

# American University in Bulgaria

## *Campus Master Planning Kick-Off Meeting*

*April 24, 2023*



# Agenda

- Introductions
- Project Leadership Team roles
- Develop project goals, parameters, and strategic plan integration
- Discuss project milestones
- Planning process and approach
- Preview and advice on first visit
- Address questions

# Credo Planning Team



***Dean Rodeheaver, PhD***  
*Project Lead*  
*Senior Campus Planner*



***Amy Schwalbach***  
*Campus Planner*  
*Space Planner*



***Mark Reyer***  
*Project Architect*

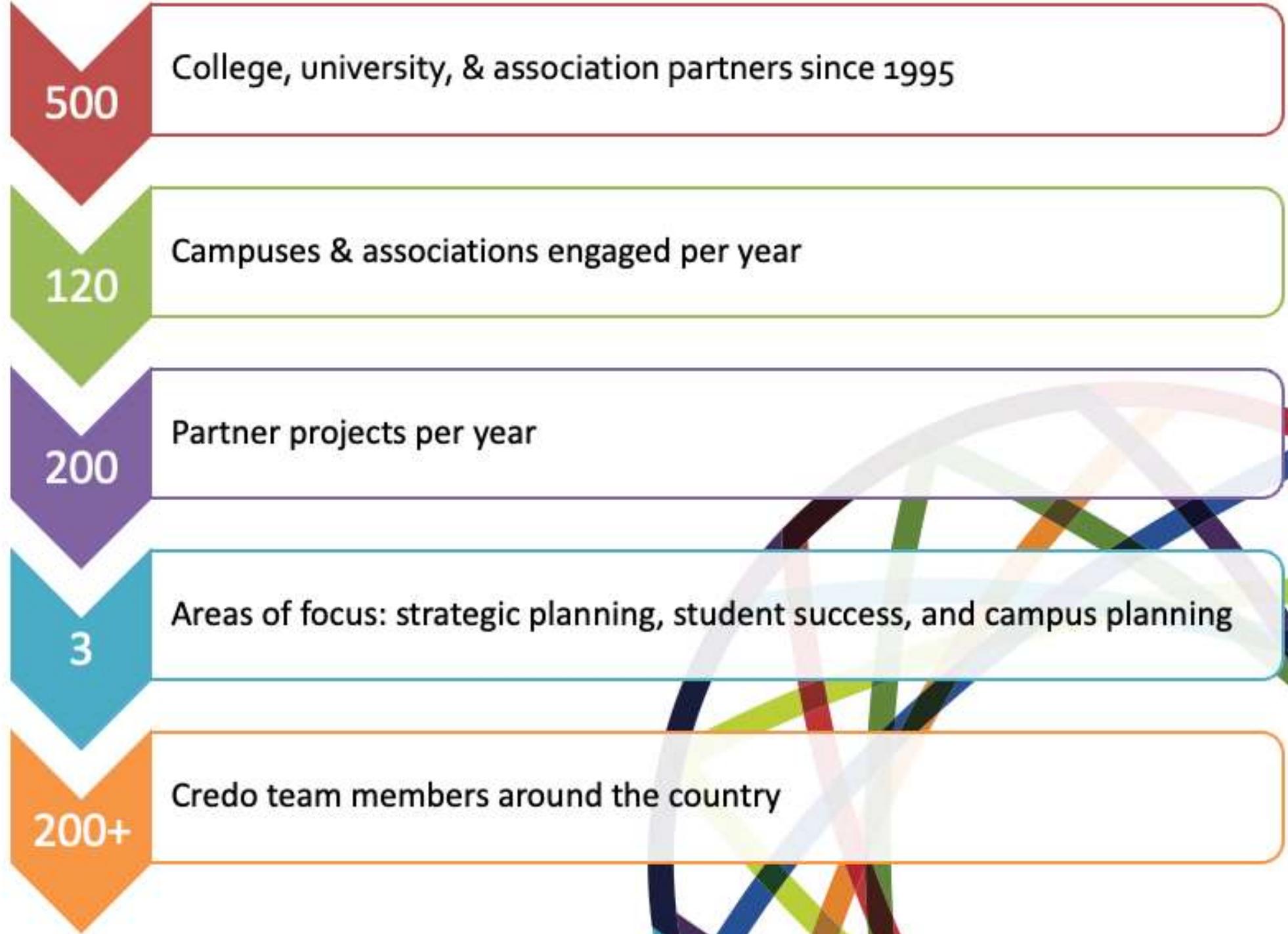


***Dawn Rolling***  
*Director of Design*  
*Architect*



***Ryan Krier***  
*Graphic Design*  
*Modeling*

# Credo



# Our Partners



Areas of Focus



What is a  
campus  
*master  
plan?*

An inventory of existing and needed **assets** and their planned uses.

*It's a management tool.*

A visual representation of how the **campus** expresses the institution's **narrative and imagination**.

*It's our story.*

A strategy for **arranging spaces** in support of the University's people and culture.

