

UNIVERSITY OF SOUTHERN INDIANA

2018 CAMPUS MASTER PLAN EXECUTIVE SUMMARY



SMITHGROUP JJR



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EXECUTIVE SUMMARY

MASTER PLAN PURPOSE AND INTENT

The 2018 Campus Master Plan for the University of Southern Indiana (USI) represents a unifying vision for the institution which aligns the University's academic mission, strategic plan, and physical development goals into a single document. This plan will help to guide the future direction of the University.

The Campus Master Plan is a collection of powerful ideas. These ideas establish the framework for coordinating physical change on campus within the context of a holistic, long-term vision. This document is designed to serve as a tool to adapt and flexibly respond to unexpected future changes.

The Campus Master Plan focuses on providing realistic, yet visionary solutions to reach USI's future goals by building upon key drivers and guiding principles outlined within this report. It also captures the ambitions expressed by a wide range of university and community stakeholders.

Many of the concepts illustrated in this plan are multi-step initiatives that may require more than one project to achieve. The Campus Master Plan provides parameters to strategically manage and phase opportunities over short, mid, and long-term time horizons.

MASTER PLANNING PROCESS

The Campus Master Plan was completed within a 12-month planning process that was divided into four primary phases: Phase I (Discovery), Phase II (Analysis), Phase III (Planning), and Phase IV (Documentation). The result was a clear methodology, iterative in nature, which successfully identified the future vision for campus.

PHASE I

i. Goal Setting

This task focused on learning from those who know the campus best: its stakeholders. Outreach sessions were held to make sure every voice was heard. The planning team then distilled ideas into key themes to guide the master plan.

ii. Strategic Review

Existing data was collected from all facets of the university for strategic review by the planning team. This helped to establish initial opportunities and priorities, as well as identify specific areas for further investigation.

PHASE II

iii. Analysis

During Analysis, the planning team evaluated both the physical features of campus, as well as spatial elements and organization. Conclusions established baseline parameters for design of the future campus framework.

iv. Scenario Modeling

This phase involved the testing of ideas. Three alternative scenarios were presented and thoroughly scrutinized against the guiding principles, as well as political, financial, and logistical realities.

INVENTORY

WHAT DO WE HAVE TODAY?

- Enrollment Study
- Facilities Inventory
- Housing Feasibility
- Dining Evaluation
- Space Assessment
- Campus Characteristics
- Community Connections

VISION

WHAT IS THE IDEAL?

- Mission, Vision, Values
- Strategic Plan
- Key Themes
- Guiding Principles

STRATEGY

HOW DO WE GET THERE?

- Qualitative Assessment
- Space Utilization & Needs Study
- Housing Survey
- Site Analysis
- Circulation & Parking
- Safety and Security
- Signage & Wayfinding



PART III

v. Updating the Plan

The best aspects of the alternative scenarios were refined into a preliminary plan, and ultimately into the final illustrative Campus Master Plan. This task quantified and verified the programmatic elements of the plan.

vi. Implementation

The master plan also identified a phased development approach over short, medium, and long-term time horizons. Implementation strategies provide the University with a financial planning framework for future development.

PHASE IV

vii. Documentation

The final task involved preparation of the master plan report. This process included recording the master plan goals and objectives highlighting the decision making process, summarizing analysis, documenting the master plan recommendations, and outlining phasing strategies for implementation.

SCENARIOS

WHAT ARE OUR OPPORTUNITIES?

- Framework Plan
- Master Plan Program
- Differentiation Approach
- Alternative Development Concepts

THE PLAN

WHAT IS THE BEST WAY?

- Preliminary Master Plan
- Space/Location Guidelines
- Design Guidelines
- Housing Strategy
- Parking Plan
- Illustrations
- Phasing Plan
- Final Master Plan

MASTER PLAN

WHAT NEVER CHANGES? / WHAT DOES CHANGE?

- Final Master Plan
- Living Document
- On-Going Updates
- Illustrations
- Financial Model

PLANNING

DOCUMENTATION

BUILDING CONSENSUS

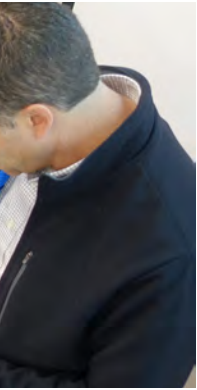
CAMPUS + COMMUNITY ENGAGEMENT

The Campus Master Plan is rooted in the University of Southern Indiana’s Strategic Plan and institutional vision and mission. As a tool for building consensus, the master planning process included workshops, open forums, focus group meetings, committee meetings, and design charrettes. Input was solicited at every major decision point within the process.

An inclusive and transparent process was achieved by involving individuals from all facets of the University of Southern Indiana campus and community. The process required on-going commitment from USI leadership and committee members, as well as participation from students, faculty, staff, alumni, and Evansville citizenry.

A wide range of dedicated individuals from both the campus and the community provided thoughtful input which helped guide the master planning process. In addition, an interactive master plan website was developed to allow individuals unable to participate in person the ability to provide input as well.





