

The background of the slide is a photograph of a calm body of water, likely a pond or lake, with a dense forest of tall, thin trees in the background. The water reflects the sky and the trees. A blue horizontal band is overlaid on the middle of the image, containing the title text. At the bottom, there is a white box containing the college's logo and name, and a dark blue area containing the names of the consulting firms.

COLLEGE OF COASTAL GEORGIA

Strategic Master Plan

May 7, 2009



COLLEGE of
COASTAL
GEORGIA

UNIVERSITY SYSTEM OF GEORGIA

EVA KLEIN
& ASSOCIATES

Perkins Eastman

College of Coastal Georgia

Strategic Master Plan Steering Committee

Chairman	Duane Harris, past Chair, College of Coastal Georgia Foundation
College Faculty:	Andrea Wallace, Chemistry Tony Wege, Political Science
College Staff:	Rodney Clements, Financial Aid Ray Calvert, Learning Resource Center
Students:	Jessica Rameriz, Student Government Association Ashton Stripling, Torchbearer's Club
Community:	Honorable Bryan Thompson, Mayor of Brunswick Diana Murphy, Community Leader LaVerne Cooper, Community Leader and Retired Faculty Member Floyd Phoenix, Alum and Member, 14 Black Men of Glynn Pat Hodnett Cooper, Alum and Chair, Chamber of Commerce
Foundation:	Mike Hodges, Real Estate Committee Chair David Zimmerman, Finance Committee
Ex-Officio:	Regent James A. Bishop Southeast Georgia Health System CEO Gary Colberg Glynn County School Board Member Ray Snow College President Valerie Hepburn College Vice-President Tom Saunders
FLETC Liaison:	Director Connie Patrick
Coordinator:	Cynthia Atwood, Asst Vice-President for Planning & Risk Management

CONTEXTS AND CHALLENGES

The Georgia Context

The University System of Georgia

System-Wide Enrollment

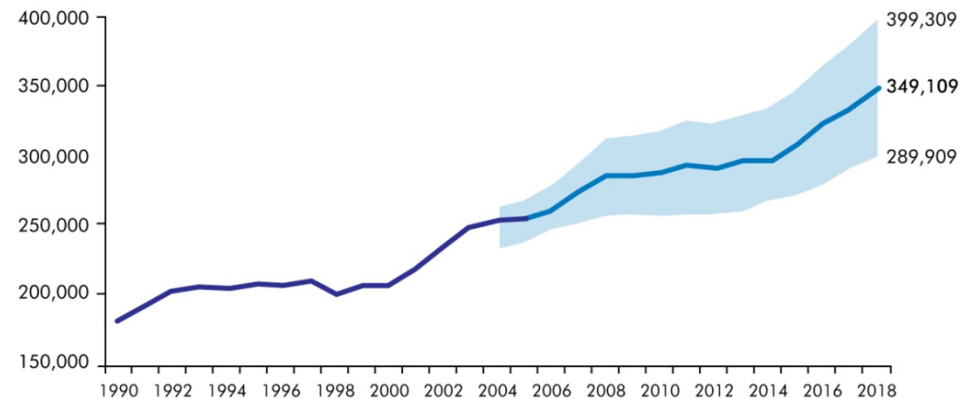
- 300,000 to 400,000 students by 2018 based on past enrollment and high school demographics
- Adults returning to college could push enrollment significantly higher

HOPE Scholarship Program

- Provides access to higher education
- Keeps many bright students in the State
- Enables student mobility between institutions

Regent's Framework for Master Plan

- Modify to include:
 - Front-end strategic context and
 - Back-end focus on pragmatic aspects of implementation



USG Fall Headcount (HC)
from 1990 and projected
to 2018

CONTEXTS AND CHALLENGES

Challenges

Recent Planning and Ongoing Activities

- Regents' actions in approving four initial baccalaureate programs
- Southern Association of Colleges & Schools "Level Change" from a Level I to a Level II institution
- New Health and Science Building
- Recruitment of key new faculty and administrative personnel
- Planning for new (adjacent) campus for Brunswick High School
- Plans of Southeast Georgia Health System in development
- Plans of the City of Brunswick and Glynn County



- The College of Coastal Georgia is charged to:
 - Expand access to higher education and career preparation;
 - Investigate, capture and disseminate 21st century knowledge and skills;
 - Serve a wide spectrum of learners, from entering freshmen to returning adults;
 - Actively engage the community and region; and
 - Provide a portal to graduate education.

