

## **UDC CAMPUS MASTER PLAN COMMUNITY KICK-OFF MEETING MINUTES**

**Meeting Location:** Building 38, Windows Lounge

**Date:** 02.18.20

### **I. Introduce Project team and University Mission**

Avis Russell of UDC introduced the Project team and Stephen Varga of Cozen O'Connor discussed the University's mission and equity imperative goals.

### **II. Background and Discussion of Campus Master Plan Process**

Stephen Varga relayed the Campus Master Plan zoning requirements and noted that the current Campus Master Plan would expire at the end of this calendar year.

Mr. Varga then discussed the expected calendar of milestones to occur this year, including solicitation of both internal feedback from students, faculty, and staff; and external feedback from the public.

Mr. Varga explained that only the portion of Van Ness Campus within its boundaries can be addressed in the filing to the Zoning Commission.

### **III. Goals and Expectations for Public's Role in Process**

Mr. Varga noted that the public's input is critical to helping the University and the consulting team develop a vision to address the University's future needs.

Erik Thompson of UDC discussed the University's six-year Capital Improvement Plan (CIP).

The Project team committed to communicating with the surrounding community and Forest Hills Connection throughout the process.

### **IV. Public Information Gathering Exercise – SWOT Analysis**

A SWOT analysis was conducted where the participants were asked to identify the University's strengths, weaknesses, opportunities, and threats as viewed through their eyes.

The following represents a summary of the findings:

#### Strengths

Workforce development

Public Historically Black Urban Focused Land-Grant University

Serves many different constituencies within DC

Location

Metro access

Open to public

New student center  
Farmer's market  
Theatre

#### Weaknesses

Underfunded  
Wayfinding  
Lack of school spirit  
Lack of communication with community/inadequate information on website regarding notice  
Signage  
Maintenance of existing buildings  
Financial stewardship

#### Opportunities

Add greenery  
Better communication with community  
Advertise cultural and sports opportunities to community  
Improve signage  
Improve wayfinding on campus

#### Threats

Homeless along Connecticut Ave. NW  
Empty feeling on campus  
Underutilized retail space

### **V. Next Steps**

The public was encouraged to fill out a survey on the campus master plan website beginning Monday, February 24<sup>th</sup>.

A series of additional community meetings was announced:

- March 3<sup>rd</sup> – reveal results of stakeholder surveys
- April 7<sup>th</sup> – reveal recommendations
- May 5<sup>th</sup> – present transportation findings
- June 2<sup>nd</sup> – present final recommendations

All public inquiries about the Campus Master Planning process should be directed to Juanita Gray of UDC at [Juanita.gray@udc.edu](mailto:Juanita.gray@udc.edu).