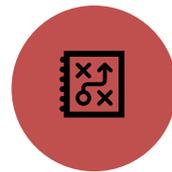
*It reminds us of important activities.*

How educational **context** supports educational **purpose**.\*

*It reminds us of our value.*

\**The Evidence Liberal Arts Needs: Lives of Consequence, Inquiry, and Accomplishment*, Richard Detweiler

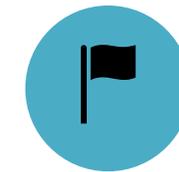
# Project Leadership Team



ARTICULATE  
THE  
STRATEGIC  
PLAN AND  
OTHER  
PLANNING  
DIRECTIVES,  
PARAMETERS,  
AND  
GUIDANCE



PROCESS  
GUIDES:  
SUCCESS,  
SCHEDULE,  
SANITY



SET  
PARAMETERS:  
RED FLAGS, RED  
HERRINGS,  
SACRED COWS



COMMUNICATION:  
CULTURE,  
SCHEDULE,  
FEEDBACK,  
RUMORS, ETC.



SHOULDER THE  
TASK OF  
INFORMATION  
GATHERING AND  
COMMUNICATION



CONFIRMATION  
OF WHAT WE  
HEAR, LEARN,  
AND DO ON YOUR  
CAMPUS



FIRST IN,  
LAST OUT

# Goals Parameters Guidance

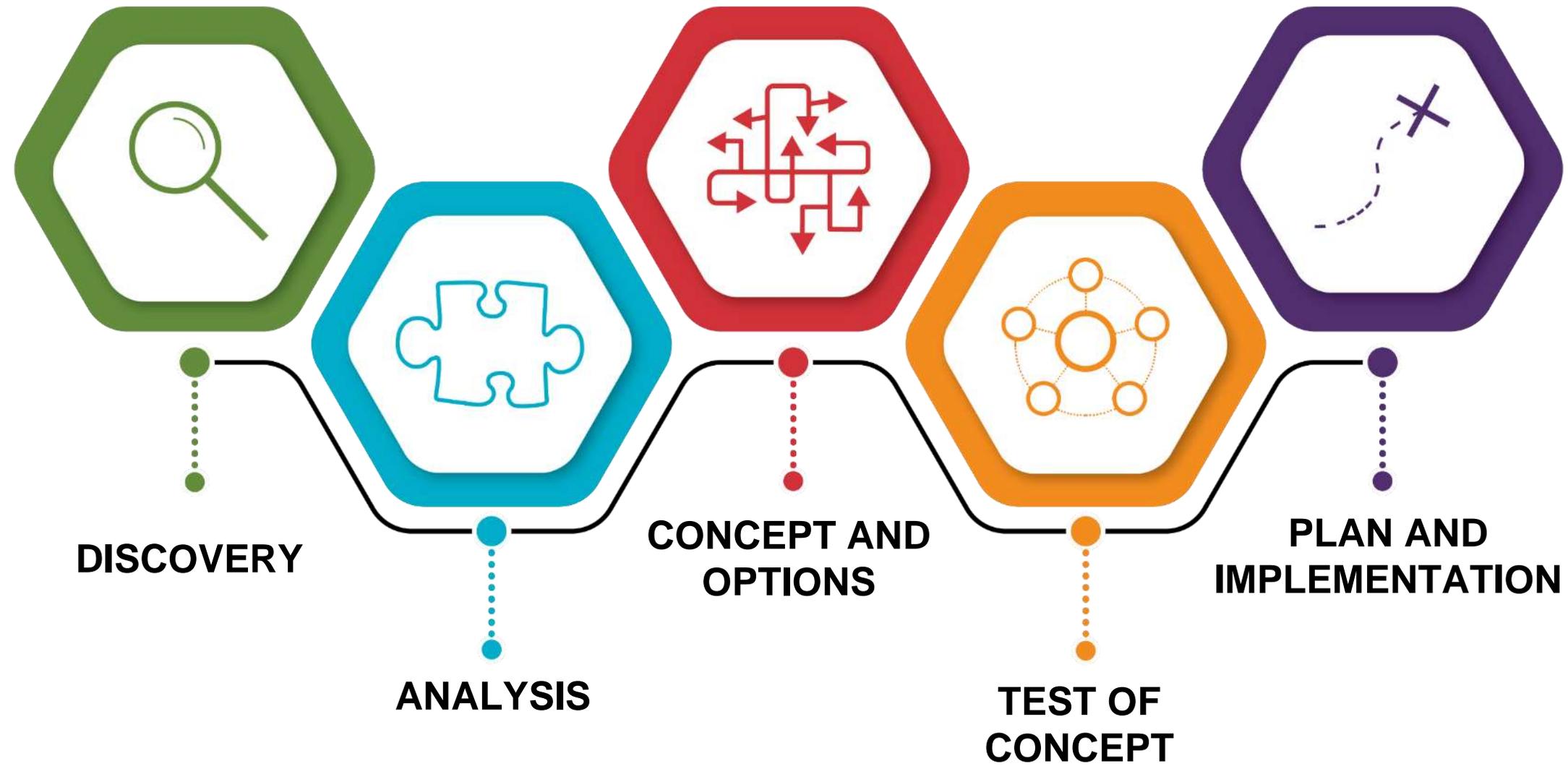
1. Relocate functions from Main Building to Skaptopara campus
2. Align spaces and places with the desired student experience.
3. Determine space requirements to support strategic growth.
4. Consider relocation and repurposing opportunities.
5. Facilitate the integrative role of the Center for Information, Democracy, and Citizenship.
6. Ensure that what is valued is preserved.

