



Success in the New Reality

2010 Southern Regional Conference

OCTOBER 17–19, 2010 | FRANCIS MARION HOTEL | CHARLESTON, SC (USA)

Welcome to Charleston!

Your SCUP Southern Regional Council is very pleased to welcome you to this year's Southern Regional Conference, October 17–19, 2010, at the historic Francis Marion Hotel in one of America's most beautiful cities, Charleston, SC. Located in the heart of historic Charleston, the Francis Marion Hotel opened in 1924 as the largest and grandest in the Carolinas. Originally named Charles Towne in 1670, Charleston is a Southern city of timeless warmth and culture, distinctive architecture, gardens, and city squares, nationally significant history, art and amazing restaurants and local cuisine. Charleston's unique culture is a rich blend of traditional southern American, English, French, and West African elements. Enjoy the City Market which is only a 10-minute walk down King Street from the hotel. The Market is home to local artisans selling indigenous, Gullah inspired items and is surrounded by some of Charleston's best eateries and night spots. Be sure to also look into Charleston's Museum Mile, Aquarium, Cooper River Ravenel Bridge (the longest cable-stayed bridge in the Western Hemisphere), nearby beaches, and the many historic sites.

The theme for our 2010 conference is "Success in the New Reality." Please share with us your respective successes and lessons learned as we explore this theme from the perspective and experience of diverse institutions. From a pre-conference workshop, four plenary sessions featuring key administrators including university presidents, and 21 concurrent sessions, this conference will provide you with ample opportunities to expand your understanding of this subject and learn how to apply that understanding in light of today's increased expectations, budget challenges and market pressures.

Your conference planning committee and local host have included a number of Charleston-specific cultural outings and social/business networking opportunities each day. Don't miss Sunday's mid-afternoon tour of the historic College of Charleston; Monday's Shag Class and evening reception at the Charleston Visitors Center, followed by our nearby "Dine-around" restaurant choices, featuring a variety of Charleston cuisine; and last, but certainly not least, ending on Tuesday afternoon, the tours of the Medical University of South Carolina and the Citadel, the Military College of South Carolina.

Charleston is an excellent example of integrating new ideas with the old and of staying on course despite a landscape frequently at risk by many external forces and the ideal location for our 2010 Regional Conference. We hope you enjoy the city and join the fun at our annual SCUP Southern Regional Conference, this week!

Todd Dolson
Conference Chair

Michael Watson
Conference Vice Chair

Jennifer Pearce
Local Host Chair

Elsa Pena
Program Chair

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WWW.SCUP.ORG/ANNUALCONF/46**



City of Charleston

Joseph P. Riley, Jr.
Mayor

September 15, 2010

WELCOME!

We are most pleased and honored that the Society for College and University Planning has chosen to hold the 2010 Southern Regional Conference in the City of Charleston on October 17-19, 2010. On behalf of Charleston City Council and all our citizens, I am happy to extend warmest greetings to all of you, and pledge our total cooperation in making your visit a most pleasurable and memorable occasion.

We are confident you will find our city a perfect setting for your conference. Backed by a tradition of proven hospitality and excellent facilities, we consider it a privilege to provide a stimulating and productive atmosphere for your activities.

During your stay, we encourage you to take time from your busy schedule to tour the beautiful attractions of which Charleston abounds. We extend to each of you our very best wishes for an enjoyable visit and a successful meeting.

Most sincerely yours,

Joseph P. Riley, Jr.
Joseph P. Riley, Jr.
Mayor, City of Charleston

JPR,jr./dm



P.O. Box 652, Charleston, South Carolina 29402

843-577-6970 Fax 843-720-3827

SUNDAY, OCTOBER 17

7:30 AM–5:30 PM | REGISTRATION AT MEZZANINE LEVEL LOBBY

OPTIONAL PRECONFERENCE WORKSHOP

8:30 AM–12:30 PM | Pinckney

(S10W01) The Facilities Cafe— Diverse Project Delivery Is the New Reality

Presented by: Bob Gunn, Principal, Clark Nexsen; Brad Reid, University of North Carolina, Wilmington

Individual colleges and universities vary. They have different needs and tastes. The Facilities Cafe will present a different menu of facilities delivery alternatives looking at everything from planning to financing, design, and construction. It will focus on two case studies of major public institutions, Clemson University and the University of North Carolina Charlotte. This interactive workshop will explore the different approaches each institution chose to delivering capital facilities in a time of economic drought and engage the participants heavily in the decision-making process.

LEARNING OUTCOMES:

1. Define the alternatives for financing, programming, design, and construction of capital projects.
2. Analyze the pros and cons, as well as the cost, time, and quality implications, of each alternative.
3. Recognize the influences on the choices made by two major public institutions and the reasons they made the choices they did.
4. Organize the project team that must be assembled for a privatized capital project and manage the process of selecting them and guiding them.
5. Review a process for making the critical decisions, in a timely way, that keeps the project on track.

