

## Strategies Worksheet

### Goal 5 – Strategy 4: Develop and Implement a Comprehensive Facilities Plan

#### A. Introduction and Background

The appearance of a campus is often the first impression upon prospective students, families and visitors. Whether online or on campus, a good first impression aids successful recruiting efforts and enhances the university's perceptual image. A seminal study conducted in 2006 (Cain & Reynolds) and heavily relied upon for facilities data, reveals 67% of college students' first impressions of the overall quality of campus facilities is essential to their decision to attend the university. Facilities are important to achieving the ECU Vision: "We aspire to be First Choice for who we are".

Maintaining high quality facilities provides students and employees a comfortable, safe and functional environment necessary for promoting excellence and for achieving sustainability. Up to 76% of students indicate that the maintenance and condition of a campus' facilities to be important in their choice of university to attend (Cain & Reynolds, 2006). One historic strength of ECU has been its beautiful campus, which is now being threatened by an aging infrastructure. There are existing and future programs in need of new and/or re-purposed space to foster growth, vitality and success. Program facilities on campus, including academics, athletics and student services, are all impacted to various degrees and have facility-related needs and concerns, varying in size, scope and nature.

The strategic planning process encourages the use of existing knowledge and resources to prepare for addressing facility needs. By relying on data and information available to comprehensively assess East Central University's facilities, we can generate a strategic plan for addressing these needs. Furthermore, this process can position the university to appeal for funding, identify partnerships that may be leveraged, and open avenues to additional resources. East Central University completed a Campus Master Plan in 2015. This existing document provides opportune and timely guidance for developing a Comprehensive Facility Plan for implementation during Strategic Plan 2019-2024. A Comprehensive Facility Plan addresses current concerns on campus, looks toward future needs, and also directs the university in how best to implement and manage campus facility needs by helping to ask and answer some of the following questions:

1. University Buildings and Structures
  - Capital Projects – What new facilities does ECU need?
  - Renovated Facilities – What existing facilities does ECU need to renovate?
  - Re-Purposed Facilities – What existing facilities could meet alternative needs and in what ways?
  - Deferred Maintenance Projects – Which facilities have immediate, emergent concerns to address?
2. University Landscaping and Grounds
  - Formal plans – What is the most efficient work plan for landscaping and grounds?
  - Dedicated resources – Are the funding levels adequate to meet the expectations?
  - Monitoring campus environmental impact – Are we incorporating sustainable designs, materials and methods into landscaping and grounds projects?
  - Monitoring campus footprint – What is the direction for campus expansion (or retraction) and how does that impact the campus?
3. Facility Considerations in Planning
  - Safety – Are there safety concerns on campus?
  - Accessibility – Are there accessibility issues on campus?
  - Information Technology Integration – What are the current and future IT needs on campus?
  - Prioritization of Energy Conservation and Sustainability –How can ECU lead the way?

#### B. Contribution to Other Goals

This strategy will contribute to the following other goals:

Goal 1: Achieve academic excellence through innovative programming, outstanding faculty, continual assessment, a flexible learning environment and community engagement.

Goal 2: Maintain strong undergraduate and graduate enrollment and high retention, graduation, and job placement rates.

Goal 3: Create and nurture an inclusive, dynamic, and engaging experience for all stakeholders.

Goal 4: Create a culture of effective communication

### C. Specific Actions, Elements, Steps and Timelines

#### Steps to Implementing a Comprehensive Infrastructure Plan

1. ECU will implement the recommendations of Campus Master Plan 2015
2. ECU will create a timeline for Phase I of Campus Master Plan 2015
3. ECU will plan to build one new facility every X years
4. ECU will plan to renovate one existing facility every X years
5. ECU will identify one existing facility for re-purposing every X years
6. ECU Construction projects will be cyclic, meaning that when one facility is being brought online, another facility is under construction, while a future facility is being planned for the main areas of:
  - Academic Space
  - Student Activities / Recreation / Athletics Space
  - Residence Life Space
7. ECU will implement an increased focus on university landscaping and grounds
8. ECU will rely on Campus Master Plan 2015 to monitor the campus' footprint for growth and expansion
9. ECU will dedicate adequate resources to maintain and enhance the landscape and grounds of the ECU campus
10. ECU will consider automated processes for implementations (sprinkler systems, etc)
11. ECU will create and enhance attractive spaces on campus
12. ECU will conduct a comprehensive campus review of all ECU facilities and establish which existing facilities and spaces are in prioritized need of addressing safety concerns
13. ECU will conduct a comprehensive campus review of all ECU facilities and establish which existing facilities and spaces are in prioritized need of addressing accessibility concerns
14. ECU will consider compliance to rules and regulations established by external constituents and governing bodies while planning for facility projects (i.e. A.D.A, Title IX, HLC, NCAA, Program Accreditations, etc)
15. ECU will determine existing IT service and plan for future IT service needs in all existing facilities, as well as planned IT integration into all future facilities
16. ECU will develop and implement an Energy Conservation and Sustainability plan for the ECU campus by identifying best practices for application to ECU campus operations
  - Reduce utility costs and increase energy efficiency
  - Incorporate Environmental Science academic program
  - Become a "leader" within this area and contribute to the existing body of science and knowledge

### D. Potential Models

Henderson State University

<http://www.hsu.edu/StrategicPlan/priority4.html>

Eastern Kentucky University

<https://strategicplanning.eku.edu/strategic-goal-5-campus-revitalization>

University of Illinois Springfield

<https://www.uis.edu/strategicplan/plan/sectiontwo/goals/goal6/>

"The Impact of Facilities on Recruitment and Retention of Students" – Cain & Reynolds (2006)

[https://www.appa.org/files/FMArticles/fm030406\\_f7\\_impact.pdf](https://www.appa.org/files/FMArticles/fm030406_f7_impact.pdf)

