

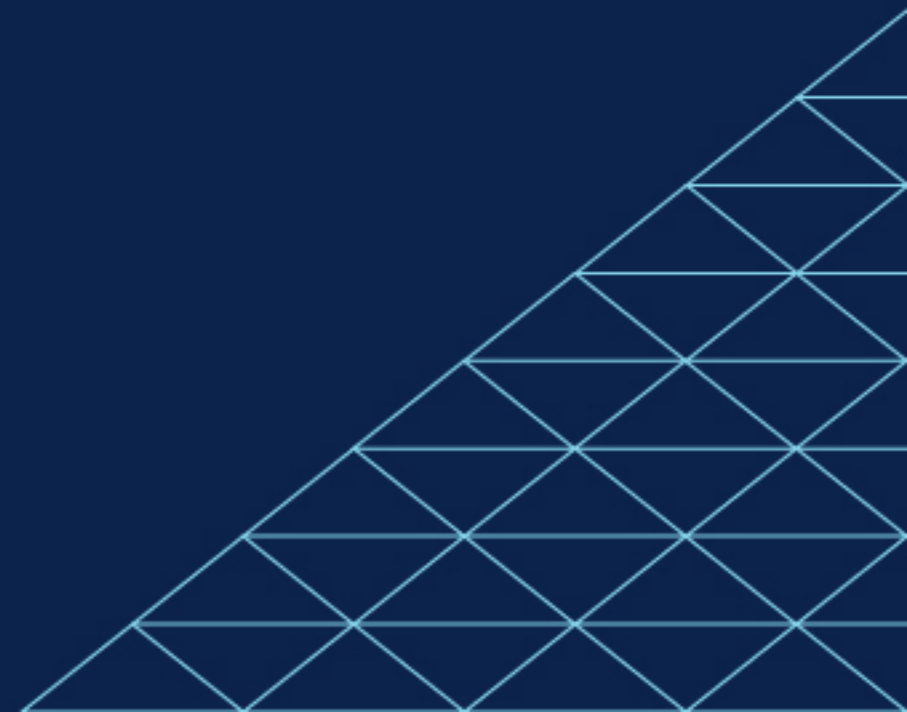
FOCUS GROUP SESSION

OFFCAMPUS PARTNERS

UNIVERSITY OF ARIZONA – SIERRA VISTA

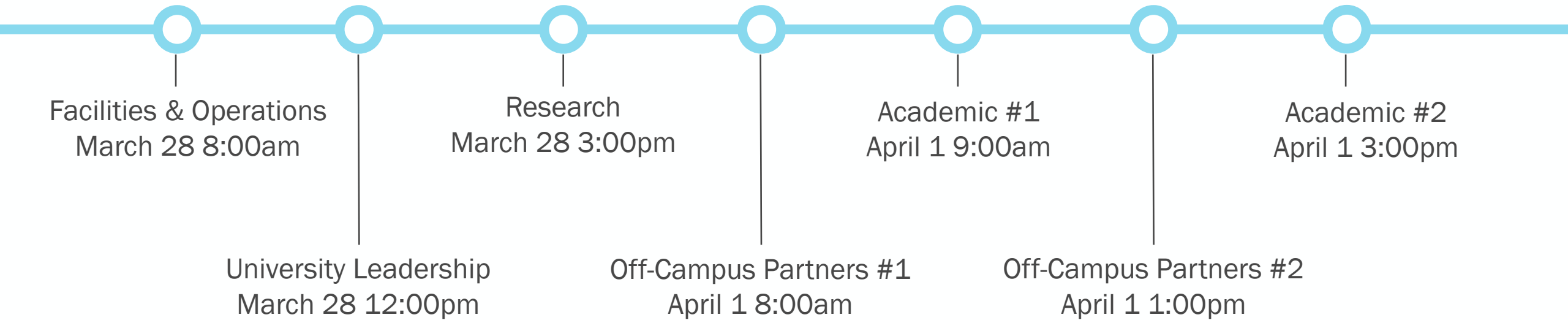
**COLLEGE OF APPLIED SCIENCE
& TECHNOLOGY (CAST)**

