Campus Master Plan
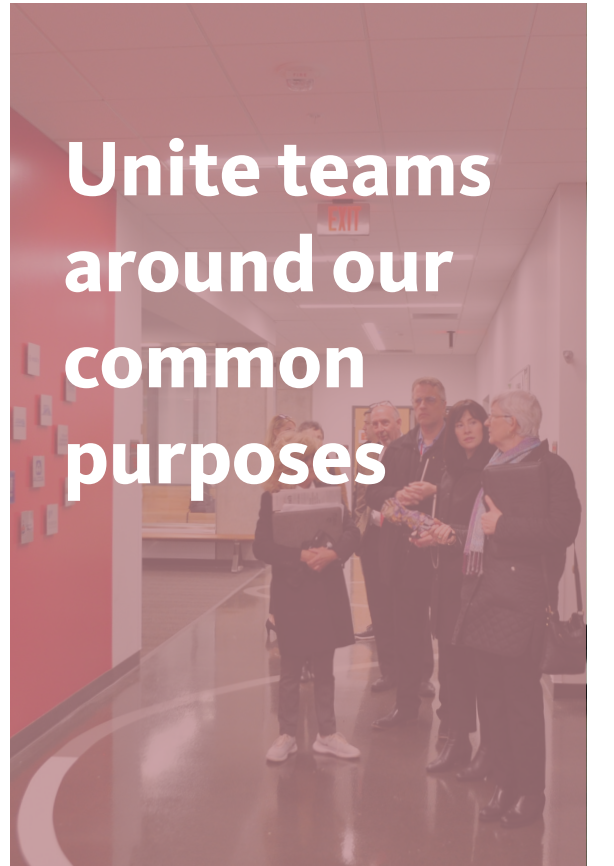
EXTENDS DEVELOPMENT TO THE SOUTHERN END OF CAMPUS

High resident density combined with key academic programs, athletics and recreation make this side of the campus a prime location for investment

How might the new Campus Master Plan:
reimagine the campus experience to increase student enrollment, boost student retention, and promote student success across the region?

Campus Master Plan Guiding Principles

Reimagine thresholds to reveal hidden experiences

Accelerate community building on campus

Focus student success toward tangible outcomes

Exhibit a culture of holistic thinking

Unite teams around our common purposes

Designing to **broaden** visibility, build empathy, and prioritize support locations.

Designing to **trigger** conversations, enable personal expression, and seasonal celebrations

Designing to **co-work with** alumni, showcase student journeys, and work with non-traditional students

Designing to **boost** unexpected connections, encourage opinion-sharing, and invite industry in

Designing to **co-locate** for purpose, intermingle diverse stakeholders, and narrate stories of our goals

Campus Master Plan Alignment with Strategic Plan

Centralizing advising to incorporate **financial, mental, physical, and social wellness**

Lowering thresholds to incorporate student need for scholarships

Diversity, equity, and inclusion plan for cultural competency

Integrating diverse & international student populations into the WKU community

Providing for **education, assistance, & inspiration outside the classroom**

Cultivating on-going **relationships that last a lifetime** with alumni

Enrolling non-traditional students, **creating multiple pathways to complete a degree**

Basing resource allocation **decisions on actual results**

Bringing alumni on campus to share their knowledge, experiences

Preparing students for a career, boosting problem solving and critical thinking

Transforming CRD into **innovation campus to promote collaboration**

Providing intellectual **experiences to develop hard and soft skills**

Incentivizing research and creative activities to promote learning, expand outreach

Supporting **innovative pedagogy and instruction**

Applying research & ideas into action and **linking theory and practice**

Campus Master Plan Planning Approach

Creating a deliberate entry experience (whether on north or south side)

Drawing and holding communities together through green spaces (signature plazas)

Clustering new masses to boost a new campus presence (shifting center of gravity of campus)

Energizing pedestrian experience through clarified, continuous, and connected circulation

Connecting buildings to make them work better together (adjacencies w/existing ones)

Campus Master Plan Planning Priorities

1 **Reinforce and celebrate the strengths of campus today**

In addition to the **rich history and legacy of WKU, the Master Plan will build upon the numerous initiatives currently in progress**, such as the First Year Village, The Commons at Helm, and the Hilltop Study following the demolition of Garrett.

2 **Accelerate campus community through open spaces**

University campuses are defined by their open spaces and the Master Plan will utilize the campus landscape to amplify the sense of place and community at WKU.

3 **Manage program growth though optimized space utilization**

Overall, **the Master Plan will not propose the addition of buildings, parking or resources without a clear need** and will consider the removal of existing facilities that are no longer fit for purpose, or at their end of their usable life.

