• Campus of the 21st century
• Support Strategic Plan
• Functional, well maintained, and beautiful campuses
• Environment for learning, discovery, engagement and growth

• Framework to guide strategic decisions
• Structure for placemaking
• Accommodate increases in student enrollment and research growth
• **Master Plan: Engagement**

- Interviews
- Focus Groups
- Crowdsourcing
- Virtual Surveys
- Social Media

- Live Polls
- Charrettes
- Community/Town Hall Meetings
- Interactive web presence
- Campus work sessions
Using eigenvector centrality to measure influence at Michigan State University

Using Academic Analytics to identify priority projects for the University of Florida
**Master Planning Process**

**Phase I**
- Campus Programming

**Phase II**
- Campus Planning

| JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 2020|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 2021|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
Master Planning Process

Phase I
- The programming phase is first with a duration of 9 months. During this phase George Mason and DumontJanks will collect data and interview key constituents to gather information for analysis.
- This data collection and analysis effort can be done concurrently with Presidential transition and hiring of new Provost.
- Once full senior leadership team is on board, Phase 1 summary can be shared as current state of affairs along with recommendations for addressing our future.
- Senior leadership can then provide direction regarding path forward.

Phase II
- A campus assessment with full-blown master planning for each of our three (3) campuses.
- Information gathered during phase 1 will be paired with direction from senior leadership to guide development of options for each of our campuses.
- Goal at the end of Phase II is to have a single master plan for each campus which also includes a framework for decision-making that ensures the orderly development of our campuses.

Where we are
- Begun interviewing a wide range of key stakeholders including senior leadership from each academic unit and units that support faculty staff and students
- Collected large amounts of data and information from units across campus
- Toured each of the 3 primary campuses
- Engaged a number of external constituents