CAMPUS HISTORY



THE CAMPUS BEGINNING: 1960s (FOUNDING)

The University of Southern Indiana (USI) was founded in 1965 by a group of dedicated community leaders in response to a growing need for public higher education in southwestern Indiana. The University began as a regional campus of Indiana State University. By 1967, the Southern Indiana Higher Education, Inc. (SIHE) had raised \$1 million to acquire 1,400 acres for the Mid-America University Center. In September of 1969, USI occupied 330 acres, mostly donated by SIHE.



A MID-CENTURY BOOM: 1970s-1990s

It was in the early 1970s that the University began to grow and develop in its current location within Evansville. It was during this two decade time period that the University witnessed its most significant changes. Buildings such as the Liberal Arts, Art Center, and University Center were constructed which began to form the core of campus. The circulation network and parking resources also were constructed and it was on April 16, 1985, that USI became a separate state university.



THE CAMPUS TODAY: 1990s-PRESENT

The campus today reflects the significant growth and development which occurred during the 1990s and early 2000s. Iconic buildings such as Rice Library, the Business and Engineering Center, and University Center East and West now define the core of campus. There are currently four academic colleges which comprise the academic structure of the University: Romain College of Business, College of Liberal Arts, College of Nursing and Health Professions, and Pott College of Science, Engineering, and Education. The University of Southern Indiana now has an alumni network of over 40,500 students with a current enrollment of approximately 11,000 students.

MASTER PLAN DRIVERS

The 2018 Campus Master Plan for the University of Southern Indiana (USI) represents the culmination of an intensive year-long effort guided by USI leadership with broad input from faculty, staff, students and the community. The Campus Master Plan is strongly rooted in USI's Vision and Mission, as well as guided by the 2016 - 2020 Strategic Plan and future enrollment targets.

USI VISION

The University of Southern Indiana's vision is a simple but powerful one:

Shaping the future through learning and innovation.

USI MISSION STATEMENT

USI is an engaged learning community advancing education and knowledge, enhancing civic and cultural awareness, and fostering partnerships through comprehensive outreach programs. We prepare individuals to live wisely in a diverse and global community.

Strategic Plan

The University of Southern Indiana's 2016-2020 Strategic Plan includes three overarching goals:

- *Excellence in Learning for the Entire USI Community* - to recruit and retain outstanding students, we must be intentional in how faculty, staff and the community continue to learn and develop.
- *Access and Opportunity by Design* - intentional design of collaborative and diverse opportunities among students, faculty and staff by generating greater access between our expertise and talents and the organizations with whom we partner.
- *Purposeful and Sustainable Growth* - dynamic growth in student enrollment, in full-time faculty, in programs particularly with a focus on graduate education, in reputation and in geographic reach.

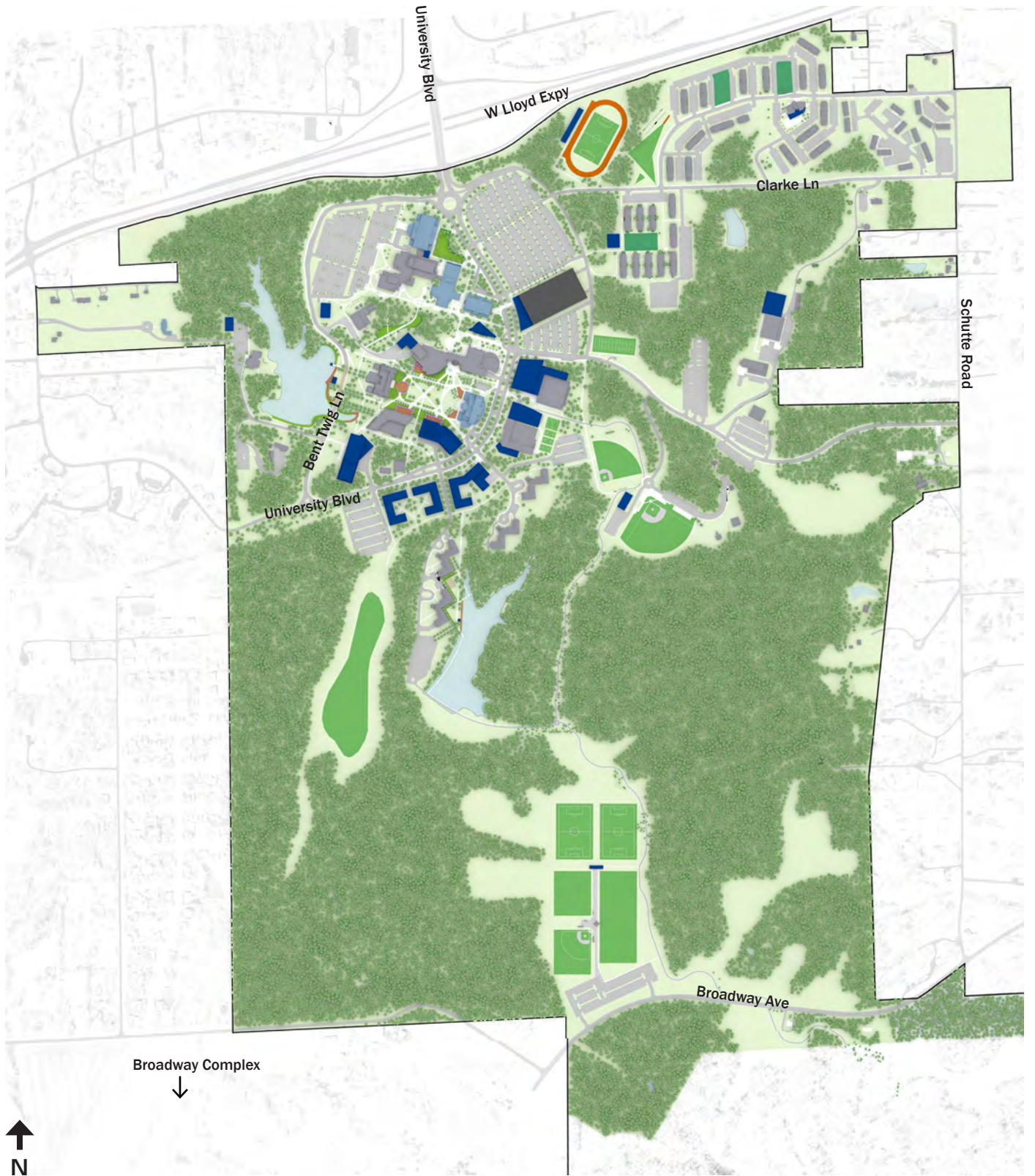
These three goals serve as the primary organizing elements for the Strategic Plan and provide a framework for future strategies and a platform from which the campus master planning process began.

