

July 6, 2009

MASTER PLAN PROGRESS UPDATE

The purpose of the Campus Master Plan is to provide a framework for the development of East Carolina University anticipating approximately fifteen-years of growth, integrating the needs of the Main Campus, Health Sciences Campus, West Research Campus, varsity athletics, and student housing, as well as the campus interface with the city of Greenville.

The schedule is divided into six tasks over the course of approximately 18 months.

Task 1. Consists of project organization, schedule refinements, and the creation of campus community working groups.

- A campus master plan management team was assembled in February under the auspices of the Division of Administration and Finance.
 - The ECU management team serves as a liaison group with the consultant project team
 - With guidance from the ECU Executive Council, the ECU management team set up key committees and working groups comprised of staff, faculty, students, BOT members, and city officials.
- University Steering and Advisory Committees were formed:
 - Both committees will provide direction and input to the project team throughout the master plan process
- Nine working groups were formed:
 - Strategic and Academic Planning
 - Architectural Standards
 - Land Planning
 - Facilities Infrastructure and Condition
 - Athletics
 - Student Life
 - Health Sciences
 - Safety and Security
 - Pedestrian/Traffic/Parking and Transit
- Task 1 has been completed.

Task 2. Data collection and analysis

- In April, SmithGroup kicked-off Task 2 on the ECU campus with a 3-day visit.
 - Introduced the project team to the university Advisory and Steering Committees.

- Held meetings and outlined the goals, direction and schedule of the planning effort.
- The project team obtained an understanding of ECU's expectations of the master plan.
- The project team was provided with opportunities to meet the campus community.
- The project team met with campus community working groups for:
 - Initial data collection meetings
 - Input regarding their individual assigned topics of expertise
- Invitations were extended campus-wide to students, faculty, staff and adjacent community groups to attend open houses.
 - These open houses were utilized to gather input in an open forum which identified concerns and relevant issues relating to the ECU campus master plan.
 - Three campus open houses were hosted at separate locations on campus:
 - West Campus at the Health Sciences Building
 - Main Campus at the Willis Building.
 - Todd Dining Hall during a lunch hour.
 - ❖ This session provided a casual atmosphere to hear what students had to say about their likes and dislikes within the campus environment.
- Presently data are being compiled by the project team from:
 - Interviews
 - Campus surveys
 - Existing document collection
- The assembled data are a strategic, quantitative, and physical record of the campus.
- These data and documents contain material required to begin identifying program opportunities, influences, and constraints that will guide the master-planning effort into the next four task phases.
- A SharePoint site has been established by ECU for the purposes of:
 - Project team collaboration
 - Compilation of data and information gathering by the project team.
- A public website has been established for the purpose of sharing master plan information to the campus and community.
 - The website address is: <http://www.ecu.edu/masterplan/>.

- Guidelines for adding information to the public website have been established between the consultants and the management team.
 - A link access from the website has been established to encourage sharing and gathering comments from the community.
- The project team and the ECU management team are presently working on Task 2.
- Task 2 is scheduled to be finished at the end of summer with project team meetings to be held on campus in August and September.
 - Presentations will be given which will summarize the findings of this task for the Advisory and Steering Committees and for each of the working groups.
 - The management team is now coordinating the scheduling and location of meetings and informing committee and working group members.

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