



NORTHERN MICHIGAN UNIVERSITY

MARQUETTE, MICHIGAN

**STRATEGIC PLANNING AND BUDGET ADVISORY COMMITTEE MEETING
CAMPUS MASTER PLAN UPDATE**

SEPTEMBER 13, 2018

AGENDA



- 01 **Introduction**
- 02 **Overview of Process**
- 03 **Academic Interviews Update**
- 04 **2008 Plan Accomplishments**
- 05 **Board of Trustees Summary**
- 06 **Committee Discussion**
- 07 **Next Steps**



01. INTRODUCTION



02. PROCESS & SCHEDULE

FIVE PHASES.

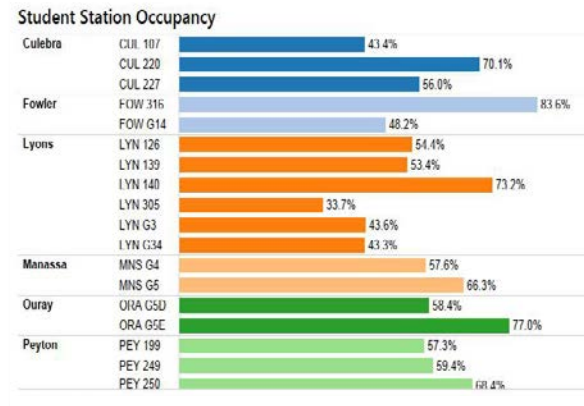
Discovery & Goal-Setting

Space & Campus Analysis

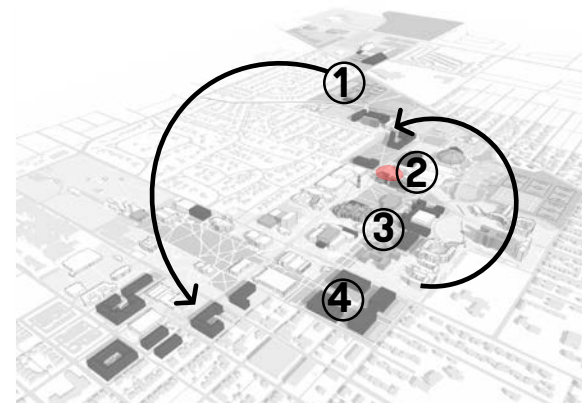
Strategic Planning Concepts

Refinement

Document



School of Computing & Engr 20,845 Robert H. Flarsheim Hall	Computer Science & Electrical Engineering 18,480 Robert H. Flarsheim Hall	Civil & Mechanical Engineering 12,722 Robert H. Flarsheim Hall
Physics 18,789 Robert H. Flarsheim Hall	Chemistry 13,680 Robert H. Flarsheim Hall	Registration & Records 6,324 Robert H. Flarsheim
	Geosciences 12,871 Robert H. Flarsheim Hall	



Listen. Guide.

Question.

