Campus of the Future: Green Growing Green
What is a Sustainable Campus?

- A few green projects on campus does not make a sustainable campus.
Sustainability comes from taking a long-term view to address change and growth.

“Triple bottom line”
- Academic: Everything Must Support the College Mission
- Environmental: Facilities
- Economic: Community Support
Introduction

Bettsey Barhorst
President, Madison College
What You’ll Discover This Morning

- Brief Introduction to Madison College
- Academic: Plan Foundations
- Environmental: Facilities Master Plan
- Economic: Earning Community Support
- Ongoing Work and Next Steps
43,000+ Students

- Our credit enrollment is up 14% this semester over last spring
- Indications are that the enrollment surge is increasing
Academic: Plan Foundations

Mike Stark
Director of Facility Services, Madison College
Facility Master Plan Foundations

- Environmental Scan
- Academic Plan
- Comprehensive Facilities Assessment
  - Physical Assessment of Facilities
  - Space Needs Assessment and Forecasting

Madison College Planning Pyramid
Environmental Scan

- Student Suggestions for Appropriate Space
- External Forces Affecting the College
- “Fresh Eyes” Audit
  - Discovery
  - Dream
  - Gap Analysis Workshop
Academic Plan

- Provides the College with clear academic priorities
- Brings a reality to our vision and mission
- Guides our academic programming decisions
- Provides a model for future programming connecting unit planning to the ‘big’ picture
Comprehensive Facilities Assessment

- Space Needs Assessment and Forecasting
  - Convert academic priorities and planned growth to physical space needs

- Physical Assessment of Facilities
  - Evaluate every system of every building
Environmental: Facilities Master Plan

Jon Hoffman
Campus Planner, JJR
Value of Campus Master Planning

- Mechanism for Realizing the Strategic and Academic Vision – Student Success
- Establish Capital Priorities
- Optimize Valuable Resources
- Flexible Framework for Campus Development
- Forward Thinking
Phased Growth

- Be Smart. Focus Program Offerings.
- Grow the Regional Campuses.
- Create Another Campus.
Program Migration

+ Fire and Protective Services
+ Apprentice/Trades Programs
+ Advanced Manufacturing
+ Classroom/Laboratory
+ Student Services
+ Health & Wellness
+ Child Care
+ Allied Health
+ Dental Hygiene
(-) Applied Arts
(-) Hospitality
(-) Culinary Arts

+ Hospitality
+ Culinary Arts
(-) Allied Health
(-) Apprentice/Trades Programs

(-) Fire and Protective Services
(-) Apprentice/Trades Programs
Downtown and Regional Campuses

Fort Atkinson

Reedsburg

Watertown

Downtown Madison

Portage
Truax Flagship Campus
Truax Flagship Campus

- Convert parking fields to traditional campus
- New buildings to accommodate relocated programs and growth
Phasing Strategy

- Immediate Projects
- High Priority Projects
- As Opportunities Arise
- Infrastructure
Campus as Sustainable Community

- A microcosm of a larger community
- Large enough to be self-sustaining
- Able to define goals and adopt strategies
- As campuses grow, they consume more resources
- Makes good business sense

*We are in the middle of one of those rare moments when the right thing to do is also the economically smart thing to do.*

—Kathleen Schatzberg, President, Cape Cod Community College
Campus Environmental Goals

- Buildings + Development (LEED)
- Transportation
- Waste Management/Recycle
- Campus Open Space
- Water Quality + Quantity

- Air Quality
- Energy + Climate
  - CO2 reduction
  - Alternate energy generation
  - Heat island effect
A Teaching Campus

- Demonstrating sustainability by making green strategies a visible and integrated part of the built environment

Native Plant Communities

Green Roof

Innovative Stormwater Management

Open Matrix Bituminous Pavement
Showcasing Sustainable Practices

- Green Roofs
- Energy Generation
- Stream Daylighting & Conveyance
- Native Plants
- Local Food Production

- Energy Generation
- Local Food Production
- Native Plants
- Green Roofs
Showcasing Sustainable Practices

- LEED-Silver Goal for All New Construction
- Density
- Energy Generation
- Internal Day Lighting
Focus: Campus Stormwater

Madison College, September 22, 2009
Sustainable Campus Stormwater Tool Kit
Sustainable Campus Stormwater Tool Kit

Infiltration Basins

Porous Pavement

Photo: JJR, LLC and University of Michigan, Center for Sustainable Urban Design
Other Sustainable Stormwater Tools

- Infiltration Basins
- Bio-Swales
- Cisterns
- Flow-Through Planters
- Green Streets

Photos: Center for Sustainable Urban Design
Economy: Earning Community Support

Bettsey Barhorst
President, Madison College
The Funding Picture

- Economic Context – National and Local
- Options, Requirements, and Methodologies
  - Traditional Financing Methods (Statutory limitations)
    - Capital Projects
    - Referendum
  - Non-Traditional Financing Methods
    - Public Private Partnerships
    - Third Party Expertise
    - College Foundation
Internal Stakeholders

- Theme #1: Learning College
Internal Stakeholders

- Theme #1: Learning College
- Theme #2: Job Procurement – Middle Skills
Internal Stakeholders

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- Theme #3: On-Ramp to 4-Year System
Internal Stakeholders

- Theme #1: Learning College
- Theme #2: Job Procurement – Middle Skills
- Theme #3: On-Ramp to 4-Year System
- Theme #4: Community Access

![Percent of District Population 18+ Served Annually](chart)

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Internal Stakeholders

- Theme #1: Learning College
- Theme #2: Job Procurement – Middle Skills
- Theme #3: On-Ramp to 4-Year System
- Theme #4: Community Access
- Theme #5: Lean and Efficient
Public Campaign

- Make friends and develop relationships
- Serve on important community boards
- Speak to the community
Public Campaign

- Board to Board outreach with K-12 school districts
- Board to Board outreach with county boards
Public Campaign: Public Relations/Advertising

grow.
REGISTER NOW FOR SUMMER SCHOOL
MATC realworldsmart.com

Go Far
without going far.
MATC REEDSBURG 608.524.7800 realworldsmart.com

Real world smart.
Public Campaign: Smart Future
Public Campaign: The Next 100 Years

- Video depicting Madison College’s history, role in the Madison/Wisconsin economy, and 3D plans for campus improvements (removed from posted presentation)
Ongoing Work and Next Steps

Mike Stark
Director of Facility Services, Madison College
Ongoing Work

- Construction Program Manager/Owner Advocate
- Campuswide Stormwater Master Plan
- Updated Site Surveys
- Dane County Airport Authority
- City of Madison Zoning and Planning Commission
- Madison College Foundation
- Pollster Consultant
Next Steps

- Secure district board approval to proceed with referendum
- Hire referendum campaign consultant
- Develop detailed communication plan
- Schedule visits with county boards and other key stakeholders within the district
- Communicate clearly and effectively with college faculty and staff
For More Information

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