



1. Visibility and Branding

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			
IMMEDIATE [0–1 Year]	SHORT [1–5 Years]	LONG [5–10 Years]	MOON SHOT



2. Academic Priorities

Review Governance of Space Reservations

Imagine New Academic Programs for Arlington Location

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'

IMMEDIATE

[0–1 Year]

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

SHORT

[1–5 Years]

Develop New Academic 'Urban Village'

Complete Implementation of Strategic Plan

LONG

[5–10 Years]

MOON SHOT



3. New Facility Needs

Feasibility Study of Original Building Site	Initiate Planning Process for Original Building Site	Replace the Original Building	
Re-evaluate Plaza Use	Implement Improvements to Plaza and Outdoor Spaces		
Re-evaluate Food Service Study	Upgrade Appearance of Executive Education Spaces	Dedicated Executive Education and Conference Center	
Publish/Publicize Housing Study	Temporary Housing Solution	Permanent Housing	
Study Locations for Student-Centered Area(s)	Evaluate Approaches for Providing University Life Components	Central Common/Collision Space for Students, Faculty and Staff	
Research and Implement Tech Solution for Facility Scheduling	Improved Technology and Video Conference for Distance Learning	Provide More Flexible, Multi-Purpose Event / Learning Spaces	
Study Interest and Locations for On-Campus Recreation Space		On-campus Recreation Center	
Evaluate Temporary Use of Original Building			
IMMEDIATE [0–1 Year]	SHORT [1–5 Years]	LONG [5–10 Years]	MOON SHOT



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

IMMEDIATE

[0–1 Year]

SHORT

[1–5 Years]

LONG

[5–10 Years]

MOON SHOT



5. Fiscal Constraints and Funding / Partnership Models

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

IMMEDIATE

[0–1 Year]

SHORT

[1–5 Years]

LONG

[5–10 Years]

MOON SHOT



6. Community Engagement

Enhance Plaza Environmental Graphics	Expand Public Events in Plaza	Renovate Plaza Into Public Quad	
Retail Business Focus Groups	Redevelop Ground Floor Community Spaces	Expand Spaces Available to Community	
Collaborate with APS on New Programs	Develop Multi-generational Mentoring	Community Spaces For Millennials	
On-campus Housing Market Survey	Promote Accessory Units and Other Innovative Housing	New Mason Living/Learning Community	
Community-Based Student Projects	Academic Engagement With County Public Policy	"Sandbox" for Joint Mason / County Programs	
		Develop Fairfax Drive "Boulevard"	
		Create New Neighborhood Community Space	
		P3 Mixed Use Development Across Fairfax Drive	
IMMEDIATE [0–1 Year]	SHORT [1–5 Years]	LONG [5–10 Years]	MOON SHOT

01

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

Create Additional Internal
Partnerships

Academic Engagement With
County Public Policy

Develop New Academic
'Urban Village'

Complete Implementation of
Strategic Plan

New Mason Living/Learning
Community

????

IMMEDIATE

[0-1 Year]

SHORT

[1-5 Years]

LONG

[5-10 Years]