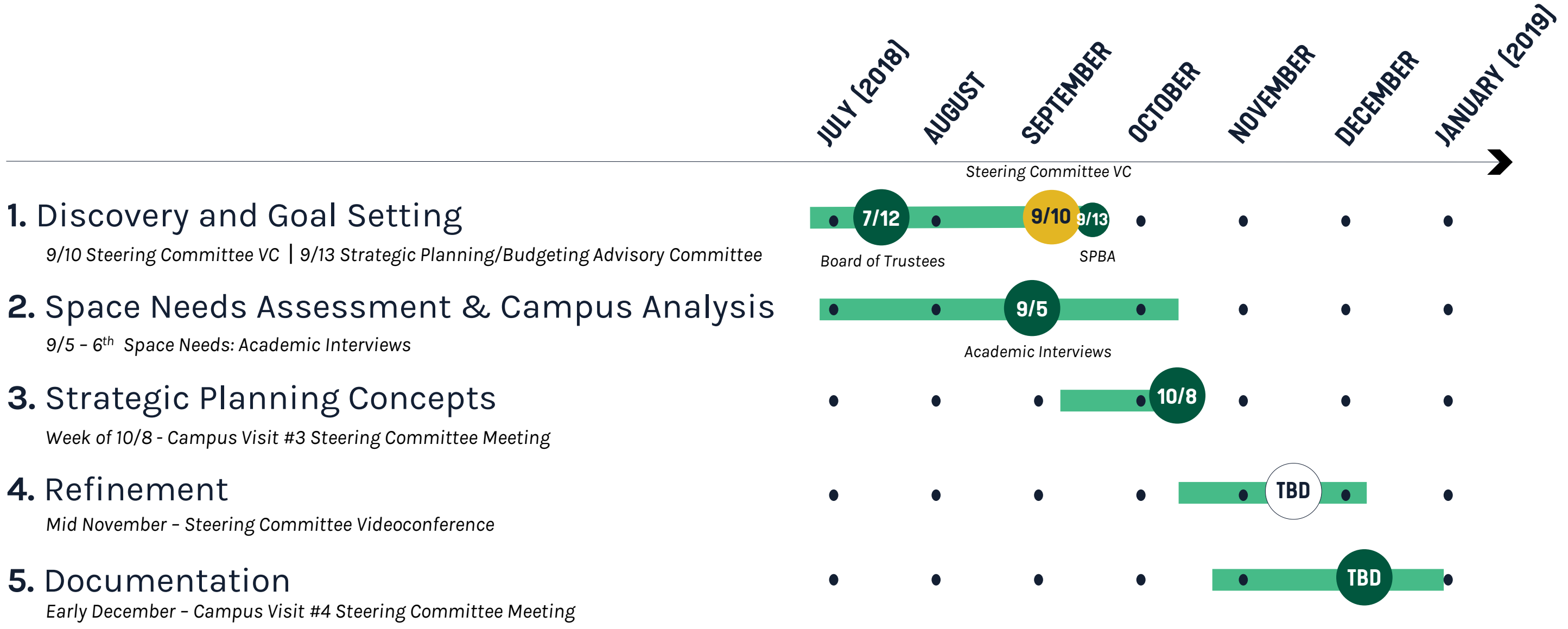
Imagine. Test.

Refine. Clarify.

Finalize. Publicize.

FOUR VISITS. SIX MONTHS.

MASTER PLAN SCHEDULE



● = Current Status
 ● = Campus Visit
 ○ = Videoconference



03. ACADEMIC INTERVIEW UPDATE

ACADEMIC INTERVIEWS SUMMARY

- **Overall, no dramatic changes in academic offerings are anticipated**
 - Incremental enrollment changes expected. Growth in online graduate programs.
- **There is tremendous pressure on the science complex with potential short-term and long term impacts**
 - short term may need relocation of some programs to allow for sciences
 - Long term may involve new construction for sciences, nursing, health sciences
- **The College of Business needs to be relocated**
 - college offices are too far from the academic core, identity is scattered across campus
 - Need more collaboration opportunities with relocation
- **Opportunities to relocate or consolidate some groups**
 - To enhance collaboration or improve space efficiencies
 - Current location of most academic departments is appropriate
 - Possible opportunity to compress programs in Jamrich and improve utilization in Whitman
- **There is a need for student hang-out and informal learning space**
 - This type of space is especially needed in older buildings and for commuter students
- **There's a future space need for expansion of student support programs in Hedgecock**
 - Student services need more consolidation on campus, students need convenience
- **Back-of-House functions should be relocated to Cohodas** free up space on the academic mall
- **Modest opportunities to build on recent improvements to classroom scheduling and utilization**
- **Relocate programs in Greis Hall and remove building**
 - Will visually connect the Academic Mall to the renovated University Center.