Cost: Member \$120 USD, Non-member \$145 USD

AIA Credits Possible: 3.0 LU

AICP Credits Possible:

OPTIONAL CAMPUS TOUR

2:30 PM–5:00 PM |

(S10T01) College of Charleston Campus Tour

The College of Charleston is a nationally-recognized, public liberal arts and sciences university located in the heart of historic downtown Charleston, South Carolina. Come and join us on a walking tour with the College's facilities planning and engineering personnel, as well as project architects, and explore one of Charleston's most historic areas. The tour will include three newly-constructed facilities as well as highlight the exterior restoration of the longest-serving academic building in the country, Randolph Hall. The Marion & Wayland H. Cato Jr. Center for the Arts is a five-story building housing teaching, dance & paint studios, performance & practice classrooms, a state-of-the-art photography lab, as well as the Halsey Gallery. The new science center contains approximately 30 modern labs for the School of Sciences and Mathematics, along with lab space, faculty offices, meeting space, and an exhibit area featuring a unique fossil collection. The Carolina First Arena boasts a 5,000-seat arena, along with office space, an academic support area and a state-of-the-art sports medicine facility. Randolph Hall is in the heart of the campus alongside Porters Lodge and Towell Library. These

buildings are listed on the National Register of Historic Places as National Historic Landmarks.

Cost: \$30 USD

OPENING PLENARY SESSION

6:00 PM–7:00 PM | Alumni Hall (within Randolph Hall, College of Charleston)

(PL004) Opening Plenary

Presented by: President George Benson, College of Charleston

Welcomed and Convened by: Lily del Berrios, Principal, Sizemore Group

President Benson will welcome conference attendees to the College of Charleston and provide an overview of its unique history and location. He will also share highlights from the college's new strategic plan, "Gateways to Greatness," and touch on some of the challenges facing public higher education.

OPENING RECEPTION

7:00 PM–8:30 PM | President's House, College of Charleston

MONDAY, OCTOBER 18

7:30 AM–8:30 AM | SOUTHERN TOWN HALL AND
CONTINENTAL BREAKFAST AT GOLD BALLROOM

7:30 AM–5:00 PM | REGISTRATION AT MEZZANINE LEVEL LOBBY

PLENARY SESSION

8:30 AM–9:45 AM | Gold Ballroom

(S10P03) Trust: The Key Ingredient for Integrated Planning

Presented by: Anthony Tricoli, President, Georgia Perimeter College; Robin Tricoli, RJT, Strategic Planning and Communication

Convened by: Lewis Godwin, Director, Planning & Projects, Georgia Perimeter College

This presentation will elaborate on the intricacies of college-wide strategic planning and is focused on helping the participants understand the importance of aligning all operations of the institution with the plan. Dr. Robin Tricoli and President Anthony Tricoli will discuss how they have been successful in leading strategic planning in both university and community college settings, on single campuses, as well as multi-campus organizations. They will share their insights on the challenges of building collaboration through trust and team work in the development of a plan that is actually implemented, evaluated, and utilized in daily decision making. From capital development to faculty and staff evaluations, as well as the alignment of facilities master plans, academic plans, and fundraising, this session will demonstrate how successful every institution can be with a clear and concisely developed plan.

LEARNING OUTCOMES:

1. Describe techniques for building trust to facilitate integrated planning across an institution.
2. Determine how to align facilities development, academic planning, and fundraising to achieve a sustainable planning process.
3. Identify the elements of a strategic plan that ensure it is implemented, evaluated and utilized in daily decision-making.

4. Identify the role of culture in ensuring that members of a campus collaborate to reduce costs and increase the effectiveness of resource allocations.

AIA Credits Possible: 1.0 LU

AICP Credits Possible:

CONCURRENT SESSIONS

10:00 AM–11:00 AM | Carolina B

(S10C05) Determining Where You are on the IPD Spectrum

Presented by: Michael Kenig, Vice Chairman, Holder Construction Company; Steven Thweatt, Associate Vice President, Planning, Design & Construction, Emory University

Convened by: Glenn Thompson, Business Development Manager, W. M. Jordan Company, Inc.

Based on a recently published paper, “IPD for Public and Private Owners”, this session will look at the evolution of Integrated Project Delivery (IPD) and how owners are leveraging collaboration to improve how their facilities are meeting their original planning goals. This includes exploring the integration that can be achieved both with and without an integrated (multi-party) contract and will include an interactive discussion on the subject.

LEARNING OUTCOMES:

1. Identify the key features of Integrated Project Delivery (IPD).
2. Evaluate the status of IPD and the latest trends in the industry.
3. Determine the most effective steps for collaboration, with or without a contract.
4. Describe the steps needed for beginning the implementation of IPD.