MOON SHOT

02

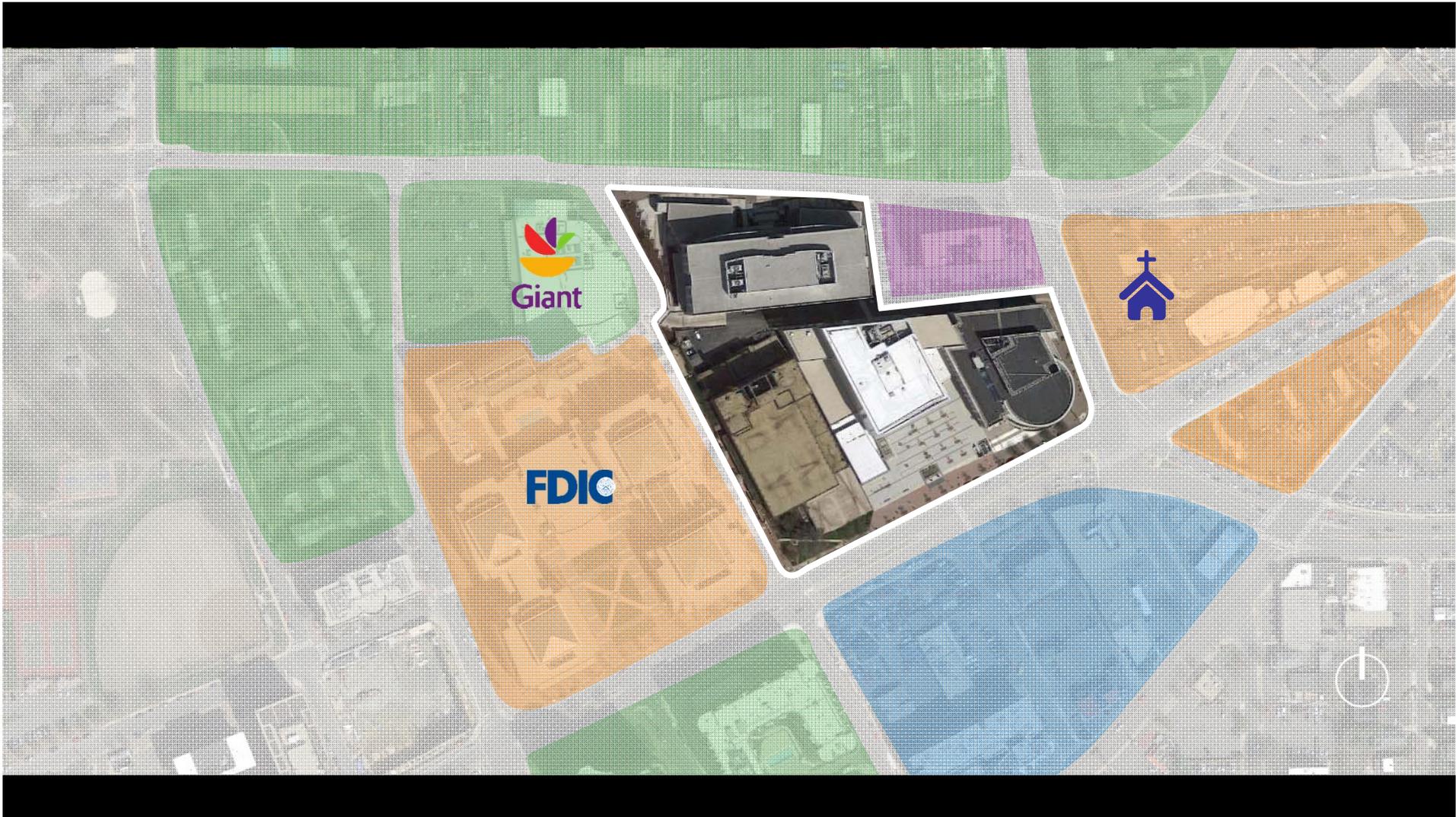
Initiative Discussed Undergraduate Population