CMTA | **Gensler** | Luckett & Farley

Campus Master Plan Initiatives

Complete projects such as The Commons at Helm, the First Year Village, removal of Garrett Conference Center and Tate Page Hall and landscape improvements

New College of Business

Improve accessibility across campus

Strategic investment in learning technology and classroom infrastructure

Address facilities no longer fit for their purpose and optimize utilization

Campus Master Plan Hilltop Planning Study
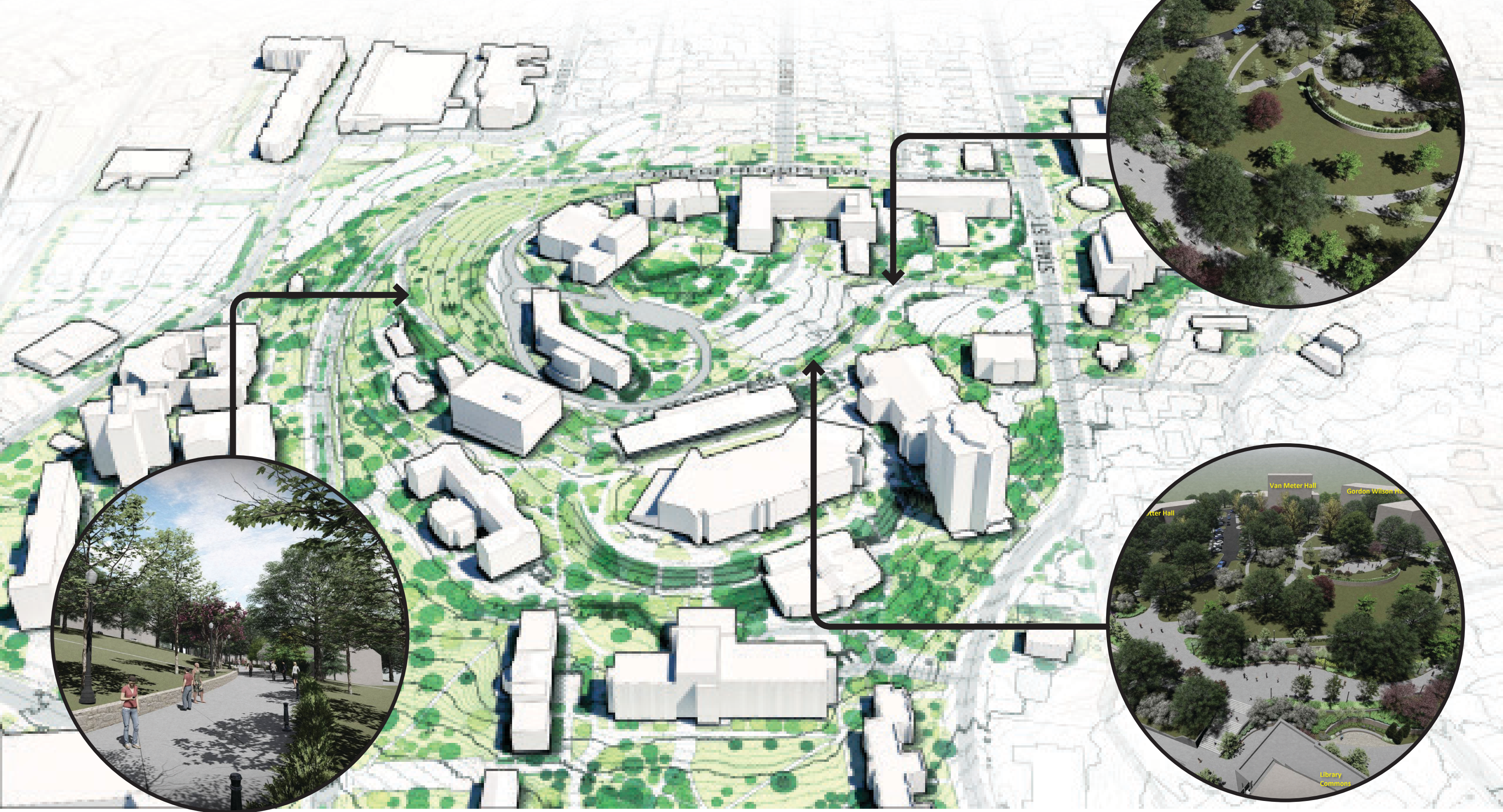
Campus Master Plan New College of Business
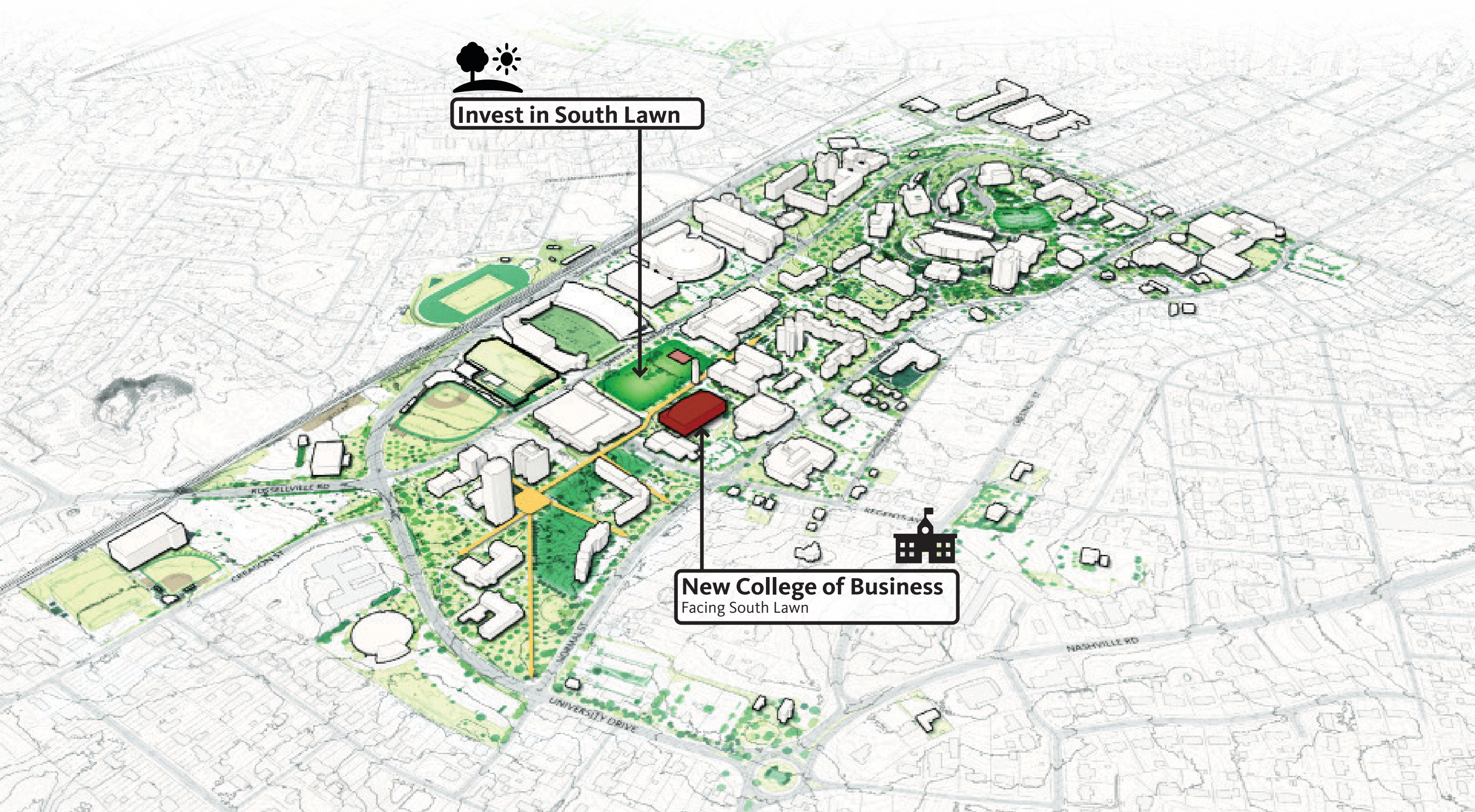
Invest in South Lawn

