



American University 2021 Campus Plan



New Leadership, New Vision, New Plans



- Sylvia M. Burwell became the President of American University in 2017 and brought with her a **new energy, vision and plan for the institution.**
- She is leading **transformative approaches** to inclusivity, partnering with communities in DC, changing the culture and improving how AU works.
- Focusing on AU's strengths and opportunities, President Burwell is spearheading a new **Five-year Strategic Plan, Fundraising Campaign, and Campus Plan** to prepare the university *now* for a rapidly changing higher education landscape.
- Launching these **bold initiatives** in tandem puts AU in position to thoughtfully and deliberately plan for the future.

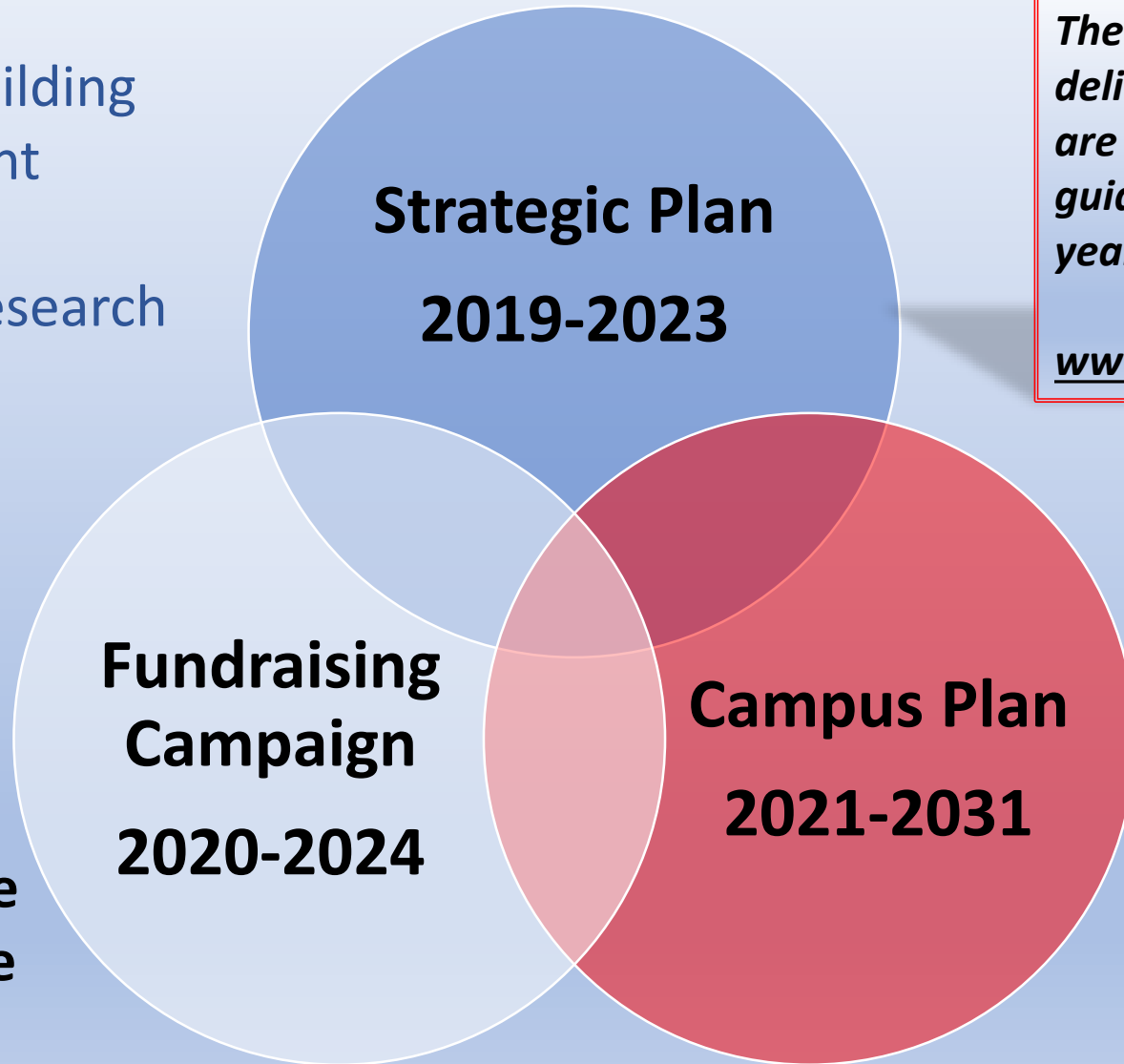


Strategic Alignment



Bold vision building upon significant momentum in scholarship, research and learning.