AYERS SAINT GROSS INTRODUCTION / APRIL 1, 2022



Focus Group Sessions

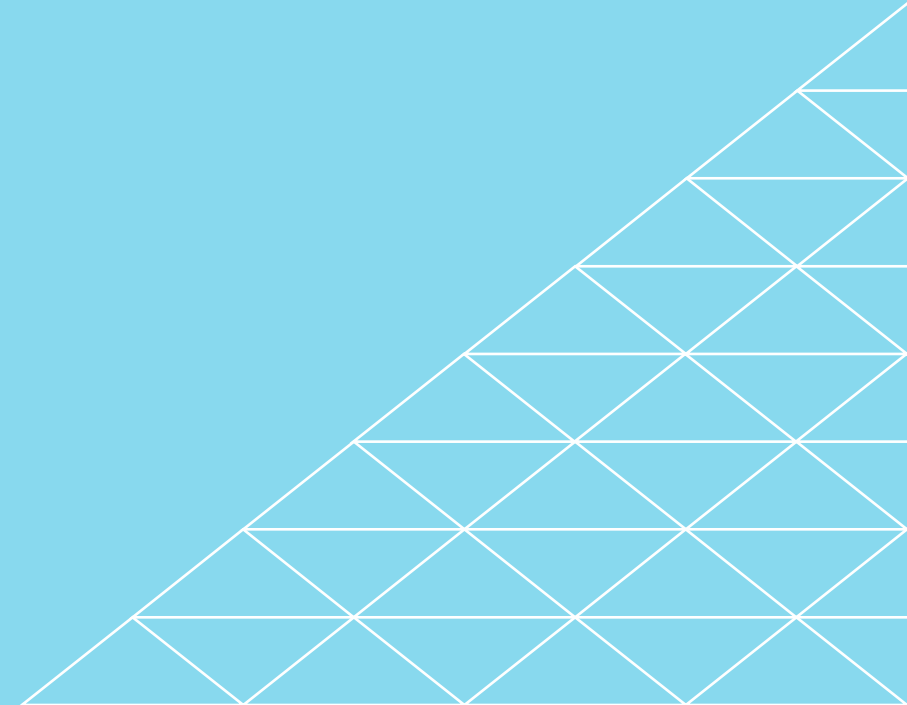
Upcoming Schedule



Agenda

- Team Introductions
- Process
- Strategic Plan Commitment to Community Partners
- Campus Analysis
- Next Steps

