



Master Plan Update

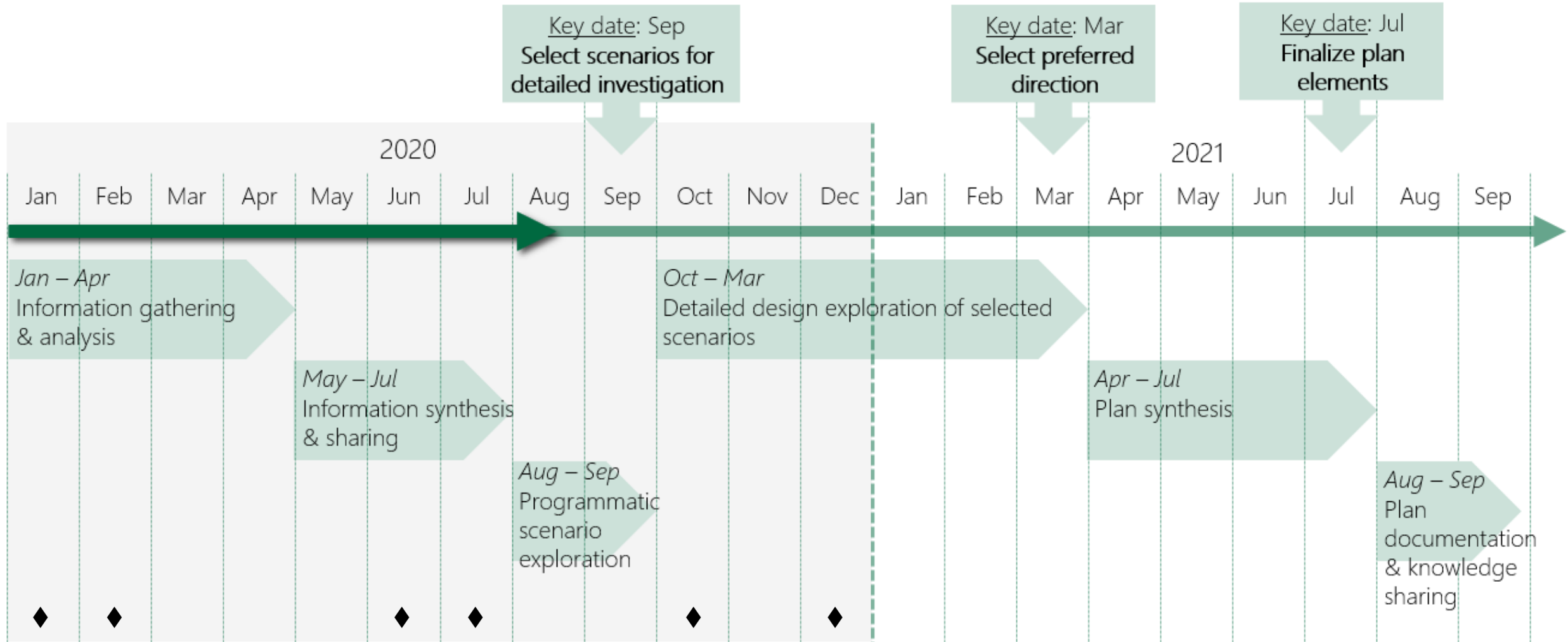
Fairfax Campus & Community Advisory Board

