

2013

COMPARING CAMPUSES STRATEGIC PLANS

Our 2013 poster explores the relationship between the strategic plan and the campus master plan. The last five years have created a sea change in the world of higher education planning as institutions shift from planning for continued growth to achieving higher effectiveness and utilization. This poster compares and contrasts institutions with similar long term missions and goals. As university leaders consider their "dashboard," which dials within the physical planning realm will positively impact the execution of the strategic plan? How do responses to research facilities, student housing, parking and green space, help achieve high level institutional goals?

Ayers Saint Gross • Baltimore, Maryland • Phone: 410.347.8500 • E-mail: jwheeler@asg-architects.com

KANSAS STATE UNIVERSITY

Strategic Plan Goals

TOP 50 IN PUBLIC RESEARCH 12% ENROLLMENT GROWTH IMPROVE QUALITY OF FACILITIES

Kansas State University is a public, four-year land grant institution with campuses in Manhattan, Salina, and Olathe Kansas. The university's strategic plan, *K-State 2025: A Visionary Plan for Kansas State University* defines K-State as a great place for students and as a modern land-grant university valuing and integrating research, education, and engagement. K-State's visionary goal is to be recognized as a Top 50 Public Research University by 2025. To realize the visionary goal, the physical campuses will need to provide new and renovated facilities to accommodate institutional growth associated with an increase in outside funding. During the same interval, the university projects average enrollment growth of about 12 percent among its eight colleges on the Manhattan campus.

KSU, Manhattan, KS
Undergraduate – 19,385
Faculty – 1,154
Undergraduate Housing – 3,800
Buildings – 8,066,296 gsf

Graduate – 4,478
Staff – 5,746
Graduate/Married Housing – 432
Land Acres – 664

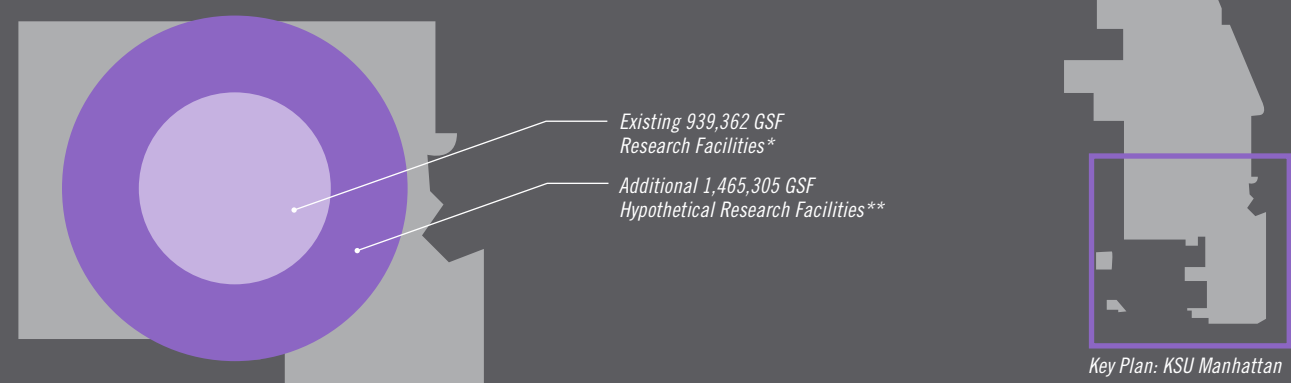
Total Student Population – 23,863
Total Campus Population – 30,763
Faculty Housing – 0
Parking – 15,188 spaces