# Proposed timeline

Activity (DRAFT) 2022-2023	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
Firm Selection	█							
Kickoff Meeting		█						
Ongoing Updates			█	█	█	█	█	█
Phase 1: Campus Fact Finding		█	█					
Phase 2: Space & Place Requirements			█	█				
Phase 3: Milestone Workshop			█	█				
Phase 4: Charrettes & Roadmap				█	█			
Phase 5: Campus Planing Roadmap					█	█		
Development of Deliverables				█	█	█		
Presentation to Board of Trustees							█	█

classes start Sept. 7

# Campus planning



# Discovery



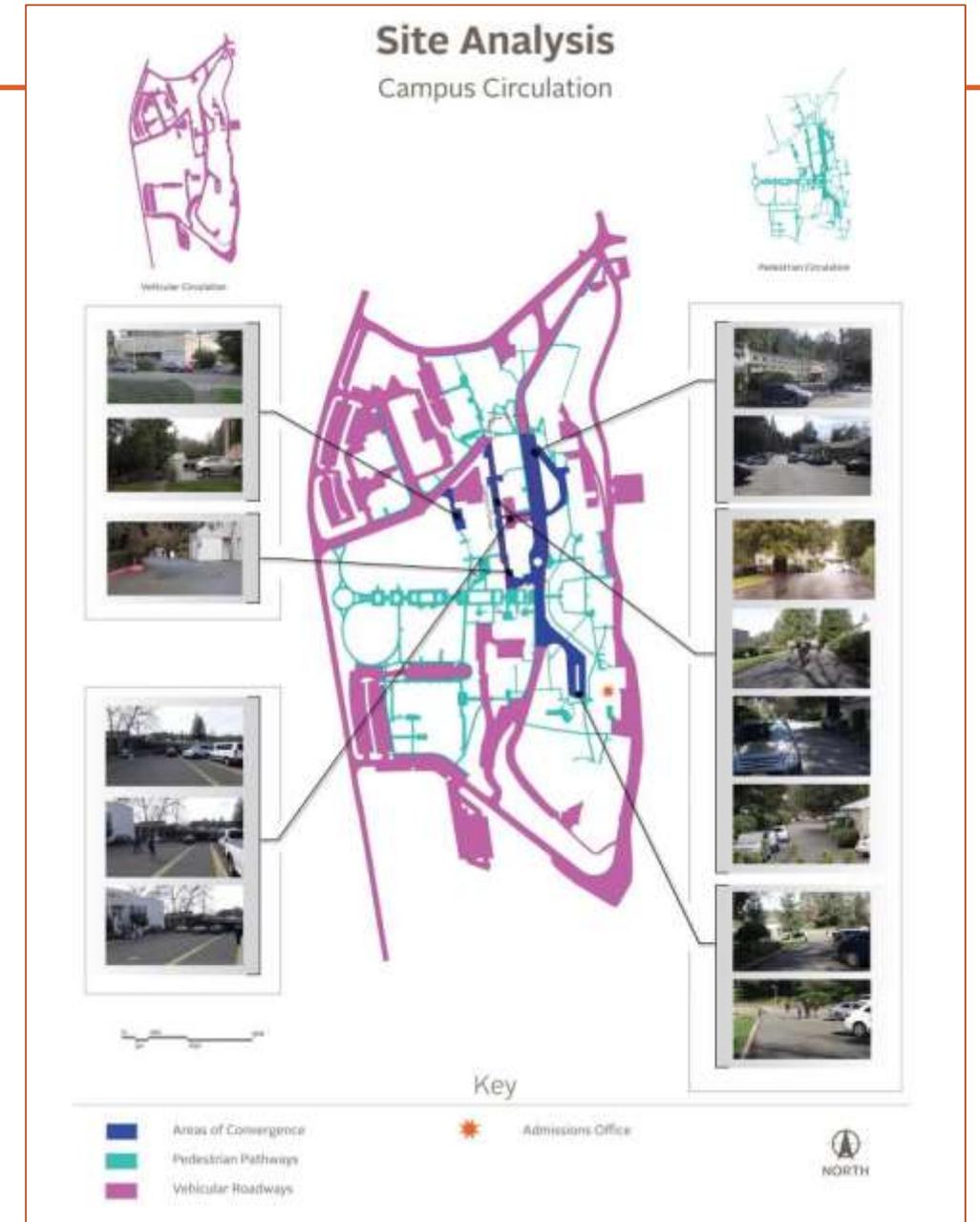
**What capital resources do you have and how are you using them?**