October 15, 2020

Mason Today



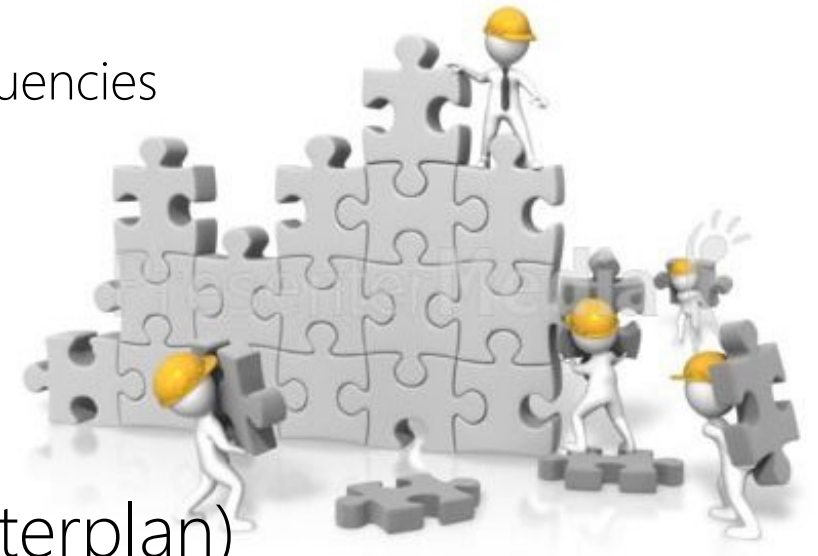
Master Planning Overall Decision Timeline



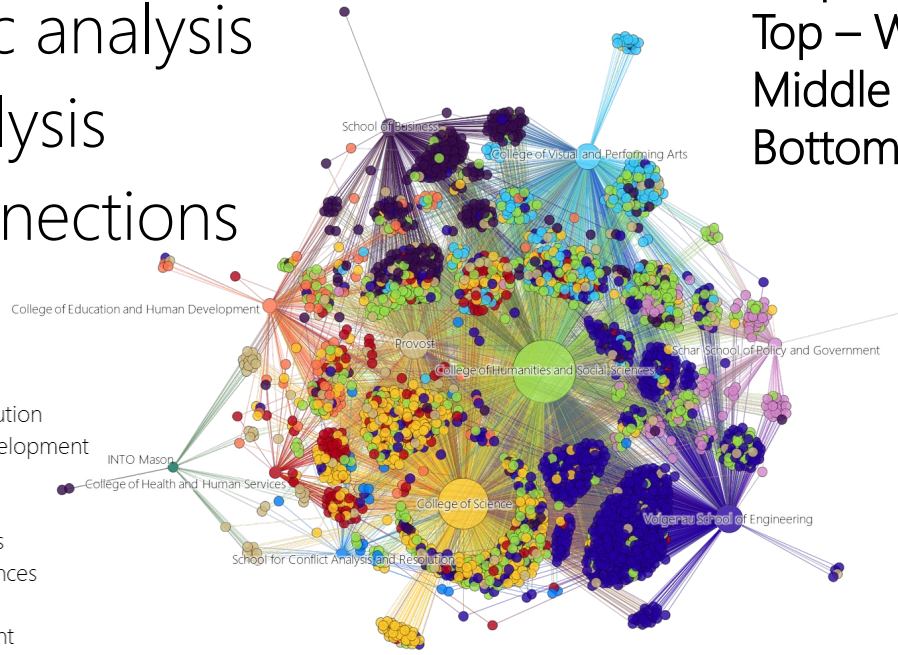
♦ = External Community Engagement

Stakeholder Engagement

- Interviews, Presentations and Discussions by Dumont Janks to a broad internal and external stakeholder population
 - Mason Leadership Team
 - Steering Committee – 27 Faculty, Staff & Alumni
 - Virtual Town Hall Community Engagement
 - Faculty, students, staff & alumni
 - SciTech Board of Advisors
 - Arlington County & Fairfax City/County leaders & their constituencies
 - Over 50 focus groups and interviews
 - Newsletters, press releases & email updates
 - Subject Matter Experts (as needed)
- Web Portal for project info feedback
- Search “Mason Master Plan” (www2.gmu.edu/masterplan)

