Space	fifth	10% to 20%	3,120	300	to 600



Union Survey Analysis

Space Allocations - Based on Prioritization of Demand

Faculty / Staff		Priority Category	Peak Accommodation	Peak Demand	Space Allocation Based on Prioritization of Demand	
1	Fitness / Recreational Space	first	75% to 85%	90	68	to 77
2	Coffeehouse	first	75% to 85%	150	113	to 128
3	Food Court Lunch	first	75% to 85%	550	413	to 468
4	Bookstore	first	75% to 85%	540	405	to 459
5	Convenience store / small grocery mkt	second	55% to 65%	270	149	to 176
6	Food Court Breakfast	second	55% to 65%	30	17	to 20
7	Grab-and-go Breakfast	second	55% to 65%	120	66	to 78
8	Grab-and-go Lunch	second	55% to 65%	630	347	to 410
9	Food Court Dinner	third	40% to 50%	40	16	to 20
10	Games / Informal Rec Space	third	40% to 50%	100	40	to 50
11	Computer Lab	third	40% to 50%	370	148	to 185
12	Copy / Print Center	third	40% to 50%	30	12	to 15
13	24 Hour Study Lounge	fourth	25% to 35%	150	38	to 53
14	Informal lounges / social gathering areas	fourth	25% to 35%	520	130	to 182
15	Large Special Event Programming Space	fourth	25% to 35%	100	25	to 35
16	Sports bar / pub	fourth	25% to 35%	130	33	to 46
17	Grab-and-go Dinner	fifth	10% to 20%	260	26	to 52
18	Multipurpose theater / Auditorium	fifth	10% to 20%	150	15	to 30
19	Small Group Study Rooms	fifth	10% to 20%	120	12	to 24



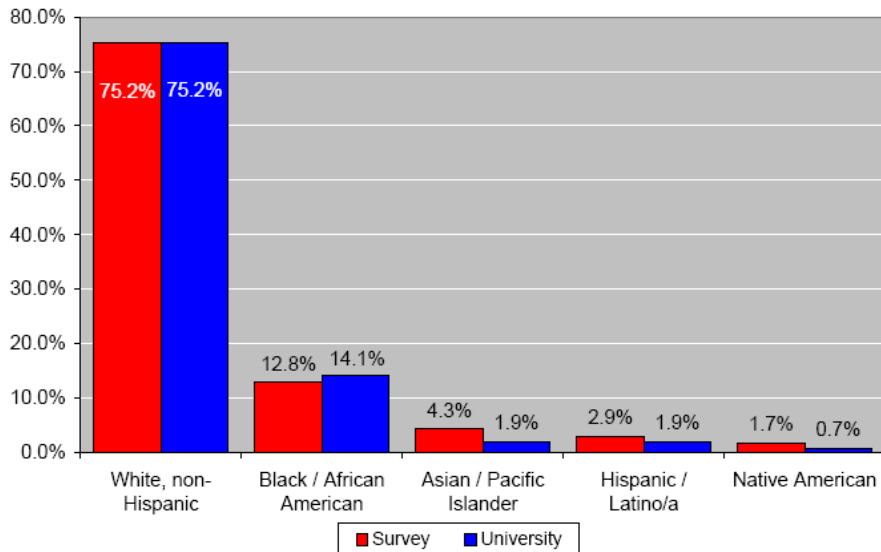
Union Focus Groups

- The student center should be a place for STUDENTS to meet. It should be the place students come to in between classes to hang out. Right now it is an office building.” “The whole mentality of Mendenhall is uninviting. It is just a boring building.” “It feels like Mendenhall staff center, not Mendenhall student center.” “We visited other unions at schools like UNCW, GT, and George Mason. They all increased their traffic flow into their buildings by offering retail and better food. We need the bookstore in here. We need a post office. Everyone needs to use a post office sometimes. We just need to get students in here.” “This needs to be a true STUDENT center. We need to bring stuff that attracts students – like the computer lab - to the main floor.”
- “Students are apathetic about campus. They leave after class and have no reason to stay around.”
- “We need to update the building. It is outdated looking. If we want to get people involved we have to offer them something.” “Right now the building has a lot of staff and is boring. The food sucks here. There are bad entrances. Even if you do get inside there are no signs telling you where to go. Even if people do come here they think it is lame and decide to never come back.”
- Students need to be clear about how Mendenhall is NOT changing. A lot of people don’t even bother coming here because they think it is closed for renovations.