04.
**2008 MASTER PLAN
ACCOMPLISHMENTS**

ACCOMPLISHMENTS SINCE 2008

2008 CAMPUS MASTER PLAN

1. Strengthen the Academic Core
2. Increase space at University Ctr
3. Enhance Residential Campus
4. Explore Public Private Partnerships
5. Eliminate Unnecessary Facilities
6. Improve the Pedestrian Environment
7. Develop Competitive Sports Fields
8. Enhance Berry Front Door
9. Improve Parking and Traffic
10. Re-purpose Underutilized Facilities
11. Invest in Sustainability





05. BOARD DIRECTION

BOARD OF TRUSTEES SUMMARY

PLANNING PRINCIPLES. ENROLLMENT TRAJECTORY

Master Plan Principles Reflects Strategic Plan Outcomes:

- Enhance Prestige and Distinction
- Establish New and Responsive Approaches
- Expand Partnerships
- Grow and Manage Enrollment

Enrollment Trajectory:

- Fall 2028 on-campus headcount: 8,500-9,000 students
- Fall 2028 off-campus, online headcount: 2,000 students

Growth Opportunities:

- STEM (biology and chemistry)
- Medicinal plant chemistry
- Forensic Anthropology
- Clinical Sciences
- Construction Management

BOARD OF TRUSTEES SUMMARY

PLANNING OPPORTUNITIES AND CONSIDERATIONS

Planning Opportunities:

- LRC renovation
- Move Business out of Cohodas Hall
- Need additional teaching lab space, faculty office space
- Create Recreation Destination District with City, YMCA
- Possible Performing Arts Facility with 1,000 seats
- Possible Jacobetti relocation

Planning Opportunities:

- Underutilized/vacant space in Lee, West, Spalding, Spooner, Gries, and Cohodas Halls
- Need for faculty research space
- Link liberal arts and career technical training
- Consolidate student services
- Bring campus together, get parking out of academic core



BOARD OF TRUSTEES SUMMARY

SUCCESS METRICS

The Master Plan will be successful if:

- It enhances prestige and distinction
- Puts an NMU degree on the map
- Facilities depict a world-class institution
- Showcases vitality and community environment
- It is welcoming to diversity
- Expresses Native American heritage and “Sisu”
- Serves the U.P. and is an extension of our geography
- Facilities support collaboration and cross disciplines
- Academic core is consolidated, less land area
- Is pedestrian-centric
- Enhances student life
- Creates a sustainable enrollment
- Addresses future mobility and parking
- Reflects commitment to innovation and flexibility