Review of existing plans, guidance, and planning parameters

Site, facilities, and interior space assessment

Inventory of current use of space, either focused or campus-wide

Kick-starter projects



# Analysis



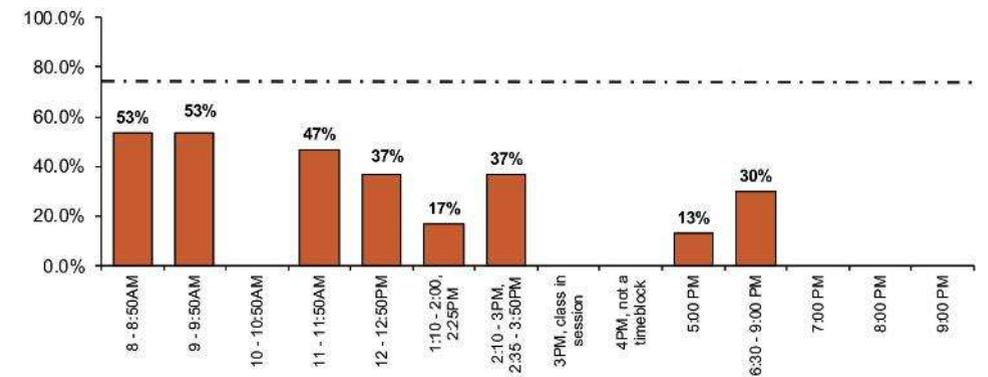
**How much space will you need, for what, and where?**

Projected number of classrooms of different sizes to meet planned enrollment, schedule, and average section size goals

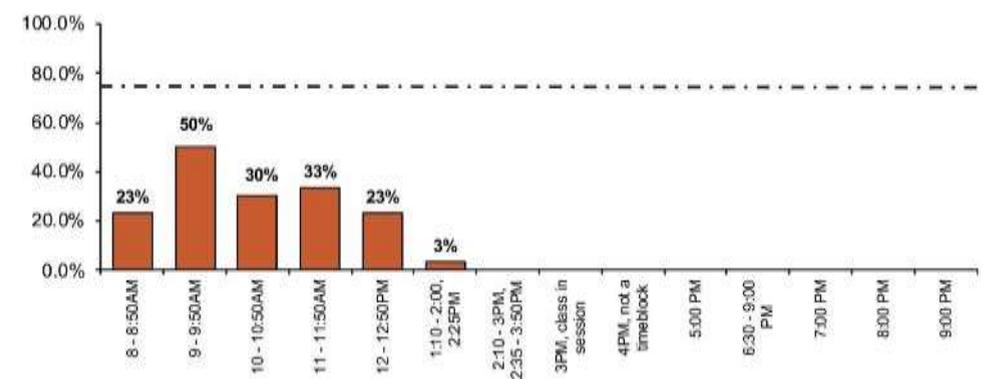
Key user group (stakeholders) interviews and space program showing your current and projected space needs by size and use based on our experience and best practices

Identify possible projects - “early contenders” – that could address those projected needs

Tuesday General Classroom Use by Hour



Friday General Classroom Use by Hour



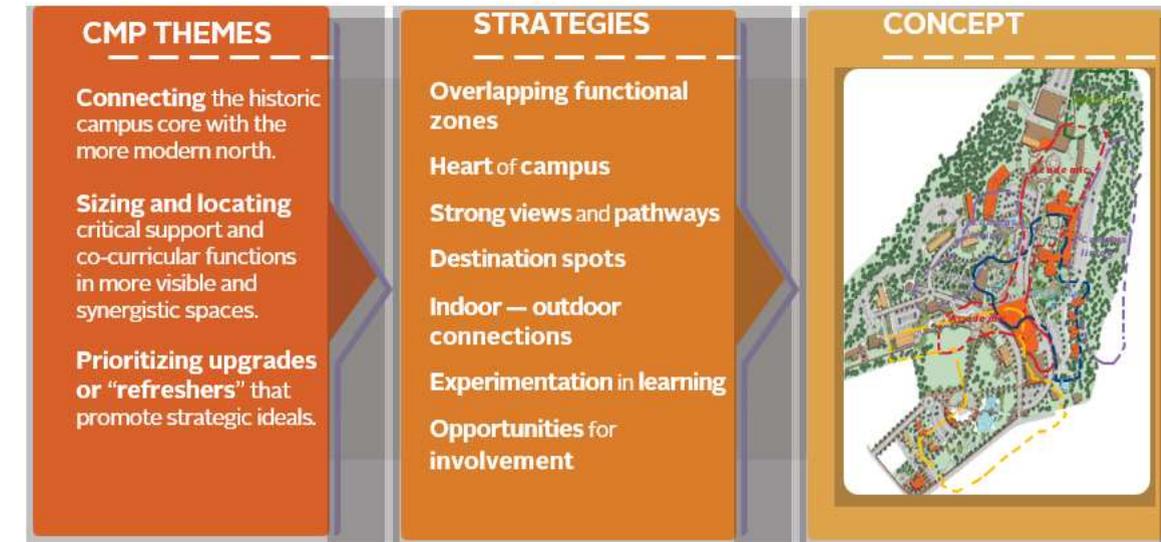
# Concept and options



**What concepts, and options reflect the intention of the plan?**

Findings from Phases 1 and 2 lead to three or four comprehensive campus master plan themes – the intent behind your campus plan

Conceptual campus master plan illustrating strategies like organization, connection, views, areas for development, borders, and arrival



# Test of concept

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**What option best reflects the experience you want your students to have?**

We develop two or three scenarios as starting points along with descriptions of recommended projects that tie to the intent and the conceptual campus plan.

In town hall meetings, campus groups consider the concept, strategies, and scenarios and identify alternatives.

