



## **CAMPUS CONVERSATION:**

### **2022 10-YEAR CAMPUS DEVELOPMENT PLAN:**

*A Framework for the Future*

Oct. 12, 2021

# WHAT WE WILL REVIEW TODAY

- / How today will work

- / Stay informed

## / *Rob Alsop*

- / Overview
- / Building on Our Strengths

## / *Erin Newmeyer*

- / Planning Process
- / Our Campus

## / *Ted Svehlik*

- / Goals and Guiding Principles

# OVERVIEW



- / West Virginia University has developed several master plans during its 155 years of existence.
- / The **WVU 10-Year Campus Development Plan: A Framework for the Future** builds upon these efforts and provides the vision and a framework for the continued development of the University's campuses to align with and support our key goals in education, health and prosperity as we seek to enhance teaching, research and service activities in ways that will grow enrollment and support the continued financial health of the institution.

**Note:** WVU is required by the State of West Virginia to adopt a campus development plan once every ten years.

# OVERVIEW



- ✓ The **WVU 10-Year Campus Development Plan** is an opportunity to organize and prioritize the overall direction of the University relating to the best uses and continued development of our land, facilities and infrastructure. It is also an opportunity for WVU to:
  - ✓ Reflect on our history, heritage and progress made.
  - ✓ Assess the condition of our campuses, facilities and infrastructure.
  - ✓ Develop a course of action to support the mission of the institution.
- ✓ At its most basic level, the plan is a framework for the future stewardship of our campus environment, and it is designed to reflect the overall direction of the University.

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# **BUILDING ON OUR STRENGTHS**

# THE WVU SYSTEM

- ✓ The **WVU System** is a family of distinctive campuses united by a single mission. From the groundbreaking research of our flagship in Morgantown (ranked **R1**, the highest research category institution) to the student-centered focus of **WVU Potomac State College** in Keyser to the technology-intensive programs at **WVU Institute of Technology** in Beckley — we are leveraging our talents and resources to create a better future for West Virginia and the world.
- ✓ The **WVU System** also includes **Health Sciences** campuses in Charleston and Martinsburg as well as seven farms and five forests throughout the state and **WVU Jackson's Mill State 4-H Camp**.
- ✓ The **WVU System** includes **518** buildings on **15,880 acres**. The Morgantown campus has **245** buildings (**11** on the **National Register of Historic Places**) on **1,892** acres.
- ✓ WVU has **2,153** full-time faculty members and **620** part-time faculty. The University also has **131** full-time extension faculty members, **one** part-time extension faculty member and **3,080** full-time staff employees with an additional **124** part-time staff.



# A RESEARCH UNIVERSITY WITH PURPOSE



- WVU's commitment to advancing research is reflected in its **Carnegie Basic Classification**, which underscores the University's position as the only **R1** doctoral institution in West Virginia. This profile demonstrates WVU's evolution from a regional undergraduate teaching institution to a research university.
- In **2016**, faculty conducted **\$140 million** in sponsored contracts and research grants. In the fiscal year ending in **2020**, that number had grown to **\$195 million** — a new record of research funding.
- WVU's two largest additional locations — **WVU Keyser** and **WVU Beckley** — are key to fulfilling the institution's land-grant mission of service to the state.

# WVU KEYSER AND WVU BECKLEY CAMPUSES



- ✓ **WVU Keyser**, which has an open admission policy for West Virginia residents, offers numerous associates degrees that allow students to change campuses and complete a baccalaureate degree in Morgantown or to enter the workforce upon completion.
- ✓ **WVU Beckley's** vision is to become a STEM and career-oriented teaching institution that supports building economically viable industries in a state where traditional extractive industry activity is waning. **WVU Beckley's** engineering programs are ranked among the top 100 undergraduate engineering programs by **U.S. News & World Report**, among other rankings.