Enrollment Growth

At the outset of the master planning process, USI Leadership outlined a series of enrollment goals. The Campus Master Plan aligns directly with both the goals of the Strategic Plan and future enrollment projections. The Plan has been developed to accommodate a 33% enrollment increase or nearly 14,000 total students, including the College Achievement Program (CAP). More than half of this growth is anticipated to occur in online programs.

Campus-Wide Space Needs

In order to address on-campus enrollment growth, the master planning process included an assessment of existing space utilization and future space needs to better understand specific programmatic growth areas. The findings demonstrated that there is an opportunity for increased classroom use, while at the same time a need for more specialized spaces such as teaching labs, study areas, assembly and exhibit space, and offices. An opportunity exists to reconsider outdated or underutilized academic spaces to address the need for increased collaboration zones and spaces targeted towards student success.



- EXISTING BUILDING
- PROPOSED RENOVATION
- ATHLETIC FIELDS
- PROPOSED BUILDING
- OPEN SPACE



Broadway Complex



MASTER PLAN GUIDING PRINCIPLES:



ENRICH THE ACADEMIC EXPERIENCE

The Campus Master Plan promotes strategies to enrich the academic experience thru the development of dynamic learning spaces and by repurposing existing facilities for higher impact.



TRANSFORM STUDENT LIFE

An opportunity exists to increase student housing, dining, recreation and wellness options on campus to transform the student experience and to improve student recruitment and retention efforts.



CELEBRATE CAMPUS SPIRIT

As a means to encourage more on-campus living, the Campus Master Plan explores ways to celebrate campus activities by enhancing recreation opportunities and making athletics more visible.



STRENGTHEN CAMPUS IDENTITY

The University of Southern Indiana is set within a beautiful natural environment. The Campus Master Plan seeks to embrace and strengthen connections to open spaces and natural features on campus.



IMPROVE SUPPORT FACILITIES

In order to elevate the quality of all support facilities and realize possible efficiencies, the Campus Master Plan recommends an investment to improve and upgrade auxiliary facilities across campus.





W Lloyd Expy

Mahrenholz Rd

Clarke Ln

Bluff Ln

Clarke Ln

O'Daniel Ln

Bennett Ln

University Blvd

Ranklin Ln

Rochelle Ln

University Blvd

Bar T Sig Ln



ENRICH THE ACADEMIC EXPERIENCE

1. Renovate Health Professions
2. Renovate Wright Admin/Forum Building
3. Orr Student Services Center
4. Rice Library Transformation
5. Nexus Innovation Center



TRANSFORM STUDENT LIFE

6. Housing + Dining Complex
7. Health + Wellness Center
8. Create a Student Union
9. New Apartment Commons
10. Balance Apartment Mix



CELEBRATE CAMPUS SPIRIT

11. Stadium for Soccer, Track and Field
12. PACI & II Expansions
13. Aquatic Center Expansion
14. Baseball and Softball Center
15. Broadway Complex



STRENGTHEN CAMPUS IDENTITY

16. Create a Signature Quad
17. Enhance the Lake
18. Woodland Walkway
19. University Gateway Plaza
20. Apartment Outdoor Commons



IMPROVE SUPPORT FACILITIES

21. Children's Learning Center
22. Copy Services/Photography
23. Alumni & Foundation
24. Public Safety/Publishing
25. Parking Structure





