ACTION ITEM: Endorsement of the proposed UNCG Strategic Housing Plan by the Board of Trustees.

BACKGROUND INFORMATION:
Following presentations to the UNCG Board of Trustees concerning campus housing issues in April 2008 and April 2009, the Board requested a longer-range view of the future and potential impact of campus housing. The purpose of the UNCG Strategic Housing Plan is to provide trustees and other institutional decision makers with background information and priorities against which discrete decisions about housing projects and directions can be made in future years.

The process of preparing the strategic housing plan included consideration of The UNCG Plan 2009-2014, re-evaluation of the rationale for on-campus student housing, analysis of enrollment projections, and a review of the UNCG campus housing system’s strengths, weaknesses, opportunities, and threats. The Chancellor’s executive staff discussed the plan and key Academic Affairs staff were consulted regarding enrollment and the enhancement of learning communities and residential colleges. The University’s 2007 master plan consultants were engaged to advise on alignment of the UNCG Strategic Housing Plan and the University Master Plan.

Four strategic directions were identified:
• Support and enhance the University’s enrollment management strategy.
• Be the first-choice living environment of undergraduate students at all class levels.
• Enhance the learning potential of residence hall living.
• Build assertively on the special attribute of being a strong residential community of common purpose in a metropolitan environment.

A fundamental planning question was determining the desired mix of students which should comprise the UNCG housing program. The recommended approach is to strengthen the residential character of the campus by continuing to house at least 80 percent of first-time freshmen annually, and to increase capacity and modify inventory mix to achieve an “intergenerational” class-level mix of approximately two-thirds freshmen/sophomores and one-third juniors/seniors. This approach would require adding approximately 3920 new beds by 2020 and would result in approximately 48 percent of undergraduate students living in campus
housing. The strategic housing plan will be implemented in three phases between 2009 and 2020. The Board of Trustees will be consulted about the phasing and operational plan in the months to come.

RECOMMENDED ACTION:
That the Board of Trustees of The University of North Carolina at Greensboro endorse the proposed UNCG Strategic Housing Plan 2010-2020.

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Carol S. Disque
Vice Chancellor for Student Affairs