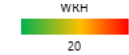


- o Program connections



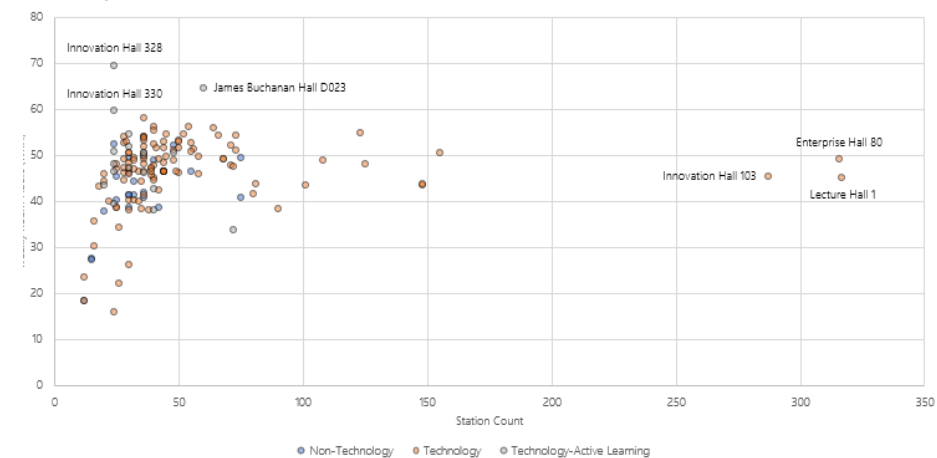
Example Program Connection Diagram First Year Mason Students