AIA Credits Possible: 1.0 LU

AICP Credits Possible:

10:00 AM–11:00 AM | Calhoun

(S10C17) Meeting the Challenge, Re-defining, Re-adapting Existing Resources to Accommodate the Paradigm Shift in Teaching and Learning

Presented by: Elsa Pena, University Architect, University of West Georgia

Convened by: Lewis Godwin, Director, Planning & Projects, Georgia Perimeter College

New modalities in teaching and learning require facilities with different configurations than traditionally oriented classrooms. Tech savvy entering student cohorts accustomed to heavy visual stimulus group social interaction impose transformative demands in teaching modalities. Teaching is or will be shifting from the traditional Socratic style lecturing to the interactive, group learning and problem solving style of teaching and learning. Academic and facilities areas are faced with this paradigm shift and the realities of best utilizing scarce resources to accommodate the demands.

LEARNING OUTCOMES:

1. Evaluate strategies for innovative renovations that make the most of existing resources.
2. Evaluate how effective utilization of technology and FF&E can define and create space to best support teaching and learning.
3. Identify trends in pedagogy that directly affect the design of learning spaces.
4. Select options that can be implemented with existing resource parameters.

AIA Credits Possible: 1.0 LU

AICP Credits Possible:

10:00 AM–11:00 AM | Carolina A

(S10C33) Examples of Innovative Statewide and Institutional Approaches to Strategic Planning

Presented by: Pamela Arrington, Associate Dean & Professor, College of Education, Troy University; Ray White, Vice Chancellor, Troy University Montgomery

Convened by: Thomas S. Woodward, Vice President, Heery International, Inc.

This session describes in detail two innovative approaches to planning, one at the statewide level and one at an institution. The statewide approach incorporated strategic alliances across all education levels and with business and industry. The institutional process included listening sessions across the state, nation, and international locations. Both planning processes included five phases, which will be described during the session.

LEARNING OUTCOMES:

1. Identify distinct phases of an innovative planning process using the session’s resources that are transferable to your campus.
2. Define steps for conducting a SWOT analysis on campus.
3. Identify resources for conducting a strategic planning process on a statewide or university-wide level.
4. Implement strategies to link institutional goals and strategies with statewide higher education goals and strategies

AIA Credits Possible: 1.0 LU

AICP Credits Possible:

11:15 AM–12:15 PM | Carolina B

(S10C03) Energy Performance Contracting at MUSC—Planning and Execution

Presented by: John Malmrose, Chief Facilities Officer, Medical University of South Carolina; Wayne Robertson, President, Energy Ace, Inc.

Convened by: Kathryn Horne, Principal, The FWA Group
Energy Performance Contracting is a means of implementing energy projects on a campus by using the future savings stream to finance the improvements. A third-party designs and installs the upgrades and guarantees the savings. However, performance contracting is not without its risks. Learn the pros and the cons of performance contracting from this pair of presenters: a savvy university facilities manager and his highly experienced owner’s representative consultant.

LEARNING OUTCOMES:

1. Plan an energy retrofit program.
2. Design a competitive Procurement for Performance Contracting (PPC).
3. Implementing the energy upgrades without impairing ongoing operations.
4. Evaluate the savings from the plan.

AIA Credits Possible: 1.0 LU HSW SD

AICP Credits Possible:

11:15 AM–12:15 PM | Calhoun

(S10C22) The New Reality: Integrated Planning = More with Less

Presented by: Lily del Berrios, Principal, Sizemore Group; Max Pettit, Retired Associate Dean, Augusta State University

Convened by: Don Bush, Principal, Smith Carter Architects and Engineers

It is time for new realities. This session is a real life example of how an institution’s use of integrated planning has helped them do more with less. In 2003 Augusta State University initiated a master plan using a tool and process that integrates population growth, programs, space use and capital cost. ASU

has used the master plan to manage change and its impact on scheduling, room use, space allocation, parking, Capital Implementation Program (CIP) and the current master plan update.

LEARNING OUTCOMES:

1. Identify the key drivers that tie space planning and utilization to academic, facilities, and funding factors (enrollment, faculty, staff, credit hours, scheduling, library collection, square feet, cost per square feet, etc.).
2. Evaluate the relationship between these factors and the qualitative attributes that influence the quantitative value we give to these factors.
3. Employ a tool that ties these elements and helps manage changes such as increases and decreases in enrollment, funding, staffing, etc.
4. Describe the processes and participation levels needed to set, manage, and maintain this tool.

AIA Credits Possible: 1.0 LU

AICP Credits Possible:

11:15 AM–12:15 PM | Carolina A

(S10C30) Improving Customer Service Using Survey Data: Framework for Developing Initiatives

Presented by: Roy Mathew, Director, Center for Institutional Evaluation, Research & Planning, University of Texas at El Paso; Victor Pacheco, Assistant Vice President, Business Affairs, University of Texas at El Paso

Convened by: Joan Creviston, Director, Business Development, HDR CUH2A

The Accountability movement has permeated into higher education, and institutions have been asked to establish formal systems to ensure efficiency and continuous improvement. Many institutions have implemented formal planning and performance management systems, but these systems by themselves do not necessarily produce change in outcomes. Instead, action analytics—the process of understanding the data and using it to develop strategic initiatives—is the key to producing outcomes. This presentation describes the analytics framework developed by UTEP’s Business Affairs and the Center of Institutional Evaluation, Research and Planning to assess operations and to develop strategic initiatives to improve customer service.