The project leadership team and we identify the preferred option for final test of concept and renderings of transformational spaces.



# Envisioning transformation - a story worth investing in



Alfred University Allen Way (proposed)

# Envisioning transformation - a story worth investing in



Wingate University Austin Auditorium (proposed)

# Plan and implementation

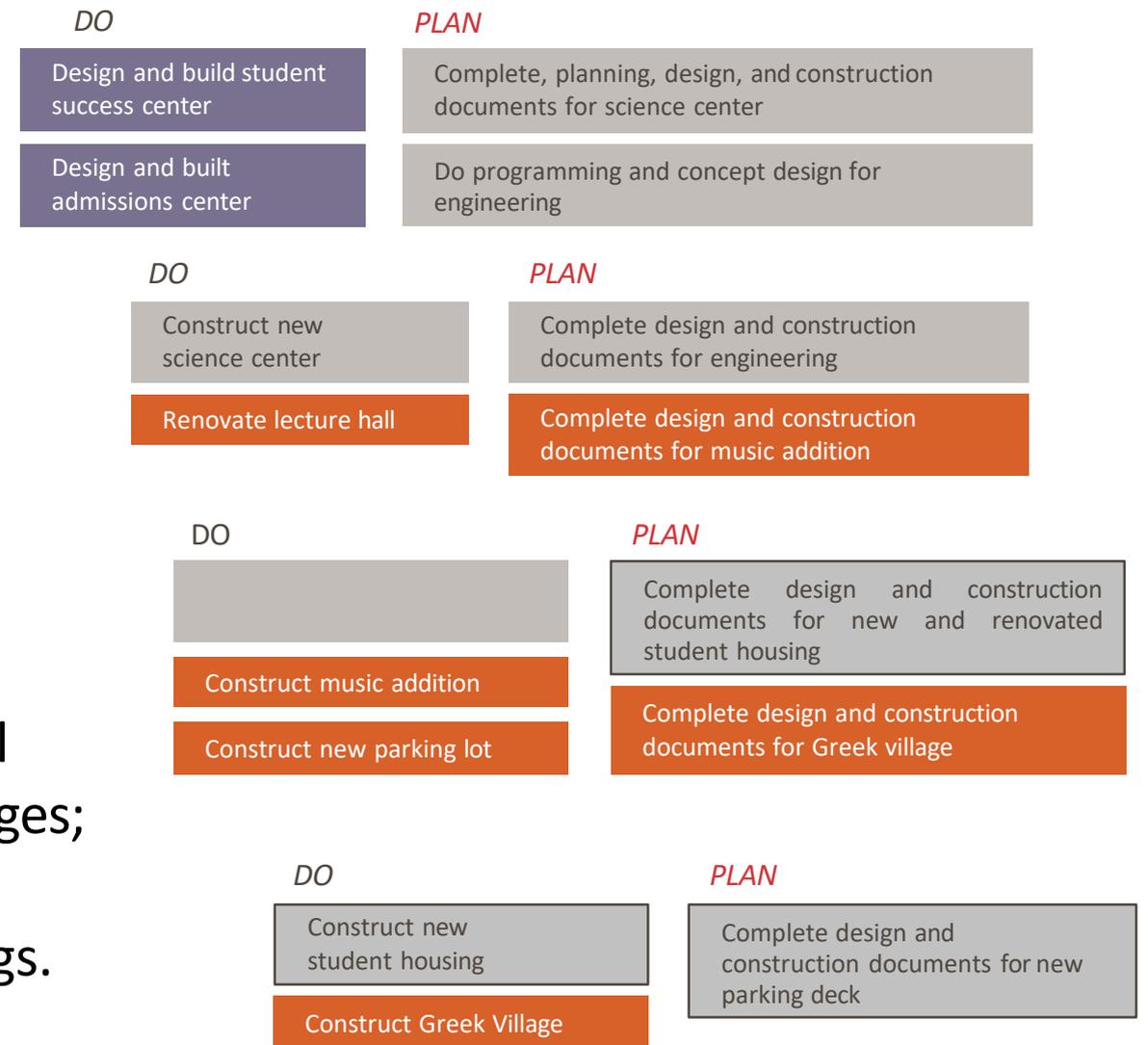


**What does the final plan look like and what's the plan for action?**

Preferred scenario developed in plan view and renderings refined

Preliminary budget estimate ranges, a sequencing plan, and other elements of a presentation to your Board seeking approval of the plan

Final deliverables are a magazine quality summary of the plan; digital copies of that summary and all images; a binder containing all our presentations, analyses, and findings.



