University of Tennessee at Martin
Campus Master Plan

Visioning Workshop Trip Report
Date: November 8 – 9, 2021

List of Items in Trip Report:

• MEETING OVERVIEWS:
  (1) Executive Committee - Kick Off Visioning Workshop – November 8, 9:30 – 11:00 AM
  (2) Mayor’s Meeting - Master Plan Engagement Meeting – November 8, 11:00 AM – 12:00 PM
  (3) Working Group - Kick Off Visioning – November 8, 2:00 – 4:00 PM
  (4) Academic Experience Focus Group – November 9, 1:00 – 2:00 PM
  (5) Facilities/Physical Plant Staff Experience Focus Group – November 9, 2:30 – 3:30 PM
  (6) Student Experience Focus Group – November 9, 4:00 – 5:00 PM

• COLLECTIVE SUMMARY OF WORKSHOPS
MEETING OVERVIEWS:

(1) Executive Committee – Kick Off Visioning Workshop
November 8th, 2021

Agenda:
- Project Overview: Scope, Schedule, Communication Protocol, Space Analysis Progress Report
- Exercises: SWOT Mapping, Ideas that Stick
- Next Steps

Exercise Take-aways:
- **SWOT Map**
  - **Community Map**
    - Opportunities at edges of campus for high visibility signage
    - Add connection from STEM and Agriculture facilities that feels like park of campus
    - Need to make campus more walkable – address safety concerns
    - Athletic facility area not currently functional for car or pedestrian connectivity

- **Ideas that Stick**
  - How can the master plan support UTM's brand promise?
    - **Modern Intellectual Destination:** Multicultural Center, classroom and learning spaces that are warm and inviting, learning spaces designed for modern students
    - **Well Positioned:** welcome center and clear gateways to campus, campus that provides seamless access for the community
- **Technological Innovation**: distance learning classrooms, support for comprehensive hybrid and distance learning to engage learners, expanded communications
- **Community + Culture**: family style gathering spaces, pocket green space, welcoming facilities, clear corridors through campus, renovation, and enhancement of Performing Arts Center

  - To achieve UTM’s strategic planning,
    - **UTM needs MORE…**
      - Functional outdoor space, visual appeal, IT space, renovated housing, on-demand access to mental health/counseling, offices with room for students to visit, money, students, a culture of "let me see if I can help you", parking for faculty, students, and staff
    - **UTM needs LESS…**
      - Unused space, elitist attitude

  - What physical change would enhance the UTM experience to recruit, retain and support:
    - **Students**:
      - Student culture, student center, Counseling and mental health center, UC gathering spaces, modern facilities, central location for student health services, warm and inviting meeting spaces, perimeter signage
    - **Faculty**
      - Fast and reliable tech in classrooms, innovating opportunities and spaces for research
    - **Staff**
      - Separate areas for “customer service” and working space, outdoor spaces for leisure, lunch, and relaxing

  - What other physical campus issues keep you up at night?
    - Consistent campus wayfinding system, lighting, emergency phones, safety, lighting outside of the quad, revision of existing instructional spaces based on what can be not what needs to be

  - What new programs, partnerships, instruction, research, or services do you hope to see on campus in the future?
    - More programs that drive workforce development, internship bridge programs, comprehensive support system and training for funded project management

  - What would attract new visitors and business partners to campus in the future?
    - Easy access to food, dining, and bookstore, expanded on-campus outreach programming – youth, business, and community, funds for start-ups, established framework for student internships, innovation, and idea center

  - In 5 years, what might students expect to find in the UTM physical campus environment?
    - Seamless boundaries between city and campus, residential halls, updated UC, e-gaming space, address real and perceived parking challenges

  - In 10 years, what is the one word you hope people will use to describe the UTM campus?
    - Beautiful, innovative, exclusive, “tomorrow meets today”, supportive, home, family, green
(2) Mayor’s Meeting - Master Plan Engagement Meeting
November 8th, 2021

Agenda:
- Project Overview: Scope, Schedule, Communication Protocol, Space Analysis Progress Report
- Exercises: SWOT Mapping

Exercise Take-aways:
- SWOT Maps
  Community Map
  - "A city within a city" – UTM and Martin
  - Wayfinding and signage needed throughout community
  - Find way to connect University to Downtown Martin and create downtown presence
Campus Map
- Creating a way for the community to access campus
- Sense of place from interior to exterior of campus and continue to improve University Street

SWOT MAP: Mapping your Perceptions and Experiences

Campus Master Plan
The goal of the UT Martin Campus Master Plan is to create a physical environment that supports the University’s mission. The plan emphasizes retention of students, revitalizes campus initiatives, and provides a strategic framework for the future of UT Martin.

