

Arlington Campus Vision: Leadership Workshop Agenda

Wednesday, March 8, 2017

Arlington Campus, 3351 Fairfax Drive, Arlington, VA - Founders Hall Multipurpose Room

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| 9:00 – 9:15 am | Sign-in and Continental Breakfast |
| 9:15 – 9:30 am | Introduction and Charrette Goals Welcome and opening remarks by George Mason University President, Dr. Ángel Cabrera and Vice President of Facilities Tom Calhoun. Walk through the goals and process of the charrette |
| 9:30 – 10:30 am | Vision and Opportunities Discussion Academic and Research Strategy for the Arlington Campus led by Dr. Ángel Cabrera and Provost David Wu |
| 10:30 – 10:45 am | Break |
| 10:45 – 11:15 am | Virtual Tour of the Campus |
| 11:15 – 11:30 am | Explanation of Afternoon Activities |
| 11:30 am – 1:00 pm | Buffet Lunch and Keynote Speaker Steve Case , Author of <i>The Third Wave: An Entrepreneur's Vision of the Future</i> . Chairman of Revolution. Chairman of Case Foundation. Co-founder of AOL |
| 1:00 – 2:30 pm | Visioning Session – Issues for Discussion - <i>see reverse for breakout groups</i> |
| 2:30 – 2:45 pm | Break |
| 2:45 – 4:15 pm | Issues Discussion Wrap Up Break out groups report to assembled group |
| 4:15 – 4:30 pm | Discussion of Next Day's activities |

Thursday, March 9, 2017

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| 12 noon – 1:00 pm | Buffet lunch, Introductions and Review of Charrette Goals Vice President of Facilities, Tom Calhoun Overview of the issues and opportunities |
| 1:00 – 3:00 pm | Final Presentation by Consultants – HDR, Inc. Including discussion of implementation |

Wednesday March 8, 2017 Visioning Session – Break-out groups

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1:00 – 2:30pm

Visioning Session – Issues for Discussion

Visibility/Branding – *The visibility of a campus within its physical environment and within the mindset of the community it serves is critical to its growth and success. The manner and consistency that a university represents its brand across its campuses, schools, and departments has the ability to reinforce its core mission and enhance its reputation throughout the community. While the Mason Arlington Campus has grown steadily since opening in 1979, it continues to lack obvious signage that sets it apart from other hi-rise buildings nearby. There is an institutional awareness that the campus can improve its overall visibility and strengthen the brand recognition of its leadership development programs in Law, Public Policy, Conflict Resolution, and Business within the context of its proximity to Washington DC. This session will focus on how signage, streetscape, architecture, and public space design can help achieve these goals at the Arlington Campus.*

Academic Priorities, Challenges of Increasing Daytime Activity (graduate & undergraduate) – *Mason’s push to expand access and increase academic excellence while creating world-class research to fuel innovation and social change shapes our academic priorities. With Arlington Campus academic activities focused on graduate programs aimed at working professionals, the campus is most active during the evening and on weekends, often leaving classrooms and facilities unused during the day. In this session, we will evaluate the various academic program offerings within Schar School of Public Policy, School of Conflict Analysis and Resolution, Scalia Law School, the School of Business, and across the university that will have presence at the Arlington Campus. Then, at this time of heightened enrollment demand, and in light of budget constraints, make recommendations on how the university can better use the physical capacity at Arlington and explore ways to bring in increased daytime enrollment.*

New Facility Needs – *Higher education continues to progress as new strategies for teaching and learning evolve and new technologies are introduced that shape the university environment. Additionally, universities are taking on new educational initiatives outside the traditional undergraduate and graduate missions. This change may result in the need for a different mix of spaces and facilities than what traditional campus environments look like today. The session will make sure to identify both the expected change in the demand for traditional classroom and related spaces, as well as the demand for new types of spaces not currently located on the Arlington Campus. The session will also address supporting facilities. As the campus has expanded its programs and attempts to reach a broader audience, the need for nearby, affordable housing has become more acute. Conference center/event spaces, convenient food options and other amenities can also enhance the effectiveness of the campus. The session will examine possible adjustments to existing facilities, as well as examine other types of spaces and amenities needed for a more cohesive campus environment.*

Access, Transportation and Parking – *The Arlington Campus benefits greatly from its urban setting and its connection to the broad Metro public transportation network. At the same time, its separation from the Fairfax Campus complicates shared services, and the movement of students and faculty. Serving a wide variety of users from across the Washington region, the future of the Mason Arlington Campus will need to consider safe and efficient access across all modes: pedestrian, bicycle, public transportation and automobile. The challenge is to understand the needs of these modes in a transportation environment that is rapidly evolving as the region grows and technology advances. Sub-topics will include the design of pedestrian spaces, bicycle routing and parking, vehicular ingress/egress, transportation options to/from the Fairfax Campus, automobile parking, loading areas, the role of technology and others identified during the session.*

Fiscal Constraints & Funding/Partnership Models – *The share of state funding provided to public universities has decreased steadily. While state funds were once the primary component of an institution’s financial resources, fiscal restraints have forced universities to fund both capital and operating needs through an increasingly broad range of sources and methods. The discussion under this topic will seek to understand the impact of this changing financial environment on implementing the vision for the Arlington Campus. It will also seek to identify best practices for funding projects and operations as well as identify new partnership models that can provide the resources needed by the Arlington Campus to adapt and grow in a changing environment. This session will include discussion of partnerships, including Public-Private Partnerships, to support both new programs and new facilities.*

Community Engagement – *At the Mason Arlington Campus, “community” means many things. It includes faculty, staff, students, alumni, government and private business partners, as well as visitors from the surrounding neighborhood, across the Washington region and from around the world. Ensuring that Mason Arlington not only meets the needs of the University’s mission but that it also provides a real benefit to the greater community will require engagement with all those mentioned above. Mason is committed to investing in these dialogues. The discussion of this session will focus on identifying the engagement strategies and specific audiences that will be part of moving the Mason Arlington Campus forward..*