4- Goals and Objectives

The following goals and objectives/policies include those recognized by the University of Cincinnati as institutional imperatives and those that are more specifically related to Clermont College as it addresses future growth. The goals and objectives are drawn from input from campus constituents as well as observations of the planning and college staff.

It is important to recognize that the timetable for implementation of these goals and policies corresponds to prioritization by the college and available funding. The following text includes goals numbered and in bold print; while objectives/policies are outlined below each goal.

4.1 State of Ohio and University of Cincinnati Goals

1) Implement the University System of Ohio goals as outlined in Senate Bill 311.

Accommodate new students whose educational pathway might shift to flow through Clermont College and any new programs or degrees that are shifted or expanded as part of supporting those students.

2) Create an environment that reinforces the mission of the college and its accompanying strategic plan.

Create a campus master plan that supports and helps implement the college’s strategic plan - as the strategic plan encompasses strategies to achieve academic programming goals.

3) Establish an image for the college that reflects its local and regional importance.

Utilize UC branding elements to reflect the appropriate image.

4) Promote the development of a functional and attractive college campus.

Enhance the effectiveness and attractiveness of the campus through the implementation of the recommendations outlined in this master plan.

4.2 UC Clermont College Goals

1) Balance the campus’ resources with the need to accommodate growth.

Develop a campus master plan that will guide the immediate, short-term and long-term growth of the college campus through a responsible use of financial, physical and natural resources.

2) Unify and integrate campus development.

Improve signage and wayfinding systems, including mapping, signage on buildings, directional and regulatory signage throughout campus and on roads near campus.

Identify and develop new pedestrian and vehicular circulation patterns and routes that improve existing conditions and address future needs.

Develop parking areas that combine convenience, sustainability and
landscaping within an effective vehicular and pedestrian service network.

Enhance pedestrian connections between parking lots, buildings and within the open space areas to create safe and well lit routes.

Provide adequate and convenient parking for those with disabilities.

Improve safety associated with vehicular/pedestrian conflict points by creating new walk and roadway routes.

Establish a clear sense of entry and arrival to the campus by considering the construction of a new gatewall in a prominent location.

Identify future building sites that are flexible as well as compatible with future pedestrian and vehicular routes.

Provide seamless architectural and open space connections by improving the existing walks, plazas, landscaped areas and architectural details that reinforce visual and physical connections.

Enhance and or define buildings and their entrances with walkways, signage, lighting, furnishings and landscaping.

Introduce a palette of materials for elements such as lights, site furnishings and landscaping that can be interchangeably used to reinforce uniformity and identity.

Identify potential options to improve the efficiency in the use of and versatility of existing campus facilities.

3) Improve quality of campus facilities, resources and overall environment through a commitment to design principles, standards and strategies.

Create design guidelines for signage, landscaping, pedestrian scale lighting, site furniture and other exterior elements to enhance cohesiveness of the campus.

Establish architectural, landscape and engineering design standards that will compatibly link existing and newly proposed buildings and open spaces.

Construct academic facilities to meet the needs of the academic and strategic plans.

Continue to meet or exceed requirements regarding ADA accessibility to all existing buildings, any new buildings, parking areas and other areas of campus.

Maintain and enhance the accessible character and use of the campus by preserving and or improving open space areas, incorporating sustainably influenced green space around buildings and utilizing design principles that sensitively respond to the pedestrian experience.

Provide accessible outdoor spaces.

Make visitors access to a centrally located campus service and visitor’s center easily identifiable.

Design buildings and open spaces ergonomically to encourage comfortable informal and formal gatherings.

Use natural and or topographic features such as berms, landforms, trees and shrubs to help separate, buffer and screen conflicting uses and undesirable views.

Utilize a variety of durable native plants that will flourish with minimal maintenance. Include evergreens and deciduous trees, shrubs and perennials to add seasonal interest.
Create an overall landscape, environmental and or timber management plan for the campus.– this could include selectively incorporating irrigation into high visibility, high maintenance landscape areas.

Upgrade HVAC systems to improve efficiency and to reduce noise levels inside buildings.

Upgrade bathroom access by incorporating ADA compliant push button door operation.