PROGRAM

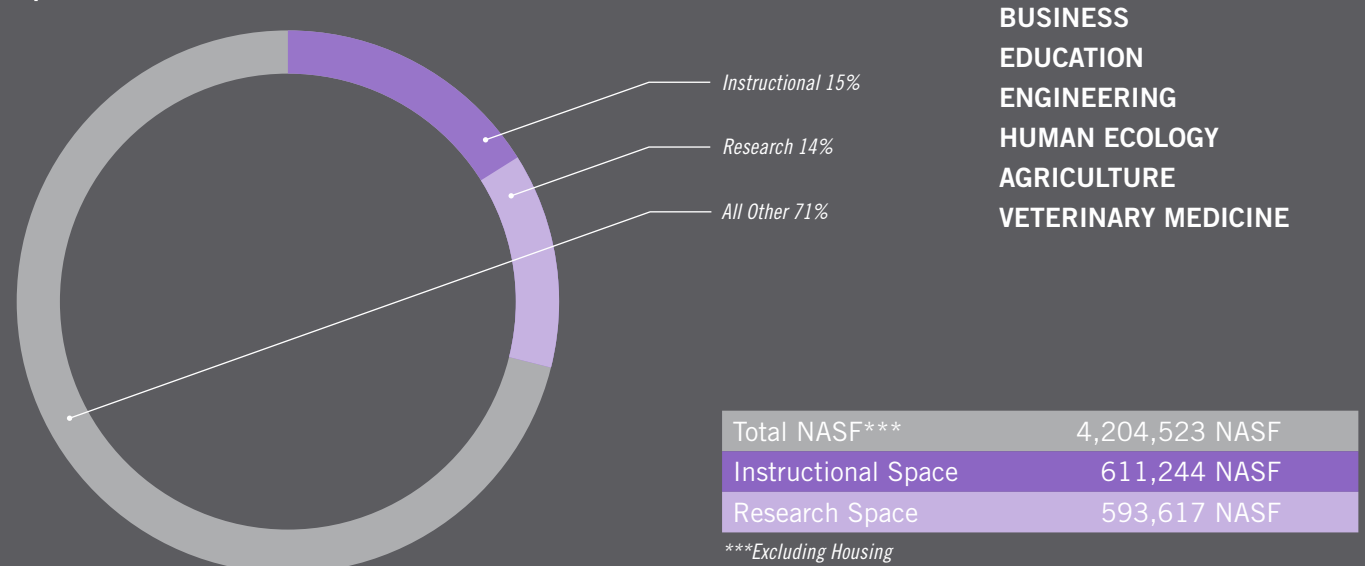
KSU Strategic Goals

Research Facilities

*GSF Research Facilities represented as a 4-floor Building



Space Allocation



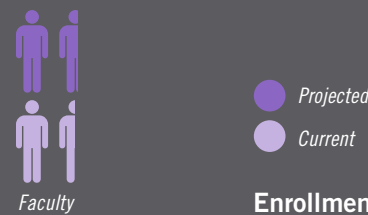
Colleges & Schools
ARTS & SCIENCES
ARCHITECTURE
BUSINESS
EDUCATION
ENGINEERING
HUMAN ECOLOGY
AGRICULTURE
VETERINARY MEDICINE

**Hypothesis: Existing amount of research space is insufficient and the existing NASF per \$100K is on the low side. A 60% increase in NASF per \$100K is assumed for future growth. No Economies of Scale are projected for future need. Research space refers to 250 and 255 Space Use Codes per FICM. GSF assumes a 60% efficiency factor.

PEOPLE

KSU Strategic Goals

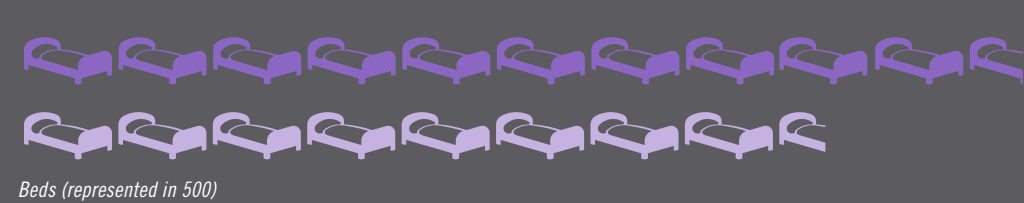
Enrollment



Enrollment Growth

Current student on-campus enrollment of 20,837 needs to increase to 23,316 – a 12% increase over the next 12 years. A 12% increase in faculty will sustain a 20:1 student to faculty ratio.

Housing



Student Success and Retention

To accommodate enrollment growth, KSU needs to increase on-campus housing by 1,150 beds – an 18% increase over the next 12 years.