CAMPUS IMPRESSIONS

BOARD OF TRUSTEES SUMMARY

● Preserve

- Areas of campus you like and should be preserved

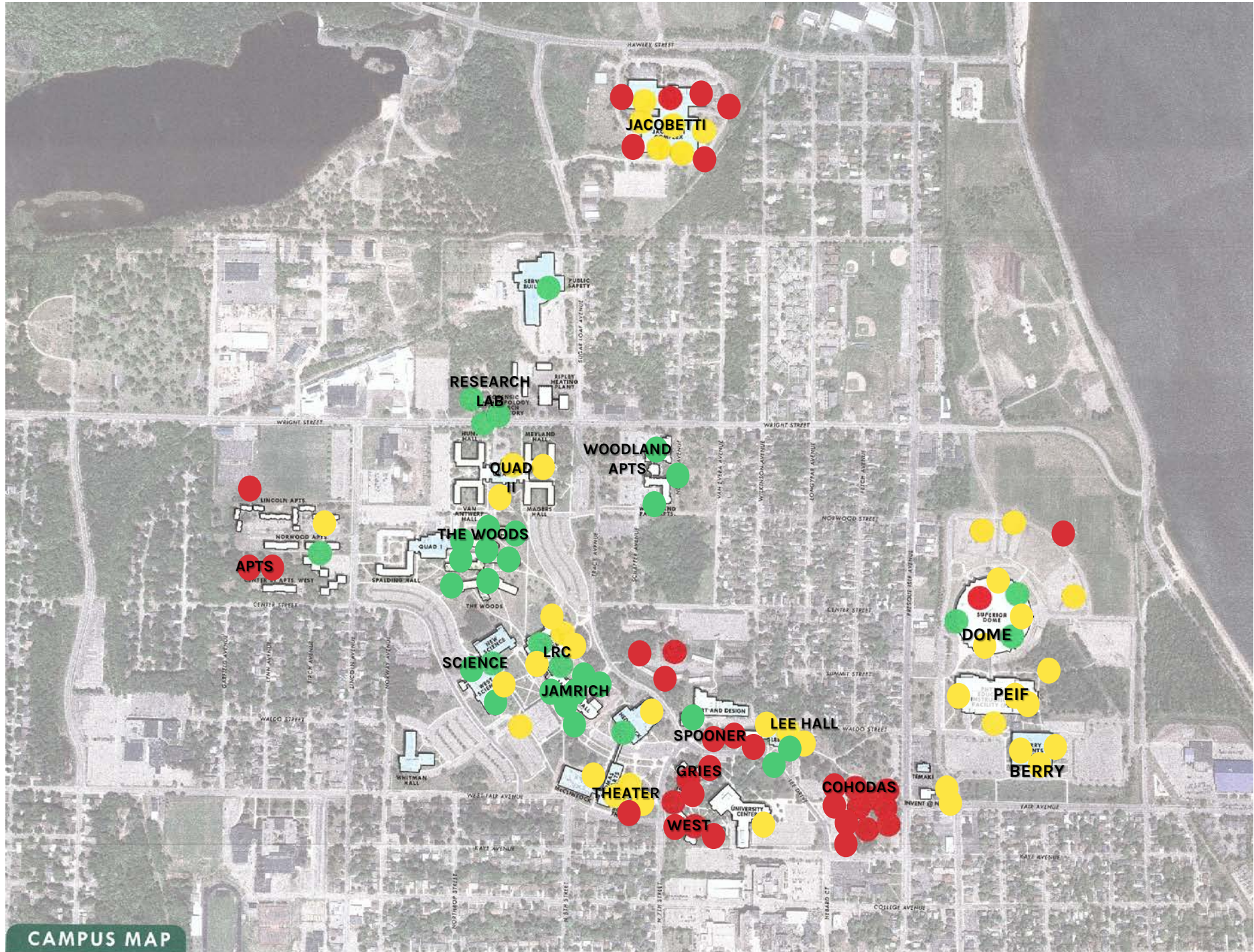
● Enhance

- Areas that are good but could use improvement

● Transform

- Areas of campus that need to be reconsidered, redeveloped

- Recent construction (e.g. Jamrich Hall, the Woods) viewed positively
- Need to demolish West, Gries and Spooner Halls
- Need to re-think Cohodas Hall
- Need to re-think/transform Jacobetti
- Library, CAP, science labs and athletic facilities need investment



LEARNING ENVIRONMENTS

PREPARING FOR THE FUTURE



CLASSROOM LEARNING

- Flexibility is a Baseline
- Team & Peer to Peer Learning
- Active Learning Outperforms Traditional 'Focus Wall' Learning

EXPERIENTIAL LEARNING

- Watch One
- Do One
- Teach One
- Early Research

SUPPORTIVE TECHNOLOGY

- Interactive
- Flexible Modules
- Rapidly Changing
- Future in Immersive Tech

ACADEMIC WORKPLACE

- Next Gen Students are Next Gen Faculty
- Layered - Mix of Spaces
- "Third Places" – Space for Adjuncts
- Meet Students Where They Are