Create two universal/family style ADA accessible restrooms on campus.

Design restrooms to include a place to accommodate coats and bags, a baby changing area, full length mirror and improved privacy.

Add scheduling screens in hallways for enhanced communication between administration and staff, students and visitors.

4) Strive to reduce the campus’ carbon footprint and energy consumption, while increasing sustainable design initiatives on campus.

Implement sustainable design strategies for new buildings, renovations of or additions to existing buildings and as appropriate throughout campus to reduce energy consumption. This could include geo-thermal wells to provide heating and cooling to any new buildings.

Implement sustainable construction compliance as introduced by the United States Green Building Council (USGBC) to reduce the inefficient resource utilization.

Implement USGBC/LEED (Leadership in Energy and Environmental Design) sustainability standards for new construction.

Where possible, implement Light Imprint guidelines for storm water management. These design strategies minimize stormwater runoff.

Implement other sustainable design techniques regarding “green roofs, water use reduction, lighting, heating and cooling, and landscaping to help reduce energy usage and preserve natural resources.

Implement a campus recycling program.

Implement additional energy savings strategies such as florescent lights, motion sensors and others as appropriate.

5) Continue to strengthen linkages with the surrounding community and UC’s main campus.

Continue to encourage use of the college’s facilities by the surrounding community.

Continue to enhance relationships with nearby local governmental entities, business groups and neighboring entities.

Explore opportunities for flexible facility utilization that could be shared by the campus and the community.

Provide transportation and programmatic connections to link the campus to surrounding areas.

Provide well maintained, inviting and branded entrances to campus for visitors, students and staff.

Provide shuttle bus service from the Clermont campus to the main campus and or other surrounding communities.
Facilitate possible mass transit connection from campus to the Metro stop at Eastgate and also connections via the Clermont Transit Connection.

Provide enhanced connections to the main campus’ Human Resources and Financial Aid Departments by providing representatives on campus.

6) **Create an academic programming framework that will achieve the collective goals of Clermont College, The University of Cincinnati, and The State of Ohio as well as enhancing the coordination of programs/degrees offered between UC’s main campus and the Clermont Campus.**

Retain the ability to adapt programs offered to meet the academic and demographic needs of Clermont County and the surrounding region as well as any academic programming priorities identified by the college.

Expand baccalaureate and or associate degree program offerings in selected areas in compliance with the University System of Ohio’s goals as outlined in Senate Bill 311.

Add more on-line, evening and weekend courses or other flexible options to deliver courses to students.

7) **Enhance the quality of life elements on campus to meet the current and future needs of students, staff and faculty.**

Expand food service choices and products.

Improve the layout of the existing Cougar Café to reduce service delays.

Create more recreational options such as a gym/fitness/wellness facility, walking trails, weight room, sports fields and other casual activities as desired.

Create a college commons area that provides an “informal” place for students, staff and faculty for casual and planned activities.

Create lounge areas for staff and faculty.

Provide more microwaves in the existing student lounge area.

Establish a daycare facility specifically for use by students, staff and faculty with children.

Facilitate improved cell phone coverage on campus.

8) **Provide a safe campus environment for students, staff and visitors.**

Improve safety measures in buildings and open spaces to include sprinklers, help phones and an emergency communication system.

Provide a first aid/nursing/health clinic facility for students and staff.

Conduct periodic emergency drills.

Work with government officials about the possibility of the installation of a traffic light at the intersection of Clermont College Drive and College Drive as well as a traffic light at the Main Street and College Drive intersection in the village of Batavia.

Expand and strategically locate the Public Safety office.

Seek improved coordination of and maintenance of the hill on College Drive with county and village transportation departments during inclement weather.
Facilitate the resolution of the dispatch of police, ambulance and fire emergency services to the Clermont campus (calls from campus phones go to Clifton first).

Ensure tornado safe zones have appropriate and visible signage.

9) **Enhance existing classrooms, labs and teaching spaces to meet new and evolving needs of students, teachers as well as pedagogical goals to provide the best teaching environment possible.**

Provide flexible resources in classrooms – including, but not limited to – furniture, desks tables, whiteboards, chalkboards, screens and other technology/media including telephones.

Design teaching spaces with natural light penetration.