Together, we will create a visionary road map for the future of UT Martin.

Directions:
Use dots to express your perceptions and experiences of the campus.

- **Strength**: areas of existing campus assets, great places to be
- **Weakness**: existing campus weaknesses, problem areas
- **Opportunity**: areas of campus that could or should be transformed
(3) Working Group – Kick Off Visioning Workshop  
November 8th, 2021  
**Agenda:**  
- Project Overview: Scope, Schedule, Communication Protocol, Space Analysis Progress Report  
- Exercises: SWOT Mapping, Ideas that Stick  
- Next Steps  

**Exercise Take-aways:**  
- **SWOT Maps**  
  **Community Map**  
  o Addressing housing on-campus and off-campus  
  o Potential for growth of agricultural facilities on the boundary of campus into the community  
  o Address perception of parking  

**SWOT MAP: Mapping your Perceptions and Experiences**  

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**Campus Master Plan**  
The goal of the UT-M Campus Master Plan is to create a physical environment that supports the University’s academic mission, while also providing opportunities for the community. This process involves engaging all members of the UT-M community in dialogue. Together, we will create a vision for the future of University of Tennessee at Martin.

**DIRECTIONS:**  
Use dots to express your perceptions and experiences of the campus.  
- **Strength:** existing campus assets, great places to be  
- **Weakness:** existing campus weaknesses, problem areas  
- **Opportunity:** areas of campus that could or should be transformed
Campus Map
- Provide sense of place on campus and give entry signage
- Library – utilize for growth, outreach, student support
- Growth of Vet. Tech program
- Perception of parking issues

SWOT MAP: Mapping your Perceptions and Experiences

- Ideas that Stick
  - How can the master plan support UTM’s brand promise?
    - Modern Intellectual Destination: better exterior signage and campus enhancement, identity, Branding and signage
    - Well Positioned: More industry partners
    - Technological Innovation: Specific assistance for funding tech research and grant writing skills, best lab research facility
    - Community + Culture: more outreach partnerships, partner with community organizations and cultural institutions
  - To achieve UTM’s strategic planning,
    - UTM needs MORE...
      - Performance areas, weekend student activities, prof. advisors, enrollment, spaces for infinity groups
    - UTM needs LESS...
  - What physical change would enhance the UTM experience to recruit, retain and support:
    - Students:
• Campus branding around campus borders, immediate access to student assistive services (no wait), traffic flow of students, better connectivity for Wi-Fi across all of campus
  ▪ **Faculty**
  ▪ Faculty development center
  ▪ **Staff**
  ▪ Identification tags for staff and faculty, development opportunities – personal and professional

  o **What other physical campus issues keep you up at night?**
    ▪ Infrastructure concerns, accessibility resource hub, student support offices access, crosswalk safety/width concerns – especially University Street

  o **What new programs, partnerships, instruction, research, or services do you hope to see on campus in the future?**
    ▪ E-sports – team, resources, competition; early high school partnerships, professional advisors, student internship programs with food manufacturing and service – regional companies, better visibility for night classes, focus on adult learners, expand summer program for community and exposure, mosaic autism partnerships

  o **What would attract new visitors and business partners to campus in the future?**
    ▪ Professional and polished look, promotion of on campus identity, continuous life-long learning, accessible entries and visitor only parking

  o **In 5 years, what might students expect to find in the UTM physical campus environment?**
    ▪ Connectivity and infrastructure, online course infrastructure, collaborative spaces, larger and more accessible and visible student health hub, future students highly innovative dorms, beauty, and maintenance

  o **In 10 years, what is the one word you hope people will use to describe the UTM campus?**
    ▪ Friendly, leader in NWTN, feels like home, welcoming
(4) Academic Experience Focus Group
November 9th, 2021