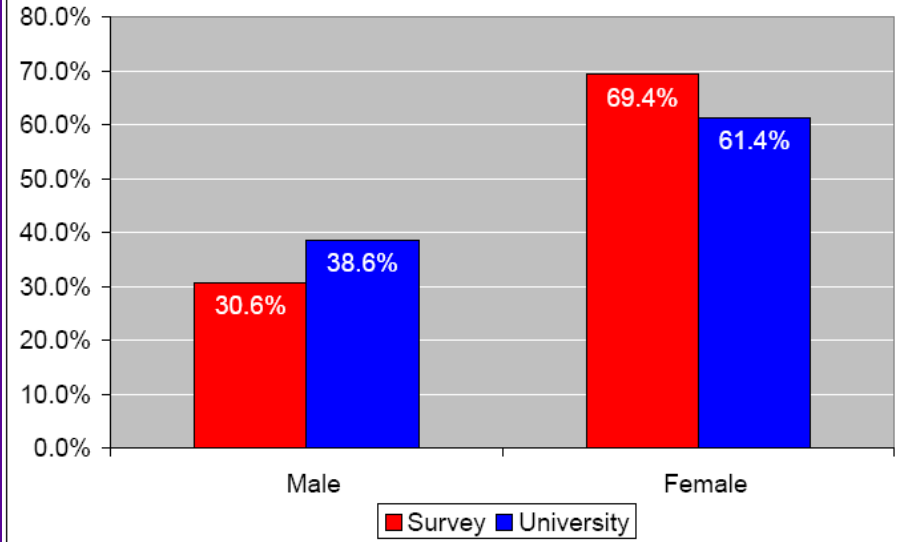


Survey Analysis

Race / Ethnicity Comparison

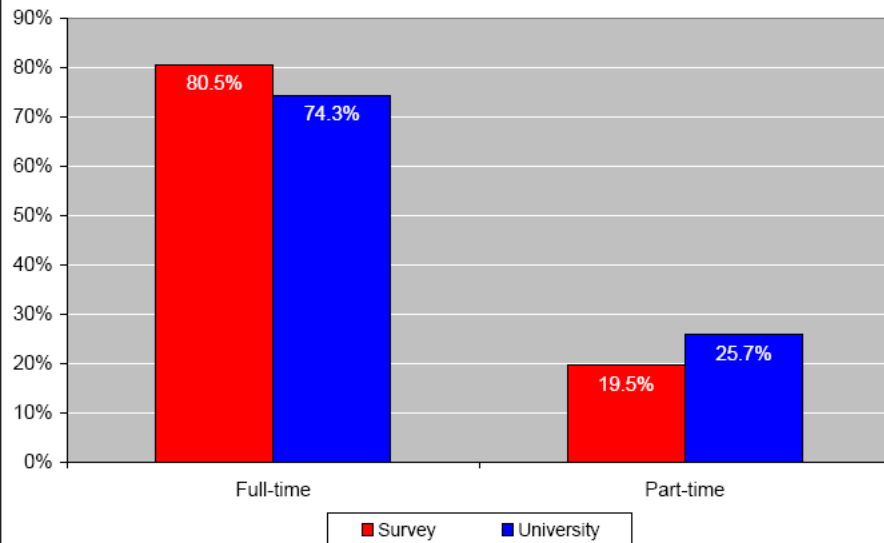


Gender Comparison

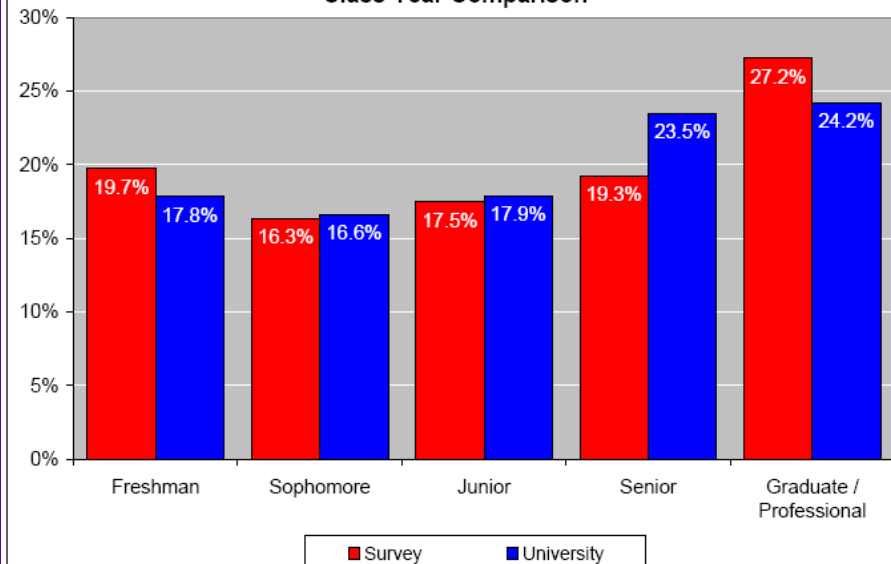


Survey Analysis

Enrollment Status Comparison



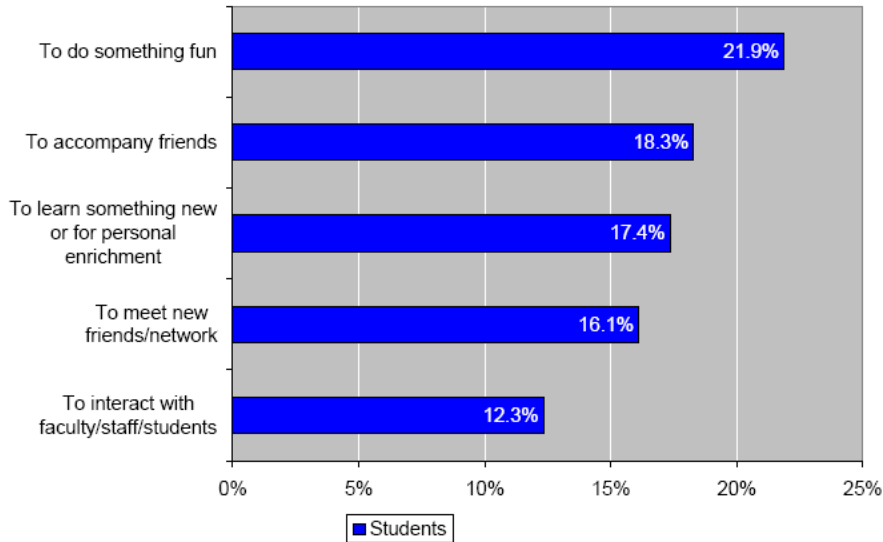
Class Year Comparison



Union Survey Analysis

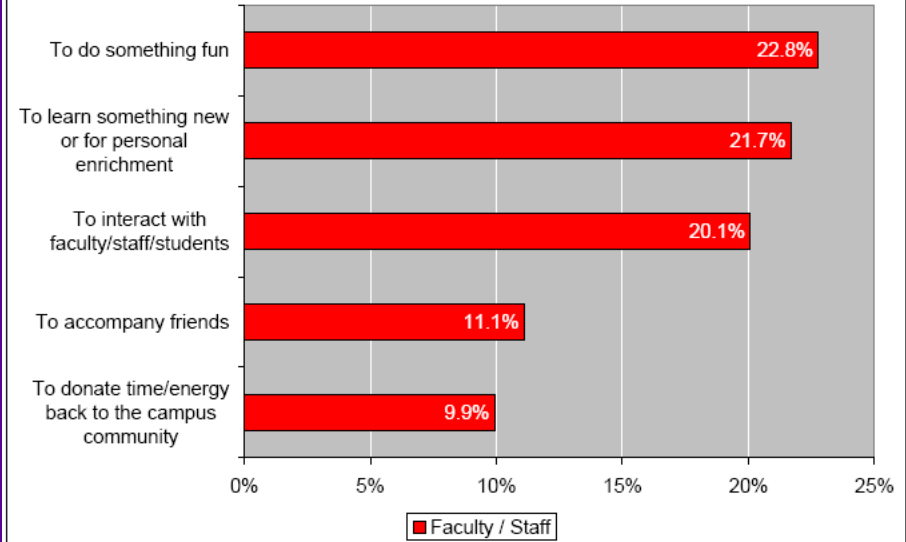
Students

What encourages you to attend an activity on campus?