| Faculty | Department | 2019-2020 | 2020-2021 | 2021-2022 | 2022-2023 | 2023-2024 | 2024-2025 | 2025-2026 | 2026-2027 | 2027-2028 | 2028-2029 | 2029-2030 | 2030-2031 | 2031-2032 | 2032-2033 | 2033-2034 | 2034-2035 | 2035-2036 | 2036-2037 | 2037-2038 | 2038-2039 | 2039-2040 | 2040-2041 | 2041-2042 | 2042-2043 | 2043-2044 | 2044-2045 | 2045-2046 | 2046-2047 | 2047-2048 | 2048-2049 | 2049-2050 | 2050-2051 | 2051-2052 | 2052-2053 | 2053-2054 | 2054-2055 | 2055-2056 | 2056-2057 | 2057-2058 | 2058-2059 | 2059-2060 | 2060-2061 | 2061-2062 | 2062-2063 | 2063-2064 | 2064-2065 | 2065-2066 | 2066-2067 | 2067-2068 | 2068-2069 | 2069-2070 | 2070-2071 | 2071-2072 | 2072-2073 | 2073-2074 | 2074-2075 | 2075-2076 | 2076-2077 | 2077-2078 | 2078-2079 | 2079-2080 | 2080-2081 | 2081-2082 | 2082-2083 | 2083-2084 | 2084-2085 | 2085-2086 | 2086-2087 | 2087-2088 | 2088-2089 | 2089-2090 | 2090-2091 | 2091-2092 | 2092-2093 | 2093-2094 | 2094-2095 | 2095-2096 | 2096-2097 | 2097-2098 | 2098-2099 | 2099-2100 | 2100-2101 | 2101-2102 | 2102-2103 | 2103-2104 | 2104-2105 | 2105-2106 | 2106-2107 | 2107-2108 | 2108-2109 | 2109-2110 | 2110-2111 | 2111-2112 | 2112-2113 | 2113-2114 | 2114-2115 | 2115-2116 | 2116-2117 | 2117-2118 | 2118-2119 | 2119-2120 | 2120-2121 | 2121-2122 | 2122-2123 | 2123-2124 | 2124-2125 | 2125-2126 | 2126-2127 | 2127-2128 | 2128-2129 | 2129-2130 | 2130-2131 | 2131-2132 | 2132-2133 | 2133-2134 | 2134-2135 | 2135-2136 | 2136-2137 | 2137-2138 | 2138-2139 | 2139-2140 | 2140-2141 | 2141-2142 | 2142-2143 | 2143-2144 | 2144-2145 | 2145-2146 | 2146-2147 | 2147-2148 | 2148-2149 | 2149-2150 | 2150-2151 | 2151-2152 | 2152-2153 | 2153-2154 | 2154-2155 | 2155-2156 | 2156-2157 | 2157-2158 | 2158-2159 | 2159-2160 | 2160-2161 | 2161-2162 | 2162-2163 | 2163-2164 | 2164-2165 | 2165-2166 | 2166-2167 | 2167-2168 | 2168-2169 | 2169-2170 | 2170-2171 | 2171-2172 | 2172-2173 | 2173-2174 | 2174-2175 | 2175-2176 | 2176-2177 | 2177-2178 | 2178-2179 | 2179-2180 | 2180-2181 | 2181-2182 | 2182-2183 | 2183-2184 | 2184-2185 | 2185-2186 | 2186-2187 | 2187-2188 | 2188-2189 | 2189-2190 | 2190-2191 | 2191-2192 | 2192-2193 | 2193-2194 | 2194-2195 | 2195-2196 | 2196-2197 | 2197-2198 | 2198-2199 | 2199-2200 | 2200-2201 | 2201-2202 | 2202-2203 | 2203-2204 | 2204-2205 | 2205-2206 | 2206-2207 | 2207-2208 | 2208-2209 | 2209-2210 | 2210-2211 | 2211-2212 | 2212-2213 | 2213-2214 | 2214-2215 | 2215-2216 | 2216-2217 | 2217-2218 | 2218-2219 | 2219-2220 | 2220-2221 | 2221-2222 | 2222-2223 | 2223-2224 | 2224-2225 | 2225-2226 | 2226-2227 | 2227-2228 | 2228-2229 | 2229-2230 | 2230-2231 | 2231-2232 | 2232-2233 | 2233-2234 | 2234-2235 | 2235-2236 | 2236-2237 | 2237-2238 | 2238-2239 | 2239-2240 | 2240-2241 | 2241-2242 | 2242-2243 | 2243-2244 | 2244-2245 | 2245-2246 | 2246-2247 | 2247-2248 | 2248-2249 | 2249-2250 | 2250-2251 | 2251-2252 | 2252-2253 | 2253-2254 | 2254-2255 | 2255-2256 | 2256-2257 | 2257-2258 | 2258-2259 | 2259-2260 | 2260-2261 | 2261-2262 | 2262-2263 | 2263-2264 | 2264-2265 | 2265-2266 | 2266-2267 | 2267-2268 | 2268-2269 | 2269-2270 | 2270-2271 | 2271-2272 | 2272-2273 | 2273-2274 | 2274-2275 | 2275-2276 | 2276-2277 | 2277-2278 | 2278-2279 | 2279-2280 | 2280-2281 | 2281-2282 | 2282-2283 | 2283-2284 | 2284-2285 | 2285-2286 | 2286-2287 | 2287-2288 | 2288-2289 | 2289-2290 | 229 |
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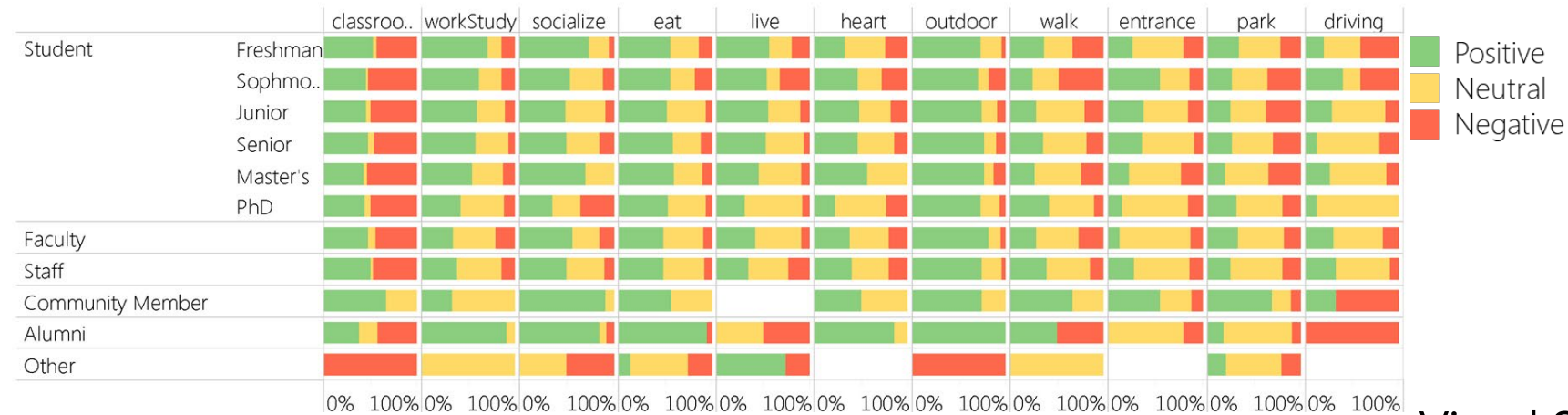
Top – Wet Labs Utilization