LEARNING ECOSYSTEM

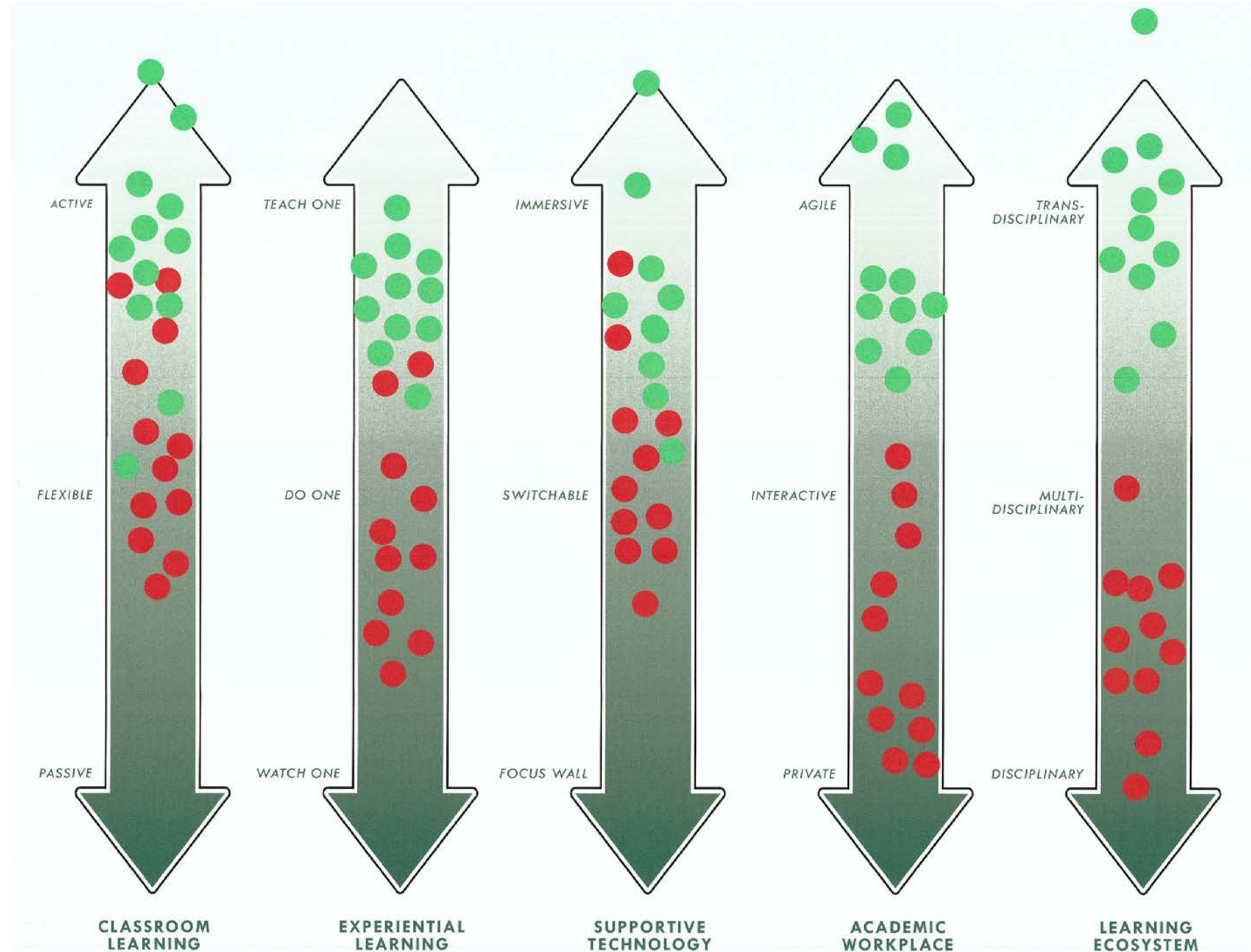
- Transdisciplinary Learning
- Learning Communities
- Persistence Framework
- Student Success

LEARNING ENVIRONMENTS

BOARD OF TRUSTEES FEEDBACK

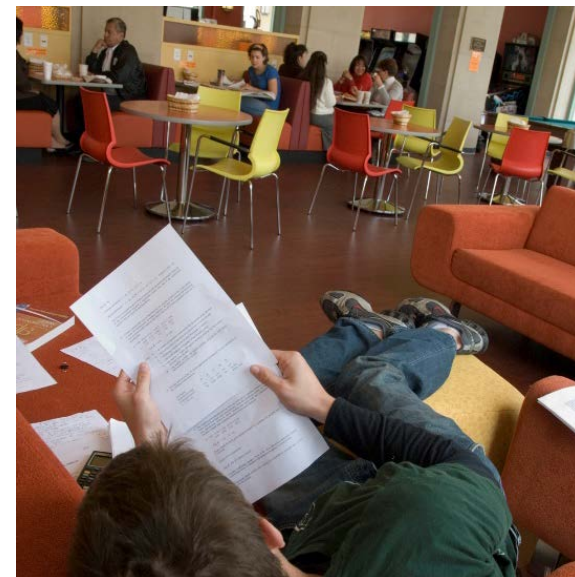
- Current State at NMU
- Future / Desired State at NMU