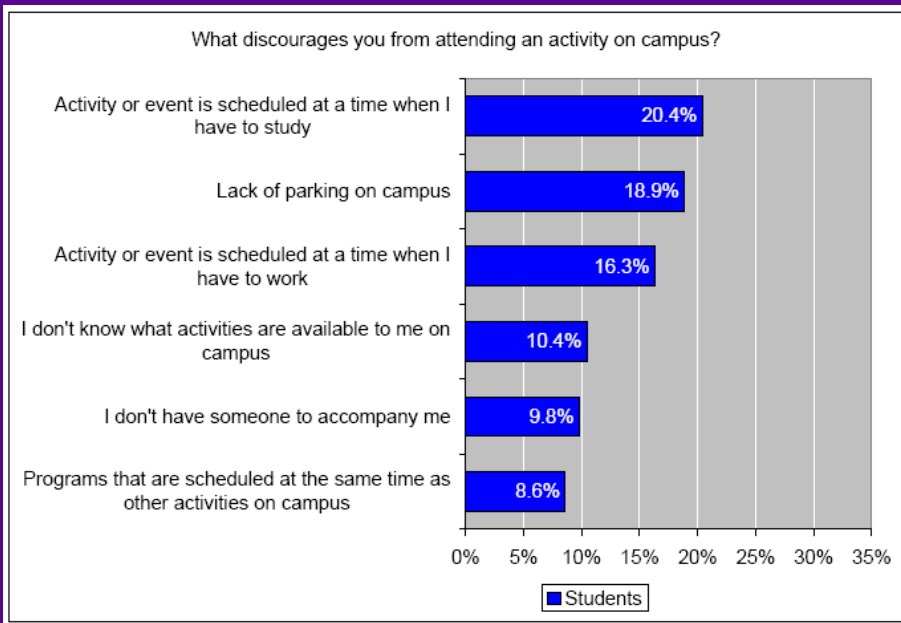
Faculty / Staff

What encourages you to attend an activity on campus?

