

Master Plan Steering Committee Meeting

9-10-14

The firm that has been contracted to develop the master plan is Cooper, Robertson and Partners.

<http://www.cooperrobertson.com/>

The role of the Master Plan Steering Committee:

- To steer the process and give guidance where needed.
- To vet the planning options provided
- To approve the master plan that is recommended to the Board of Visitors

The Master Plan Working Group is a smaller group that will be gathering data from various constituencies.

A broad timeline:

- September to December 2014: Analysis and discovery
- January to May 2015: Looking at options and coming up with ideas
- June to August 2015: Preferred plan development
- September to October 2015 (late summer to early fall): Final documentation

Discussion

- The master plan is a guide for the future physical environment/framework with some detailed planning also involved.
- The plan does need to take into account the programs we have, enrollments in those programs, and how programs may grow or change in the future. The plan also needs to consider future programs.
- What type of university are we? A residential university or a commuter university? Research or liberal arts? What will we build to support where we are going? An example was given about UVA not completely utilizing the biomedical research space that has been constructed over the years. We need to maintain some degree of flexibility in space use if it is not used for its intended purpose.
- The master plan should not be considered to be only buildings. The master plan also creates and order, and open spaces around buildings and buildings around open spaces.
- The plan does need to be based on some level of strategic guidance with an eye towards 2025, then 2039 (200th anniversary). The goal is to stabilize at ~6000 undergrads eventually, with graduate programs in the single digit thousands.
- The plan needs to be a “University in total” master plan incorporating athletics, the real estate foundation, housing, other projects...
- There was some discussion about how to brand remote locations (for example Hull Springs Farm, the Martinsville campus) so that those places are immediately associated with Longwood University.
- Some questions to ask: we have a strong residential community, what IS a residential community? Is it mixed level housing? It is housing all freshmen, most sophomores? While we are housing ~70% of our students now the discussion about a residential campus shouldn't just be about housing. Many students don't live in Farmville and come to campus for classes. They need spaces to participate in the campus community between classes that isn't tied just to housing. There was a desire expressed to find a different title for “commuter” students.
- There is a strong desire to maximize the walkability of the campus so many amenities are accessible to faculty and students without having to drive somewhere. We want to create a place where people want to go, spaces that will also attract alumni back to campus and back to Farmville.
- There is also a strong desire to create a more open connection between campus and main street and the town of Farmville.

What is needed from faculty:

- General thoughts/ideas/opinions/concerns about the master plan.
- Specific thoughts/ideas/opinions/concerns about the master plan.
- Specific thoughts about the changing demographics of our students and the changing targets of the industries we prepare our students for (these can certainly be program-specific or very broad).
- Thoughts about the nature of our campus and the kind of university we are or want to be. What are the details of Longwood that make us Longwood?
- The planning firm representatives specifically asked us to begin looking at our physical environment with new eyes. Start trying to see the good AND the bad (we are sometimes desensitized to both) but now try to determine what is it that makes the space or environment work or not work? Don't try to solve the problem just figure out what works and what doesn't work and why that is. Think about arriving on campus and your travels throughout the day.

Email your thoughts to Jo Morrison, faculty representative to the master plan steering committee.

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