Bottom – Classroom Utilization



CoMap Interactive Survey - 4,754 Responses

Example Data



Sentiment Analysis by Category

Existing Facilities

"Word Cloud"

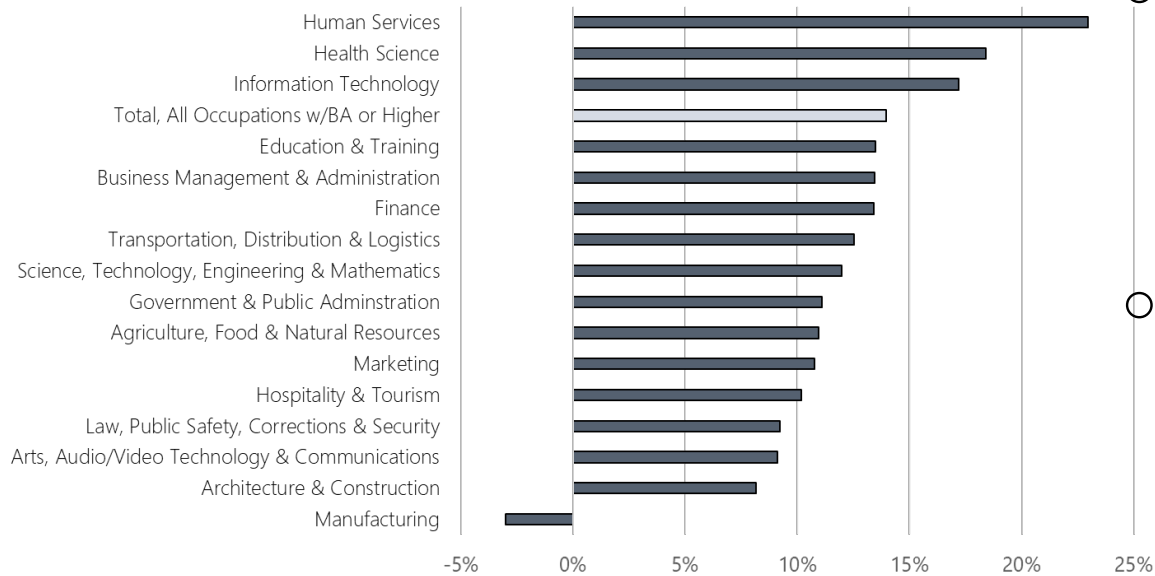
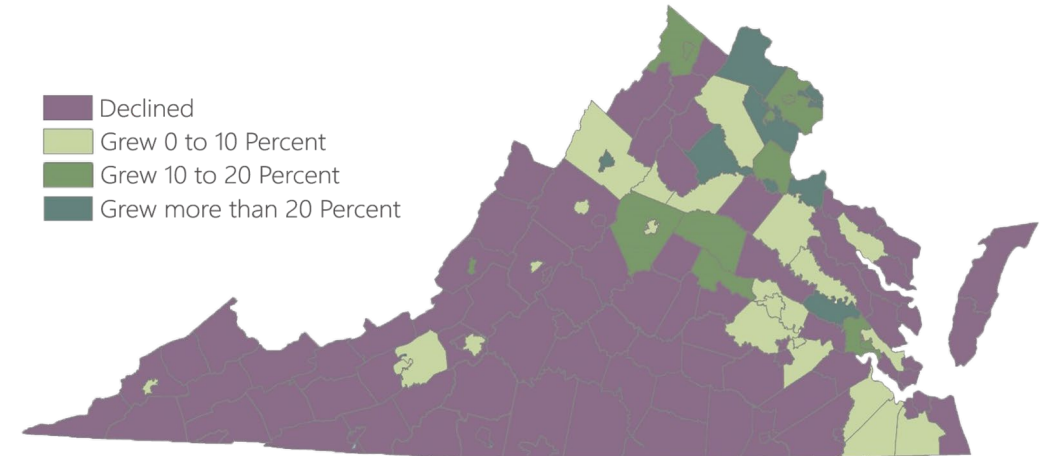
Visual Summary of >9,000 Comments