# STEPS FORWARD

- ✓ At the time of WVU's last strategic master plan in **2012**, the University was working under the vision statement of the **WVU 2020 Strategic Plan for the Future**.
- ✓ A key goal of this plan was to achieve the **R1: Doctoral Universities – highest research activity** status within the **Carnegie Classification of Institutions of Higher Education**.
- ✓ When WVU achieved this status in **February 2016**, the University launched a year-long process to develop a strategic vision consisting of a mission, vision and values statement to reflect the culture of the institution.
- ✓ In **2017**, WVU adopted its current mission, vision and values.

# WHAT DRIVES US

## MISSION

As a land-grant institution, the faculty, staff and students at West Virginia University commit to creating a diverse and inclusive culture that advances education, healthcare and prosperity for all by providing access and opportunity; by advancing high-impact research; and by leading transformation in West Virginia and the world through local, state and global engagement.

## VISION

As One West Virginia University, we are purposeful in our studies and our work so that we can partner with our communities — both near and far — to bring needed and valued solutions to real-life problems within the pillars of education, healthcare and prosperity.

# OUR CORE VALUES



## **/ SERVICE**

We seek opportunities to serve others and are committed to providing the highest quality of service.



## **/ CURIOSITY**

We ask questions, seek new opportunities and change through innovation.



## **/ RESPECT**

We are respectful, transparent and inclusive with each other.



## **/ ACCOUNTABILITY**

We perform at our very best every day to create a University that is responsive, efficient and effective.



## **/ APPRECIATION**

We support and value each other's contributions as we build a community that is One WWU.

# **PLANNING PROCESS**

# OVERVIEW

- ✓ Initiation of project by advising the **Board of Governors**.
- ✓ Investigation of facts underlying the assessment of campus needs and the development of priorities.
- ✓ Campus collaboration on the plan's goals and guiding principles.
- ✓ Identification of priorities based on the plan's goals and guiding principles.
- ✓ Campus collaboration of priorities based on the plan's goals and guiding principles.
- ✓ Development of framework priorities based on the plan's goals and guiding principles.
- ✓ Submission of **WVU 10-Year Campus Development Plan** to the **Board of Governors**.

# TIMELINE



## / SEPTEMBER / EARLY OCTOBER

Collection of draft content for plan sections

## / MID-OCTOBER

Hold first **Campus Conversation** discussing the **WVU 10-Year Campus Development Plan** process and schedule

## / OCTOBER 29

Present **WVU 10-Year Campus Development Plan** goals and guiding principles to **Board of Governors** for approval

## / NOVEMBER / DECEMBER

Finalize, discuss and present plan to **University Planning Committee** and other internal groups

## / EARLY 2022

Hold second **Campus Conversation** discussing the **WVU 10-Year Campus Development Plan** draft

## / EARLY SPRING

Present final **WVU 10-Year Campus Development Plan** to **Board of Governors**



# WVU 10-YEAR CAMPUS DEVELOPMENT PLAN

- ✓ The **WVU 10-Year Campus Development Plan** will remain committed to WVU's mission, vision and values.
- ✓ Building on our mission, vision and values statements, the University's facilities and infrastructure help define who we are as an institution with an interconnected set of campuses across West Virginia.

# WHAT IS OUR CAMPUS?

## PLACE OF LEARNING

- Our classrooms, libraries, study facilities and other areas provide modern spaces for learning.
- Our **Athletics** facilities, student life facilities, grounds, housing facilities and related areas provide spaces for learning outside of the classroom.



## HOME

- Our campus is a home where **4,500** resident students live, dine, learn and recreate.
- Our campus is a place where faculty and staff spend a significant portion of their week.



# WHAT IS OUR CAMPUS?

## SPACE FOR CONNECTIONS

- Our campus is a place that students, faculty and staff from all over the state of West Virginia, the region, the country and the world come together.
- We are multiple campuses with a common central purpose.
- We are a physical place of intersection between our students and employees.
- We are a physical and virtual intersection of research and innovation throughout the state.
- We are a space where people outside of the University come to learn, compete and recreate through conferences, athletics competitions, summer camps and more.





