Long-Range Development Planning
Community Engagement
Advisory Groups Joint Sharing Session
January 21, 2016
Welcoming Remarks

Dr. Becky Johnson, OSU-Cascades Vice President
Nick Birdseye, Student Body President
Agenda

• Meet Campus Design Team Finalists
• Advisory Group Reports
  — Health and Wellness
  — Sustainability
  — Arts, Culture and Enrichment
  — Community Integration
• Convergence Discussion Groups
  — Worksheet
  — Electronic Polling
• Public Comment (*Signup*)
• Closing Remarks
Campus Design Team Finalists

- Ayers Saint Gross (Tempe) with Hennebery Eddy Architects (Portland) and Pinnacle Architecture (Bend)
- Page Southerland Page (San Francisco) and SERA Architects (Portland)
- ZGF Architects (Portland)
Advisory Groups & Facilitators

Health and Wellness  >  Libby Barg

Sustainability  >  Ann Witsil

Arts, Culture and Enrichment  >  Clark Worth

Community Integration  >  Libby Barg and Clark Worth

Coordination  >  Nathan Moses, OSU-Cascades
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<td>November 18</td>
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<td>December 7</td>
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Strategic Questions—Health and Wellness

1. What emerging trends will shape the future for health and wellness?

2. How can the campus design contribute to a culture of health and wellness? What are the key components necessary to promote wellness? (programs – not facilities)

3. What promising collaborations or community partners could help OSU-Cascades promote health and wellness?

4. What barriers confront OSU-Cascades for health and wellness, and how can they be overcome?
Strategic Questions—Community Integration

1. What emerging trends will shape the future for community integration?
2. How should OSU-Cascades define community-wide livability? What are the key components?
3. How can the community benefit from the OSU-Cascades campus? What concerns should be addressed?
4. What should be the character of the interface between the university and surrounding neighborhoods and resource areas?
5. For access – amenities – open space – landscape – housing – transportation – parking – what should be the high level priorities given to the campus design team?
6. What barriers confront OSU-Cascades for community integration, and how can they be overcome?
Framing Principles

OSU-Cascades Community Engagement
Long Range Development Planning
Framing Principles

- Organize an open, transparent and well facilitated community conversation that includes a wide range of ideas and perspectives to contribute to long-range campus design.

- Establish a clear, well defined assignment for the advisory groups, clarifying their role is advisory.

- Seek broad advice rather than consensus on future development of the OSU-Cascades campus. A range of perspectives is acceptable and valued.

- Build on earlier recommendations produced by the Campus Expansion Advisory Committee and related task forces.

- Acknowledge and honor OSU-Cascades’ decisions and commitments to date regarding campus planning. Focus discussion on long range development planning for the selected site, rather than facilities and architectural design.

- Design and conduct an efficient process that respects time commitments of advisory group participants and staff.
Emerging Themes

**Connected:** Fully integrated with the community in Bend, Central Oregon and also globally: a regional hub of interactive learning.

**Healthy:** Active lifestyles and physical – mental – spiritual health and wellness. Students who graduate are healthier than when they enroll.

**Leading edge:** An innovative, risk-taking, research-based catalyst for business; an economic engine for Central Oregon.

**Superior teaching:** Recruit outstanding teachers, embracing best practices for teaching focused on engaged students, and delivering value added for the investment in education.

**Sustainable:** A model for teaching, building and demonstrating sustainability.

**Honest:** Acting with integrity to conduct university business in an open, transparent manner while supporting the highest values and principles.
Advisory Group Reports

Health and Wellness
Sustainability
Arts, Culture and Enrichment
Community Integration

Vision & Highlights
Advisory Group Report

Health and Wellness

- Food insecurity help, nutrition education, wellness, health
- Multipurpose Wellness Center at QF campus that is a magnet for whole campus community
- Outdoors Program, Bike Shop, Fitness Center, Triathlon
- A health navigator to help students
- Center / Intramural
Vision:

Students and staff leave campus healthier than when they arrive.

