Master Planning Overall Decision Timeline

Key date: Sep 2020
Select scenarios for detailed investigation

Key date: Mar 2021
Select preferred direction

Key date: Jul 2021
Finalize plan elements

♦ ♦ ♦ ♦ ♦ ♦

♦ = 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)
- Instructional space use analysis
- Research lab use analysis
- Space benchmark analysis
- Facility condition assessment analysis
- Demographic analysis
- Capacity analysis
- Program connections
## CoMap Interactive Survey - 4,754 Responses

### Example Data

#### Sentiment Analysis by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Positive</th>
<th>Neutral</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Freshman</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Sophomore</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Junior</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Senior</td>
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<td>100%</td>
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</tr>
<tr>
<td>Master’s PHD</td>
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<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Faculty</td>
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<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Staff</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Community Member</td>
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<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Alumni</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
</tr>
</tbody>
</table>

#### Existing Facilities

![Word Cloud](image)

"Word Cloud" Visual Summary of >9,000 Comments
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.
1. Headcount projections
2. Campus programming
3. Predicted space projections
4. Space needs projections

**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)

<table>
<thead>
<tr>
<th>Student Enrollment Headcount</th>
<th>2019 (FY 2020)</th>
<th>2025 (FY 2026)</th>
<th>2029 (FY 2030)</th>
<th>2040 (FY 2041)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual Enrollment</td>
<td>38,255</td>
<td></td>
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<tr>
<td>Internal SCHEV &quot;6-year&quot; Projection</td>
<td>45,457</td>
<td>49,776</td>
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<tr>
<td>Consultant &quot;Baseline&quot; Scenario</td>
<td>40,116</td>
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<tr>
<td>Consultant &quot;Tech Talent&quot; Scenario</td>
<td>43,674</td>
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</table>

- **1025 minimum**
- **2025 maximum**
- **2040 minimum**
- **2040 maximum**

Planned projects
Estimated total available space ~ 415,000 ASF

- Classroom
- Specialized instructional space
- Research lab
- Workspace
- Student collaboration space
- Support
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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