New College of Business
Facing South Lawn

Campus Master Plan Detailed Aerial View
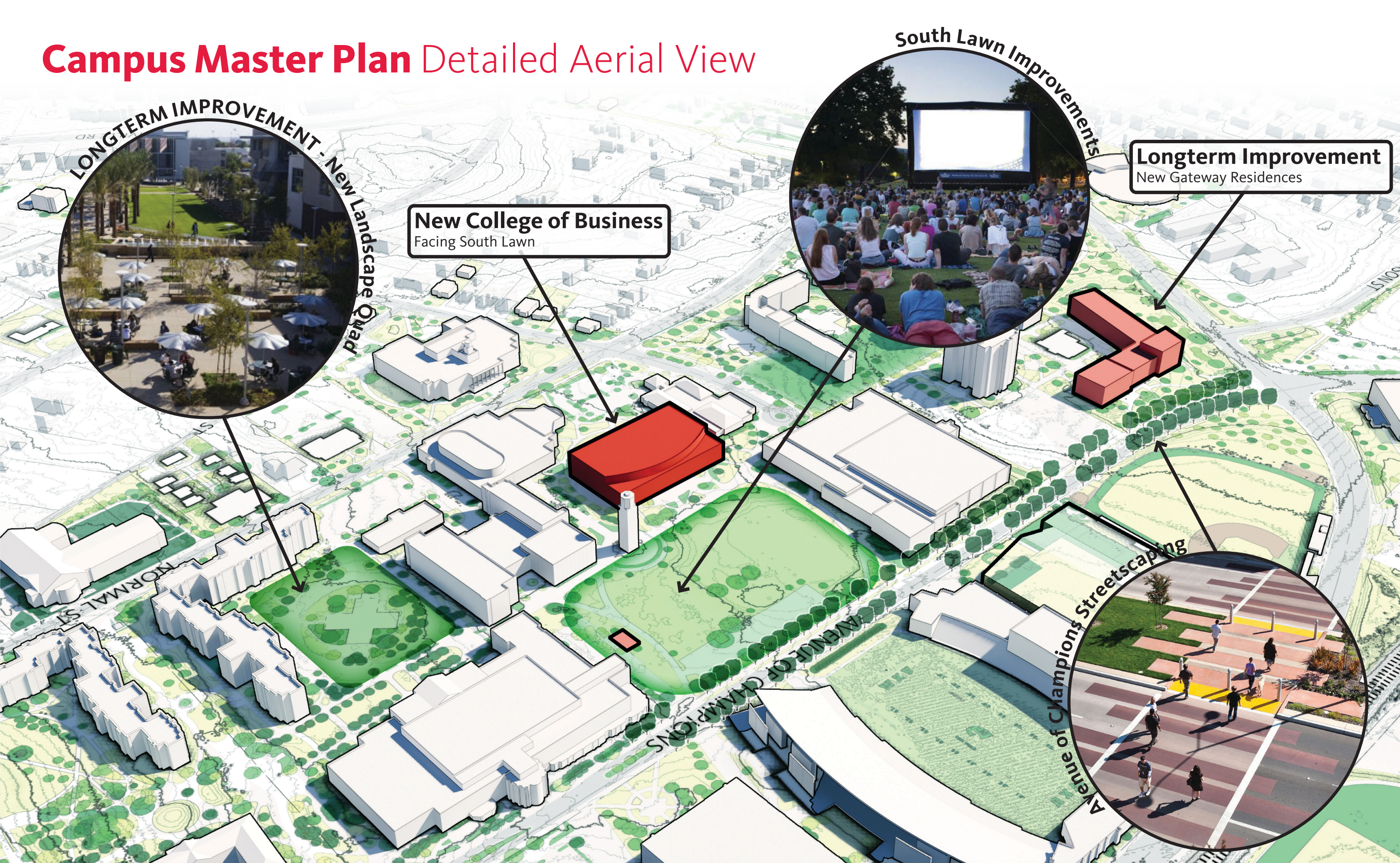
LONGTERM IMPROVEMENT - New Landscape Quad

South Lawn Improvements

Longterm Improvement
New Gateway Residences

New College of Business
Facing South Lawn

NORMAL ST

AVENUE OF CHAMPIONS

Avenue of Champions Streetscaping

Campus Master Plan Concept Diagrams

Existing Campus

The pedestrian experience and quality of open space **breaks down at the bottom of the Hill.**

Campus Master Plan

The **identity and legacy of the Hill extends south**, with improvement of Centennial Mall, and primary routes along Ave. of Champions and Normal St.