LEARNING OUTCOMES:

1. Use customer service data within the context of other operational metrics.
2. Interpret survey data.
3. Identify key metrics and diagnostic metrics.
4. Use diagnostic metrics to shape strategic initiatives.

AIA Credits Possible: 1.0 LU

AICP Credits Possible:

PLENARY SESSION, PANEL DISCUSSION, AND LUNCH

12:15 PM–2:00 PM | Gold Ballroom

(S10P01) Building Quality into the New Reality

Presented by: Jill Tiefenthaler, Provost, Wake Forest University; Steven Thweatt, Associate Vice President, Planning, Design & Construction, Emory University; Alan Travis, Director of Planning, University System of Georgia; Howard Wertheimer, Director, Capital Planning & Space Management, Georgia Institute of Technology

Convened by: William Todd Dolson, Design Principal, Leo A Daly; Michael Watson, Principal, Watson Tate Savory Architects, Inc. Planning has never been as important as it is now in a time of limited resources. This session will engage the audience in the process of integrated planning through a case study of Wake

Forest University’s planning process. Then, the panelists will comment on the case and provide their own insights into how the emerging trends in higher education require institutions to become both innovative and entrepreneurial. Ensuring that academic, fiscal, and facilities planning are integrated is a key to achieving a healthy future.

LEARNING OUTCOMES:

1. Recognize that the present economic climate requires that campuses actively engage in integrated planning.
2. Identify the role of strategy in guiding decisions about investments, resource distribution, and decision making.
3. Review the present and future effects of changing trends on higher education in the US.
4. Define options for ensuring that there are sufficient resources for achieving the academic mission.

CONCURRENT SESSIONS

2:15 PM–3:15 PM | Carolina B

(S10C10) Not-So-Extreme Makeovers: Reinventing Historic Buildings on Virginia’s Campuses

Presented by: Eleanor Barton, Senior Associate, Glave & Holmes Architecture; Thomas Contos, University Architect, Washington and Lee University; Lori Garrett, Senior Principal, Director of Higher Education Studio, Glave & Holmes Architecture; Brian Hogg, Senior Historic Preservation Planner, University of Virginia

Convened by: John Russell, Director, Facilities Planning & Construction, Angelo State University

Many institutions have historic buildings with strong campus and alumni attachment. Over time some have become unappealing to building occupants due to poor functionality; antiquated systems; and unattractive, tired interiors. Breathing new life into these buildings through creative renovations that restore their appeal and functionality demonstrates fiscal and environmental responsibility. Using contrasting examples at the University of Virginia and Washington and Lee University, this presentation will reveal how re-purposing buildings and creating updated interiors with historic tax-credit funding can transform historic buildings into highly-desirable assets.

LEARNING OUTCOMES:

1. Recognize the potential in historic, but under-utilized, buildings on your campus.
2. Discover opportunities for re-purposing a building through innovative ways to create functionality.
3. Select new sustainable systems and improve life safety, without sacrificing the historic integrity of the building.
4. Identify potential funding mechanisms for transforming unsuitable historic interiors into highly-desired space.

AIA Credits Possible: 1.0 LU HSW SD

AICP Credits Possible:

2:15 PM–3:15 PM | Calhoun

(S10C21) The Storm After the Storm, How Hurricane Ike Molded the Future of University of Texas Medical Branch

Presented by: Kim McKay, Director, Facilities Planning & Construction, University of Texas Medical Branch

Convened by: Elsa Pena, University Architect, University of West Georgia Hurricane Ike barreled ashore in September of 2008. With all the surge water and sludge, the storm also brought to the UTMB campus new opportunities for development of the campus in a new and more sustainable model for the future. This session will recreate some of the tragic events

of the hurricane, will discuss the 1.2 million square feet in damage, will identify goals and objectives the campus has used in moving forward, and will show the future vision for our campus including sustainable practices and hurricane mitigation approaches.

LEARNING OUTCOMES:

1. Evaluate mitigation approaches for flood-prone areas.
2. Design ways to coordinate sustainability with mitigation for a successful repair program.
3. Clarify how mitigation approaches can help with getting back in service after a future event.
4. Demonstrate a vision for campus mitigation.

AIA Credits Possible: 1.0 LU HSW SD

AICP Credits Possible:

2:15 PM–3:15 PM | Carolina A

(S10C29) Kids on Campus:

Planning Child Development Centers for Higher Education

Presented by: Brian Dempsey, Principal, Niles Bolton Associates; Stacey French-Lee, Program Director, Georgia State University Child Development Center

Convened by: Cynthia Holt, Marketing and Communications Consulting
Colleges and universities are finding an increasing need to provide education and care for young (birth through age 5) children in a higher education setting. On-campus Child Development Centers function both as a recruiting and retention tool for faculty, staff and students as well as a working lab for faculty research and student education. This session will examine the planning needs for Child Development Centers and the financial and social aspects of institution sponsored centers.

