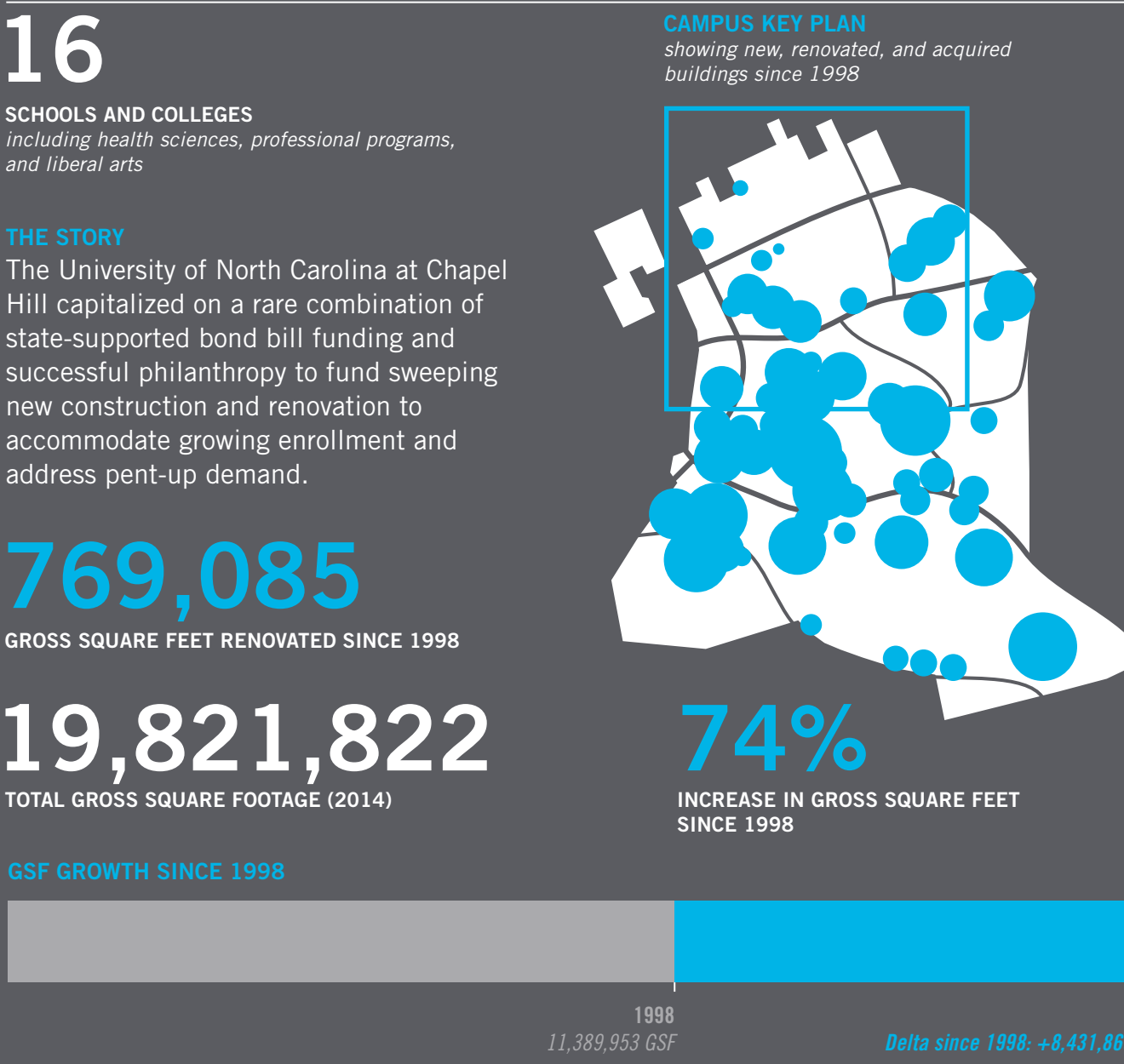


In 2000, we were excited about the beginning of a new millennium as the echo boom generation enrolled in higher education, adding more than 1 million students since 1990.