Campus Master Plan Project Process

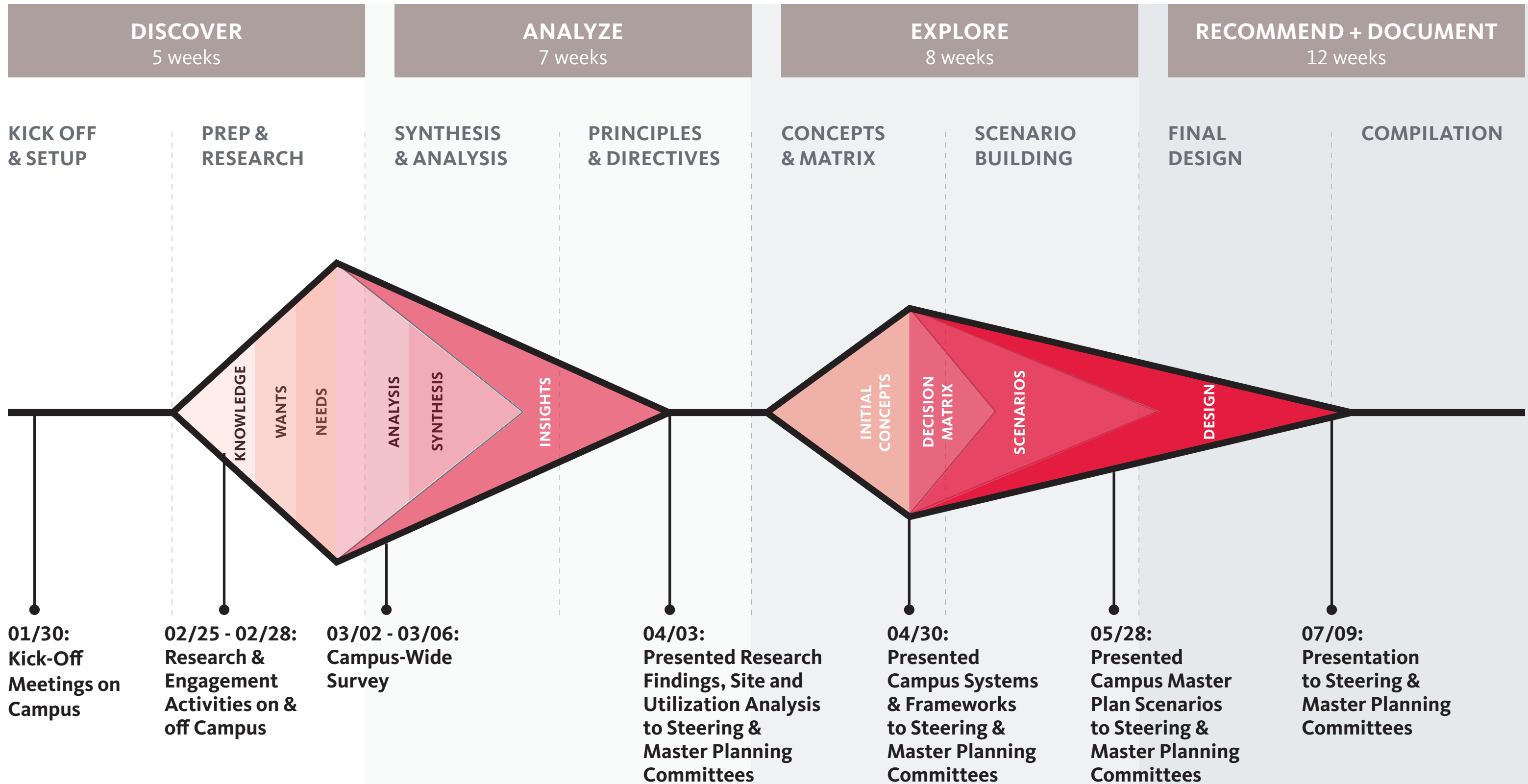| DISCOVER 5 weeks	ANALYZE 7 weeks	EXPLORE 8 weeks	RECOMMEND + DOCUMENT 12 weeks
KICK OFF & SETUP / PREP & RESEARCH	SYNTHESIS & ANALYSIS / PRINCIPLES & DIRECTIVES	CONCEPTS & MATRIX / SCENARIO BUILDING	FINAL DESIGN / COMPILATION

KNOWLEDGE · WANTS · NEEDS · ANALYSIS · SYNTHESIS · INSIGHTS

INITIAL CONCEPTS · DECISION MATRIX · SCENARIOS · DESIGN

01/30: Kick-Off Meetings on Campus

02/25 - 02/28: Research & Engagement Activities on & off Campus

03/02 - 03/06: Campus-Wide Survey

04/03: Presented Research Findings, Site and Utilization Analysis to Steering & Master Planning Committees

04/30: Presented Campus Systems & Frameworks to Steering & Master Planning Committees

05/28: Presented Campus Master Plan Scenarios to Steering & Master Planning Committees

07/09: Presentation to Steering & Master Planning Committees

On-Campus
Research & Engagement
02/25 - 02/28

45,000   **Steps on campus**

1,700   **Post-its used**

86   **Participants engaged**

30   **Hours of research**

9   **User types engaged**

9   **Types of activities**

Off-Campus
Activities & Analysis

1395   **Survey respondents**

320   **Teaching spaces analyzed**

205   **GBs of GIS data**

57   **Campus data files rec'd**

44   **Needs clusters**

23   **Survey revisions**

13   **Team meetings**

5   **Guiding principles**

Campus Master Plan Classroom Utilization Analysis

Overall, **Grise Hall is the most highly utilized classroom building** on campus, serving other programs in addition to the College of Business.

We analyzed classroom usage based on a 45 hour week (Monday - Friday, 8am - 5pm) for the Spring 2020 schedule. We examined minutes per term, per classroom per building.

100% utilization for a single classroom equates to 36,320 minutes/term.