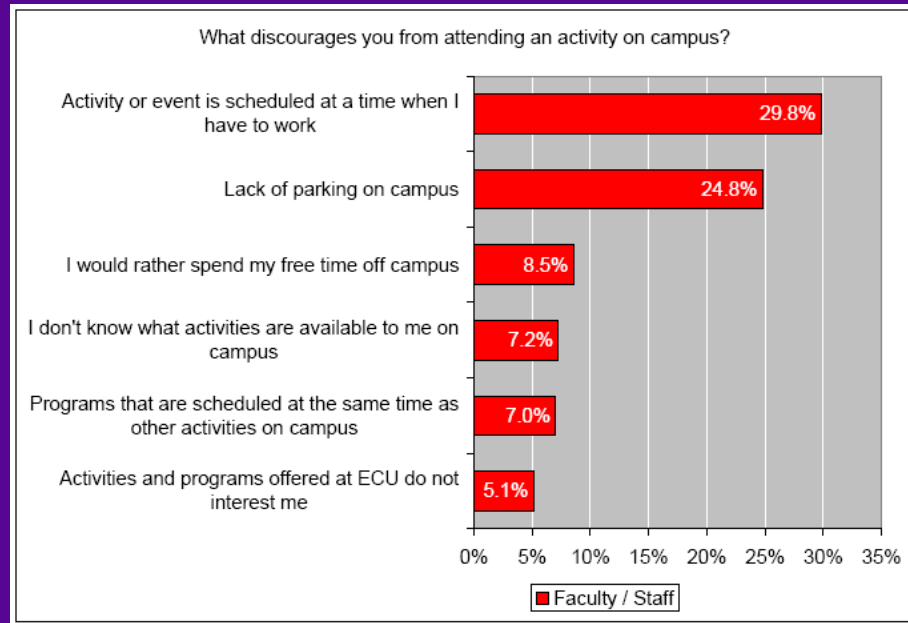


Union Survey Analysis

Students



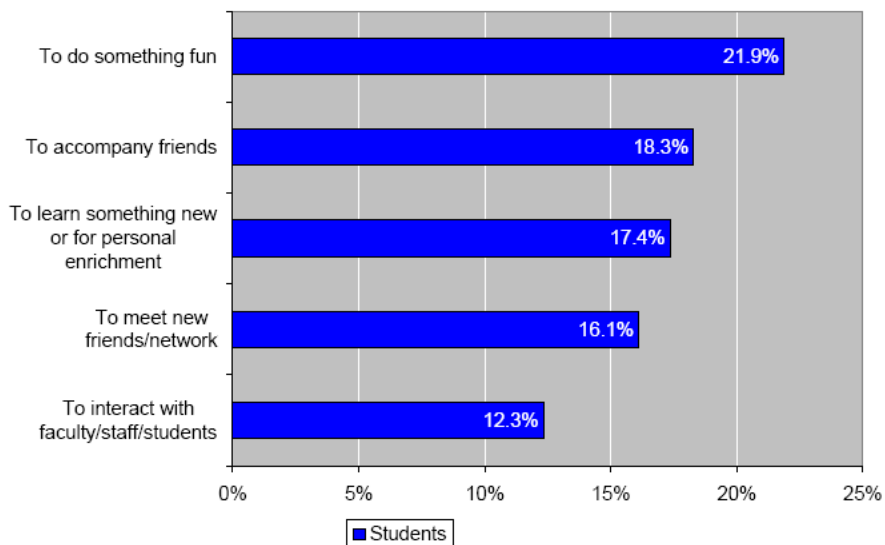
Faculty / Staff



Union Survey Analysis

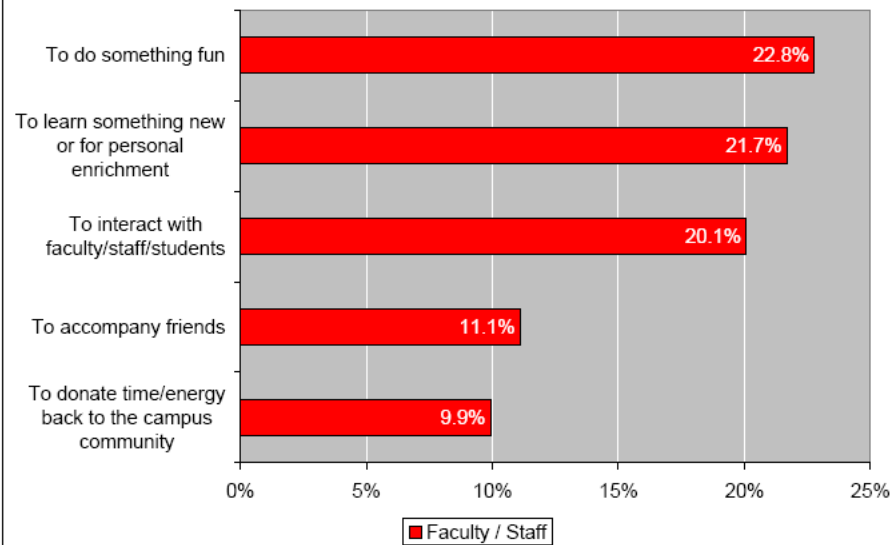
