

*East Carolina University
 Master Plan*

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09.02.2009

09.14.2009

PROJECT

PROJECT NO.

MEETING DATE

ISSUE DATE

Mendenhall – Great Room 2

MEETING LOCATION

*Recreation & Union Committee Advisory
 Meeting*

MEETING PURPOSE

Peter Isaac

ISSUED BY

SIGNATURE

PARTICIPANT

COMPANY/TITLE

Peter Isaac

Virginia Hardy

Gina Shoemaker

Ron Newton

Glen Gilbert

Aaron Lucier

Nance Mize

Marilyn Sheerer

Belinda Patterson

Dean Smith

Brad Teasley

Bill Koch

Thomas Falace

Greg Wachalski

Jen Zirkle

Brailsford & Dunlavey

ECU – Academic Affairs

ECU – Engineering / Architectural Services

ECU – Administration & Finance

ECU - HHP

ECU - Housing

ECU – Campus Rec & Wellness

ECU – Provost

ECU – Graduate School

ECU – Mendenhall / Finance

ECU – Student Body Vice President

ECU – Administration & Finance

Brailsford & Dunlavey

Brailsford & Dunlavey

Brailsford & Dunlavey

PURPOSE

The purpose of this meeting was to update the Recreation & Student Union Committee on the progress of the comprehensive master planning efforts as pertaining to the two master plan components previously named. After introductions, Brailsford & Dunlavey reviewed the scope, approach, and methodology with the Committee, then presented detailed findings from the market study, including a summary from the following task items: focus groups/intercept interviews, administrator interviews, off-campus market analysis, survey analysis, and preliminary demand-based programming. The conversation was then directed into next steps which include strategic visioning for the projects.

Buildings & Facilities

- Student Recreation Center
- Mendenhall Student Center

MEETING NOTES

Recreation

The research concerning recreation at ECU confirmed the concepts previously discussed in the Recreation Committee Meetings in April. The Student Recreation Center is a great building, but space constraints currently exist and will become much more severe as enrollment grows towards the projected 37,000 students. There is demand for an expansion to the Recreation Center.

- 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

The next steps are to consider the financial impacts of a recreation expansion, to determine the strategic vision of the University which should come from a Strategic Review scheduled in October, and to discuss the prioritization of capital projects with the full master planning team to determine an appropriate expansion timeframe.

Union

B&D presented the research pertaining to Mendenhall. Mendenhall, in its current configuration, is not satisfying the needs of ECU. It is playing the role of both “Student Center” and “Faculty Meeting / Conference Center,” and is playing neither role well. Some concerns that B&D found are listed below:

- Mendenhall Student Center is insufficient for the 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

B&D directed the conversation to focus on the strategic goals of Mendenhall. Specifically, B&D posed the questions, "Should the union model on campus be centralized or distributed, and what are the necessary program elements that can support the preferred model?"

A definitive answer to these questions was not found, but the conversation was productive and gave the committee talking points for the Strategic Review that is scheduled for October.

Once B&D receives strategic guidance from the Steering Committee, the next steps are to develop scenarios to renovate or redevelop Mendenhall. The scenarios will include financial considerations.

Housing

Research was presented related to housing, along with preliminary conclusions. The housing system is comprised of older residence halls and one newer suite building, College Hill Suites. The current offering and condition of units types needs updated / adjusted to more closely match student demand, which was derived from student survey data. Findings include:

- The desired mix of unit types currently offered needs re-configured to meet student demand
 - There is a surplus of traditional units.
 - More suites are needed to satisfy demand, especially upperclassmen.
 - The addition of apartments should be considered as an option due to demand, although the off-campus market has many offerings.

B&D also focused on strategic priorities and determining which direction ECU would like to proceed in its housing strategy. Key findings from that discussion included:

- There is a desire to expand living / learning communities, especially a residence hall or portion of a residence hall dedicated to international students.

Private / public partnerships is an option that ECU would consider for new housing, however, there is a strong desire to maintain control over operations and the design of the final project.

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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