- Continue moving toward more active learning classrooms
- Create and improve experiential learning spaces
- Integrated and seamless classroom technology
- Move toward more interactive and agile models for academic workplaces
- Create facilities that encourage transdisciplinary teaching and learning



CAMPUS LIFE TRENDS

FOCUSED ON THE CHANGING STUDENT EXPERIENCE



STUDENT BODY

- Increasing diversity
- Socio-economic
- First generation college
- Multi-age/returning students
- Multi-racial
- International

HOUSING & DINING

- Range of housing types
- Range of food offerings
- Affordability
- Blended amenities
- Sense of neighborhood

ATHLETICS & RECREATION

- Geared toward Gen Z
- Health & Wellness Focus
- Technology
- The Arts
- Sports and Recreation

STUDY AND SOCIALIZING

- Role of Student Unions
- Library as Learning Commons
- Student Retention and Success
- Access and Convenience
- Cultural Identity and 'Home Base'

SUSTAINABLE

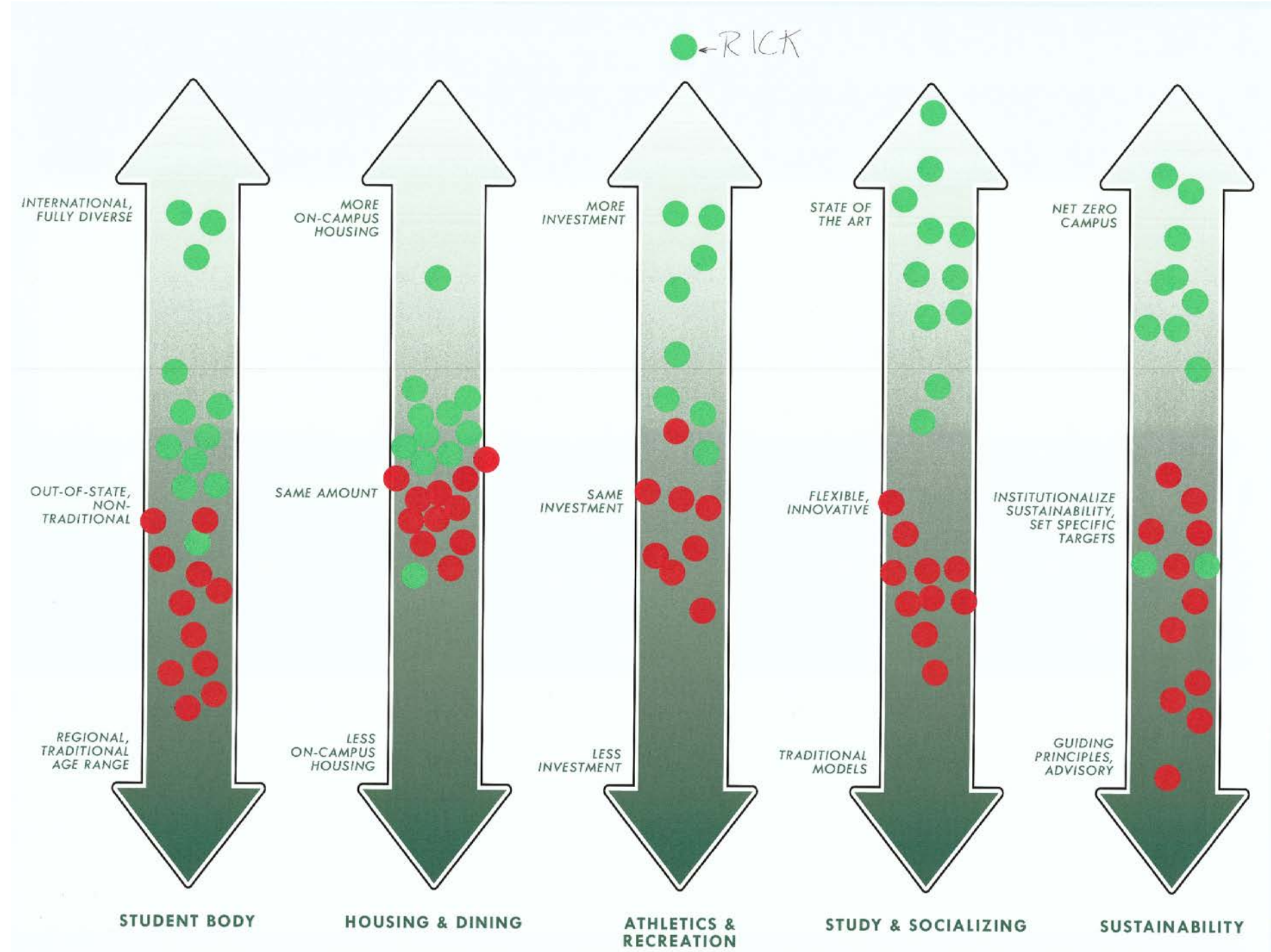
- Economic
- Social
- Environmental
- Purpose Driven

