

ASU-Jonesboro Campus Master Plan

PROJECT NAME

September 20, 2011 8:30am 2

DATE

TIME

MEETING NO.

**Chancellor's Conference Room,
 Administration Building**

MEETING LOCATION

50410.000

JJR PROJECT NUMBER

Jon Hoffman

ISSUED BY

Introductions, Visioning, Goal Setting

PURPOSE OF MEETING

PARTICIPANT	COMPANY
Dr. Dan Howard	Chancellor ASU Jonesboro
Dr. Glen Jones	Vice Chancellor Academic Affairs and Research
Dr. Rick Stripling	Vice Chancellor for Student Affairs
Cristian Murdock	Vice Chancellor University Advancement (late arrival)
Dr. Dean Lee	Athletic Director (late arrival)
Tom Moore	Office of the Chancellor
Al Stoverink	Associate Vice Chancellor Facilities Management
David Handwork	Director of Planning, Design, and Construction
Bill Hall	University Planner/Landscape Architect
Neal Kessler	SmithGroupJJR, Lead Campus Planner
Jon Hoffman	SmithGroupJJR, Project Manager
Lauren Williams	SmithGroupJJR, Urban Designer
Bob Bull	SmithGroupJJR, Architect
Dave Roberts	Crafton Tull
Dan Brown	Protection Engineering Group

JJR led a kick-off discussion with the Chancellor's Executive Council, which included a Preserve/Enhance/Transform exercise. This is a summary of major discussion points and decisions made.

General Discussion

Institutional Change and Growth

- ASU-Jonesboro is moving into research - adding doctoral and graduate programs
 - Undergraduate enrollment standards are increasing in 3 phases
 - Now need 2.2 GPA and 17 ACT
 - Fall 2012 – 2.5 GPA and 21 ACT (most selective university in AR)
 - Less qualified students are starting in community colleges
 - ASU will move from a Tier III to Tier I institution according to U.S. News and World Report
 - Some on campus may still want ASU to be a regional comprehensive
- Student enrollment growth
 - ASU has had 10,400 students for the last 15 years, but expect 500 student growth per year into future
 - 127 international students a few years ago has grown to 1,000 international students now
- Much of student growth will come from distance learning
 - 2,100 out of the future 14,000 student enrollment will be 100% off-campus
 - Online programs will including teaching, masters in public admissions, educational specialist
 - Distance learning will be both larger scale (100 students in class) and small scale (blended)
 - International students

- ASU-Jonesboro is now 2nd largest in the state; may become 1st
- Honor's College has seen big growth
- Introductory classes now have 60 students; these courses will increase to 300-400 student classes (because facility needs to do research); thus ASU will need more larger venues; Wilson Hall Auditorium will seat 300 after renovation
- ASU is planning a \$100M Capital campaign
 - Now in quiet stage until 70% is raised
 - Will support scholarships, endowed chairs, research equipment, buildings (College of Business, Humanities and Social Science, athletic facilities)
- Fees are increasing because of state support of education is decreasing

Security

- Crime is externally sourced
- Higher academic standards will reduce the student population that has created trouble in the past
- Campus has been increasing lines of sight; more lighting; more officers; residence hall card access; parking facility access restructures
- Campus has recently spent \$350k on safety
- Campus has recent plan for laboratory safety – many recommendations have been implemented (Star Fenner)

Residential

- Residence halls – full, demand from international students
- Quapaw/Oasge/Choctaw single family houses sites is planned location for freshman residence hall
- Greek Village – fraternities now own houses; Sororities now in ASU housing; sorority houses planned for single family sites on Aggie Road north of Red Wolf (houses are not historic; too expensive to rehab)

Athletics

- Athletics – need improvements; expansion of press box/suites planned
 - Need a better game day experience
 - Baseball – good field, but should be enhanced
- South recreation fields – track and rugby
 - Need to enhance to park setting restrooms, parking
- Westside – Natatorium will be very important when overpass opens
- Old track site could be become indoor workouts facility; practice field

Campus Edges/Gateways

- Johnson/Stadium corner – should be gateway statement; dangerous intersection (site of recent crash)
- No main entrance to campus – need a landscape identity; need to soften the campus; need gift opportunities for gateways/benches
- City of Jonesboro is isolated, not a lot of drop-by visits; need to impress visitors when they get here
- Front door to campus is now Aggie/Stadium
 - Future campus gateway will be Johnson and Matthews with new overpass
 - Stadium Blvd traffic will increase with community growth; new hospital located NE of campus
 - Stadium frontage – awaiting campus master plan to determine new edge treatment