Through **philanthropy**, we will address global issues that define our future; **enhance the student experience**; create a **more equitable world** and **make college more affordable**.



The alignment of these plans is deliberate and intentional. They are interdependent and collectively guide the path of the university for years to come.

www.american.edu/strategic-plan

Consensus-driven approach to develop a plan that meets AU's needs for the future while addressing the **interests of the surrounding neighborhoods**.

A Five-Year Strategic Plan

Strategic Plan launched in 2019

- **Scholarship**
- **Learning**
- **Community**

Understanding that our future and commitment to inclusive excellence are tied in part to our neighbors and physical surroundings, this strategic imperative expands and enhances our current efforts to be an “anchor institution” in Washington.

www.american.edu/strategic-plan



Fundraising Campaign Goals



- Support our strategic plan
- Make college more affordable
- Prepare for a digital future
- Enhance research & teaching
- Enrich the student experience
- Invest in arts & culture
- Reimagine human health
- Fund projects: CAP, new dorms, etc.



What is a Campus Plan?



- A campus plan is a **regulatory document required by the DC Zoning Commission** for universities located in residentially zoned areas.
- Campus plans are **roadmaps of *potential* construction projects and campus enhancements**.
- Campus plans address five basic elements:
 - ✓ Enrollment
 - ✓ Facilities/Capital Projects
 - ✓ Student Housing
 - ✓ Student Conduct
 - ✓ Transportation
- Universities detail how they will manage these issues over the course of the plan.
- After a campus plan is approved and a university is ready to build a new project, they **must reappear before the Zoning Commission for additional approvals and community input**.



2021 Campus Plan Goals



- Roadmap for projected growth – measured and deliberate
- Promote a well planned & designed campus
- Establish AU as a premier university on a global scale
- Strengthen prestige
- Remain an asset to Washington, DC
- Be a resource for the surrounding neighborhoods
- Be environmental stewards of sustainability while highlighting our arboretum



Consultation, Input & Feedback



- **Community Liaison Committee**
- **AU Neighborhood Partnership**
- **AU Students, Faculty and Staff**
- **Advisory Neighborhood Commissions**
- **Civic Associations**
- **AU Planning 101 Sessions**



Community Liaison Committee



- **Fosters positive relations between community and AU**
- **Regular communication between AU and its neighbors**
- **Promotes diverse perspectives from residents**
- **Vehicle for advice, input and feedback**

<https://www.american.edu/communityrelations/clc/>



AU Neighborhood Partnership



- **Inclusive and transparent process**
- **Working collaboratively**
- **Consensus based approach**

Steering Committee and five working groups –

- ✓ **Facilities Planning**
- ✓ **Student Life & Safety**
- ✓ **Engagement & Communications**
- ✓ **Transportation & Parking**
- ✓ **Data & Metrics**



Campus Plan Website



www.american.edu/campusplan

- The campus plan website will contain records of available information including the preliminary framework while the plan is being developed and reviewed and will host the drafts and final version of the plan.
- The website will host AU Neighborhood Partnership, AU Planning 101 Session, and other relevant agendas, in addition to meeting summaries and presentations.
- Please direct any questions or comments about the Campus Plan to communityrelations@american.edu



Campus Plan Timeline



April 28: Special CLC Meeting

June 9: CLC Meeting
Sept 15: CLC Meeting
December 1: CLC Meeting

	2020												2021
	J	F	M	A	M	J	J	A	S	O	N	D	J
AU LEADERSHIP	DRAFT AND RELEASE FRAMEWORK			PREPARE AND UPDATE PLAN DOCUMENT					RELEASE/FINALIZE PLAN				FILE PLAN
STAKEHOLDER ENGAGEMENT	REVIEW PRELIMINARY FRAMEWORK & PROVIDE FEEDBACK					REPORTING & INPUT			REVIEW PLAN (ANCs, Civic Associations, etc.)				
REGULATORY REVIEW	PRELIMINARY ENGAGEMENT; PROGRESS UPDATES								REVIEW & COORDINATION				
DDOT	SCOPING & CONDUCT DDOT STUDY					PREPARE CTR			DDOT REVIEW CTR				FILE CTR

**AU Neighborhood Partnership Steering Committee & Working Groups Meet: Feb. 2019 – Ongoing*

- **March 3:** CLC Meeting
- **March 19:** Planning 101 Session
(additional Planning 101 sessions TBD)

Fall 2020

- ANC Presentations and Votes
- Civic Association Presentations

4th quarter 2020: File Campus Plan with Zoning Commission