Alignment of people, programs and place.
ONE VCU 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
ONE VCU Engagement

**LEADING/OWNING**
- Executive Sponsors
- Steering Committee
- 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
- 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**
- Committee Meetings
- Listening Sessions
- Interviews

**Micro Surveys**
- Discussion Board

**Social Media**
- Webpage
- Press Release
- Streaming Video

**Communications/relationships**
- are more technology-centric and automated.

**Committee Meetings**
- Interviews
- Workgroups
- Focus Groups
- Town Halls
- Listening Sessions
- Tabling
- Front Porch
ONE VCU Engagement

Meetings to Date
- Executive Sponsor Sub-Committee
- President’s Cabinet
- Health System
- Facilities Planning Steering Committee
- Deans
- Faculty Senate
- Athletics
- Student Affairs
- University Relations
- Development and Alumni Relations
- da Vinci Center
- Strategic Plan Co-Chairs
- Master Plan Working Group

Meetings in December & January
- Board of Visitors
- Real Estate Foundation
- City of Richmond
- Civic Associations
- Facilities Management
- Safety, Parking & Transportation
- Staff Senate
- Student Government Association
ONE VCU Engagement

Broader Community

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

• Website updates

• Three community engagement sessions during Workshop 2

https://masterplan.vcu.edu/
Input Sessions

Members of the VCU, VCU Health and local communities provided their input on the physical campus

5 locations over 3 days | Over 400 participants
Where do you study or collaborate on campus?

Top Locations
1. Cabell Library
2. University Student Commons
3. Larrick Student Center
Where is your favorite place on campus?

Favorite
1. Cabell Library
2. Cary Street Gym
3. Monroe Park
4. Larrick Student Center

Least Favorite
1. Monroe Park (due to closure)
2. Temple Building
3. 14th and Broad Street
4. Valet in front of Main Hospital
## Schedule:

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### 2017 - 2021 (Years)

#### Project Kick-Off

- **2017**: Kick-Off Meetings
- **2018**: Campus Tour + Interviews + Listening Sessions, Campus Recon + Draft Analysis Summary
- **2019**: Draft Program Themes, Principles + Concept Framework Plan
- **2020**: Design Workshop A, Design Workshop B, Design Workshop C
- **2021**: Draft Plan + Initial Phasing, Updated Draft Plan + Phasing + Priorities
- **2022**: Final Plan + Implementation, Final Plan Approval + Roll-out

### Key Engagement

- Working Group
- Facilities Planning Steering Committee
- Executive Sponsor Prioritization Sub-Committee
- Executive Sponsors
- Board of Visitors
- Key Engagement

### Final Solutions + Implementation
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?