LEARNING OUTCOMES:

1. Discover the recruiting advantages an on-campus child development center can provide to an institution.
2. Analyze the planning needs and issues related to designing and implementing a child development center on campus.
3. Examine the use of such a center as part of a research-based educational curriculum.
4. Explore how design and educational philosophy affect the success of a center.

AIA Credits Possible: 1.0 LU

AICP Credits Possible:

3:30 PM–4:30 PM | Carolina B

(S10C11) Residential Life Must go on

Presented by: Megan Browning, Senior Vice President, George K. Baum & Company; Ted Curtis, Vice President for Capital Planning and Management, University of Akron; Douglas Hyde, Director, College & University Design, Douglas Hyde Design; Jeffrey Schimmel, President, Mantra Living

Convened by: H Jarboe, Director, Client Services, McCarthy Building Companies, Inc.

Given the current economic climate and steady increase in student enrollment, how can colleges and universities keep pace with the demands of their Residential Life programs? What creative financial models, trends and partnerships are emerging? How can institutions use these models to ensure they respond appropriately and make the most of endowment dollars? What are the risks and benefits to a new construct in Res Life planning and how can institutions responds quickly to the pressing needs of their constituents?

LEARNING OUTCOMES:

1. Identify the current challenges being experienced by colleges and universities in their residential life programs.
2. Describe inventive and creative architect/client/developer partnerships that are emerging and how to apply them.
3. Evaluate the new financial models for these partnerships.
4. Judge the implementation characteristics of a variety of ways to creatively finance and build student housing that supports the academic and financial missions of the institution.

AIA Credits Possible: 1.0 LU

AICP Credits Possible:

3:30 PM–4:30 PM | Calhoun

(S10C19) A 10-Year Plan 5 Years In: What's Worked, What Hasn't

Presented by: Stephen Coulston, Vice President, Broaddus Planning, LLC; Nancy Nusbaum, Associate Vice President, Finance & Support Services Planning, Texas State University-San Marcos

Convened by: Lisa Roberson, Client Relations Manager, Newcomb & Boyd

In 2004, Texas State initiated a year-long process to prepare its 10-year master plan. The award-winning plan has been widely embraced, and the university has since been actively implementing it. The year following its completion, the campus coordinator and planning consultant presented outcomes at conferences nationwide. Five years later, the team reassembles to review the plan. What has and hasn't worked, and why? The speakers share lessons learned and status of an on-going 5-year plan update.

LEARNING OUTCOMES:

1. Recognize how buy-in from all campus and community stakeholders will impact implementation.
2. Identify key cultural elements unique to a campus that may require special attention.
3. Formulate a process to adjust for the changes that inherently occur in campus planning and implementation process.
4. Measure the success of the plan, including how such characteristics as the relative influence of people, external and internal circumstances, costs, etc., affect the outcomes of a master planning process.

AIA Credits Possible: 1.0 LU

AICP Credits Possible:

3:30 PM–4:30 PM | Carolina A

(S10C20) New Realities of an Academic Library

Presented by: William Todd Dolson, Design Principal, Leo A Daly; Gene Ruffin, Library Director, Georgia Gwinnett College

Convened by: C. Dinos Liollo, Principal, Liollo Architecture

This session is a case study of the design and implementation of a new academic library on a new University of System of Georgia campus. The project is to become not only the geographic center of a the campus, but its intellectual heart. The Georgia Gwinnett College Library serves the college as a learning center, incorporating the traditional library with collections and study space for individuals and groups, while adding service areas such as an information commons and study rooms outfitted for group projects and presentation practice.

LEARNING OUTCOMES:

1. Evaluate strategies for designing a new building on a new campus with little context and a developing master plan.
2. Determine how to appropriately plan for a new library collection, with respect to size, access, and management.

- Identify how to incorporate LEED objectives in a facility type that is typically not oriented towards sustainability.
- Recognize how the need for a variety of student support spaces impacts the character, quality, and relationships of spaces for the academic libraries.

AIA Credits Possible: 1.0 LU HSW

AICP Credits Possible:

SHAG!

4:45 PM–5:30 PM | Drayton

Join us for some fun and learn to dance the Shag, the state dance of North and South Carolina.

RECEPTION

6:00 PM–7:30 PM | Charleston Visitors Center

DINE AROUNDS

7:30 PM–9:30 PM

Plan to informally meet and relax with fellow conference attendees and enjoy good food at one of Charleston's fabulous restaurants. Participants are responsible for their own transportation to and from the restaurant and for purchasing their own food and beverages during the evening. Make your plans by visiting the registration desk.

