Alignment of people, programs and place.
Master Plan Opportunities

- Align mission and strategic plan (Quest for Distinction)
- Reflect commitment to be one VCU
- Address challenges and leverage opportunities
- Integrate various planning studies and initiatives
- Apply best practices that support the University and Health System’s goals
- Guide decision-making
- Create a compelling long-term vision balanced with what is achievable
2017 Approach

- New Plan, not an Update
- New people, new perspective
- Create a strategic, comprehensive, collaborative, evidence based, innovative master plan with associated financial strategies
VCU Engagement

LEADING/OWNING
- Executive Sponsors
- Board of Visitors
- VP of Administration
- Strategic Plan Steering Committee
- VCU Health System
- Working Group
- VCU Facilities Management
- Deans
- Department Chairs

CONTRIBUTING/ENDORsing
- Staff Senate
- Faculty Senate
- VCU Foundation Board
- SGA
- VCU Real Estate Foundation Board
- VA Biotech Research Park
- University Council
- Staff
- Students
- Faculty
- Civic Associations
- Neighbors
- Non-Profits
- City Government
- State Government
- Governing Boards for Associated Entities

FOLLOWING/OBSERVING
- Historic Preservation
- Activists
- Monroe Park Conservancy
- Press/Media
- VA Union
- Business Partners
- Donors
- Alumni
- Property/Business Owners
- Arts Community

Communications/relationships are more time-intensive and personal.
- Committee Meetings
- Listening Sessions
- Interviews

Interviews
- Workgroups
- Focus Groups
- Town Halls
- Listening Sessions
- Tabling
- Front Porch

Micro Surveys
- Discussion Board

Social Media
- Webpage
- Press Release
- Streaming Video

Communications/relationships are more technology-centric and automated.
- Town Halls
- Front Porch

VCU AND VCU HEALTH SYSTEM MASTER PLAN ENGAGEMENT PYRAMID FEBRUARY 16, 2017
VCU Engagement - Stakeholders

Workshop 2 Meetings

- President’s Cabinet
- Health System
- Deans
- Faculty Senate
- Staff Senate (December)
- SGA (December)
- Student Affairs
- University Relations
- Development and Alumni Relations
- Real-estate
VCU Engagement

Broader Community

• Master Plan update from President Rao – press release and TelegRam

• Website updates

• Three community engagement sessions during Workshop 2
## Schedule:

<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Project Kick-Off</th>
<th>Environmental Survey</th>
<th>Themes + Issues</th>
<th>Design</th>
<th>Draft Plan</th>
<th>Final Solutions + Implementation</th>
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<tr>
<td>2017</td>
<td>SEPT</td>
<td>Kick-Off Meetings</td>
<td>Campus Tour + Interviews + Listening Sessions</td>
<td>Draft Program Themes</td>
<td>Principles + Concept Framework Plan</td>
<td>Design Workshop A</td>
<td>Draft Plan + Initial Phasing</td>
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<td>Updated Draft Plan + Phasing + Priorities</td>
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- **Working Group**: X
- **Steering Committee**: X
- **Executive Sponsor Prioritization Sub-Committee**: X
- **Executive Sponsors**: X
- **Board of Visitors**: X
- **Key Engagement**: X
Questions and Discussion

1. What are the major strengths of the existing campus?
2. What are the major weaknesses of the existing campus?
3. What are the priorities/greatest needs for your unit?
4. What physical or programmatic strategies would enhance the One VCU concept?
5. Where are the ‘front doors’ for campus?
6. What is the greatest need for the physical campus?
VCU’s campus should be cool, fun, and beautiful – should “have a beat to it”