Outfit teaching spaces with up to date technological capabilities.

Improve classroom acoustics and or install quieter electronic equipment (i.e. projectors) to minimize noise levels.

10) **Enhance existing resources and provide new educational resources to ensure the best learning environment possible.**

Implement a learning commons concept.

Create more space for library functions-office, security system, and collections - and consider a more central location.

Create a training room.

Identify the best locations for the various educational resources elements and establish a plan for relocation of these entities to the best location over time.

Upgrade the existing auditorium’s technological capabilities and lighting etc. or create a new auditorium/performing arts facility on campus.

Create more group study rooms.

Expand the existing learning center facility.

Create an outdoor teaching space such as an amphitheatre.

Expand space for the bookstore.

Create new or provide additional space for the Educational Placement Testing Center.

Create a career planning/placement office.

Create a “one stop” student service area.

Create more open lounge style study areas.

Create a place for students to practice presentations (practice using technology).

Prepare a plan to accommodate the NAIA Conference Athletic Standards should Clermont College become a member.

Develop a joint use recreation facility that accommodates both students and student athletes.

Provide a “mini-business” (phone, fax, email, printer) area as part of off-site training classes (either at existing Park 50 space or as part of any new space options considered to replace Park 50) for attendees to use.

11) **Enhance the physical layout, framework and safety of the campus through planning and design.**

Resolve pedestrian/vehicle conflict points at conflict locations (i.e. crosswalk at curve) in a safe and efficient manner.
Add stop signs at intersections between Clermont College Drive and the west parking lot to ease traffic flow and allow for those exiting the parking lot to enter the drive.

Consider the development of a campus gateway element/sign wall that identifies arrival and drop-off pick-up location.

Establish a sense of place by promoting a coherent and consistent system of building and open space standards.

Utilize environmentally responsible design - (LEED guidelines for new buildings) in new facilities.

Utilize landscaping or a built structure to identify the entrance to campus from the east parking lot.

Acknowledge the existing architectural style and use as a reference/influence for the design of new buildings.

To improve safety and to facilitate connections, consider the introduction of additional sidewalks along roads and or other connecting routes.

Redevelop and or expand the existing campus core to enhance current and future building placement creating an enhanced quadrangle.

Account for future land development that may be developed surrounding the campus and how that could impact the college and the public infrastructure.

Develop a cohesive and flexible master plan that establishes the framework for current and long-term college needs.

12) Create additional space and or provide flexible space for priority needs.

Identify possible spaces that may be inefficiently used, or programs that may be consolidated or eliminated to make better use of limited space resources.

When building or renovating space, try to create the potential for flexibility in the use of the space as the college’s needs change over time.

Identify the top priorities for use of space, such as space needs “directly related” to credit hour activity or other priorities as determined by the college.

The following programs have been identified (via the group input process/ meetings) as requiring office, teaching or other space. However, prioritization of needs by the college must be completed before allocation of space:

- Academic Affairs
- Faculty office space
- On-line/distance learning program
- Facilities department
- Admissions and student services need more offices for advisors at peak times
- Educational Talent Search and Upward Bound programs need offices
- Educational Opportunities Center needs space
- Supplemental Instruction – pilot program- needs space
- Student organizations need space
- Mailroom needs more space
- Public Safety office needs space
- IT needs more storage space and a workroom, central server room
- Volunteer Income Tax Assistance program needs space
- College Relations department needs a workroom and storage space
- ROTC needs storage space if it uses the woods for training
If new buildings are constructed and programs are relocated, assemble an inventory of available spaces and compatibly match space and program for potential new occupants.

Create additional garage/storage area for facilities' equipment.

Develop spaces within office reception areas to accommodate parent/infant interaction such as breastfeeding to provide privacy for mother/infant needs.

**13) Maximize efficiency and maintenance of campus facilities operations**

Choose tile color and grout color that is easy to clean. Consider terrazzo floors and solid counters for their durability, but evaluate life cycle cost (up front and maintenance) before making selections.

Implement standardization of fixtures and dispensers and other equipment in order to improve maintenance efficiency. Coordination between newly proposed and existing buildings will be required.

Allocate resources as needed for large equipment purchases.