Students

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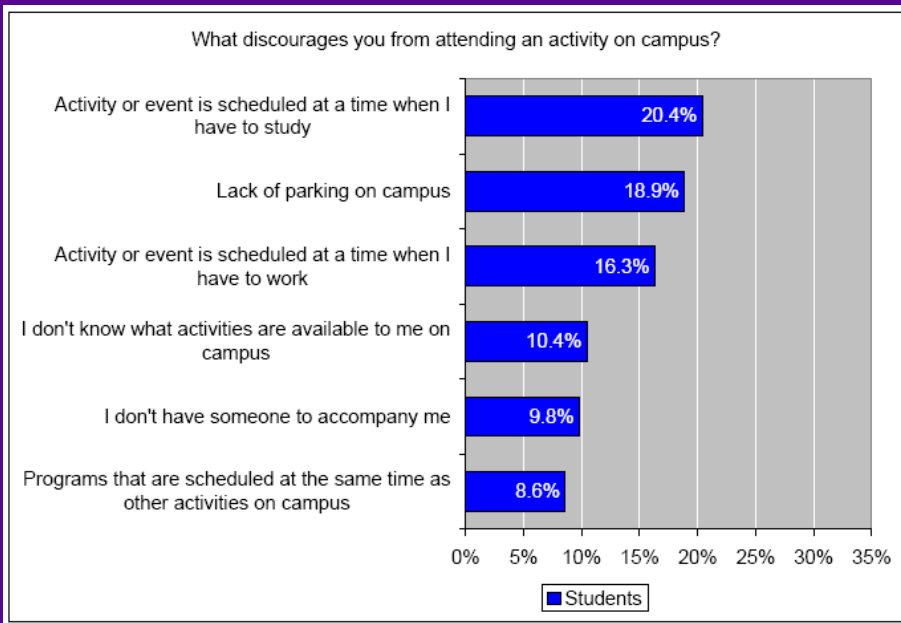
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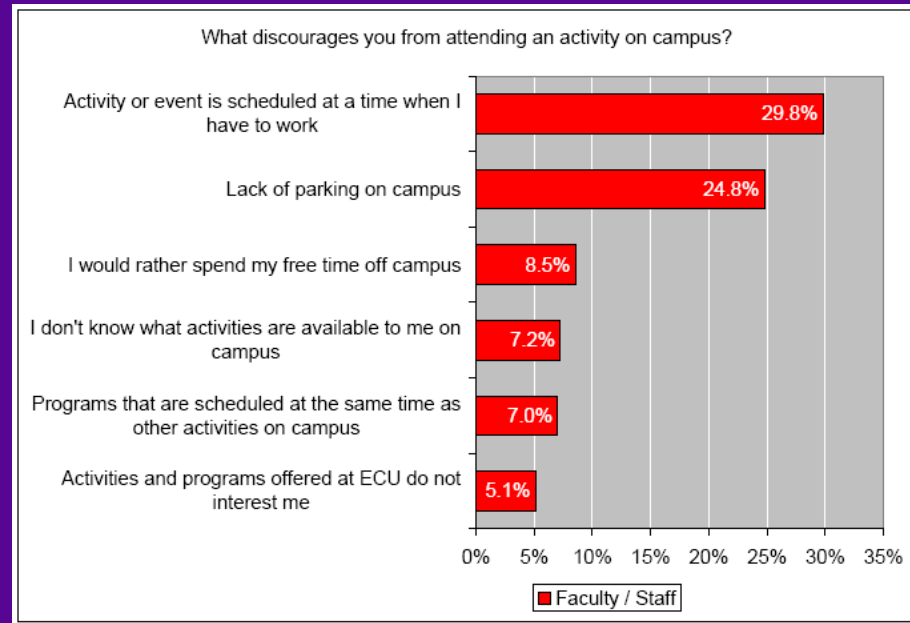