TEAM INTRODUCTIONS



Off-Campus Community Partners Focus Group



Rick Mueller

Mayor, City of Sierra Vista



Chuck Potucek

Sierra Vista City Manager

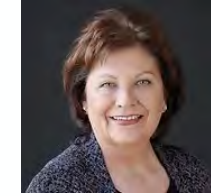


Tom Crosby

District 1 County Supervisor



Douglas Leader



Susan Pater

Board President, University South Foundation



Michael Boardman

President, University South Foundation



Melany Edwards-Barton

CEO, Sierra Vista Area Chamber of Commerce



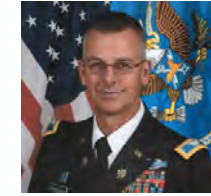
Randy Groth

Founding Dean, University of Arizona South



Jan Groth

Extension Office Master Gardener



Jeff Jennings

Chief of Staff, US Army Intel Center, Fort Huachuca



Pete Don

Senior Advisor, MDO Intelligence & Training, Fort Huachuca



JD Rottweiler

President, Cochise Community College

Mike Rutherford

President, Arizona Folklore Preserve

Meet the UA – Planning, Design & Construction Team



Peter Dourlein

Associate Vice
President, University
Architect



Ed Galda

Planning Manager



Mark Novak

University Landscape
Architect

Meet the Ayers Saint Gross Team

Planning Consultant for the CAST Masterplan Project



Jack Black
Principal-in-Charge
& Engagement



Bruna Nakhle
Design Staff &
Engagement



**Ashwin
Dharmadhikari**
Campus Planner
& Engagement



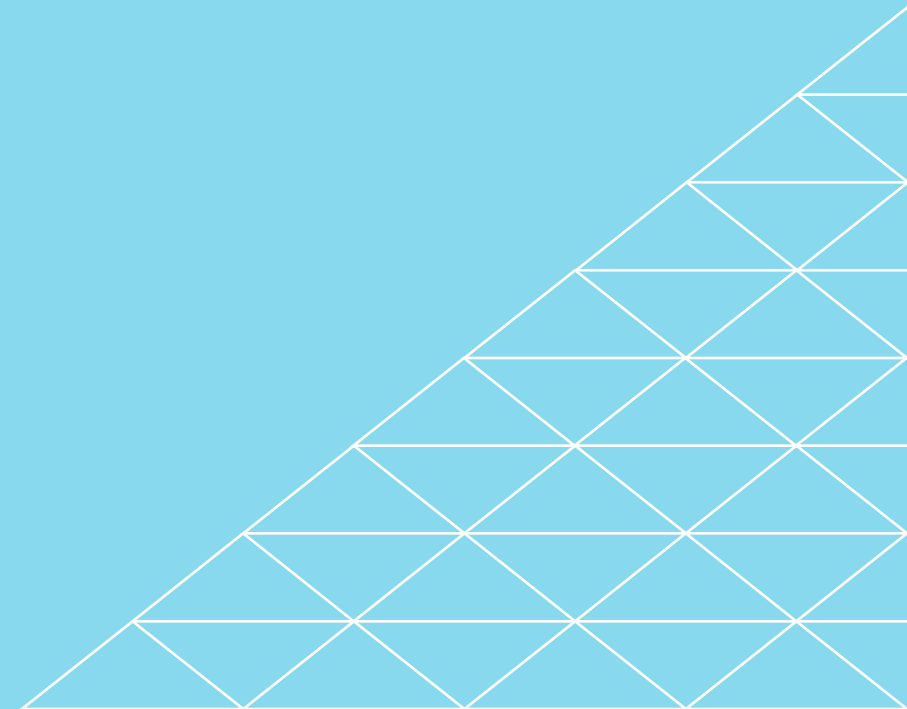
Ray Byrd
Design Staff
& Engagement

Inclusive, flexible, and creative engagement expertise.

Focus Group Objectives

- Discuss community needs & CAST responses to academic and research partners
- Track and develop long-term protocol and partnership needs
- Programming and space access of on-campus resources for partners
- Advance primary project parameters including programs and enrollment profiles
- Discuss online vs. on-campus resources and needs
- Provide an overview on current academic initiatives
- Assess on-site academic & research delivery opportunities
- Advance shared signature programs and special resources
- Advance opportunities in sustainability and programming
- Develop and advance student support and success resources
- Discuss emerging issues

