

**Project Charter**

**University of Wisconsin – Parkside**  
***Project Name – Campus Master Plan***

**Revised 2/20/2014**

<b>Project/Goal Name</b>	Campus Master Plan (including the Space Needs Assessment, and the Student Success Project feasibility study)
<b>Sponsor</b> ( <i>decision-maker</i> )	Kim Kelley
<b>Project Lead</b>	John Desch
<b>Team Members:</b>	
<p><b>Chancellor and Chancellor’s Cabinet:</b> Debbie Ford, Fred Ebeid, Diane Donnelly, John Jaraczewski, Kim Kelley, Mel Klinkner, Tammy McGuckin, Scott Menke, DeAnn Possehl, Ed Twyman, Ilya Yakovlev</p> <p><b>Core Team:</b> Fred Ebeid, Kim Kelley, Mel Klinkner, Tammy McGuckin, John Desch, Kate Sullivan (UW-System), Chris Gluesing (UW-System), Jon Jenson (Division of Facilities Development)</p> <p><b>Master Plan Steering Committee:</b></p> <p style="padding-left: 40px;">Mel Klinkner, Co-Chair          Kim Kelley, Co-Chair          Fred Ebeid          Tammy McGuckin          DeAnn Possehl          Ilya Yakovlev          Tamie Falk-Day          Megan Mullen          Dirk Baldwin          Emmanuel Otu          Walt Jacobs          AnnaLee Sepanski (student)          Alvaro Garcia (CA&amp;H)          Dave Rogers (CN&amp;HS)          Derek Riley (CBE&amp;C)          Ross Astoria (CSS&amp;PS)          George Holman (Academic staff)          Cindy Sobczak (Classified staff)          Staff to the Committee: John Desch, Don Kolbe</p> <p><b>Space Use and Needs Assessment Focus Groups (4-5 people max.):</b></p> <ul style="list-style-type: none"> <li>- CA&amp;H appointed by Dean Yohnk (Lisa Marie Barber, Jody Sekas, Megan Mullen, Jay McRoy)</li> <li>- CN&amp;HS appointed by Emmanuel Otu (Penny Lyter, Dave Rogers, David Higgs, Gary Wood)</li> <li>- CBE&amp;C appointed by Dirk Baldwin (Derek Riley, Dennis Kaufman, Steve Hawk, Abey Kuruvilla, Connie Wheeler, Trudy Biehn)</li> <li>- CSS&amp;PS appointed by Walt Jacobs (Walt Jacobs, Rich Walasek, Chris Hudspeth, Ed Schmitt)</li> <li>- Student Affairs appointed by Tammy McGuckin (Steve Wallner, Stephanie Sirovatka-Marshall, George Holman, Damian Evans, Renee Kirby)</li> <li>- Administrative Affairs appointed by Mel Klinkner (Jim Heller, Don Kolbe, Scott Menke, Ilya Yakovlev)</li> </ul>	

- Academic Affairs/Enrollment Management appointed by Fred Ebeid/DeAnn Possehl (Debra Karp, Jo Cates, Rhonda Kimmel)

### **Master Plan Stakeholder Groups:**

- Sustainability
- Habitat management
- Athletics
- Utilities and Data Communications infrastructure
- Parking
- Others, to be determined in collaboration with consultant

### **Student Success Project Steering Committee:**

Tammy McGuckin, Chair  
Fred Ebeid  
Mel Klinkner  
Kim Kelley  
Dennis Rome  
DeAnn Possehl  
Jo Cates  
Ilya Yakovlev  
AnnaLee Sepanski (Student #1)  
Keona Thompson (Student #2)  
Lisa Marie Barber, CA&H  
Penny Lyter, CN&HS  
Derek Riley, CBE&C  
Ed Schmitt, CSS&PS  
Staff to the Committee: John Desch, Don Kolbe

Extended Cabinet members on the Steering Committee have designated the following representatives from the affected units to participate in scheduled meetings with the consultant:

#### Finance & Administration:

Don Kolbe, Director Facilities Management  
Peggy Karls, Bursar, Cashier's Office  
Ilya Yakovlev, Chief Information Officer  
Scott Menke, Controller, Business Services  
Jim Heller, Chief, Campus Police

#### Academic Affairs:

Gwen Jones, Director, Advising and Career Center  
Cindy Graham, Director, Graduate Parkside  
Richard Karwatka, Senior Lecturer, Learning Assistance, and Coord. of Development Math  
Jay McRoy, Assistant Professor, English  
Emily Harring, Instructional Program Manger I  
Carey Watters, Assistant professor, Art  
Helen Rosenberg, Associate professor, Sociology/Anthropology  
Nancy Whitaker, Assistant Professor, Music Education

Campus Technology Services:  
Patrick Hurley, IS Technical Services Consultant  
Cindy Sobczak, Client Services Manager, CTS  
Pat Eaton, Informational Processing Consultant, CTS

Library:  
Anna Stadick, Archivist  
Anne Rasmussen, Associate Academic Librarian  
Sue Peacock, Electronic Resources Coordinator  
Kerri Willette, Emergency Technologies Librarian  
Jan Mico, University Services program Assistant  
David Gehring, Library Services Assistant – Advanced/Lead  
Heather Spencer, Circulation/Processing