# Plan and implementation



## 1 Minimal Renovation

1. Joyce & Walton Family Center for Health and Wellness
2. McLane Center
3. Connors Family Pavilion
4. Marlin Miller Performing Arts Center
5. Miller Theater
6. Moskowitz Hall
7. Tefft Hall
8. Barresi Hall
9. Cannon Hall
10. Bartlett Hall
11. Franklin W. Olin Building
12. Science Center
13. Perlman Hall
14. Seidlin Annex/Engineering Laboratories
15. Kanakadea Hall
16. Greene Hall
17. Jordan Hall
18. Castle
19. Joel's House
20. Ann's House
21. Stull Observatory
22. Connors Hall
23. Ford Street Apartments
24. Judson Leadership Center
25. Brick Hall
26. Kruson Hall
27. Gothic Chapel
28. Child & Family Services Center
29. Saxon Inn

## 1 Renovation

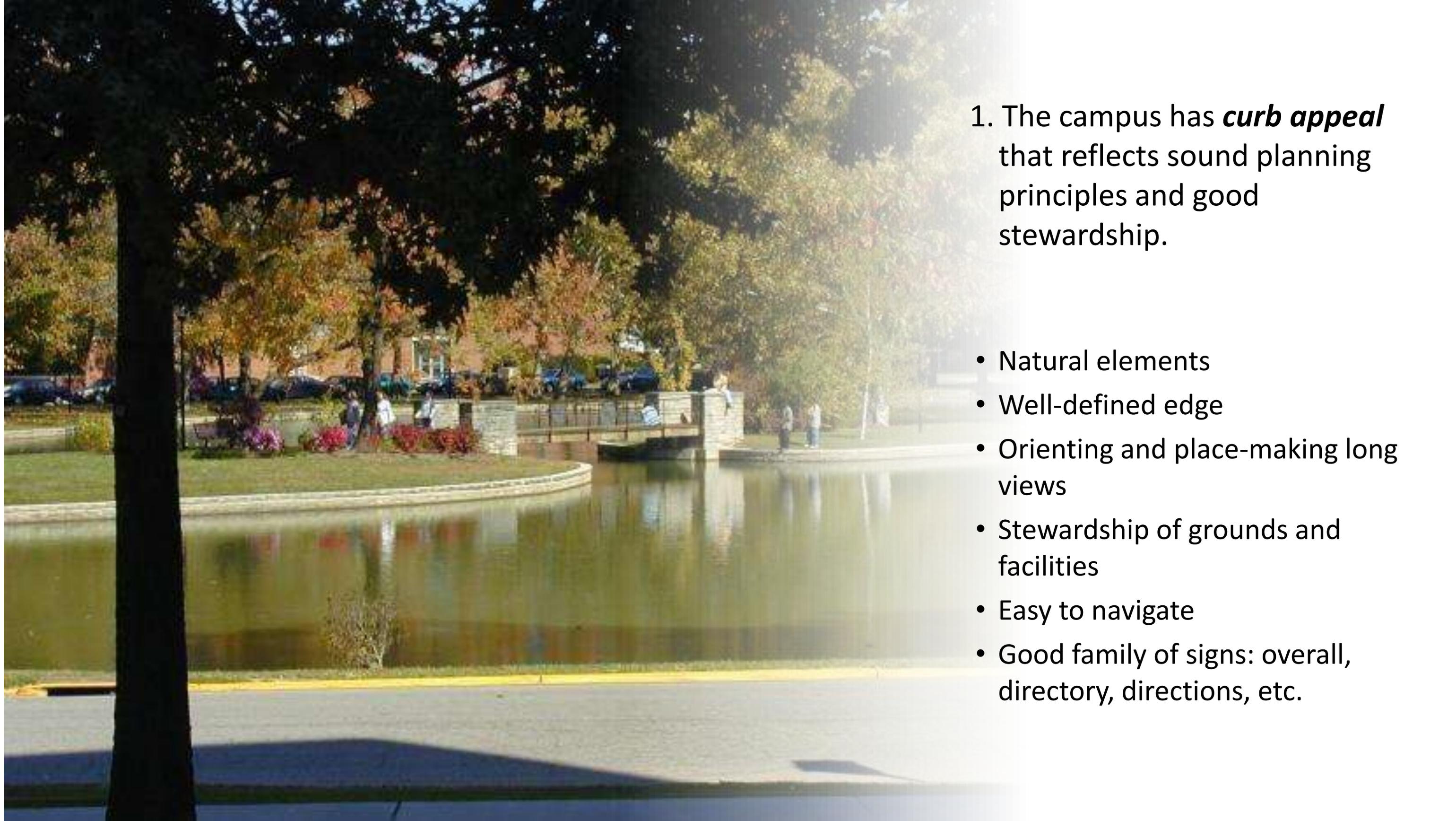
30. Wellness Center
31. Myers Hall
32. Susan Howell Hall
33. Ade Dining Hall
34. Herrick Memorial Library
35. Seidlin Hall
36. Arthur & Lea Powell Campus Center
37. Alumni Hall

## 1 Proposed Building or Addition

38. Student Engineering Projects Lab (STEP)
39. Facilities Building
40. Residence Hall
41. Suites
42. Townhouses
43. Theme house
44. Placeholders for future buildings

## A Proposed Site Changes

- H Tennis Courts
- I Main Campus Entry
- J Allen Way
- K Pine Street Roundabout
- L Allen Way Park
- M Maker Way Plaza
- N Powell Plaza
- O Herrick Plaza
- P Olin Plazas
- Q Saxon Hill Fields



1. The campus has *curb appeal* that reflects sound planning principles and good stewardship.

- Natural elements
- Well-defined edge
- Orienting and place-making long views
- Stewardship of grounds and facilities
- Easy to navigate
- Good family of signs: overall, directory, directions, etc.