PLACE

KSU Strategic Goals

Proposed Parking Locations

Proposed Green Space

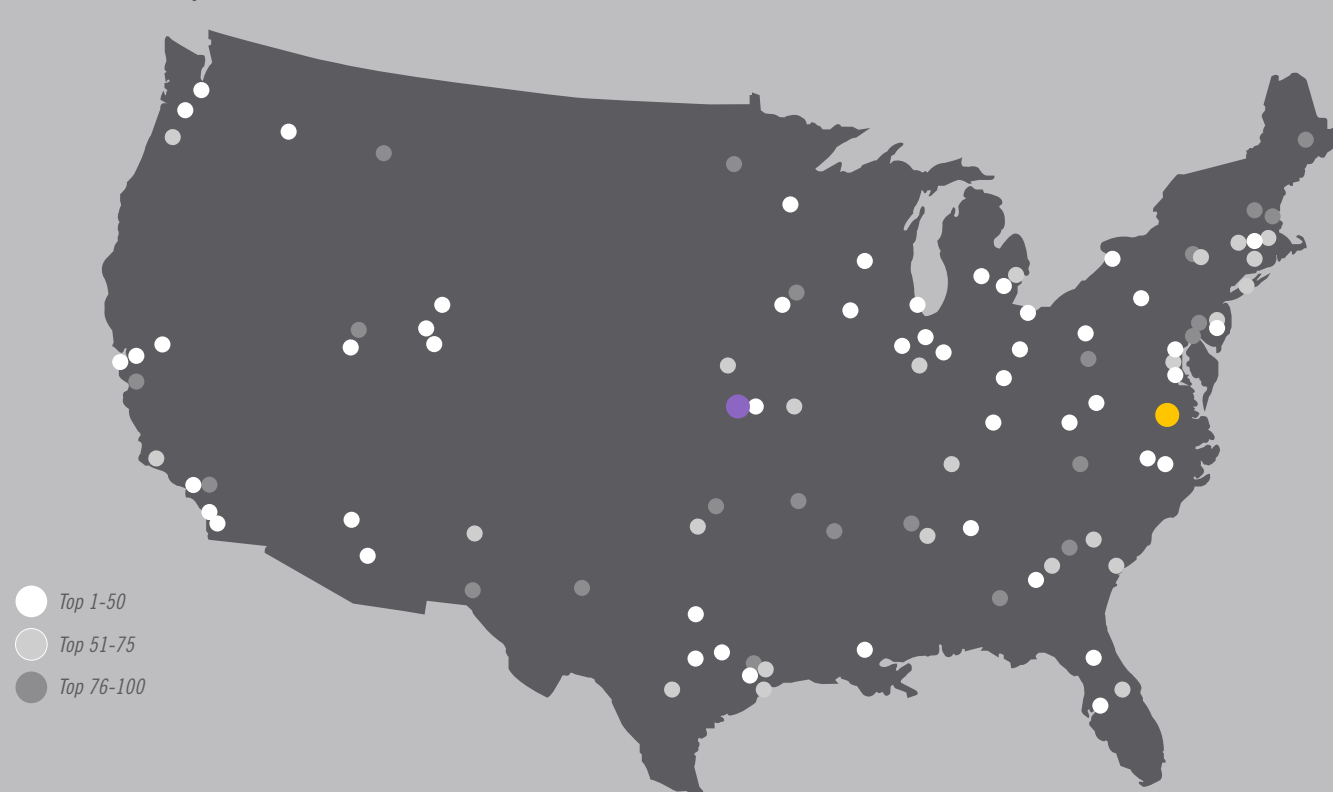


Locating the majority of parking at the periphery and expanding transit service reduces traffic in the heart of campus. Planned circulation and parking changes significantly expand the pedestrian zone, enhance pedestrian safety, and improve the beauty and continuity of open space throughout the campus.