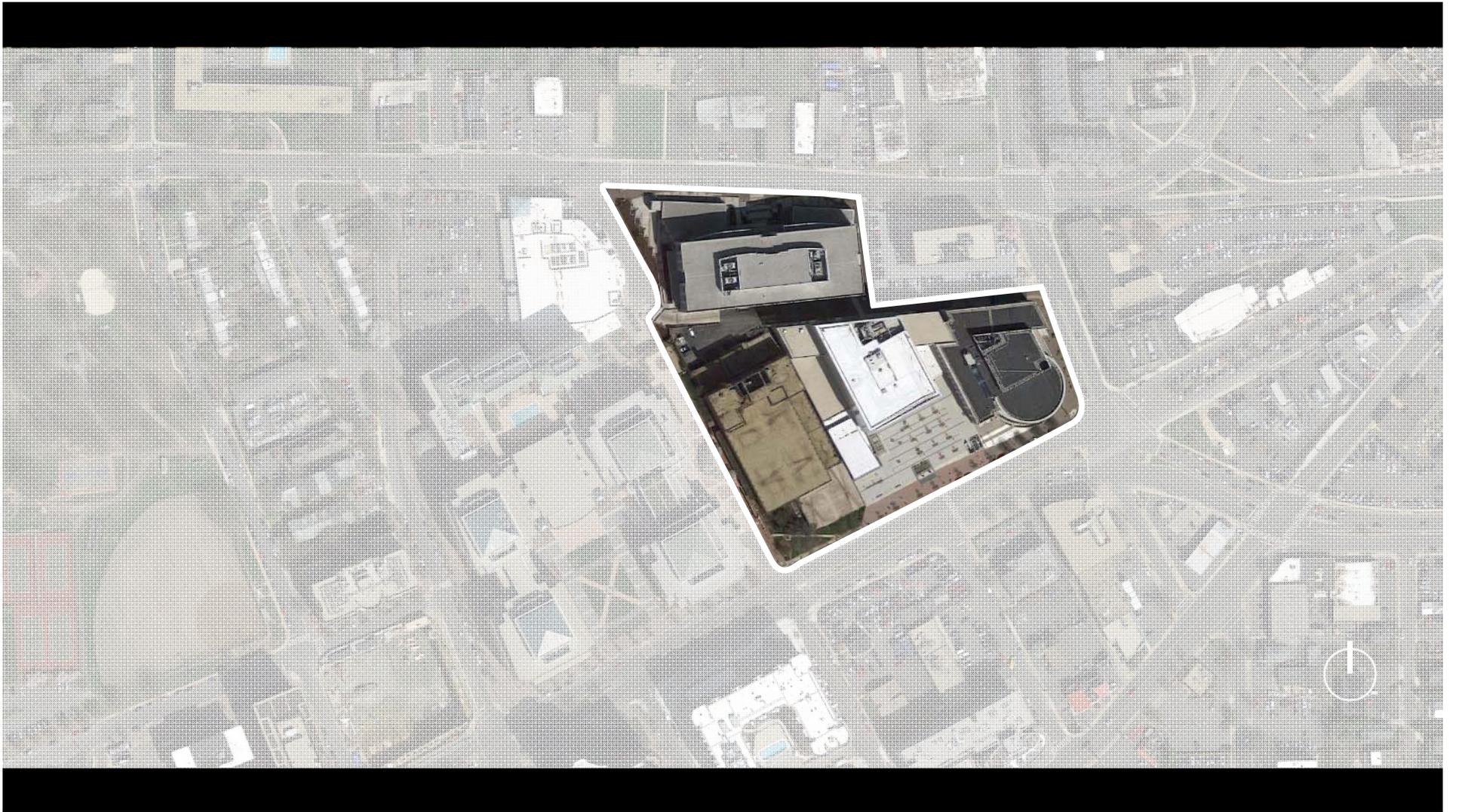
Review Governance of Space Reservations	Update Academic Strategic Plans	Develop New Academic 'Urban Village'	????
Redesign 'Student Experience'	Develop Common Space for Gathering	Complete Implementation of Strategic Plan	
	Increase Global Students Recruitment		
On-campus Housing Market Survey	Promote Accessory Units and Other Innovative Housing	New Mason Living/Learning Community	
Community-based Student Projects	Develop Multi-generational Mentoring	P3 Mixed Use Development Across Fairfax Drive	
	Evaluate Transportation Needs of Traveling Cohort		
	Explore Shared Uses With Nearby Universities; Housing		
IMMEDIATE [0-1 Year]	SHORT [1-5 Years]	LONG [5-10 Years]	MOON SHOT

03

Initiatives Discussed Build Out the Arlington Campus

Comprehensive Campus Signage Plan	Activate Outdoor Plaza Space	Add New Parking Access from Fairfax Drive	Vibrant Academic "Urban Village"
Interior Wayfinding Strategy Within Founders Hall	Conduct Market Feasibility Study For Original Building/Site	Reconnect Grid Between Fairfax Drive and Washington Blvd	
Reimagine Outdoor Plaza Experience	Create Space Needs Plan / Schedule	Implement Innovative Parking Solutions	
Conduct Case Study of Metropolitan Building	Utilize Partnerships to Support Academic Operating Costs	Develop Future Facilities Via P3	
Retail Business Focus Groups	Leverage Original Building/Site With an Interim Use	P3 Mixed Use Development Across Fairfax Drive	
Re-evaluate Plaza Use	Implement Improvements to Plaza and Outdoor Spaces	Develop Fairfax Drive "Boulevard"	
Feasibility Study of Original Building Site	Initiate Planning Process for Original Building Site	Replace the Original Building	
Publish/Publicize Housing Study	Temporary Housing Solution	Permanent Housing	
IMMEDIATE [0–1 Year]	SHORT [1–5 Years]	LONG [5–10 Years]	MOON SHOT