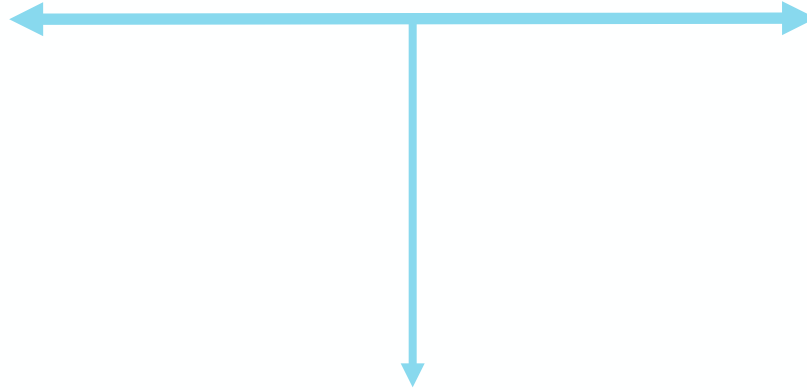
PROCESS



Process Protocols



College of Applied
Science & Technology



BUSINESS AFFAIRS
Planning, Design
& Construction



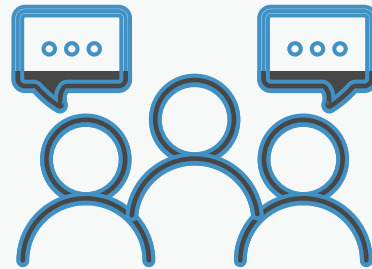
Process

Observe and Assess



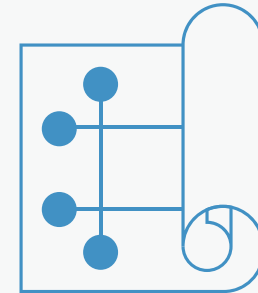
Get to know
UA Sierra Vista Campus

Envision and Test



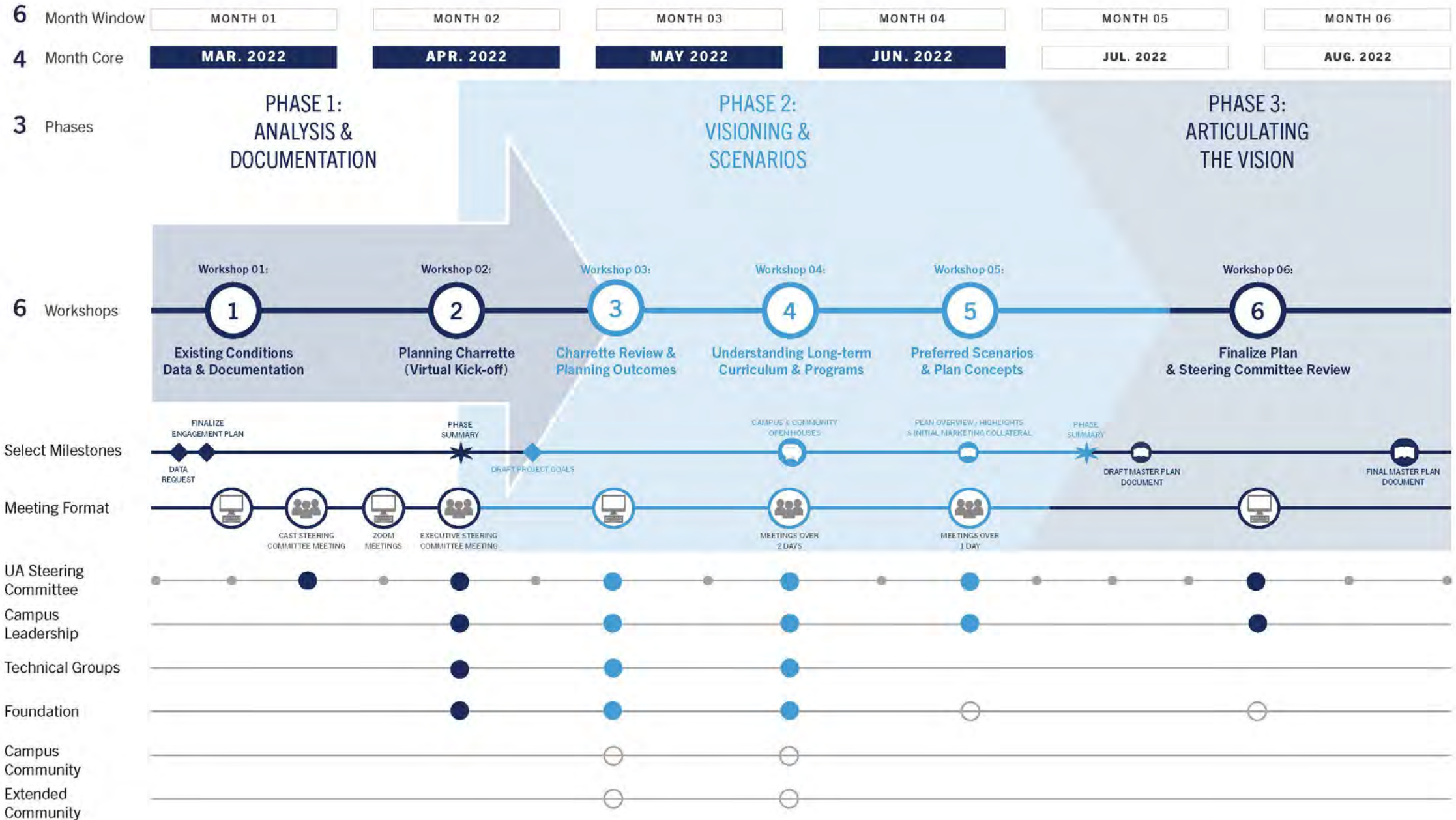
Explore and evaluate
ideas together

Synthesize



Capture the process
and current thinking

Process Schedule



What is a Master Plan?

