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.
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.

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

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>March 3</td>
<td>CLC Meeting</td>
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<tr>
<td>March 19</td>
<td>Planning 101 Session</td>
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<tr>
<td>April 28</td>
<td>Special CLC Meeting</td>
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<tr>
<td>June 9</td>
<td>CLC Meeting</td>
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<td>Sept 15</td>
<td>CLC Meeting</td>
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<td>December 1</td>
<td>CLC Meeting</td>
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<tr>
<td>Fall 2020</td>
<td>ANC Presentations and Votes</td>
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<tr>
<td>4th quarter 2020</td>
<td>File Campus Plan with Zoning Commission</td>
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