TUESDAY, OCTOBER 19

7:30 AM–8:30 AM | CONTINENTAL BREAKFAST AT GOLD BALLROOM

7:30 AM–2:30 PM | REGISTRATION AT MEZZANINE LEVEL LOBBY

CONCURRENT SESSIONS

8:30 AM–9:30 AM | Carolina B

(S10C12) Living and Learning Sustainability at Duke University—The Smart Home

Presented by: Chris Brasier, Vice President, Clark Nexsen Architecture & Engineering; Jim Gaston, Director, Duke Smart Home Program, Duke University

Convened by: Shawn Sowers, Principal, Sowers Architecture

The Smart Home is one of the highest rated LEED Platinum buildings in the country and a model living/learning laboratory. Perhaps the most innovative and effective aspect of the program's mission of promoting ecological sustainability is the intentional approach to fostering perpetual innovation. Each new student is presented with a "building as canvas" upon which they are encouraged to utilize their imagination and engage with fellow students, faculty and industry partners to conceive and implement new solutions to the many environmental challenges society now confronts.

LEARNING OUTCOMES:

- Define the process for taking a student's idea from concept to reality.
- Identify the critical steps and the roles of each of the players in the process.
- Examine the political, financial, and logistical hurdles that must be overcome for success.
- Apply the "lessons learned" from the Smart Home to similar living/learning settings.

AIA Credits Possible: 1.0 LU HSW SD

AICP Credits Possible:

8:30 AM–9:30 AM | Calhoun

(S10C14) A Time to Tear Down and A Time to Build

Presented by: William Brauer, Executive Vice President, Christopher Newport University; H. Randolph Holmes, Principal, Glave & Holmes Architecture
Convened by: Pam Witter, Strategic Planning Administrator, Medical College of Georgia

What is required to transition a university from a position of low respect and student application to one of the most respected and sought after schools in the region? This was the challenge for Christopher Newport University. CNU met this challenge with clear vision, passionate leadership and a commitment to make the campus visibly demonstrate a new direction for the school. Learn how this process of radical transformation has resulted in momentum towards becoming one of the most favored universities of its class.

LEARNING OUTCOMES:

- Investigate the critical linkage between the physical expression of the campus mission and the impact on student/parent perceptions of the campus.
- Evaluate the challenges and costs (not just financial) involved in a radical transformation of an existing campus.
- Identify why, when, and how it is appropriate to demolish existing structures and/or remove currently functioning buildings.
- Appraise strategies for developing and implementing a campus-wide consistent building character.

AIA Credits Possible: 1.0 LU HSW

AICP Credits Possible:

8:30 AM–9:30 AM | Carolina A

(S10C24) Transforming Vacant Commercial Space for Institutional Use

Presented by: Richard Bing, Associate Principal, LS3P Associates LTD; Tim Hardee, President, Central Carolina Technical College; Becky Smith, Associate Principal, LS3P Associates LTD

Convened by: Jennifer Allen, Manager, Marketing Services, Heery
Faced with a need for additional space for programs, two South Carolina Community Colleges acquired and radically transformed vacant warehouse and big box retail space into needed campus facilities instead of building new. This session will examine the benefits of creative renovations of vacant commercial space and how it can benefit both the college and the community.

LEARNING OUTCOMES:

- Examine radical redevelopment of vacant commercial property as an alternative to new construction.
- Explore alternative and multiple funding sources when state funding is limited.
- Recognize how redevelopment of existing properties can enhance town-gown relationships.
- Compare processes for redevelopment with new construction.

AIA Credits Possible: 1.0 LU HSW SD

AICP Credits Possible:

9:45 AM–10:45 AM | Calhoun

(S10C01) GGC's New Student Center—Building Tradition at Hyper Speed

Presented by: Ken Higa, Principal, Lord, Aeck & Sargent Architecture; Adam Sterritt, Assistant Dean of Students, Georgia Gwinnett College

Convened by: John Anderson, President, Anderson Design, Inc. Georgia Gwinnett College is the nation's first public four-year college to be founded in the US in the 21st century. Faced with the unique challenge of building a campus from the ground up and creating a brand new campus culture, their efforts provide insights into the challenges of establishing the foundation for student life on campus, the effectiveness of integrated planning, and the impact of facilities in defining a campus identity. The Student Center's 18-month hyper-track schedule and non-traditional financing added challenges to this project.

LEARNING OUTCOMES:

1. Determine how to integrate physical asset planning with a vision for campus culture.
2. Assess the range of space needs in the face of rapidly growing enrollment and on-campus residency.
3. Define a workable decision-making strategy for a fast-track building project.
4. Identify the unique requirements of financing a Public-Private Venture (PPV) project.