PROGRAMS

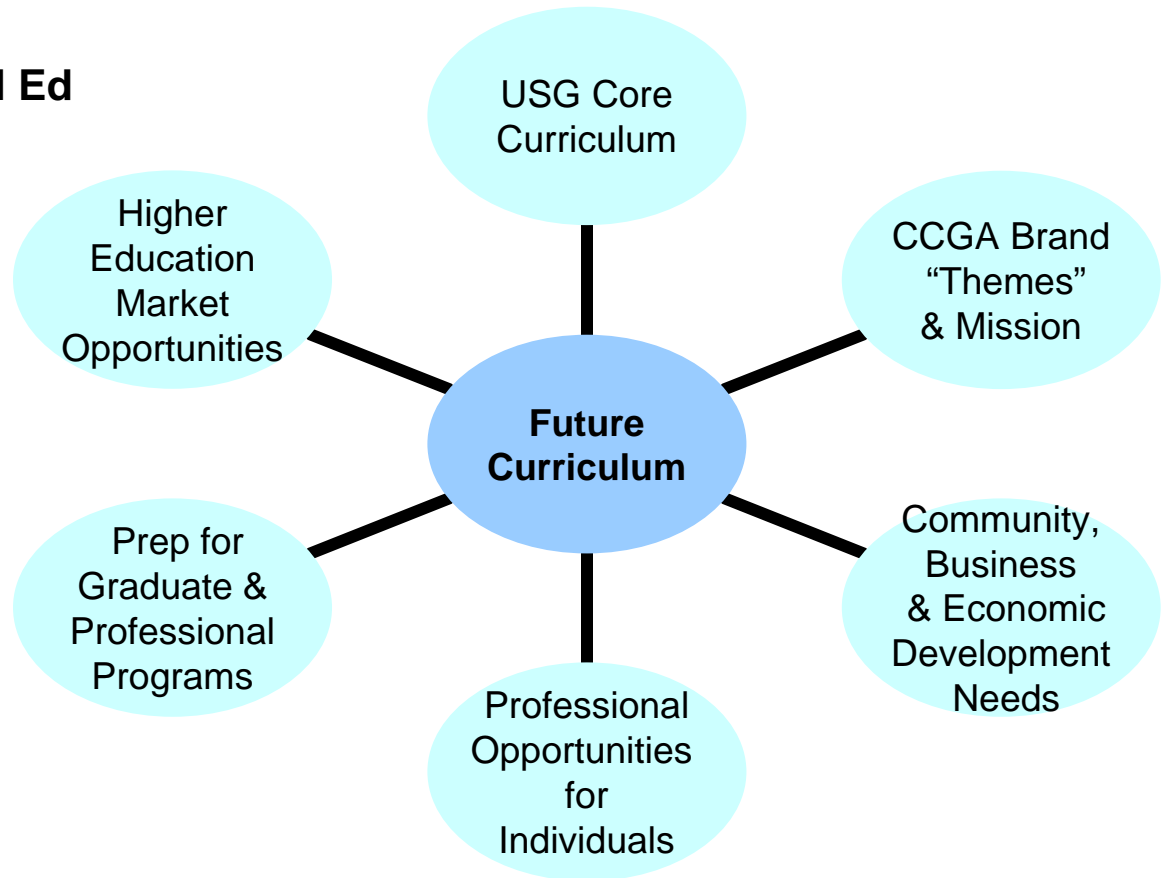
Degree Programs—A Strategic Framework

Near Term Offerings:

- **BSEd, Early Grades/Special Ed**
- **BSEd, Middle Grades**
- **BBA**
- **BSN**

On the Horizon:

- **AS, Criminal Justice**
- **AS, Culinary Arts**
- **BS, Forensic Sciences**
- **BS, Health Informatics**
- **Bachelor of Public Affairs**
- **BA, Arts and Humanities**
- **BS, Math and Sciences**
- **BA, Social Sciences**