Health-wellness-fitness are fully integrated with campus design and programs, and in sync with the Bend/Central Oregon self-image.
Highlights:

• Health and wellness must be integrated into campus design and curriculum. Inspired spaces are needed.

• A healthy campus hinges on successful, collaborative partnerships with local health care providers and other groups. Flexible, multi-use space will enable partners to serve students.
Highlights:

• Transportation issues are a key barrier for delivering services to students. Even with some health services available on-campus, most community health care facilities will be off-campus.

• Prioritizing and phasing health and wellness facilities/programs will be critical to success. What’s most important to do well first?

• A commitment to health and wellness requires closer communication with students. OSU will need multiple communication platforms to inform students, encourage healthy lifestyles, and help them navigate the healthcare system.
Advisory Group Report

Sustainability
Advisory Group Report
Sustainability

Vision:
The campus is a model for sustainable design and practices. A curriculum focused on promoting and innovating sustainable practices attracts unique students, faculty, and corporate investment to benefit the university and community.
Advisory Group Report

Sustainability

*Highlights:*

- Design a well-planned green campus that is a living laboratory for a sustainable educational community. All resources should be conscientiously designed, intentionally used, recycled, renewed and monitored.

- Build systems to educate, encourage and track individual and campus-wide environmental “footprints.” Develop a comprehensive sustainability scorecard and tracking system.
Highlights:

• Create and promote the business case, branding and track record to gain community support and engagement with OSU-Cascades as a unique, attractive and influential “Living Learning Lab for Sustainability”.

• Secure strategic collaborative partnerships with local and regional corporate, governmental and community leaders for the resources, expertise and commitment to implement and sustain sustainable innovations over the long term. Start with local partners and vendors. Walk the talk.
Advisory Group Report
Arts, Culture and Enrichment
Advisory Group Report
Arts, Culture and Enrichment

Vision:

OSU-Cascades becomes a regional hub – virtual and physical – for arts, culture and enrichment activities, connecting artists, students, faculty and patrons to increase attention for and influence of the arts.
Highlights:

- OSU-Cascades should be a leader in the arts, setting a high quality standard and willing to take risks. OSU should make a statement, creating an environment for arts and culture that embodies OSU-Cascades’ commitment and quality standard.

- Arts and culture offerings should build organically from the University’s current foundation and strengths – today’s programs, curriculum, talented faculty: “Grow the programs we already have.”
Advisory Group Report
Arts, Culture and Enrichment

Highlights:

• The curriculum can weave together art with anthropology, history and art history, placing it in a deeper cultural context that enhances learning and connects OSU-Cascades to this region.

• The University must learn to collaborate with the loose-knit network of mostly small non-profit organizations that currently run ACE programs in the region. The main challenge for this local arts scene is the lack of a sustainable funding model.

• To fulfill its mission in Central Oregon, OSU-Cascades will need to be a leader in making arts and cultural experiences accessible and relevant to the people who live here.
Advisory Group Report

Community Integration
Vision:
The University is committed at all levels – administration, faculty, students – to fully address off-campus impacts.

The campus is integrated (not isolated) from the community, inviting public use.
Advisory Group Report
Community Integration

Highlights:

• OSU-Cascades will be an economic engine that vastly reshapes the community and the well-being of its inhabitants. The benefits of the University can only be realized through integration of the campus with community.

• The most challenging problems to address are traffic congestion and student housing, which are closely related. Providing adequate, on-campus student housing is critical.
Advisory Group Report
Community Integration

Highlights:

• The OSU-Cascades campus should be fully connected with an expanded citywide and regional network of bike and pedestrian trails, along with an improved public transit system. Students and staff should be able to live, work, teach, learn and recreate without needing a personal automobile for daily use.

• The OSU-Cascades campus should take the form of a compact “ski village” that clusters residences with educational – commercial – recreational uses. Much of the campus can remain auto-free.