Union Survey Analysis

Students



Faculty / Staff



Recreation Survey Analysis

How satisfied are you with the following aspects of the existing campus recreation and wellness facilities, programs, and services on campus?

Students		
Rank	Category	% Satisfied
1	Ability to find your way in the building	93.1%
2	Condition/Appearance of Building	92.3%
3	Amount of Space	89.8%
4	Quality of Services	89.3%
5	Convenience of Hours	88.8%
6	Quality of Equipment	88.7%
7	Staff/Instructors/Officials	87.3%
8	Variety of Services and Activities	87.1%
9	Variety of Equipment	85.8%
10	Availability of Services and Activities	84.6%
11	Convenience of Location	81.3%
12	Availability of Equipment	74.8%
13	Cost of Services	70.8%
14	Availability of Parking	25.9%

Faculty / Staff		
Rank	Category	% Satisfied
1	Ability to find your way in the building	91.7%
2	Condition/Appearance of Building	90.8%
3	Amount of Space	84.5%
4	Quality of Services	83.6%
9	Convenience of Hours	80.3%
6	Quality of Equipment	81.8%
5	Staff/Instructors/Officials	82.0%
7	Variety of Services and Activities	81.1%
8	Variety of Equipment	81.0%
10	Availability of Services and Activities	78.4%
11	Convenience of Location	78.0%
12	Availability of Equipment	72.3%
13	Cost of Services	66.9%
14	Availability of Parking	35.2%

(Percent of respondents who answered "Very Satisfied" or "Moderately Satisfied")



Recreation Survey Analysis

How important are the following reasons for participating – or at least considering participating – in recreation and wellness activities?

Students		
Rank	Category	% Important
1	Live a healthier lifestyle	93.7%
2	Improve fitness level	93.0%
3	Improve my body image	88.1%
4	Manage / Reduce Stress	87.6%
5	Manage my weight	83.2%
6	Conditioning for other activities	78.0%
7	Enjoy the social aspects	58.4%
8	Enjoy the competition	46.5%

Faculty / Staff		
Rank	Category	% Important
1	Live a healthier lifestyle	95.0%
2	Improve fitness level	94.2%
5	Improve my body image	79.8%
4	Manage / Reduce Stress	88.0%
3	Manage my weight	88.8%
6	Conditioning for other activities	77.9%
7	Enjoy the social aspects	44.4%
8	Enjoy the competition	28.3%

(% Important is the percent of respondents who answered that the respective categories were “Very Important” or “Moderately Important” reasons for participating in recreation and wellness activities.)