Exercise Take-aways:
- **SWOT Maps**
  - **Campus Map**
    - Opportunity for bridge across University Street toward football building
    - Old buildings are a weakness, new buildings attract and retain new students
    - Building up of regional centers

  ![Campus Map Diagram](image)

- **Ideas that Stick**
  - What **Challenges or barriers are you and your staff experiencing in serving students today?**
    - CHFA – classroom spaces need more variety, performance space, studio space, disability barriers
    - Disability services off-campus, leaking in the roof of business administration building
    - CAAS – classroom space too small, office spaces, better technology
  - What do you need in the **physical campus environment to better serve students?**
    - Arts performance space, study space in humanities, decent restroom facilities (CEHBS), recruiting students, well kept grounds, Ag Research buildings for undergrad and graduate research, facilities at wildwood ranch and coon creek, kennel greenhouses and stable surgery, student pavilion for meetings and instruction at farm
  - What **physical campus improvements would improve the UTM faculty/instructor experience today?**
- **Fulltime/tenured** – state of the art building to replace old business admin building, large and small conference rooms in HU, office spaces
- **Adjunct** – need for adjunct office spaces, adjunct don’t currently have space
- **Both** – Jackson center – improved office space for faculty, instructor space in CAAS, Center for teaching excellence, faculty dining room, fix water and mold issues in buildings

  o What will future UTM faculty, staff, and researchers value/expect from campus facilities and open space for learning, innovation, entrepreneurship and/or knowledge creation?
    - Test hub, center for teaching excellence, computer labs with advanced cooling systems, entrepreneurship lab from mind to market, state of the art technology and lecture hall, early high school in Weakly County dual enrollment

  o What new or expanding academic programs and services would you like to see in 5-10 years?
    - Food science in enrollment plan, Ford blue oval programming, Master of Art Education, certificate in tech writing, certificate in game design, basing plans on need rather than money, masters’ programs in regional center, MBA sports business, increase degree program at centers, test hubs at regional centers, coon creek educational building, situation room, online and live learning scenarios, online programming
(5) Facilities/Physical Plant Staff Focus Group  
November 9th, 2021  

**Exercise Take-aways:**
- **SWOT Maps**  
  - **Campus Map**
    - Signage at edges of campus  
    - Needing more pedestrian and bike lanes throughout campus area  
    - Plan for future sustainability: electric car charging and solar farm  
    - Current Student Health building does not provide privacy, much space or room for growth  
    - Poor storm drainage around the Elam Center  
    - Opportunity for parking garage

- **Ideas that Stick**
  - What challenges are you experiencing within facilities, fields and open space today?
    - **Deferred maintenance...**
      - Housing: roof, electrical, plumbing, windows, HVAC, builders, bathroom upgrades  
      - Building exterior paint, elevators, pool, business admin roof  
    - **Access and connectivity...**
      - Network infrastructure maintenance funding, key card entry instead of keys, increase outdoor camera coverage, door issues at Elam, proximity locks, soccer field access
- Utility infrastructure...
  - Sewer and storm water improvements, campus fire lines and hydrants,
    security cameras at the pool, steam in quad, storm drain at Elam, proximity
    locks, underground chilled water, fiber on fringes of campus
- What physical campus improvements would enhance UTM’s day-to-day?
  - Maintenance and operations...
    - More modern areas and spaces
  - Heating and cooling...
    - Better control of temperature in buildings, solar farm, four pipe system
      campus-wide, building projects LEED certified
  - IT platform...
    - More digital signage
  - Circulation, transportation, and servicing...
    - More food areas, shuttles from lots to quad area
- What physical plant facility and grounds improvements would you like to see in 5-10 years?
  - Pacer pond pavilion, Mt. Pelia bike/walk lanes, fix water leaks around Elam center,
    campus bikes repair stations, electric car charging stations, indoor practice/athletic
    facility, University Street utilities underground, new student Health facilities,
    sidewalks around campus and at Mt. Pelia, security access to all buildings, more
    outdoor social spaces – covered and uncovered, regenerative farmscape, outdoor
    sport/rec area, lighting outside the quad
(6) Student Experience Focus Group  
November 9th, 2021