Campus  
curb appeal



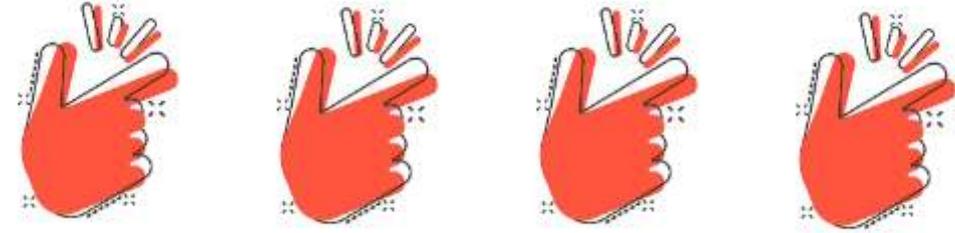


2. The institution has an intentionally designed **welcome experience** that tells its story, affirms student interest, begins to create belonging.

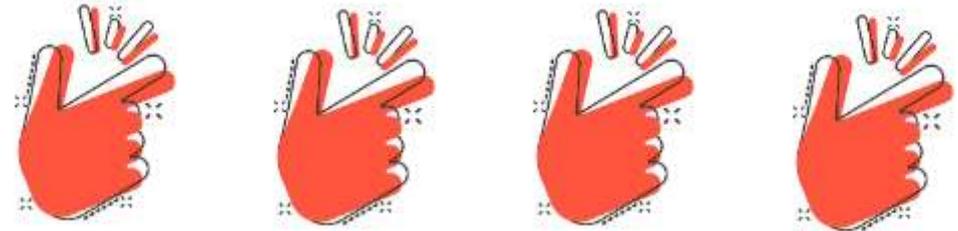
- Point of arrival
- Parking for guests
- Clear directions for guests
- Defining experiences

The AUBG  
welcome

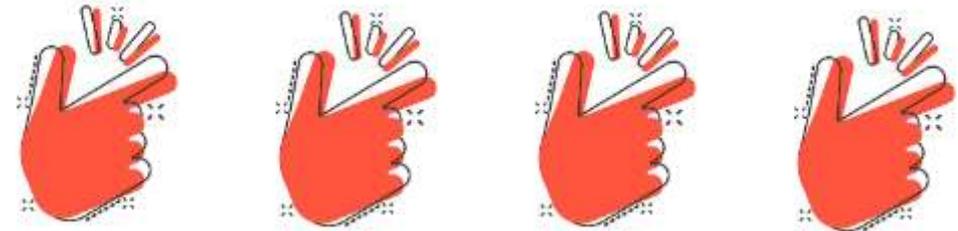
*Find*



*Navigate*



*See-feel-hear*



3. The campus supports best practices in ***student success and retention.***

- Seamless and inviting places to “do business” with the University (student services)
- Academic support spaces that are student-centric (time and place)
- Residential experiences that attract students to live on campus
- Permeable public spaces for student participation and leadership.



Places  
dedicated to  
student  
success

PLACES	RATING				
STUDENT SERVICES SEAMLESS AND INVITING	POOR	1	2	3	4 GREAT
ACADEMIC SUPPORT STUDENT CENTRIC	POOR	1	2	3	4 GREAT
RESIDENTIAL EXPERIENCE ATTRACTS CAMPUS LIVING	POOR	1	2	3	4 GREAT
PARTICIPATION AND LEADERSHIP PUBLIC AND PERMEABLE	POOR	1	2	3	4 GREAT



4. The campus supports activities that are ***“relationship rich\*”*** and create a ***learning community***.

- Places to engage with students and staff on academic and non-academic topics
- Places to engage with faculty on academic and non-academic topics
- Personal and mentoring relationships
- Variety of instructional spaces and pedagogies

*\*Relationship Rich Education: How Human Connections Drive Success in College, Peter Felten and Leo Lambert*