Circulation

- ADA compliance is an issue with prominent stakeholders
- ASU considering closing Carraway Road and/or Aggie Road – some through traffic; considering narrowing the four-lane streets (add angle parking?)
- City has a new bikeway that goes from from mall to campus, and campus to downtown
- Transit service – goes through campus
- Eastern bypass is desired by the city – would remove traffic from Stadium Blvd

Off-Campus

- Farm – will be the site of the future ASU campus (30-50 years in future); ASU Part II
- ASU has completed several recent off-campus acquisitions
- ASU owns 28 acres north of Johnson - research park? Conference hotel? City wants to extend Stadium Boulevard north

Desired Campus Character

- Edges – need Aggie/Stadium gateway; incorporate trees into edges; not a defined boundary
- Gateways – need stronger vertical elements; Aggie/Loop East can be a tight pedestrian entry point; different levels – front, side, backdoors
- Edges and gateways at Indiana University are desirable, consider monumental gateways at certain points on campus
- Gateway spaces – create identifiable spaces through campus; need distinct signatures throughout campus
- Landscape – watering is needed, even for natives; need more irrigation
- Lighting fixtures – reminds Dr. Howard of a diner
- Football stadium southwest corner – driveway and parking should be redeveloped as a plaza with mascot history
- Arkansas is known as the “natural state” so preservation of trees and open space is important
- Architectural guidance – there are no formal standards; former chancellor made most aesthetic decisions

Master Plan Process Guidance

- ASU has shared governance, and thus its important that everyone be heard
- Board of Trustees - meets quarterly
- Master Plan horizon – 20 years, with direction for 50 years out
- “we not the campus you knew 20 years ago”

Preserve – Enhance – Transform Dot Game Exercise

1. Preserve: areas of campus you like very much
 - a. Wilson Hall open space and mature trees
 - b. Natural areas near Alumni Center
 - c. Green space at Centennial Mall
2. Enhance: areas of campus that are good but could be improved
 - a. Wilson Hall and Student Union is desirable, but does not have signature character
 - b. Athletics area to improve game day experience
 - c. Football Stadium and Convocation center are suitable, but could be renovated to shine
 - d. Football Stadium expansion to generate increased revenue through new press box, club seats, increased capacity
 - e. Entryway to football stadium (“collage of mascots” plaza suggested)
 - f. Kell Field / Tomlinson Baseball Stadium upgrade
 - g. Landscape architecture across campus
 - h. Campus edges and gateways, particularly at Aggie and Stadium (front door to campus with increased traffic anticipated)
 - i. Consider new campus entry overpass will create
 - j. 30-50 year vision, enhance campus farmland across Stadium Road to east
 - k. South intramural athletics facility has untapped potential
 - l. Add lights to intramural rugby and cricket fields
 - m. Add restrooms to service south intramural fields
 - n. Tennis courts need to be finished, lawsuit presently pending

- o. Renovate HPESS and natatorium due to increased prominence when overpass opens
 - p. Connections to Jonesboro public transit system (JETS)
 - q. Improve gathering spaces with iconic, defining elements at certain points on campus
 - r. Improve sprinkler system coverage across campus
3. Transform: areas of campus that should be rethought and redeveloped
- a. Johnson and Stadium intersection is dangerous and lacks identity
 - b. Stadium Road campus edge and entries, prominent due to high traffic load (60,000 cars per day and more anticipated with new NEA Baptist Memorial Hospital traffic)
 - c. Aggie Road and University Loop West campus entrance, overpass will make it more important
 - d. Aggie Road and University Loop East intersection is too wide
 - e. Convert old track to an Athletic Village with indoor workout area and practice field
 - f. Add freshman residence hall near Red Wolf Center
 - g. Create a Greek Village (ASU would build and own)
 - h. Reconsider Faculty Circle through reuse or demolition
 - i. More faculty and staff housing is desired
 - j. Redevelop single family homes owned by ASU near Aggie Road
 - k. Student Union and Nursing Health Sciences area is congested
 - l. Consider campus interior road closures, particularly Caraway
 - m. Consider links to City of Jonesboro non-motorized trail
 - n. Consider connection to Turtle Creek Mall and downtown Jonesboro

Our summarization of this meeting is transcribed as above. Please notify the preparer within five (5) business days of this transmission of any disagreement as the foregoing becomes part of the project record and is the basis upon which we will proceed.