Enrollment Management:  
Dawne Bogardus, IS Business Automation Senior, Registrar's Office  
Josh Santiago, Advisor, Advising and Career Center  
Mary Jo Gdovin, Associate Advisor, Advising and Career Center  
Kristina Klemens, Senior Financial Aid Counselor, Financial Aid  
Heather McGee, Financial Aid Counselor/Scholarships Financial Aid

Student Affairs:  
Damian Evans, Director, Office of Multicultural Student Affairs  
Aaric Guerriero, Director, LGBTQ Resource Center  
Renee Kirby, Acting Director, Student Health and Counseling, and Disability services  
Alfredo Sandoval-Flores, Advisor, Student Support Services  
April Puryear, University services Program Assistant, Multicultural Student affairs  
Consuelo Clemens, Associate Director, International Education program

Visioning sessions for this project were completed in spring 2013. The products from these sessions will be provided to the Steering Committee and consultant.

### **Subject Matter Experts**

*(Key players who can provide advice and facts)*

John Desch (physical, capital and space planning)  
Don Kolbe (facilities management, utilities infrastructure, sustainability)  
Ilya Yakovlev (data communications)  
Faculty representative(s) (habitat management, sustainability)  
Tamie Falk-Day (athletics and recreational facilities)  
Steve Wallner (student life)  
George Holman (student housing)  
Jim Heller (campus security, parking)  
Renee Kirby (disability services, ADA compliance, student health & counseling )  
Jo Cates (library services)  
Jane Schaefer (community engagement)  
Rhonda Kimmel (classroom and lab utilization data)  
Dennis Casey (room reservations data)  
Faculty members TBD, subject matter experts

<p><b>Purpose</b> <i>(What do we want to accomplish, and why? What benefits will result?)</i></p>	<p>Create a new Campus Master Plan with a 20 year horizon to guide physical campus development over the next decade. The document is required by UW System, and represents best planning practices. The project will also define the scope and budget of the proposed “Student Success Project” remodel in Wyllie Hall, which is required by UW-System in order for the project to advance in the 2015-17 state budget as requested.</p> <p>Benefits of the project include:</p> <ul style="list-style-type: none"> <li>- Optimization of future capital investment to best serve the campus’ strategic and academic plans</li> <li>- Assurance that the campus retains its unique character and identity</li> </ul> <p>No future state funding can be provided for building renovation or new construction at UW-Parkside unless it is: 1) based on legitimate data documented in a current and accurate space needs assessment; and 2) in conformance with the Campus Master Plan.</p>
<p><b>Boundaries / Project Scope</b> <i>(What is team charged with looking at? What is NOT included?)</i></p>	<p><b>Project Scope:</b> The plan will encompass the main campus only and will address: space needs assessment, land use, future building locations, future use of existing buildings, vehicular circulation and parking, pedestrian and bicycle circulation, utilities and IT infrastructure, stormwater management, sustainability, natural habitat management, landscape and open space guidelines; design guidelines for buildings, signage and site furnishings.</p> <p>The project will also complete the programming, scope and budget of the “Student Success Project” remodeling of Wyllie Hall. This work was previously submitted as a State Small Project with \$75k of campus funding. The Small Project will be cancelled, and the work will instead be included in this contract.</p> <p><b>Not in scope:</b> Outlying campus landholdings.</p>
<p><b>Background Materials and Data</b></p>	<p>The Request for Master Planning Services was finalized by UW-System consistent with this Project Charter, and was reviewed by Kim Kelley and Mel Klinkner before it was submitted by UW-System to DFD for publication.</p> <p>The consultant team includes: SmithGroupJJR (master planning), Workshop Architects (Student Success Project feasibility study), Paulien &amp; Associates (space planning), and Ring &amp; DuChateau (utility planning).</p>

<p><b>Indicators of Success</b> <i>(What's important to the success of the project? How will we know we've made progress?)</i></p>	<p>The Campus Master Plan will be completed by October 2014.</p> <p>Success of a Campus Master Plan process is judged by the degree of campus engagement. We will want to look for good turnouts at the open forums, and comments from the campus community throughout the process. Our goal is to give 100% of governance groups the opportunity to comment, and receive comments by ideally at least 50% of these groups.</p> <p>Ultimately, success of Campus Master Plan implementation is judged by the degree to which future development conforms. We will be able to judge ultimate success only after future projects have been constructed. Our goal is that 100% of all projects that are actually constructed will substantially conform to the Campus Master Plan.</p>	
<p><b>Overview of Project Plan</b> <i>(Key steps, and timeline)</i></p>	<p><b>Timeline</b></p> <p>See schedule attached</p>	<p><b>Target Date</b></p> <p>Completion by October, 2014</p>
<p><b>Other Support Required</b> <i>(Expertise, authority, information, technology, money)</i></p>	<p>Master Planning consulting team including space consultant and Student Success Project consultant; Cabinet, UW-System and DFD concurrence at all stages; data and information as requested by consultants throughout the process</p> <p>\$75k campus funding (25% of estimated \$300k total project cost) for the Space Needs Assessment and Master Plan.</p> <p>Additional campus funding of \$43k will be required for the Student Success Project feasibility study (\$75k was previously committed for the Small Project that will be cancelled).</p>	

**Sign-off**

*Sponsor:*

\_\_\_\_\_

**Date:** \_\_\_\_\_