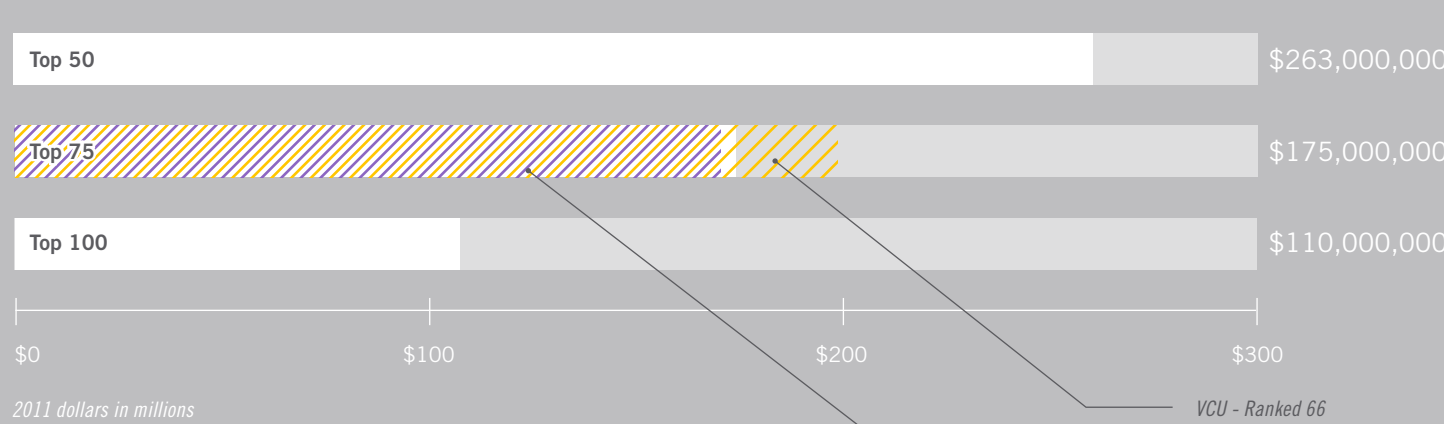
PROGRAM

National Trends

Locations of Top Public Research Universities



R&D Expenditures for Top Public Research Universities



National Science Foundation/National Center for Science and Engineering Statistics, Higher Education Research and Development Survey, FY 2011

PEOPLE

National Trends

Benefits of Living on Campus

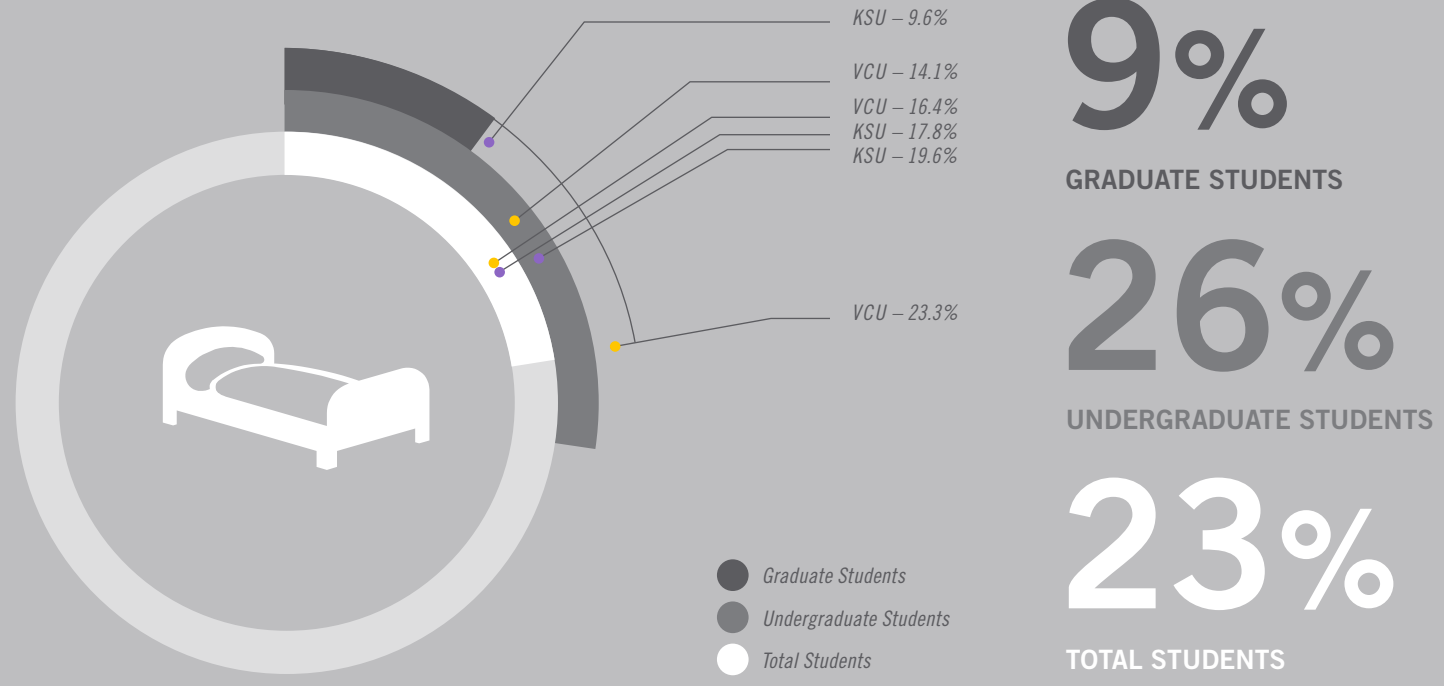
There are numerous benefits to living on campus including convenience, opportunities to develop life-long friendships, and to live in an environment that fosters the educational and personal growth of students.

