

Campus Master Plan Task Force Briefing

12/15/14 8:00am – 9:30am

Attendance:

Phil
Kamyar
Parker
Mike Z.
Dave
Lisa
Gowri
Mike K.
Eric
Brian
Kelly
John S.
Jon W.
Brooke
Catherine

Master Plan Process

UNI needs to rethink the way campus does business. Where does the campus want to go, and where does it want to end up in 20 years?

- The last Master Plan was in 1983.

What are the strengths and opportunities of the campus? There is a lot of alignment between the two.

Enrollment Projections

UNI needs to rethink it-be competitive! It may take until June to find a plan. We want to get back to a 14,000 student enrolment count.

Task Force Process

Just kicking off! Capital Planning is the last thing in the master plan, but also the first. Capital planning will be taking place in August, since it is a 6-8 month process.

The committees are currently organizing the task force process. For January, we are focusing on gathering information and discuss where we want it to go.

February 10th, 2015 is the All-Task Force meeting in the Slife Ballroom from 11:00am – 1:00pm. There will be presentations from each task force and lunch.

Between February and March, all of the task forces will write up Master Plan material and collaborate for our ending meeting in April.

Systems v. Analytical Thinking

Systems thinking is good for making organizational change. Analytical thinking is good for improving a department or organization. The committee wants to think with systems thinking rather than analytical. Where will the campus as a whole be in 20 years?

Demographic Changes

There is increasing cultural diversity in the Midwest, especially Iowa. The highest increases it sees are in Hispanics and Asians. How can UNI accommodate this?

High School Graduates

The graduation rate peaked in 2010, then dropped. As of this year, UNI is still in the dropped graduation rate area. Looking towards the future, it'll recover again in 2025 (within the realm of the campus 20 year plan), but will again drop most likely due to recession. Over time, there'll be a lot of ups and downs, but in the overall scheme the rate is pretty flat.

Iowa itself has a flat rate in graduates, unlike Michigan where it is unstable and declining rapidly.

Homeschoolers and private school graduation rates are stable, and public school has a little bit of change.

Enrollment

UNI's goal is to get enrollment numbers at 14,000 students. UNI has declined since 2002 which was the last time UNI had 14,000 students enrolled. There is a relationship between HS graduates and UNI population. The estimated enrollment numbers show the graduates from HS to UNI approximately increase .5% per year which will get UNI to it's goal in 2025. Matt Kroeger is the new AVP for Enrollment Management and he is developing strategies for how to grow the enrollment. This will generate the likely scenarios for enrollment trends and will be ready in June.

Space Needs

UNI has 3 million square feet, and of which 64% is academic space. UNI's gross square feet equals 5.2 million. Of this, 8% is classroom space, 25% is office space which takes up the largest allocation of space. Each student has 186 sq. ft. of space. 90-95% of campuses fall between 140-150 assignable sq. ft., and UNI exceeds that. The reason UNI has a high student and sq. ft. rate boils down to the UNI-Dome and the Gallagher-Bluedorn. Without these, UNI reaches to about the average rate of sq. ft. per student of most other institutions.

Classrooms

On average, UNI classrooms are used 26 hours per week at only 58% capacity. The national average wants us to be at 35 hours per week at 65% full, and UNI is a long way away from that. Sabin is doing well with the average, but ITC is not (possibly wrong sized

classes). Schindler is not being used enough as well. UNI should consider getting rid of large lecture halls to help us achieve these averages. Classrooms are mismatched, and there is a surplus of large rooms.

Overall, UNI has short student numbers some rooms and excess in others.

Lab Utilization

Labs need 18 hours of utilization on average and an occupation rate of 80%. Currently, UNI's are at 60% in biology. The communications labs are only at 6 hours at 43% capacity, unlike 24 hours at 72% capacity in geography. UNI is definitely an untapped resource for the state in terms of space.

Space Category

UNI has 145,000 assignable square feet in surplus. That boils down to a large building.

- UNI's standard is 120 ft per office.
 - o The offices at UNI are too big (approx. 150 ft).
 - o Some professors have their libraries in their offices and need more space.
 - o Some adjuncts are in 120ft offices, and do not need that much space (some are doubled up in offices, and would need that space in that instance).
 - o There are a lot of surplus offices.

The Physical Plant is in a space deficit, since a lot of the space is used for storage. Individual departments do not have enough storage, and sometimes use classrooms as storage. UNI needs more central storage, and it is cheaper to build than academic space.

Athletics also has a deficit due to the competitiveness of other universities. As well as athletics, the Office of the President, Graduate College, and Assembly and Exhibit space has a deficit. The Library space has a slight surplus. The reading/study space is in deficit and the library plans on reducing the collection by 30% to accommodate this.

Sustainability

Sustainability is "the elephant in the room". Several members spoke about what sustainability meant to them:

- Way of thinking, processing data – conceptualize problems. Also a way of life.
- Nebulous concept. You need to apply it to real life with business models. By itself, it's just a concept. Applied, it's real.
- What's Iowa doing? It's one with nature. Prioritize and implement.
- Justice. It's not operational, it's an idea. It's easier to see the opposite. Lots of evidence showing where we need to get it to be.
- Do an evaluation of where we're at today, see where we want to be creatively, then see how we can get there by cost. We need basic input data. Possibly do a waste reduction audit. What do we want it to look like?
- Is our long term strategy to be a regional university? Teach students our vision? How can we do that?
- We need to look beyond – attract more than Iowa kids.
- Iowa has holes in in educational pipeline.
 - o Lumina institute shows state by state graduation / education reports.

- Plugging holes will push us above 14,000 students.
- We can find diversity in Iowa by focusing on Iowa. Focus on our region – show competence. Rural culture v. city culture: totally different life and expectations.
- Competition v. schools – transferring difficulties – sustainability for students
- Ethnicity / race being recognized.

Details of the Finished Product

The committee is looking at vision and major milestones for the level of detail for the project. For the task force report, less is more. The finished product should be about 8-10 pages with the point being communicated clearly and completely. The committee can also communicate with each group. The Chairs of each group are meeting once a month to help facilitate this.

Goals / Actions

- Look for places that can be more efficient.
 - o Sustainability
- See how the university can be transformative through sustainability.
 - o The most productive way to tread lightly
- Improve energy
- For the meeting in January, it was suggested to see what other cities / other organizations / community leaders are doing. Maybe invite John Deere to see what they're doing in regards to sustainability? Possibly buy them lunch for presence at a round table.
- Food waste compost – could be good, but expensive.
 - o Suggested to team up with Cedar Falls or John Deere
- Think about concepts (refer to Gowri's Powerpoint).
- Possibly see about audits (1.5 months' notice).
 - o UNI has not done any comprehensive audits yet.

The committee can be leaders! The city and University can team up and improve each other. The group also should keep ideas to ourselves and the committee out of respect of everyone involved. Remember to put ideas in the shared Google Drive.

Meeting adjourned at 9:30am. Next meeting is planned for January 12, 2015 in CBB 327.