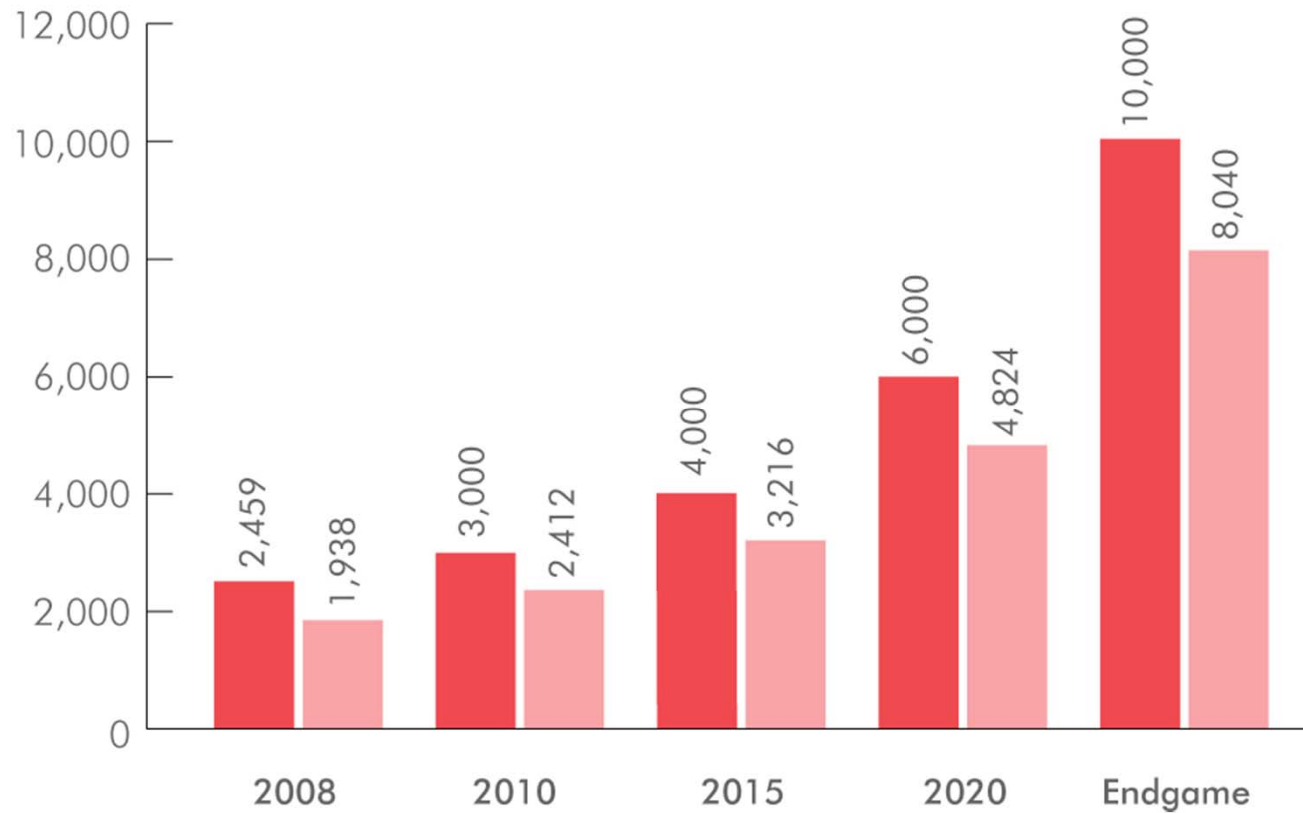
Six strategic factors will drive future degree program development.

ENROLLMENT PLAN

Enrollment Targets

Planned growth in HC and FTE from
Baseline 2010 to Endgame

- Head Count
- Full Time Equivalent



Goals

- Create vibrant, attractive campus community
- Foster extra-curricular and co-curricular learning
- Advance students' personal development

Student Activities

- Expand organizations and activities
- Create interim space, then new Campus Center
- Committee to consider athletics/recreation
- With local partners, create Arts Center

Student Housing

- 900 beds on campus by 2020; 300 “immediately”
- Require most freshmen to be “Resident”
- Develop additional Off-Campus Resident Housing with others



Community and Economic Development Engagement

Five “Domains” of Engagement:

- Small Business Development Services
 - Faculty/student services to small companies
 - Possible space for incubating companies
- Workforce Analysis & Economic Forecasting
 - Partnering with economic development agencies for assessments and forecasting
- Community and Urban Development
 - Partner with City, County, and private developers to encourage re-development and support urban improvements
- Service Learning Partnerships
 - Partnerships for service learning and experiential education with all types of host organizations
- Community Arts and Culture
 - Partnership for Community Arts Center



PHYSICAL LAND PLAN

Existing Campus

Existing Campus

12 Building

193 Beautiful Acres

■ Existing Building

□ Paved



PHYSICAL LAND PLAN 2020 Vision

Development

- Increase density of academic core
- Build residential areas adjacent to the lake
- Create a 21st Century image

Open Space

- Define formal quadrangles at campus core
- Create a natural zone to bring the landscape into campus

Circulation

- Define a “front door”
- Move vehicular circulation and parking out of center of campus
- Enhance pedestrian and bicycle circulation routes



PHYSICAL LAND PLAN 2020 Vision

2020 Vision

- Existing Building
- Existing Building – Renovated
- New Building
- Paved



PHYSICAL MASTER PLAN

The 2020 Vision



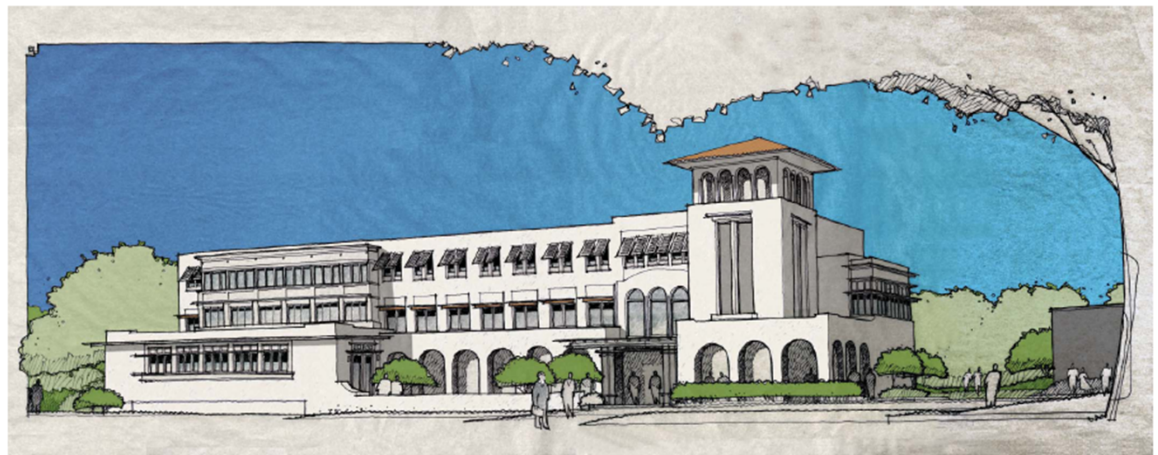
Venues for student life hinge together academic and residential activity.

- Student Life
- Academic/
Administration
- Residential

IMPLEMENTATION STRATEGIES

Immediate Next Steps

- Health and Science Building – *first academic building in 30 years*
- All Teaching Labs and Instructional Space
- Groundbreaking in August 2009
- Doors Open Late 2010/Early 2011



PERKINS
+ WILL

IMPLEMENTATION STRATEGIES

Immediate Next Steps

- o Opportunity for Center for the Arts
- o Partnership with Glynn County Board of Education and the Community
- o Possible Financing through ESLPOST on November Ballot
- o Campus Located and College Operated



IMPLEMENTATION STRATEGIES

Immediate Next Steps

- Student Life and Service Expansions
- Athletics
- Housing, Housing, Housing
- Explore GHEFA Project for Campus Center



We Are the College of Coastal Georgia.



Your Future. Our Community.





It's Not Just a Day at the Beach.

It's **your** education. With 4 Bachelor's and 49 Associate degrees, the College of Coastal Georgia has the perfect program for you. Small class sizes provide an intimate setting for learning. In-state tuition and fees are among the lowest in the Southeast. After a few hours riding the crest of knowledge, soak in the sun while you study to the soothing sounds of the ocean. Experience how enjoyable learning is at the College of Coastal Georgia.

Contact us at 912.279.5813 or 1.800.675.7235

Visit us at www.ccg.edu



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