The convenience of living on campus provides students easy access to numerous campus resources such as faculty and academic advisors, the library, computer labs, residence hall dining halls and other campus eateries, the health center, recreational facilities, and student organizations. Additionally, students have the opportunity to interact with university faculty outside the classroom by participating in a variety of campus-wide and residence hall programs.

The benefits of on-campus living can also be measured quantitatively. Students who live in the residence halls vs. commuting to campus do better academically and also are more likely to remain enrolled.

Data has shown that Freshman living on campus maintained higher GPAs and are more likely to remain enrolled over the course of 4 years than their counterparts who lived off campus.

On-Campus Housing At Public Institutions: National Sample

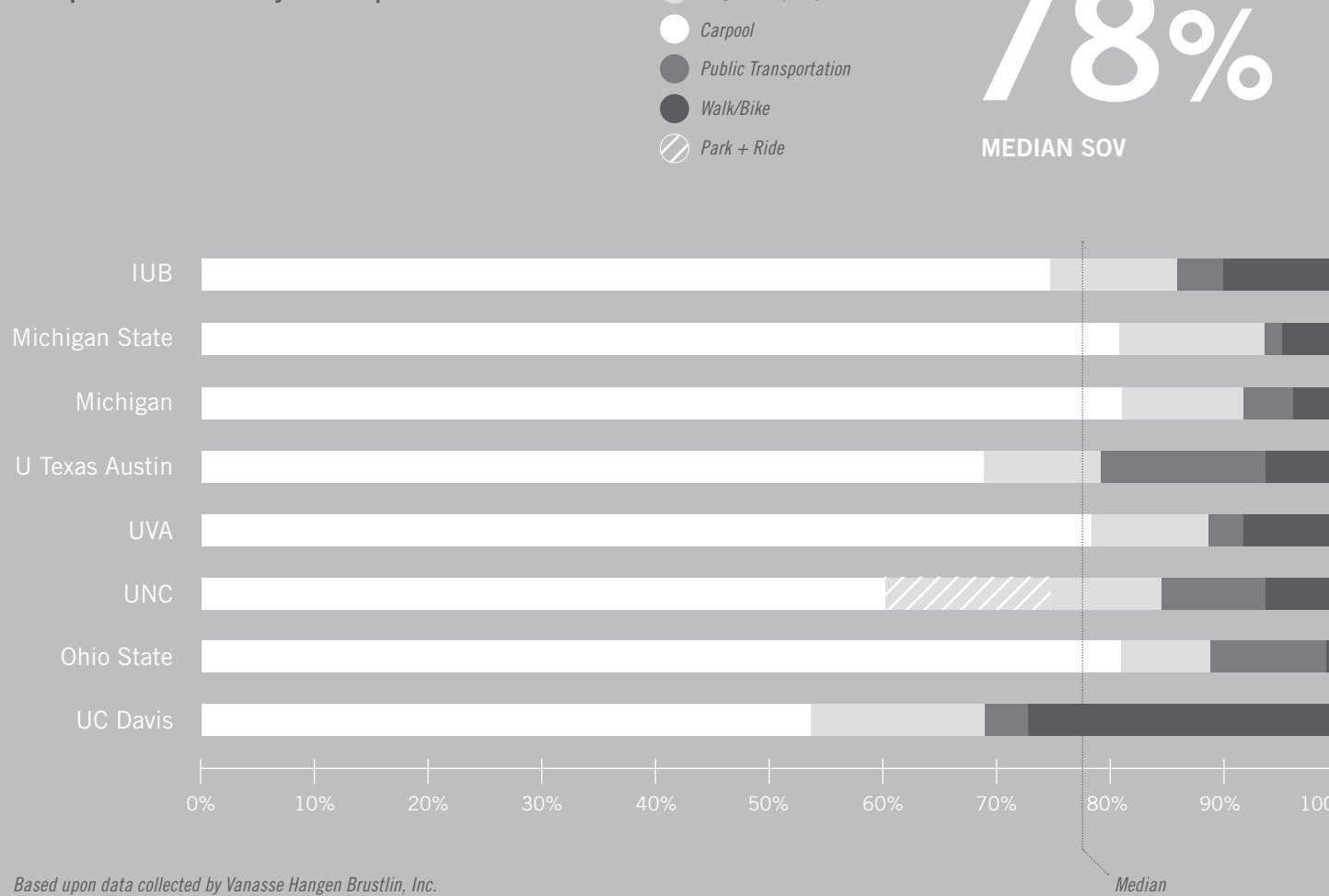


Based upon data collected by Ayers Saint Gross from 86 public institutions

PLACE

National Trends

Transportation: University Mode Split



Over the past 15 years Ayers Saint Gross has been gathering broad data on the physical characteristics of campuses. The collection now exceeds 200 campuses and is available on our website at www.asg-architects.com. Our thanks to Kansas State University and Virginia Commonwealth University for allowing the use of