• The north and west campus boundaries should be well buffered from the residential neighborhoods. To the east and south, the campus/community interface should intermingle college and public facilities and activities. The boundary should be “soft”, with a transition area. Community members should feel welcome on-campus.
Convergence Discussion Groups

• Participant worksheet – 5 minutes
• Small group discussions – 30 minutes
• Electronic polling
Electronic Polling
I am a member of this advisory group:

1. Health and Wellness
2. Sustainability
3. Arts, Culture and Enrichment
4. Community Integration
5. Not a member of an advisory group
After hearing the other advisory group reports, I feel those groups’ findings are:

1. Closely related to my group’s results

2. Somewhat related to my group’s results

3. Not related to my group
How would you rate the importance of these shared elements to OSU-Cascades long-range development planning, on a scale of 1-not important to 7-very important?
How would you rate the importance of these shared elements to OSU-Cascades long-range development planning, on a scale of 1-not important to 7-very important?

Economic engine for the region

0%  1. Not important
5%  2. ...
5%  3. ...
10% 4. ...
12% 5. ...
32% 6. ...
37% 7. Very important

Mean = 5.71
How would you rate the importance of these shared elements to OSU-Cascades long-range development planning, on a scale of 1-not important to 7-very important?

Bicycle/pedestrian/transit network linking campus and community

2% 1. Not important
2% 2. ...
5% 3. ...
7% 4. ...
21% 5. ...
14% 6. ...
49% 7. Very important

Mean = 5.79
How would you rate the importance of these shared elements to OSU-Cascades long-range development planning, on a scale of 1-not important to 7-very important?

Student conduct assurances

- 5% 1. Not important
- 8% 2. ...
- 15% 3. ...
- 18% 4. ...
- 23% 5. ...
- 18% 6. ...
- 15% 7. Very important

Mean = 4.58
How would you rate the importance of these shared elements to OSU-Cascades long-range development planning, on a scale of 1-not important to 7-very important?

OSU-Cascades campus design that is unique to this place – to Bend – to Central Oregon

0% 1. Not important
9% 2. ...
5% 3. ...
9% 4. ...
12% 5. ...
12% 6. ...
53% 7. Very important

Mean = 5.72
How would you rate the importance of these shared elements to OSU-Cascades long-range development planning, on a scale of 1-not important to 7-very important?

Aesthetically pleasing design for buildings and surroundings

0% 1. Not important

3% 2. ...

3% 3. ...

15% 4. ...

20% 5. ...

35% 6. ...

25% 7. Very important

Mean = 5.58
How would you rate the importance of these shared elements to OSU-Cascades long-range development planning, on a scale of 1-not important to 7-very important?

A model, with high standards and excellence in teaching

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<tr>
<td>71%</td>
<td>7%</td>
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Mean = 6.26
How would you rate the importance of these shared elements to OSU-Cascades long-range development planning, on a scale of 1-not important to 7-very important?

Communications connecting OSU-Cascades with the community at many levels

- 3% 1. Not important
- 0% 2. ...
- 0% 3. ...
- 8% 4. ...
- 23% 5. ...
- 21% 6. ...
- 46% 7. Very important

Mean = 5.95
I would be interested in continuing to advise OSU-Cascades on the campus design:

1. Yes
2. No
3. Not sure

- 95% Yes
- 0% No
- 5% Not sure
I would like to be kept informed of progress on the campus design. My preferred communication channel is:

1. Website
2. Email update
3. Newsletter
4. Newspaper coverage
5. Meetings: advisory groups, joint
6. Facebook/social media
7. Another channel
8. Don’t need to be kept informed
Public Comment

- Sign up to speak
- 3-minute maximum
- Written comments invited
Open House – You’re Invited!

- Meet the campus design team finalists
- Continue the discussion with OSU-Cascades
- Enjoy refreshments!
Closing Remarks

Kelly Sparks, Associate Vice President
Finance & Strategic Planning
OSU-Cascades