Exercise Take-aways:
- **SWOT Maps**
  - **Campus Map**
    - Need outdoor programming around campus, could utilize Grove after tear down
    - Disability services needing updating
    - Increase visibility and utilization of University Center
    - Multicultural/EDI Center location toward center of campus
    - More UTM branding throughout the campus

- **Ideas that Stick**
  - What types of space are missing that you would like to see on campus
    - **For learning...**
      - Classrooms that are more equitable/some are nicer and more equipped than others currently, flexible space classes, reimagined library, repurpose space 25 exploratory learning, student outdoor learning area, enhanced living learning communities
    - **For student life...**
      - Large multicultural space, quality engagement and hangout area including gaming, late night dining options on campus, open floor plan for housing, more campus pride and branding, more snack and drink options in library
● **Inside buildings...**
  - Student lounge areas, study spaces within academic buildings, branding, campus resource stations, renovation in UC for better UTM experience

● **Community and culture...**
  - Safe spaces, community bookstore with alumni access, tailgating, pavilion, multi-cultural and diversity center/hub, more accessibility in buildings across campus, amphitheater/ outdoor performance space, branding signs and architecture at large road entrances to campus, handicap parking spaces near buildings

○ What physical campus improvements would improve the UTM student experience today?

  ● **For resident students...**
    - Renovated Y-halls,
    - Upgrades to Browning Lawn facing SRC to make more usable, transportation in town/community – bus and transit, more outdoor recreation opportunities, late night dining options

  ● **For commuting students...**
    - Food options that re more full service across campus, more areas for commuters to hang out outside of the library, dedicated area for between campus, better marked parking areas

  ● **For non-traditional students...**
    - More places for nursing moms (outside of library), possible dedicated non-traditional support space, more marketing, non-traditional student lounge space
COLLECTIVE SUMMARY OF WORKSHOPS:

TODAY:
How can the master plan support UTM’s brand promise?

Highlights:

- **A Modern Intellectual Destination**: Multicultural center, classroom/learning spaces that are warm and inviting, learning support spaces designed for modern students.

- **Well-Positioned**: Welcome center and clear gateway to campus, a campus that provides seamless access for the community.

- **Technological Innovation**: Distance learning in every classroom, support for comprehensive hybrid/distance learning to engage students, expanded studio in the Commons.

- **Community + Culture**: Family style and cozy gathering spaces, protect green space on campus, welcoming facilities, clear corridor through campus, renovation and enhancement of performing arts center.

"We need to have more hybrid and flexible space on campus."
- UTM Engagement Meeting

"More landscape maintenance to preserve our campus grounds."
- UTM Engagement Meeting
What physical campus improvements would enhance UTM’s:

**Day-to-Day**

**Highlights:**
- Maintenance + Operations
  - More modern areas/spaces
- Heating + Cooling
  - Better control of building temperature
  - Solar farm
  - 4 pipe system in every building
- IT platform
  - More digital signage
- Circulation, Transportation + Service
  - More food areas
  - Shuttles from parking lots to central campus

**Student Experience**

**Highlights:**
- Arts performance space
- Study space in Humanities Building
- Decent restroom facilities (CEHBS)
- CEHBS recruiting students
- Well kept grounds
- Agriculture Research building for undergrad and grad research
- Facilities at Wildwood + Cook Creek
- Kennel / CAAS
- Greenhouses
- Stable + Surgery
- Student pavilion for meetings + instruction at farm

**Faculty / Instructor Experience**

**Highlights:**
- Fulltime/Tenured
  - New, state-of-the-art building to replace old Business Administration
  - Small + large conference rooms
  - CAAS Office space
- Both Fulltime/Tenured + Adjunct
  - Jackson Center - Improved office space for faculty and instructors
  - Center for teaching excellence
  - Faculty/Staff dining room
  - Fix water + mold issues in buildings
- Adjunct
  - Adjunct office space
  - CAAS adjuncts do not currently have space
What types of space are missing that you would like to see on campus?