information from their respective Strategic Plans and Campus Master Plans. The display and interpretation of the data is the work of Ayers Saint Gross and is not intended to be directly comparable between the two institutions.

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VIRGINIA COMMONWEALTH UNIVERSITY

Strategic Plan Goals

TOP 50 IN PUBLIC RESEARCH 24% FACULTY GROWTH IMPROVE QUALITY OF FACILITIES

Virginia Commonwealth University is a public, four-year, urban institution in Richmond, Virginia. The university's strategic plan, *VCU Quest for Distinction: Success, Discovery, Impact*, provides a strategic framework for capitalizing on the outstanding assets that form the VCU experience. To realize VCU's goal to be a premier urban, public research university, the physical campus will need to provide new and renovated facilities to accommodate and encourage institutional advancement. Enrollment is expected to remain steady, but the distribution of students among the university's College and 13 schools is anticipated to change as admission selectivity increases.

VCU, Richmond, VA
Undergraduate – 23,951
Faculty – 2,972
Undergraduate Housing – 5,192
Buildings – 8,728,998 gsf*

Graduate – 7,801
Staff – 8,280
Graduate/Married Housing – 159
Land Acres – 143.5

Total Student Population – 31,752
Total Campus Population – 43,004*
Faculty Housing – 0
Parking – 16,506 spaces (owned & leased)**

