# 1. Visibility and Branding

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- **Comprehensive Campus Signage Plan**
- **Visually Define Campus Boundaries**
- **Create Visual Connections Between Buildings**

- **Interior Wayfinding Strategy Within Founders Hall**
- **Reconfigure Entrance Lobby in Founders Hall**

- **Increased Promotion / Advertise Mason Arlington**
- **Activate Outdoor Plaza Space**

- **Implement Digital Messaging Within Buildings**
- **Enhance Food Service and Retail Options on Campus**

- **Periodic Events That Draw Community to Campus**
- **Establish Prescribed Pathway to Virginia Square Metro**

- **Reimagine Outdoor Plaza Experience**
- **Increased Promotion / Advertise Mason Arlington**
2. Academic Priorities

- Review Governance of Space Reservations
- Develop 'Urban Village' for Arlington Location
- SWOT Analysis of Academic Programs
- SWOT Analysis of Academic Programs
- ID Synergies Across Academic Programs
- Study 'Global Student' Market
- Redesign 'Student Experience'
- ID Existing Programs as MLS Offerings
- Participate in County HE 'Group'
- Develop Common Space for Gathering
- Update Academic Strategic Plans
- Study Increased Presence of BUS in Arlington
- Improve Student Services & infrastructure
- Realign Space Needs Between Schools
- Rebrand as Leadership Campus Across Academic Programs
- Increase Global Students Recruitment
- Develop New Academic 'Urban Village'
- Complete Implementation of Strategic Plan

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### 3. New Facility Needs

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<th>Initiate Planning Process for Original Building Site</th>
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<tr>
<td>Re-evaluate Plaza Use</td>
<td>Implement Improvements to Plaza and Outdoor Spaces</td>
<td>Dedicated Executive Education and Conference Center</td>
</tr>
<tr>
<td>Re-evaluate Food Service Study</td>
<td>Upgrade Appearance of Executive Education Spaces</td>
<td>Permanent Housing</td>
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<tr>
<td>Publish/Publicize Housing Study</td>
<td>Temporary Housing Solution</td>
<td>Central Common/Collision Space for Students, Faculty and Staff</td>
</tr>
<tr>
<td>Study Locations for Student-Centered Area(s)</td>
<td>Evaluate Approaches for Providing University Life Components</td>
<td>Provide More Flexible, Multi-Purpose Event / Learning Spaces</td>
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<tr>
<td>Research and Implement Tech Solution for Facility Scheduling</td>
<td>Improved Technology and Video Conference for Distance Learning</td>
<td>On-campus Recreation Center</td>
</tr>
<tr>
<td>Study Interest and Locations for On-Campus Recreation Space</td>
<td>Evaluate Temporary Use of Original Building</td>
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4. Access, Transportation, and Parking

- Market Transportation Options
- Add Permanent Parking Signage
- Crosswalk Improvements
- Enforce Bike Lanes / Create Drop Off Area
- Improve Scheduling Process
- Promote Ride Sharing
- Identify / Map Underutilized Parking
- Add Transit Screens / Kiosks
- Develop Transit Connection App
- Opportunity for Private Development Across Fairfax Drive
- Reconnect Grid Between Fairfax Drive and Washington Blvd
- Add New Parking Access from Fairfax Drive
- Implement Innovative Parking Solutions

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5. Fiscal Constraints and Funding / Partnership Models

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- **Conduct Case Study of Metropolitan Building**
- **Leverage Existing Partnership Resources and DoD Opportunities**
- **Study Higher Ed P3 Best Practices**
- **Conduct Market Feasibility Study For Original Building/Site**
- **Create Space Needs Plan / Schedule**
- **Study Peer and Neighbor Institutions Best Practices**
- **Explore Shared Uses With Nearby Universities; Housing**
- **Create Additional Internal Partnerships**
- **Utilize Partnerships to Support Academic Operating Costs**
- **Leverage Original Building/Site With an Interim Use**
- **Develop Future Facilities Via P3**
6. Community Engagement

- Enhance Plaza Environmental Graphics
- Retail Business Focus Groups
- Collaborate with APS on New Programs
- On-campus Housing Market Survey
- Community-Based Student Projects
- Expand Public Events in Plaza
- Redevelop Ground Floor Community Spaces
- Develop Multi-generational Mentoring
- Promote Accessory Units and Other Innovative Housing
- Academic Engagement With County Public Policy
- Renovate Plaza Into Public Quad
- Expand Spaces Available to Community
- Community Spaces For Millennials
- New Mason Living/Learning Community
- “Sandbox” for Joint Mason / County Programs
- Develop Fairfax Drive “Boulevard”
- Create New Neighborhood Community Space
- P3 Mixed Use Development Across Fairfax Drive

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Initiatives Discussed
Leadership Campus

- Increased Promotion / Advertise Mason Arlington
- Review Governance of Space Reservations
- Imagine New Academic Programs for Arlington Location
- SWOT Analysis of Academic Programs
- Study ‘Global Student’ Market
- Leverage Existing Partnership Resources and DoD Opportunities
- Develop Common Space for Gathering
- Update Academic Strategic Plans
- Rebrand as Leadership Campus Across Academic Programs
- Develop New Academic ‘Urban Village’
- Complete Implementation of Strategic Plan
- SWOT Analysis of Academic Programs
- Imagine New Academic Programs for Arlington Location
- Study ‘Global Student’ Market
- Leverage Existing Partnership Resources and DoD Opportunities
- Create Additional Internal Partnerships
- Academic Engagement With County Public Policy
- New Mason Living/Learning Community

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02 Initiative Discussed
Undergraduate Population

Review Governance of Space Reservations
Redesign ‘Student Experience’
On-campus Housing Market Survey
Community-based Student Projects
Update Academic Strategic Plans
Develop Common Space for Gathering
Increase Global Students Recruitment
Promote Accessory Units and Other Innovative Housing
Develop Multi-generational Mentoring
Evaluate Transportation Needs of Traveling Cohort
Explore Shared Uses With Nearby Universities; Housing

Develop New Academic ‘Urban Village’
Complete Implementation of Strategic Plan
New Mason Living/Learning Community
P3 Mixed Use Development Across Fairfax Drive

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## Initiatives Discussed

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New Enclosed Bridge Connection

New Phase III Facility

371,415 GSF (max)
523 Cars (max)

New Parking Access from Fairfax Drive
New Enclosed Bridge Connection

New Phase III Facility
371,415 GSF (max)
523 Cars (max)

New Parking Access from Fairfax Drive
New Private Development

Plaza

New Enclosed Bridge Connection

New Phase III Facility

371,415 GSF (max)
523 Cars (max)

New Parking Access from Fairfax Drive

New Private Development
New Development
New Private Development
Plaza
New Enclosed Bridge Connection
New Phase III Facility
371,415 GSF (max)
523 Cars (max)

New Parking Access from Fairfax Drive
New Private Development
Potential Implementation Hurdles and Risks

- Culture / protective silos
- New Budget Model
- Competing priorities across Mason without resolution process
- Uncertainty around undergrad initiatives
- Endless change culture > also an opportunity
- Awareness of local Arlington issues
- Branding issues
- State government regulations
- Other ‘waves’ that are coming
- Being complacent