

The Master Plan Process

creative thoughts to clarify a complex process

What is a Campus Master Plan?

- *a roadmap for the development and refinement of the campus, targeting the present and future needs of the college*
- *an approach to the campus' physical environment within the context of academic and community program needs.*
- *a flexible design to allow general strategies to remain valid regardless of how and when the particular projects called for in the plan are developed*
- *a means to craft the visual and spatial personality of the college*
- *an exhibit of the physical forms that respond to academic mission and goals, historic development and traditions, physical setting, regional and community values, and planning goals and skills*
- *a living document that defines the function, form, character, and environment for the campus of the future (within ten years)*

A Good Master Plan...

- *validates and visualizes the campus' strategic direction*
- *ensures short term decisions are part of a long term vision*
- *links the campus' physical plan with its academic mission*
- *supports the creation of a unique identity (brand)*
- *creates a pathway to recruit the best and brightest (students, faculty, staff, supporters)*
- *serves to raise aspirations and provide a framework for fundraising*

Steps in the Master Plan Process

- *Data collection and assessment, focused on current state*
- *Needs assessment and strategic planning, focused on future state*
- *Goal setting and concept development*
- *Environmental and infrastructure options*
- *Decision-making and priority setting (bounded rationality)*
- *Plan finalization through consensus and commitment*
- *Firm but flexible implementation*