*Excludes VCU Health System

PROGRAM

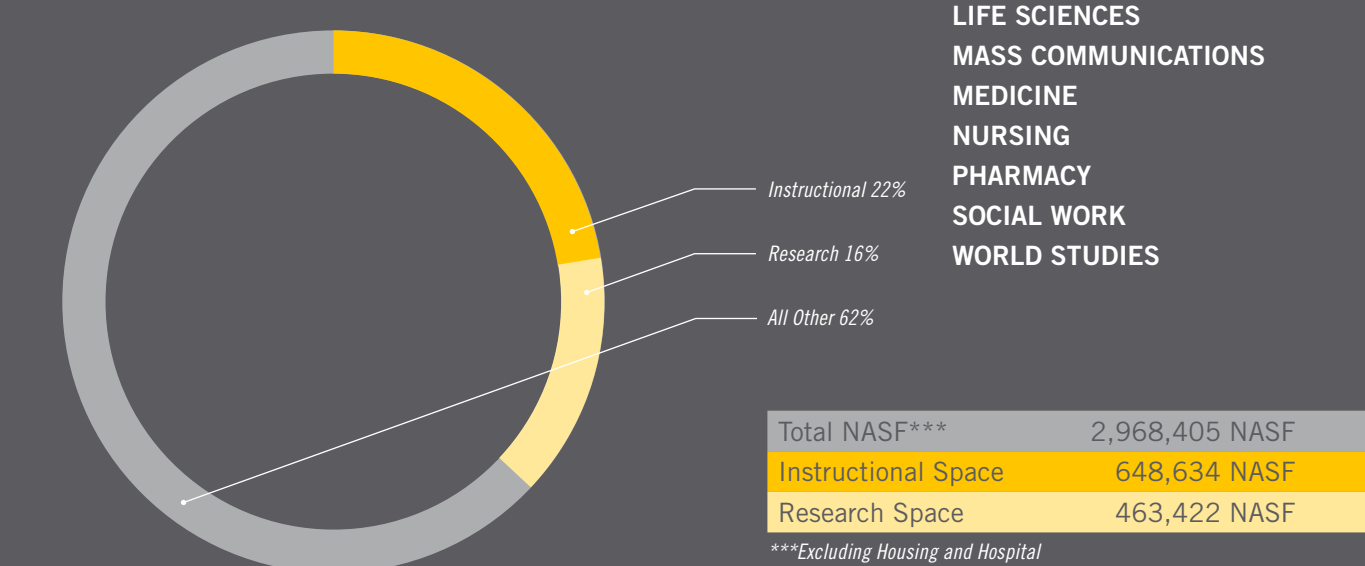
VCU Strategic Goals

Research Facilities

*GSF Research Facilities represented as a 4-floor Building



Space Allocation



Colleges & Schools

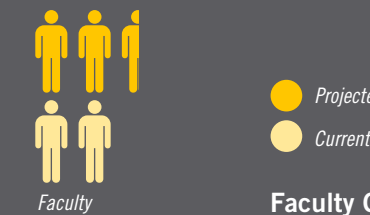
ALLIED HEALTH PROFESSIONS
ARTS
BUSINESS
DENTISTRY
EDUCATION
ENGINEERING
GOVERNMENT/PUBLIC AFFAIRS
HUMANITIES & SCIENCES
LIFE SCIENCES
MASS COMMUNICATIONS
MEDICINE
NURSING
PHARMACY
SOCIAL WORK
WORLD STUDIES

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PEOPLE

VCU Strategic Goals

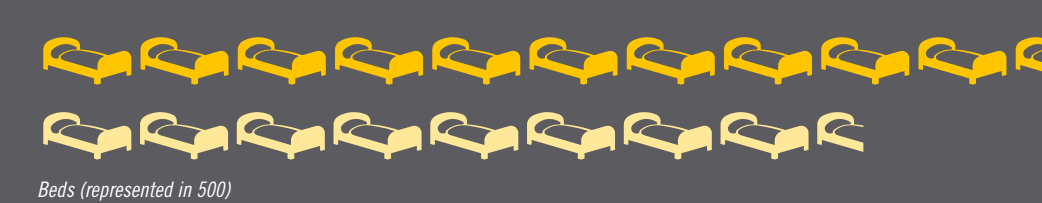
Enrollment



Faculty Growth

An increase in faculty from 2,048 to 2,548 will create a 14:1 student to faculty ratio.

Housing



Student Success and Retention

To improve student success, VCU will increase on-campus housing by 1,300 beds – a 25% increase over the next 12 years.

PLACE

VCU Strategic Goals

Proposed Parking Locations

Proposed Green Space



One of the most important factors in increasing pedestrian activity (and decreasing driving) is the quality of the pedestrian experience. Ongoing improvements to the open space network – including streetscape – support efforts to encourage alternatives to driving that reduce traffic and parking demand.