# WHAT IS OUR CAMPUS?

## PART OF OUR COMMUNITY

- Our campus impacts and is interconnected with the communities around us and is affected by our city, county and state. We exist together, not independently.
- Our greenspaces matter to us and are shared and enjoyed by both Mountaineers and the communities around us.
- Our resources enrich our community — libraries, observatories and other spaces drive our land-grant mission.



# WHAT IS OUR CAMPUS?

## OLD GOLD AND NEW BLUE

- Our campus is both historic and modern. It is the result of evolving campus needs and changes in architecture. We value what is both old and new about our campus.
- Our physical campus continues to grow and change flexibly to meet the needs of our campus community.

## PLACE OF INNOVATION

- Our campus houses places for innovation, business growth, research and more. It is a place where people try new things and look to the future.
- Our physical campus is increasingly coupled with an online and virtual community as well.



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# **GOALS AND GUIDING PRINCIPLES**



# GUIDING PRINCIPLES

- 1** Align with WVU's mission, vision and values to support growth in enrollment, research and service
- 2** Maintain a commitment to our fiduciary and financial objectives
- 3** Increase collaboration, utilization and flexibility
- 4** Nurture environmental sustainability
- 5** Promote connectivity
- 6** Strengthen campus identity
- 7** Embrace and grow diversity
- 8** Enrich interactions among our campuses and communities



# **GUIDING PRINCIPLES: DEEPER DIVE**

## **1 ALIGN WITH WVU'S PRIORITIES IN EDUCATION, HEALTH AND PROSPERITY AND SUPPORT GROWTH IN ENROLLMENT, RESEARCH AND SERVICE.**

- Support our mission of educating, conducting research and providing service to our state and region by maintaining and enhancing our physical facilities and infrastructure.
- Support academic transformation efforts in ways that will enhance enrollment opportunities.

# GUIDING PRINCIPLES: DEEPER DIVE

## 2 MAINTAIN A COMMITMENT TO OUR FIDUCIARY AND FINANCIAL OBJECTIVES

- Invest strategically across our campus to ensure economic sustainability, including reducing physical deferred maintenance profile, improving facilities and IT refresh cycles and managing and reducing debt effectively.
- Ensure WVU undertakes appropriate deferred maintenance and related investment in the University's core buildings and infrastructure while adapting buildings to address the changing patterns of research and teaching.
- Make data-informed decisions regarding infrastructure and facilities.
- Propose projects that are realistic and financially viable over the timeframe of the plan.
- Develop a set of scalable, flexible priorities that may be adjusted over time.
- Invest in existing and new facilities with the greatest adaptive potential (renew, re-use, re-purpose, replace) focusing on core assets and reducing underutilized assets that are not at the core of our campus.

# GUIDING PRINCIPLES: DEEPER DIVE

## 3 INCREASE COLLABORATION, UTILIZATION AND FLEXIBILITY

- Encourage and provide flexible, innovative and interdisciplinary learning spaces that promote modern teaching and learning approaches and a variety of scales and functions that holistically support academic endeavors as well as student and community life.
- Where practical, shorten distances among areas of learning, housing, dining, study, social life and others allowing for greater convenience and space flexibility.
- Support the use of existing and new spaces for informal gathering, social activity and interactive studying.
- Enhance student housing to increase utilization and provide flexible spaces where students can interact, study, learn, recreate and live.
- Where practical, enhance work-from-home opportunities for faculty and staff.
- Support academic, teaching and research partnerships with key governmental agencies and allied industry partners.

