

## Master Plan Principles:

### Education Outcomes, Instructional Content and Delivery, and the Student Experience

- Change is the constant and capital is scarce. Accordingly, flexibility (adaptability) is the highest imperative.
- Instructional capacity requirements will be based on a deliberate strategy for distribution between face-to-face and online delivery—as well as consideration of other locations used.
- Enhancement of the student experience with and in the campuses is a priority
- In design, configuration, and utilization of instructional space, in addition to flexibility, quality, functionality, and efficiency will be valued as much (or more) than quantity of space



## Master Plan Purpose & Goals

# East Carolina University \ Comprehensve Facilities Master Plan

## Master Plan Principles:

### Research, Scholarship, and Related Faculty Community Issues

- Growth of interdisciplinary research and scholarship is a high priority, requiring new facility solutions
- Beyond research space per se, all facility concepts will serve to strengthen the faculty's community of scholarship



## Master Plan Purpose & Goals

## Master Plan Principles:

### Community/Regional Constituencies, Connections, and Partnerships

- ECU's campuses will be welcoming and navigable for community visitors.
- ECU will clarify its strategies for ongoing involvement in initiatives or projects that benefit neighborhoods in Greenville.
- ECU will define its future strategies for its role in downtown Greenville revitalization.
- ECU will pursue opportunities for urban planning coordination with the City of Greenville.
- ECU will sustain and expand clinical health care facilities for the community and region—in current and possible future locations



## Master Plan Purpose & Goals

## Master Plan Principles:

### Community/Regional Constituencies, Connections, and Partnerships

- Knowledge-based business-industry partnerships are a priority for the engaged ECU and suitable facilities solutions are one factor in nurturing these partnerships.
- ECU will consider and expanded “footprint” in the region—including potential use of satellite locations in the counties for instruction and clinical activities



## Master Plan Purpose & Goals

## Master Plan Principles:

### Physical Characteristics of the Campuses

- Physical features and development patterns must create campus identities while, at the same time, enhancing the environment for programmatic collaboration and people connections—between campuses and beyond.
- Impact of the automobile will be reduced, in favor of more pedestrian-friendly places and public transit solutions.
- ECU's campuses will have a high level of safety and security—both real and perceived.
- Advanced information technology capacity will be ubiquitous.



## Master Plan Purpose & Goals

## Master Plan Principles:

### Physical Characteristics of the Campuses

- ECU will achieve carbon neutrality by 2050 and, in the Master Plan, will determine how much of this goal can be attained by 2025. ECU will pursue sustainability with both technical and policy solutions.
- In design and aesthetics, there will be a balance between appreciation of institutional history and anticipation of the future.
- In Planning capital projects, ECU will achieve balance between five objectives: aesthetics, functionality, flexibility, sustainability, and life cycle costs.



## Master Plan Purpose & Goals

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## Master Plan Principles:

### Business and Policy Considerations

- Users will be involved in planning new and renovated facilities—but they will be challenged to invent, consider and adopt good new ideas—sometimes breaking tradition.
- Revenue-producing facilities may receive somewhat different treatment in prioritization—especially if funding sources differ from those for non-revenue producing facilities.
- ECU will carry out a principle-based, orderly, prioritized, optimized, and sustained long-term capital development program.
- ECU will assign and reassign all space based on pragmatic principles of efficiency and productivity; in ways that optimize mission accomplishment; and in recognition of the fact that needs change.



## Master Plan Purpose & Goals