CAMPUS LIFE

BOARD OF TRUSTEES FEEDBACK

- Current State at NMU
- Future / Desired State at NMU

- Become more diverse, recruit outside of region
- Maintain same supply of housing, dining
- Increase investment in athletics and recreation through creative partnerships
- Create more state of the art study and social spaces on campus
- Move toward increased sustainability, aspirational goal as net zero campus





06.
COMMITTEE DISCUSSION

STEERING COMMITTEE SURVEY

PHYSICAL PLANNING TOPICS

1. Academic and Administrative Space
2. Athletic and Recreation Space
3. Residential Space
4. Campus Life
5. Parking and Vehicular Circulation
6. Pedestrian / Non-Motorized Travel
7. Land Use and Natural Environment
8. Sustainability
9. Partnerships
10. Other Topics





THE MASTER PLAN WILL BE SUCCESSFUL IF...



07.
NEXT STEPS

NEXT STEPS.

MASTER PLAN SCHEDULE

- Committee Survey due Sept. 18th
- Ongoing Space Needs and Analysis
- Campus Visit Week of October 8th

1. Discovery and Goal Setting

9/10 Steering Committee VC | 9/13 Strategic Planning/Budgeting Advisory Committee

2. Space Needs Assessment & Campus Analysis

9/5 - 6th Space Needs: Academic Interviews

3. Strategic Planning Concepts

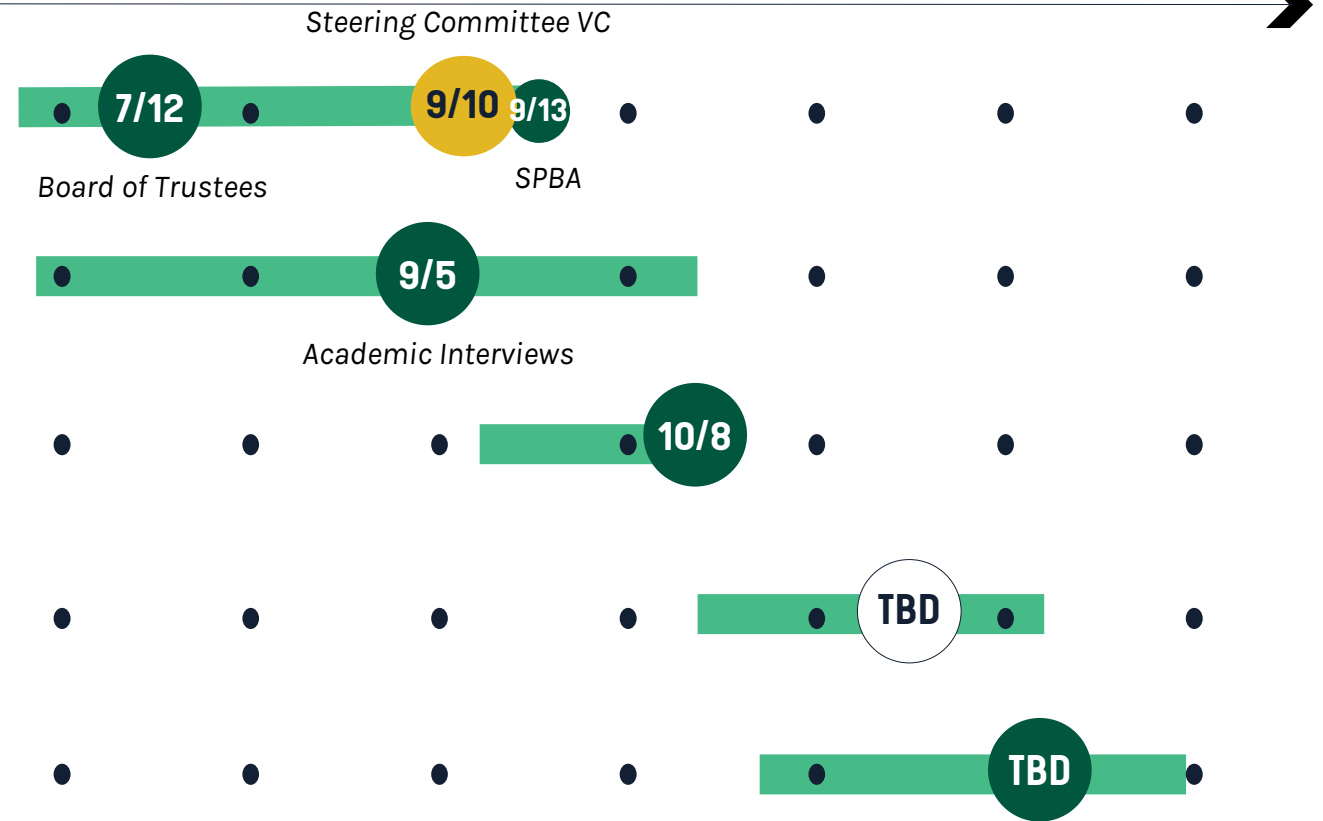
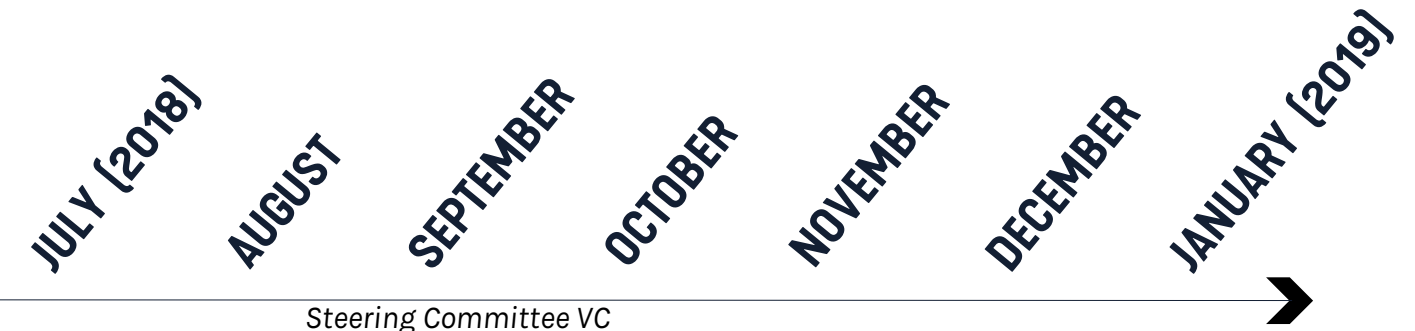
Week of 10/8 - Campus Visit #3 Steering Committee Meeting

4. Refinement

Mid November - Steering Committee Videoconference

5. Documentation

Early December - Campus Visit #4 Steering Committee Meeting



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