AIA Credits Possible: 1.0 LU HSW

AICP Credits Possible:

9:45 AM–10:45 AM | Carolina A

(S10C09) Not Your Parents' Library: Planning, Change, and the Academic Library

Presented by: Cody Gregg, Interim Dean, Library Services & Instructional Technologies, South Texas College; Kristina Wilson, Senior Institutional Effectiveness & Assessment Specialist, South Texas College

Convened by: Michael Van Butsel, Project Director, BE&K Building Group, Tampa

In this era of "doing more with less," meeting changing student and pedagogical needs presents unique challenges. South Texas College Library Services has met these challenges through using its annual Institutional Effectiveness process to plan for the gradual evolution of its five libraries to a learning commons. By integrating gradual changes into its annual planning, STC has transformed the climate and services in its libraries with no physical renovations.

LEARNING OUTCOMES:

1. Utilize your university or college's institutional effectiveness process can effect significant change.
2. Identify measurable goals and objectives that integrate gradual changes into your annual planning.
3. Recognize innovative trends in the library services field that address multiple student learning styles, evolving student expectations, and changing pedagogical demand.
4. Discover how small, incremental changes in your library can lead to significant positive changes in library usage.

AIA Credits Possible: 1.0 LU

AICP Credits Possible:

9:45 AM–10:45 AM | Carolina B

(S10C31) Town Meets Gown: A New Model of Sustainable Community at University of North Carolina-Chapel Hill

Presented by: Christopher Conklin, Principal, VHB, Inc; John Evans, Executive Director, Carolina North, University of North Carolina Kenan-Flagler Business School; Mary Jane Nirdlinger, Special Projects Coordinator, Town of Chapel Hill

Convened by: Nancy Nusbaum, Associate Vice President, Finance & Support Services Planning, Texas State University-San Marcos Carolina North is a world-class research and learning campus planned for 250 acres two miles north of the University of North Carolina at Chapel Hill. The need for this campus

reflects a trend toward public-private partnerships and economic development related to research efforts and innovations generated by the University. Representatives from UNC, Town of Chapel Hill, and the consultant team will describe this unique approach to Town-Gown collaboration and the coordination of infrastructure and service needs to support institutional growth.

LEARNING OUTCOMES:

1. Recognize how the evolving mission of the University of North Carolina at Chapel Hill impacts the physical growth and development of a new campus.
2. Examine how the partnerships between the university and the private sector provide a growing source of research funding, collaboration, and partnerships.
3. Identify the strategies for ensuring flexibility in long-term institutional programming and town and university capital planning, and the importance of community input.
4. Develop a Transportation Impact Assessment that provides a framework for reviewing the potential impacts of a project, identifies solutions that address these impacts, and informs the details and timing of specific mitigation commitments to help achieve sustainability.

AIA Credits Possible: 1.0 LU HSW SD

AICP Credits Possible:

11:00 AM–NOON | Carolina B

(S10C32) Integrating Campus, Community and Capital Needs at Bluegrass Community & Technical College: New Campus

Presented by: Jody McKee, Project Manager, Kentucky Community and Technical College System; Krisan Osterby, Senior Consultant, Planning + Strategies, Perkins+Will; Larry Page, Senior Academic Planner, Perkins+Will

Convened by: Jennifer B. Allen; Stephanie Smith, Business Development, ATC Associates Inc.

The Bluegrass Community and Technical College Newtown Pike Master Plan consolidated three existing campuses and their academic programs, while redeveloping the oldest psychiatric hospital campus in America. Located on 48 acres in a distressed neighborhood near downtown Lexington, the project integrated institutional, historic preservation, and community needs—while phasing for 10,000 students. The planning team collaborated with KCTCS, state, city, community and historical society representatives to create a sustainable vision for a mixed use campus based on partnerships and multiple funding sources.

LEARNING OUTCOMES:

1. Define the need to integrate institutional and community plans.
2. Examine a process to integrate academic, physical, and financial goals.
3. Identify campus components that can link community needs and institutional needs.
4. Evaluate tools for phasing campus development.

AIA Credits Possible: 1.0 LU HSW SD

AICP Credits Possible:

11:00 AM–NOON | Calhoun

(S10C34) The Physical and Virtual Future of the University

Presented by: Michael Haggans, Scholar-in-Residence, Visiting Scholar, University of Kansas

Convened by: Cynthia Holt, Marketing and Communications Consulting If the best classroom content is available online 24/7, what is the meaning of any university as a physical place? The future of the traditional university is threatened by digital transformation. The accelerating demand speed of these

changes exceeds the capacity of traditional higher education to respond. Classrooms need to be faster and flatter. Libraries need to be more like FedEx and Starbucks. But at its heart the university must be steadfast in support of the synchronous conversations among students and faculty.

LEARNING OUTCOMES:

1. Judge the effects of the speed of digital transformation on learning space needs.
2. Identify strategies to accommodate these needs in an era of fiscal constraints.
3. Provide persuasive arguments for investment/reinvestment in core campus assets.
4. Recognize ways to support the synchronous life of the university in an increasingly asynchronous world.