Grise Hall
571,440 Minutes/Term

Cherry Hall
509,360 Minutes/Term

Science Campus*
505,040 Minutes/Term

Fine Arts Center
379,920 Minutes/Term

Ransdell Hall
324,730 Minutes/Term

Jody Richards
42,480 Minutes/Term

LEGEND:

MORE

* Science Campus includes: Ogden College Hall, Snell Hall, Environmental Sciences & Technology, Engineering & Biological Sciences, Kelly Thompson Hall and Honors College.
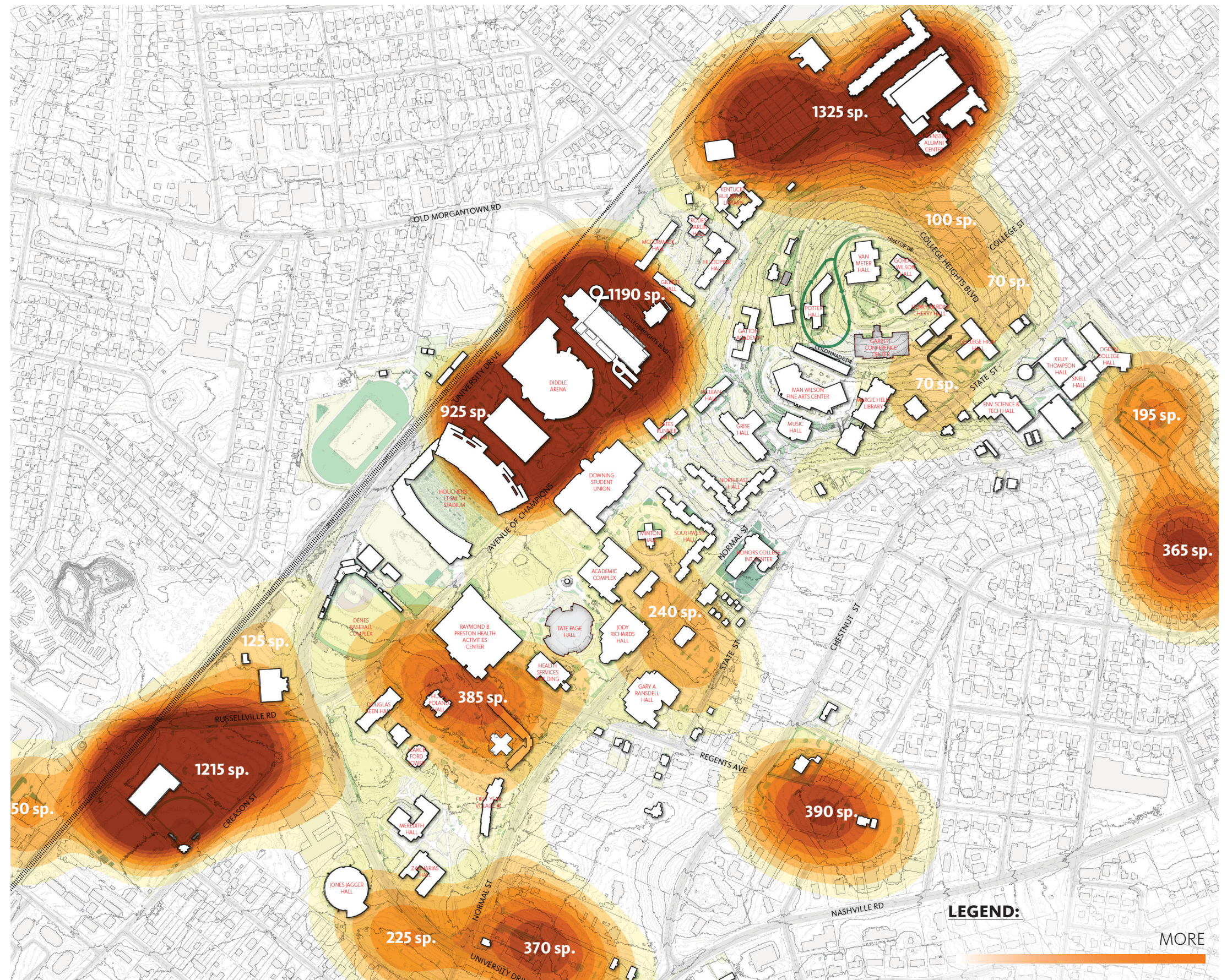
Campus Master Plan Student Housing Density Analysis

Campus housing is concentrated in pockets, at the north edge and southeast sides of campus, creating **opportunities to enhance the student experience with targeted landscape interventions.**