# GUIDING PRINCIPLES: DEEPER DIVE

## 4 NURTURE ENVIRONMENTAL SUSTAINABILITY

- Establish and enforce sustainability standards and goals that meet WVU's core values.
- Promote alternative transportation on campus by increasing pedestrian and bike infrastructure and reducing vehicular traffic in the campus core.
- Develop and implement comprehensive storm water management strategies to improve water quality and runoff quantity.
- Develop and implement a comprehensive utilities strategy that reduces carbon emissions on campus.
- Create energy-efficient and beautifully designed buildings ensuring their interior gathering places, classrooms and research spaces are as environmentally responsible as they are functional.
- Increase the efficiency and utilization of our existing building and infrastructure resources.
- Consider reinvestment in and renewal of existing spaces prior to new construction. Continue responsible and proactive stewardship of our campus assets through the preservation of historic, cultural and ecological resources and strategic property development.
- Grow, value and beautify green space on campus and enhance our natural resources where possible. Balance the needs of our built and natural environments.

# GUIDING PRINCIPLES: DEEPER DIVE

## 5 PROMOTE CONNECTIVITY

- Strengthen physical and programmatic connections across campus.
- Provide, enhance and expand upon safe mobility and access throughout campus.
- Make it easy and efficient to travel and move around our campuses.
- Invest in progressive transportation networks to connect campuses with each other and our communities.
- Optimize WVU's multi-modal transportation network, including the University's mass transportation (PRT and buses) and micro transportation (bikes, scooters, walking, etc.).
- Support innovation and interdisciplinary collaboration to foster intellectual exchange and social interaction.
- Improve signage and wayfinding for buildings and grounds to make the campus more navigable.



# GUIDING PRINCIPLES: DEEPER DIVE

## 6 STRENGTHEN CAMPUS IDENTITY

- Strengthen campus gateways and edges and signage to improve the visitor experience.
- Following campus standards, beautify and unify all campuses to enhance the sense of place and pride through campus.
- Ensure health, safety and wellness in our spaces through intentional decision-making that recognizes these elements in design and implementation.
- Continue to promote a culture and physical environment that is authentically WVU while enhancing spaces to support traditions and implementing programs to preserve but reinvigorate the campus.
- Invest in existing and new facilities with the greatest adaptive potential (renew, re-use, re-purpose, replace).
- Increase opportunities for and the installation of art and sculptures throughout our campus that complement our campus environment.
- Integrate administrative, academic, housing, athletic and recreational uses into a cohesive physical campus and campus experience to reinforce and support a strong sense of university community, an exceptional student experience and a clear campus identity.

# GUIDING PRINCIPLES: DEEPER DIVE

## 7 EMBRACE AND GROW DIVERSITY

- Address the academic, residential and support needs of a changing student demographic.
- Continue investments in advanced classroom technology to support diverse teaching and learning pedagogies.
- Foster a safe, vibrant and inclusive campus experience for all.
- Provide a physical environment that encourages, through its facilities, a sense of community among faculty, staff and students and a space where micro-communities can thrive.
- Maintain the health, safety and well-being of all users of University facilities.

# GUIDING PRINCIPLES: DEEPER DIVE

## 8 ENRICH INTERACTIONS BETWEEN OUR CAMPUSES AND COMMUNITIES

- ✓ Enrich and enliven interactions between campus and the community.
- ✓ Enhance spaces for community interaction.
- ✓ Identify and implement opportunities for social and economic development beyond the campus boundaries.
- ✓ Welcome visitors to campus with a sense of arrival through defined gateways at major entry points.
- ✓ Be a good neighbor by creating a transparent environment that invites collaboration by the surrounding community in our endeavors.

**QUESTIONS?**

# STAY INFORMED

- / An archived version of this Campus Conversation will be available on the **Bureaucracy Busters** website.
- / A form to provide feedback on the **WVU 10-Year Campus Development Plan** will be available on the **Bureaucracy Busters** and **Strategic Initiatives** websites.
- / Feedback also may be submitted to **campusplan@mail.wvu.edu**.
- / You may continue to submit questions to **campusconversations@mail.wvu.edu**.
- / Stay tuned for additional Campus Conversations.