New Enclosed
Bridge Connection

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

New Parking Access from Fairfax Drive

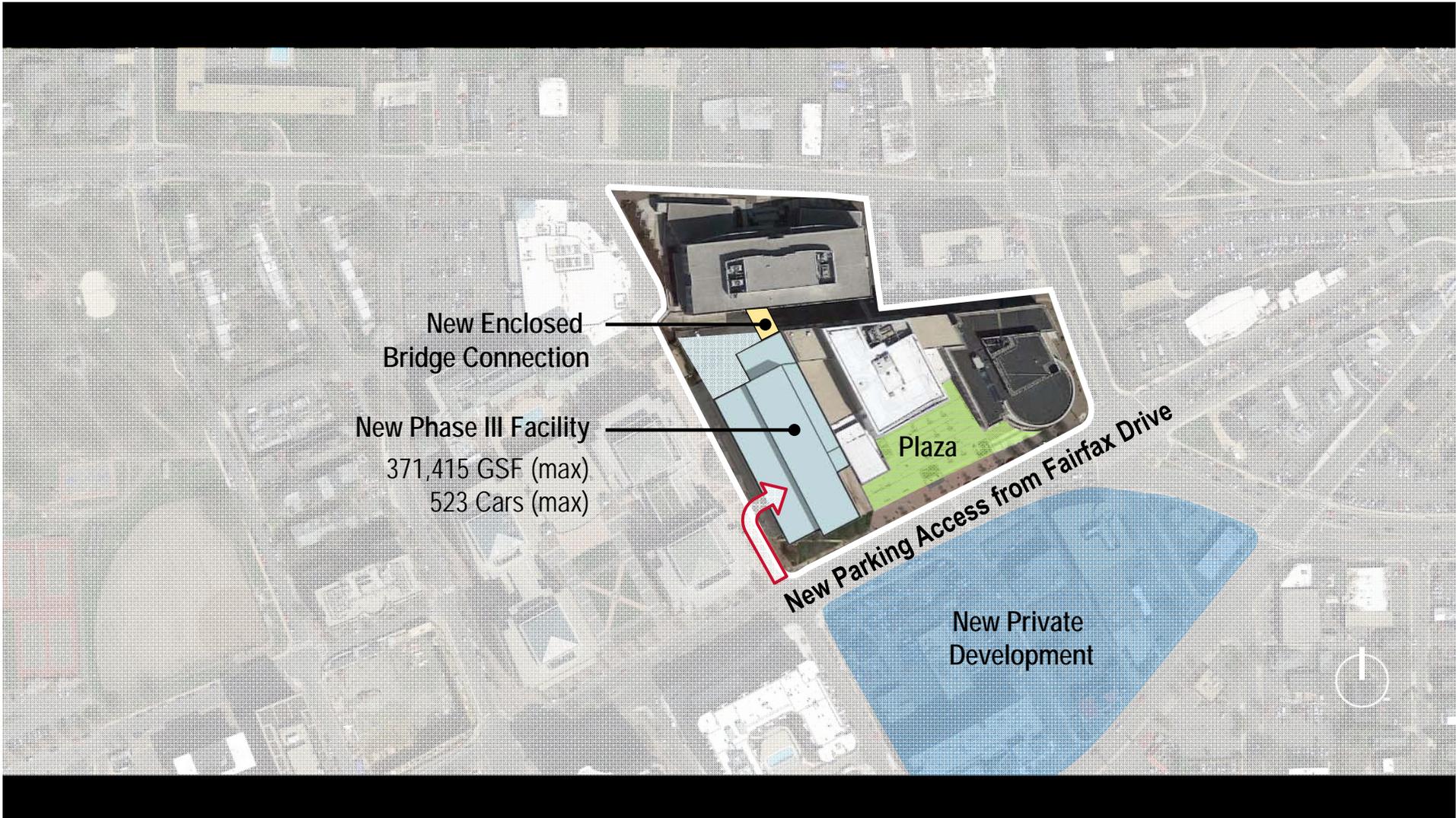


New Enclosed
Bridge Connection

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

Plaza

New Parking Access from Fairfax Drive



New Enclosed
Bridge Connection

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

Plaza

New Parking Access from Fairfax Drive

New Private
Development



New Development

New Enclosed Bridge Connection

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

Plaza

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

HDR