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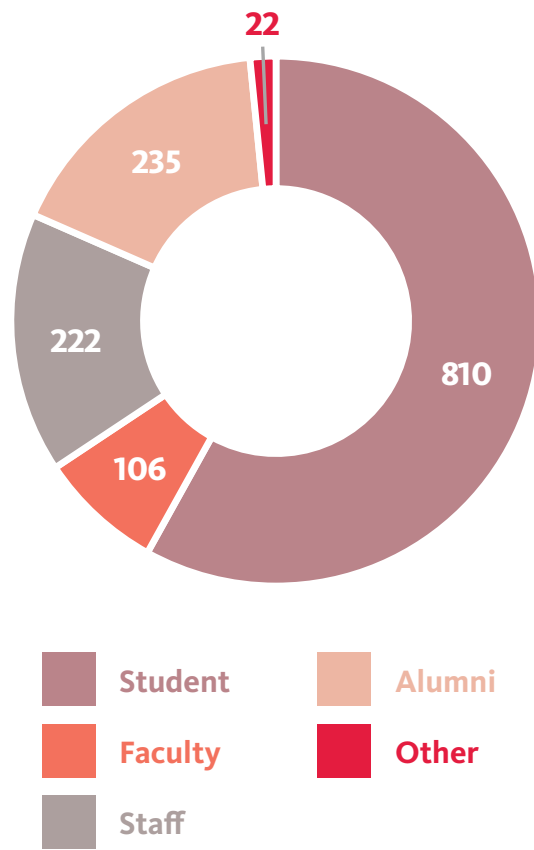
MORE

Campus Master Plan Parking Analysis

Parking is distributed around campus, but the locations are seen as **inconvenient because the paths between parking lots and campus destinations are not always clear**.
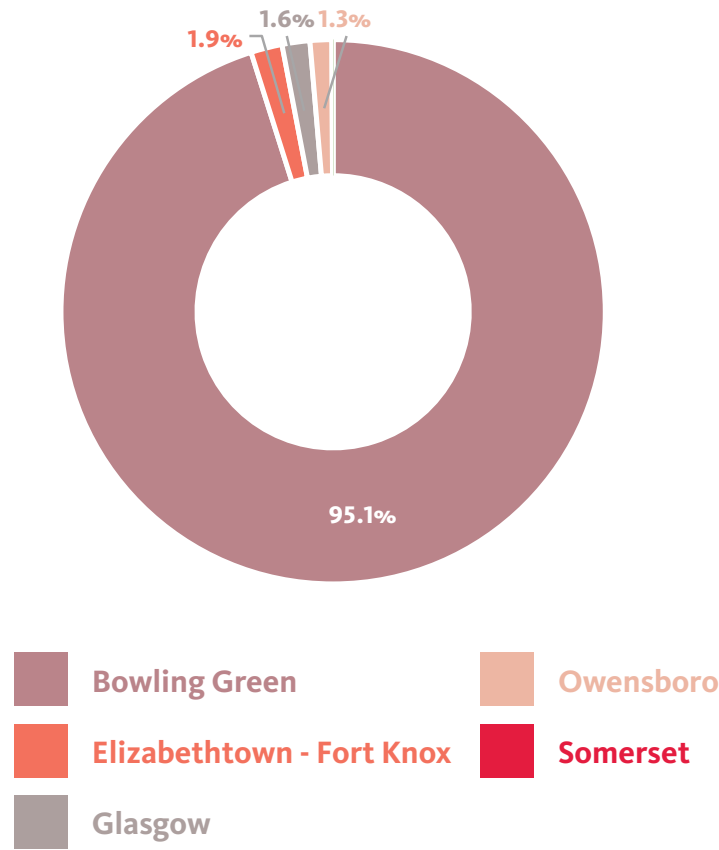
Map labels (parking space counts): 1325 sp., 100 sp., 70 sp., 70 sp., 1190 sp., 195 sp., 925 sp., 365 sp., 240 sp., 125 sp., 385 sp., 50 sp., 1215 sp., 390 sp., 225 sp., 370 sp.

LEGEND:

MORE

Campus Master Plan Survey Respondents' Summary

The survey received 1395 responses, with more than half (810) from students.
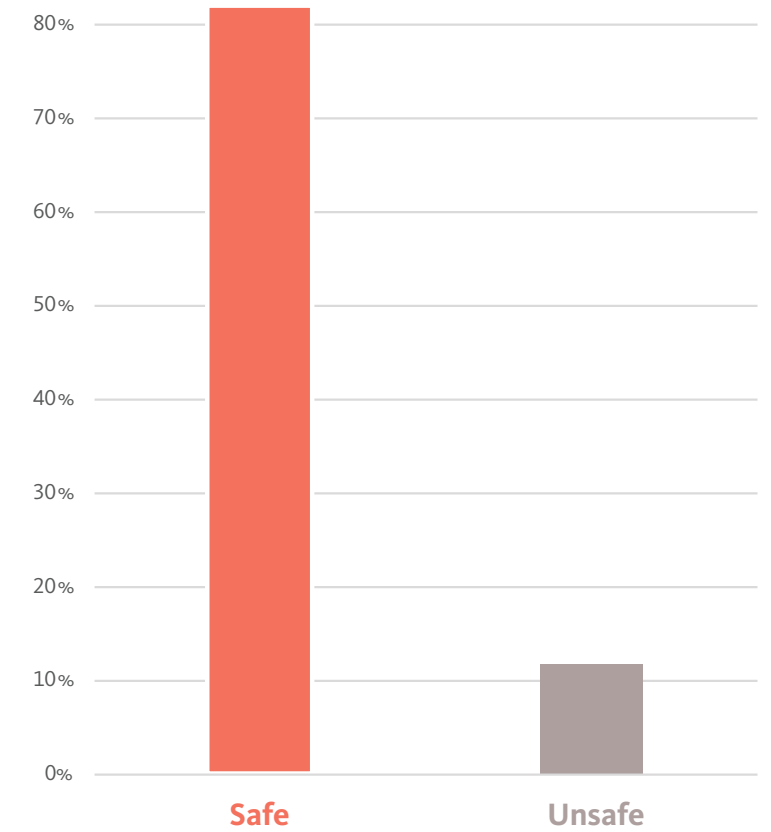Majority of respondents feel safe on campus.