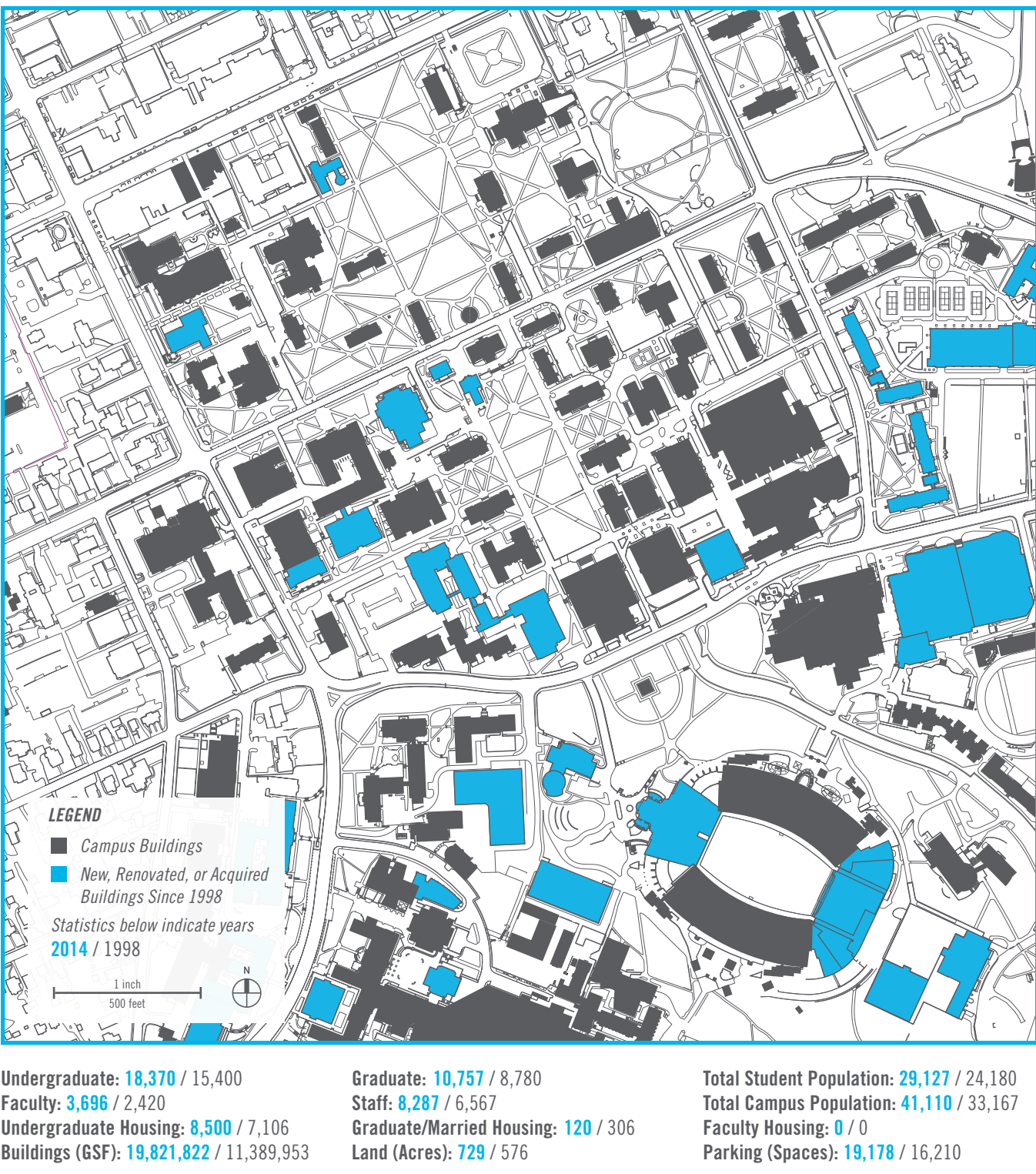
Rapid growth was anticipated to continue: projections showed enrollment peaking in 2013 with 4 million additional students representing a potential 26% increase over the coming decade. The assumption of continuous growth – both quantitative and qualitative – drove campus planning. The challenge was to site new building footprints on existing campuses or find additional land for satellite campuses. Public and private institutions were adding capacity based upon significant state funding and enormous growth in donations and endowments fueled by the bull market on Wall Street. Federal funding for research was on the rise. The facilities “arms race” was in full swing with institutions competing to build more elaborate research and student support facilities with attractive amenities. If you did not already have a rock climbing wall, you would soon.

PROGRAM

The University of North Carolina at Chapel Hill  
Chapel Hill, North Carolina



PLACE



Today’s world reflects 14 years of significant change. Planning for higher education has adopted the mantras of high performance, greater efficiency, and smart utilization.

New technology and educational paradigms are generating excitement, but the Great Recession has had real impacts. Federal and state funding and endowments have decreased, unemployment has significantly impacted college graduates, tuition and student debt are major concerns, and remote learning is challenging traditional, place-based education. These issues have led to an era of uncertainty about the future of the physical campus. The facilities “arms race” has cooled off, but student life amenities remain a competitive issue and institutions are working to create living-learning environments. Faculty are retiring in record numbers, pressuring recruitment and retention. Academic facilities are being modernized to address a new era of deferred maintenance and the demands of modern scholarship. Physical plans assume limited growth, are smaller scale and more tactical, and address shorter time horizons.

PEOPLE