Master Planning Phase 1A – Analysis (Demographics)

Key Takeaways for Mason

- Cannot rely on existing populations for growth.
- Must emphasize out-of-state, international online and larger capture of in-state students.



- Virginia Labor Market Demand Analysis 2016-2026
 - 35% of jobs in 2026 will require at least bachelor's degree, compared to 33% in 2016.
 - Human Services, Health Sciences, and Information Technology expected to experience fastest growth and add most jobs.
- Demographic Analysis & High School Graduation Projection
 - More than half of freshmen students from NOVA.
 - 96% of community college transfer students to Mason from 3 community colleges serving NOVA in 2018.
 - 72% of Mason graduating class in 2018 from NOVA.

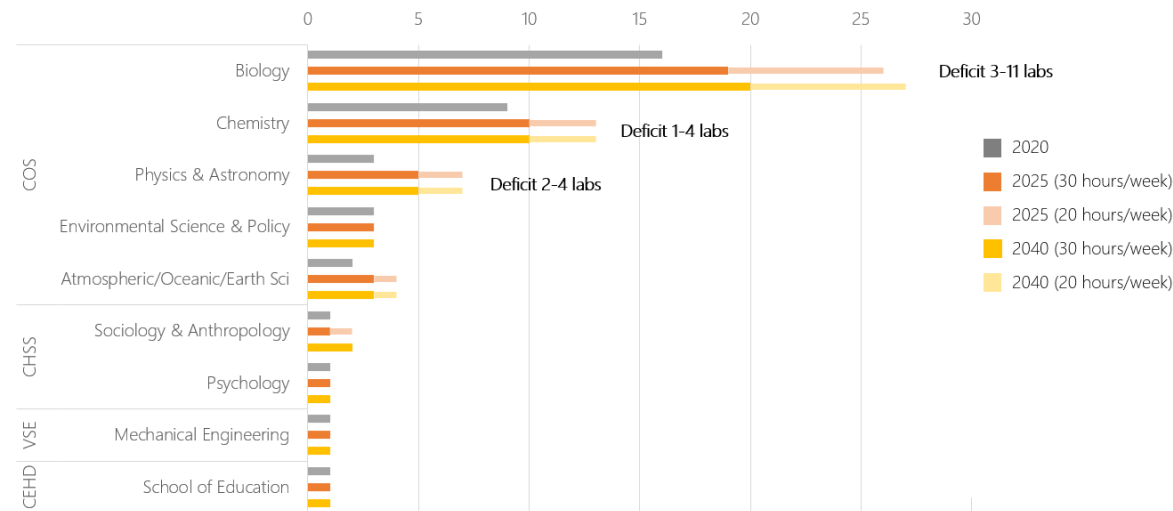
• Master Planning Phase 1B - Projections •