What is your role at WKU?

22

235

222

106

810

- Student
- Faculty
- Staff
- Alumni
- **Other**

Which campus do you most use at WKU?

1.9% 1.6% 1.3%

95.1%

- Bowling Green
- Elizabethtown - Fort Knox
- Glasgow
- Owensboro
- **Somerset**

Mentions of "safe" and "unsafe"

80%
70%
60%
50%
40%
30%
20%
10%
0%

Safe   Unsafe

Campus Master Plan Survey Respondents' Summary

We asked students about their top priorities while at WKU...

Current students respondents' top priority is to excel at their subject, while alumni respondents' top takeaway from their WKU experience was a memorable experience with friends and community.

Student priorities while at WKU ∨ Alumni takeaways from their WKU experience

Current Students

Alumni
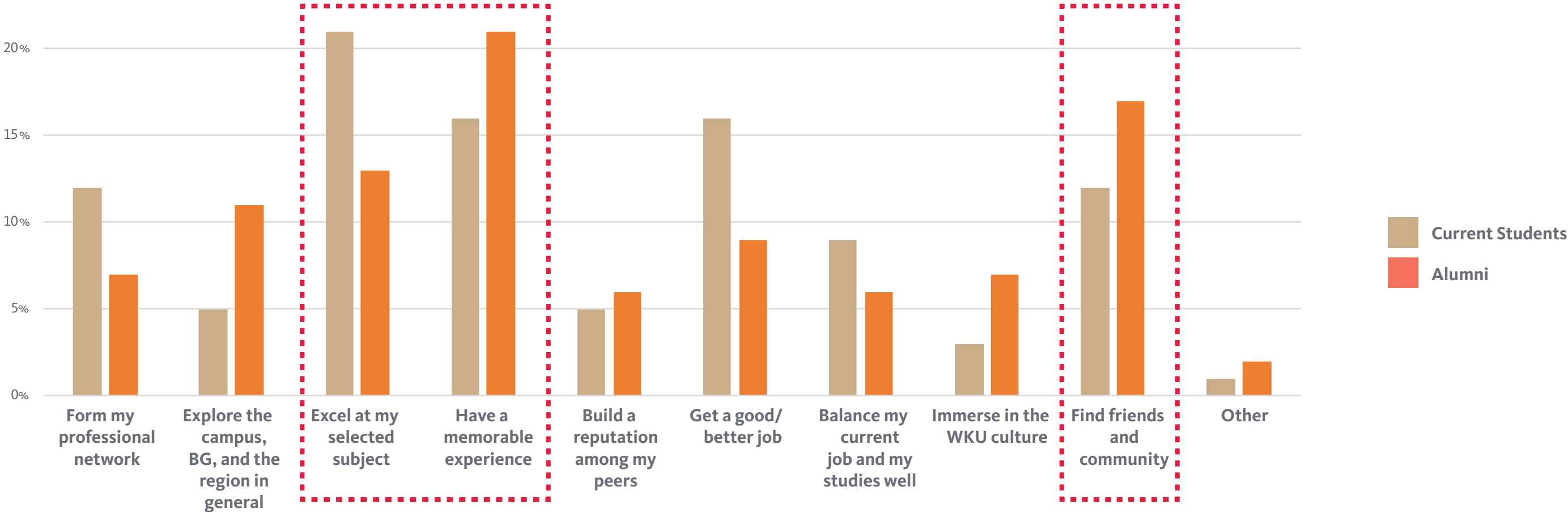
Campus Master Plan Survey Respondents' Summary

We asked faculty and staff about their top priorities at WKU...

Faculty and staff have a shared top priority in their WKU role: to see students thrive.
Helping students find themselves, their skill, and their voice was another shared goal.

Faculty priorities in their WKU role