**For Learning ...**

- Classrooms that are made equitable and equipped as needed
- Flexible classroom spaces
- A reimagined library, repurposed space for exploratory learning
- Outdoor study spaces
- Enhanced living/learning community

**For Student Life ...**

- Multicultural space/lounge
- Quality engagement area
- Gaming/hangout lounge
- Late night dining options on campus
- More campus pride in branding
- Open floor plan for “chill out” options
- More food options in the library

**Inside Buildings ...**

- Campus resource stations (flyers, cards, etc.)
- Better signage and building maps
- Branding + renovation in Union Commons for more UTM experience
- Better campus branding
- Study spaces within academic buildings
- Student lounge areas

**Community + Culture ...**

- Safe spaces
- Community bookstore (with alumni access)
- Amphitheater/ Pavilion/ outdoor performance spaces
- Tailgates!
- Multicultural + Diversity center or hub
- More accessibility in buildings across campus
- Handicap accessible spaces
- Branding signs + architecture at major road entrances to campus
To achieve UTM's strategic planning:

**UTM needs more...**

**Highlights:**

- Functional outdoor space
- Offices with room for students to visit
- Money and students
- Visual appeal
- A culture of “Let me see if/how I can help you”
- Renovated housing
- Space for IT
- Parking for faculty, students, and staff
- On-demand access to mental health/counseling

**UTM needs less...**

**Highlights:**

- Unused space
- Attitude of elitism
- Dismissive eat times
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<th>TOMORROW:</th>
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<tr>
<td><strong>What new programs, partnerships, instruction, research or services do</strong></td>
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<td><strong>you hope to see on campus</strong></td>
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In 5 years, what might students expect to find the UTM physical campus environment?

**Highlights:**
- Seamless boundaries between city + campus
- Residence halls
- Updated University Commons
- Address real vs. perceived parking challenge
- E-gaming space

In 10 years, what is the one word you hope people will use to describe the UTM campus?

**Highlights:**
- Beautiful
- Innovative
- Inclusive
- “Tomorrow meets today”
- Supportive
- Home
- Family
- Green

What physical plant facility and grounds improvements would you like to see in 5-10 years

**Highlights:**
- Pacer Pond Pavilion
- Mount Pelia bike lanes and sidewalks
- Campus bikes + repair stations
- EV Charging stations
- Elam Center updates
- New Student Health facility
- Indoor practice/athletic facility
- University street utilities/underground
- Sidewalks around campus
- Security access to all buildings
- More outdoor social spaces - covered and uncovered
- Regenerative farmscape
- Outdoor sports + recreation area (incl. basketball) near Elam
- Lighting outside of the quad
What will future UTM faculty, staff, and researchers value/expect from campus facilities and open space for learning, innovation, entrepreneurship and/or knowledge creation?

**Highlights:**
- Test hub
- Center of teaching excellence
- Computer labs with advanced coding systems
- Entrepreneurship lab: “from mind to made!”
- State-of-the-art (technologically) lecture hall
- Early high school Weakly County dual enrollment

What new or expanding academic programs and services would you like to see in 5-10 years?

**Highlights:**
- CAAS - Food science in enrollment plan
- Ford Blue Oval programming
- Masters of Art Education
- Certificate in technical writing
- Certificate in game design (art and comps)
- Basing plans on needs rather than only money
- Masters program at regional center CEHSS
- MBA sports business
SUMMARY OF THE CURRENT CAMPUS:

**Strengths**
- Quad Area
- University Village Phase II
- Gym/Rec Center
- Traditional university Quad space
- Rec Center
- Library - usage, building, space
- Alumni building

**Weakness**
- Cooper / UB1 Parking Limitations
- Athletic Facility Area - lots of space, not functional for auto/ pedestrian circulation
- Walkability and safety concerns
- No relationship of community to rec facilities and campus
- No where to drop-off safely/park for public activities at Gooch

**Opportunities**
- Connection between STEM and Ag areas
- Wayfinding throughout campus and branding
- Entry signage at corners of campus
- Library - growth, outreach, student support (one-stop)
- Military building space
- University Street crossings

**Points of Interests**
- Highly visible signage opportunities on perimeter of campus and into town
- Disability Services is on second floor - needing accessible entry and different space
- University Street crossings
Collective SWOT MAP overall