Places for  
relationship-  
rich  
experiences

*# PLACES*

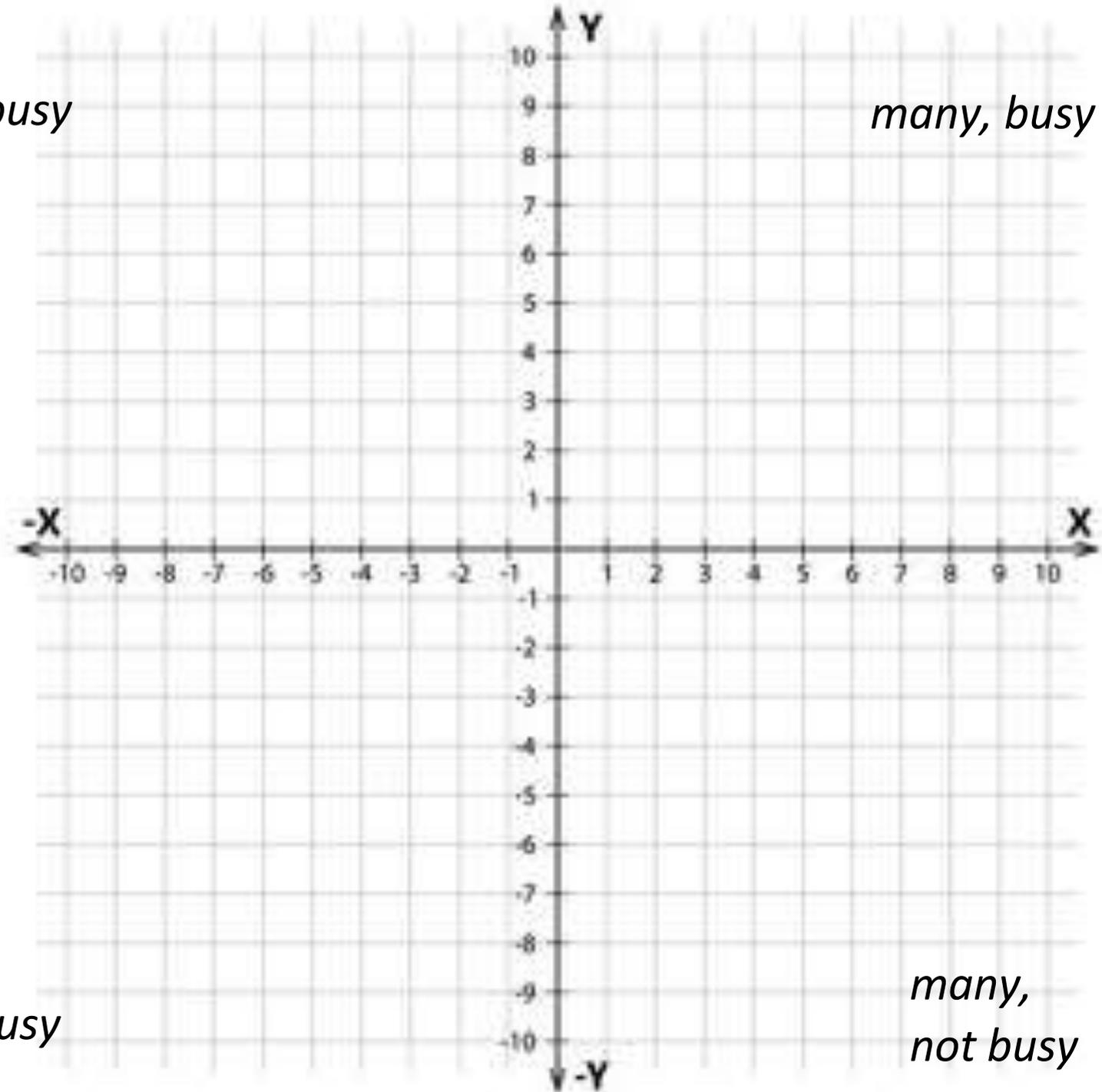
*ACTIVITY LEVEL*

*few, busy*

*many, busy*

*few,  
not busy*

*many,  
not busy*



5. There is visible fit between the campus and the institution's mission and vision.

Educating democratic citizens for leadership, service, and personal and professional success.

- compelling mix of curricular and co-curricular experiences
- flexibility, curiosity, and versatility
- strong intercultural experiences
- invigorating entrepreneurial spirit
- enhance presence throughout the region and the world
- compelling teaching, engaged scholarship, and a welcoming, inclusive, diverse, and pluralistic community

AMERICAN UNIVERSITY IN BULGARIA  
АМЕРИКАНСКИ УНИВЕРСИТЕТ В БЪЛГАРИЯ

SCAPTOPARA CAMPUS - BLAGOEVGRAD  
КАМПУС СКАПТОПАРА - БЛАГОЕВГРАД



Key:

1. SCAPTOPARA I RESIDENCE HALL
2. SCAPTOPARA II RESIDENCE HALL
3. SCAPTOPARA III RESIDENCE HALL
4. BALKANSKI ACADEMIC CENTER
5. PANITZA LIBRARY
6. AMERICA FOR BULGARIA STUDENT CENTER
7. FUTURE EDUCATIONAL AND ADMINISTRATIVE FACILITIES
8. SPORT FACILITIES

ЛЕГЕНДА:

1. СТУДЕНТСКО ОБЩЕЖИТИЕ СКАПТОПАРА I
2. СТУДЕНТСКО ОБЩЕЖИТИЕ СКАПТОПАРА II
3. СТУДЕНТСКО ОБЩЕЖИТИЕ СКАПТОПАРА III
4. АКАДЕМИЧЕН ЦЕНТЪР „БАЛКАНСКИ“
5. БИБЛИОТЕКА „ПАНИЦА“
6. СТУДЕНТСКИ ЦЕНТЪР „АМЕРИКА ЗА БЪЛГАРИЯ“
7. БЪДЕЩА УЧЕБНА И АДМИНИСТРАТИВНА СТРАДА
8. СПОРТНИ СЪОРЪЖЕНИЯ

## Campus- mission fit

You have been asked to tell the story of American University in Bulgaria.

What **settings** on campus provide the best backdrop?

Why?

What **settings** would you avoid?

Why?

## Exercise #2: Belonging and Mattering

- Who most clearly feels invited into the story that is American University in Bulgaria?
- To whom would you like to feel more inviting?
- What can the University do about that?
- To whom do we need to talk?

Questions  
Suggestions  
Next steps

1. Complete fact-finding on space, facilities, and site
2. Town hall sessions
3. Ongoing data collection and analysis
4. User group interviews