1. Headcount projections
2. Campus programming
3. Predicted space projections
4. Space needs projections

| Student Enrollment Headcount | 2019 (FY 2020) | 2025 (FY 2026) | 2029 (FY 2030) | 2040 (FY 2041) |
|---|-------------------|-------------------|-------------------|-------------------|
| <u>Actual</u> Enrollment | 38,255 | | | |
| <u>Internal</u> SCHEV "6-year" Projection | | 45,457 | 49,776 | |
| <u>Consultant</u> "Baseline" Scenario | | 40,116 | | 42,711 |
| <u>Consultant</u> "Tech Talent" Scenario | | 43,674 | | 44,538 |

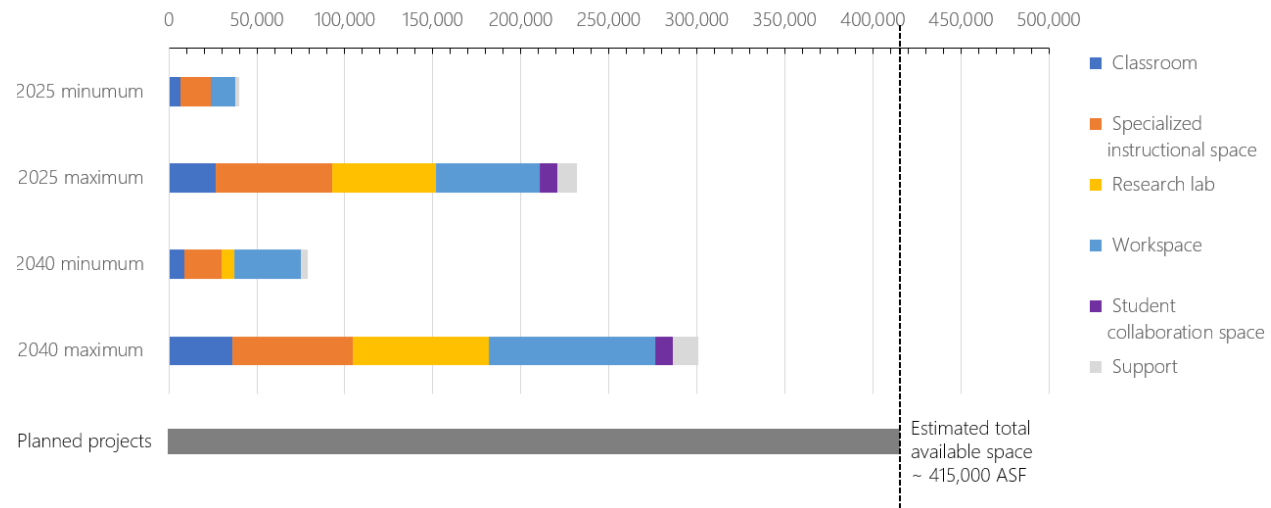
Specialized Instructional Spaces Number of wet labs required

Data source: Fall 2019 course schedule applied to Weldon Cooper projections



Summary Aggregate ASF space need

Excludes campus-specific considerations, residential, recreation, dining, athletics, other special use spaces (for now!)



Master Planning Phase 2

October 2020 to September 2021

Phase 2A — ASSESSMENT

1. Infrastructure
2. Environmental
3. Slope analysis
4. Transportation and parking
5. Wayfinding
6. Campus development history
7. Campus heritage assessment
8. SWOT analysis

Phase 2B — PLANNING

1. Goals and vision
2. Development of principles
3. Capital development process
4. Land use and facilities plan
5. Open space plan
6. Capital plan
7. Housing plan (optional)
8. Recreation plan (optional)
9. Environmental plan
10. Utilities plan
11. Transportation, parking, wayfinding
12. Phasing

Thank You

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Search "Mason Master Plan" (www2.gmu.edu/masterplan)