AIA Credits Possible: 1.0 LU

AICP Credits Possible:

11:00 AM–NOON | Carolina A

(S10C36) International Town and Gown Association Mission/Focus

Presented by: Kim Griffo, Executive Director, International Town and Gown Association

Convened by: William Todd Dolson, Design Principal, Leo A Daly
For centuries, institutions of higher learning have coexisted with the municipalities in which they reside. What naturally follows is an overwhelming demand on universities and cities to effectively manage the dynamics of their town-gown relationships, and do so in ways that result in the mutual benefit and harmonious existence of both. The City of Clemson and Clemson University have emerged as the nation's leader in town-gown relations. They continue to elevate, share, and drive the development of programming and resources to address the untapped and underserved industry of town-gown relations. A significant collaboration will launch in January 2011 with the nation's first Masters of Public Administration degree and certificate program with an area of focus in town-gown. Additionally, these partners have expanded new and vital academic research opportunities that enhance explorations of local, national, and international town-gown economic development issues.

LEARNING OUTCOMES:

1. Demonstrate the significance of top-level support for creating positive results in town-gown relations, even when facing the shared economic challenges.
2. Identify the range of ways in which 'a town' and 'a gown' can combine their existing intellectual capital for the mutual benefit of both entities.
3. Explain the importance to the field of the founding of the International Town & Gown Association (ITGA) for research and programming on effective town-gown relationships.
4. Determine options for increasing economic development that enhances both a town and its academic partners.

AIA Credits Possible: 1.0 LU

AICP Credits Possible:

CLOSING PLENARY SESSION AND LUNCH

12:15 PM–2:00 PM | Gold Ballroom

(S10P02) Creativity is a Contact Sport: Planning the Spaces Where Innovation and Ideas Happen

Presented by: James F. Barker, President, Clemson University

Convened by: Michael Watson, Principal, Watson Tate Savory Architects, Inc.

Public institutions of higher education are struggling to meet their traditional missions of education, research and service in an era marked by declining state revenues, resistance to tuition growth, and the growing need for relevant education and research to support innovation and a 21st century, knowledge-based economy. Creative solutions are required. In his remarks, Clemson President Jim Barker will touch on key trends impacting universities as they plan for the future; Clemson's 10-year transformation from a third tier to a top-25 public university; and the "Clemson 2020" planning effort currently under way. He will also examine in-depth the environments where creativity and innovation occur, using examples and case studies such as the Clemson University International Center for Automotive Research (CU-ICAR), a highly successful public/private/university partnership to build a new kind of research campus to anchor a key economic cluster for Upstate South Carolina and the Southeast.

OPTIONAL CAMPUS TOUR

2:30 PM–5:00 PM

(S10T02) Tours of MUSC and Citadel

Join us on a bus tour of two of Charleston's remarkable downtown campuses. Our tour will begin with a ride through the Medical University of South Carolina, the State's only academic health science center. Experience firsthand the growth of a University as deeply rooted in history as Charleston herself. See the expansion from a single facility campus to a campus of over 82 acres and 96 buildings, including the state-of-the-art Ashley River Tower. The Medical University consists of six colleges, one being the only dental school in South Carolina. We'll explore the James B. Edwards College of Dental Medicine's new Dental Clinics Building, a six-story clinical teaching facility that consists of clinical practice & teaching areas, operating suites, central sterilization and a maintenance shop. Next we'll visit the Citadel, the Military College of South Carolina. The College is located on over 100 acres of high ground along the Ashley River in the northwestern section of the Charleston peninsula. Cadet Chapel Guards will greet the tour participants and escort them into the Summerall Chapel where the tour will begin with the history of the College. A walking tour of major buildings on the campus grounds, as well as the Museum, will then be conducted. Come and see how this military college started from an old state arsenal to what it is today. Ranked as the number one "best value" among master's degree-granting colleges in the South by the U.S. News & World Report, and also the number 26 undergraduate engineering program in all of America.

Cost: \$45 USD

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Step I: Foundations of Planning in Higher Education

Participants in the initial workshop in the series of three use SCUP's Walnut College case study to apply the basic elements of integrated planning. The value of evidence-based planning is emphasized, as is the central place that the academic mission holds in focusing and driving campus decisions.

Step II: Focused Knowledge for Integrated Planning Processes

The intersection of academic, resource/budget, and facilities planning defines a nexus for learning specific lessons in integrated planning. The SCUP Walnut College case study is the basis for practicing an integrated planning process that results in a plan reflecting the collaboration of all functional areas at Walnut College. In the process of creating the plan, participants will gain a deeper understanding of the needs and issues confronting key functional areas on campus during a planning initiative.

Step III: Integrated Planning—Working With Relationship Realities

Integrated planning processes require that higher education professionals be able to influence those working above and below them and to work successfully with peers in other functional areas. Understanding how the nature of these relationships—up, down, and sideways—affects the planning and change processes can make a significant difference in achieving the institution's goals.

FOR MORE INFORMATION, PLEASE CONTACT:

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"...this workshop allowed us to create a sense of campus buy-in that is priceless!"

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