PURPOSE



PEOPLE

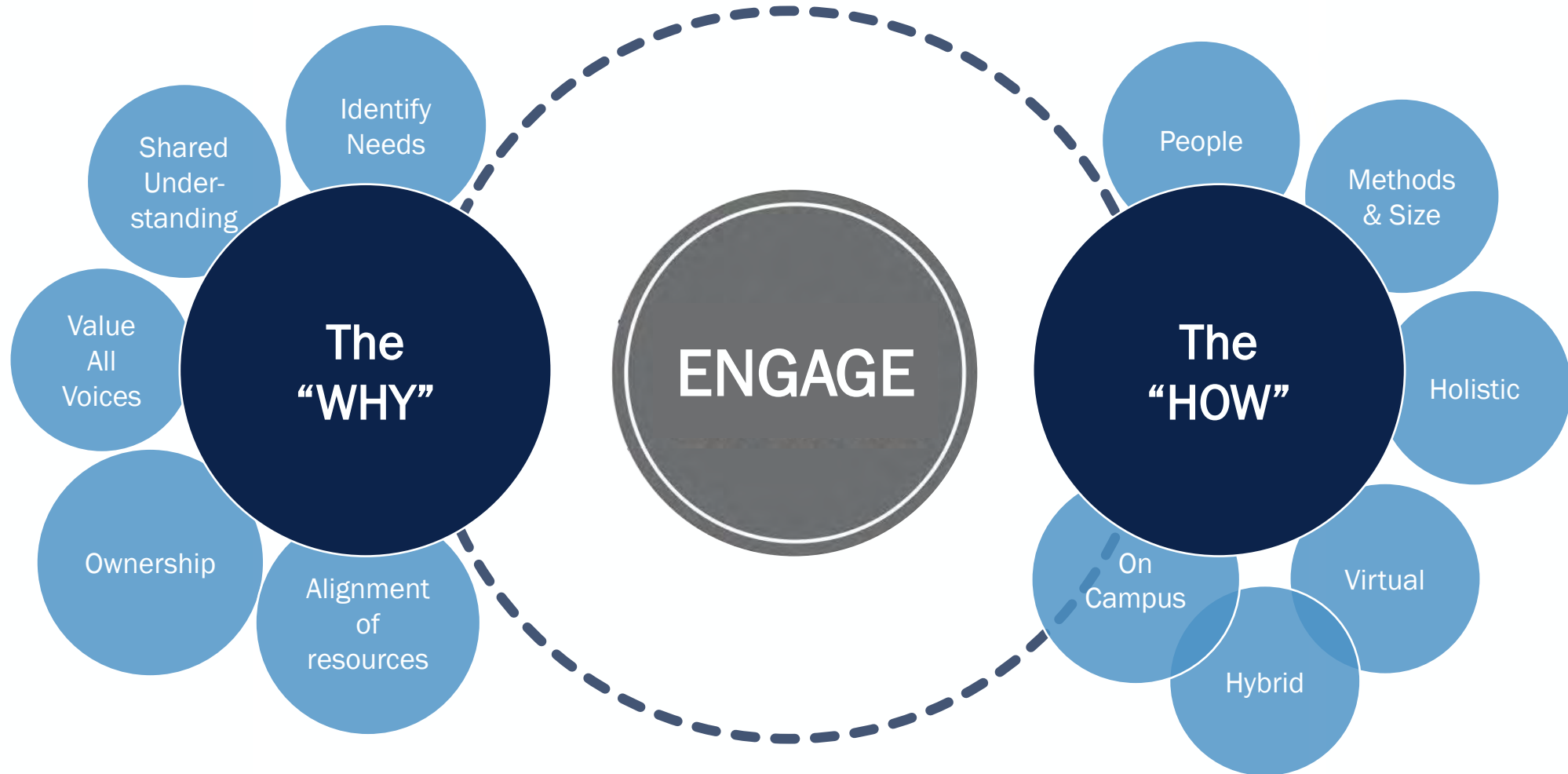


PLACE



Engagement: A Deliberate Process

ALIGNING COMMUNITY, VISION, & OUTCOMES



Virtual Engagement

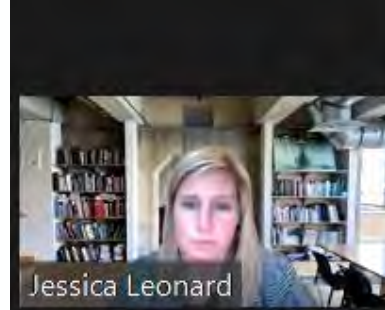


Let's Discuss

Which streets and intersections do you think should be the highest priority for transformation?

Use the annotate tool to mark the key areas.

Write your ideas in the chat to share with the group.



From Viviana Grieco to Everyone:
And, without successful faculty and staff, it would be quite impossible to support student success

From Troy Lillebo - UMKC to Everyone:
Amen!

From Kimiko Gilmore to Everyone:
This may be a candidate for PIAC funding with KCMO

From Viviana Grieco to Everyone:
Pre-Covid, there were so many car accidents on Rockhill Road. It's scary

From Troy Lillebo - UMKC to Everyone:
Gorgeous

From Viviana Grieco to Everyone:
The same concept should be applied to Rockhill Road. Crossing over that road is a challenge

From Caroline Moriarty to Everyone:
Or taking advantage of Whole Foods' one hour parking if they only have one class

From Bill Haverly to Everyone:
Gateways need to be welcoming, not imposing.

From Troy Lillebo - UMKC to Everyone:
Agreed. not as big a fan of the wall. Something more permeable and welcoming

Question 2

From Viviana Grieco to Everyone:
No walls. please. They are too loaded these days

Engagement Sustains Implementation

MORE THAN JUST MEETINGS

1. HOW DO YOU PREFER TO STUDY / COLLABORATE?

For each topic below, place one (1) dot in the box that best describes you or the location on the scale that represents your preference.

STUDY / COLLABORATION LOCATION:

- ON-CAMPUS INDOOR PUBLIC SPACE (online spaces with background noise)
- ON-CAMPUS INDOOR PUBLIC SPACE (quiet areas, ex. library)
- OFF-CAMPUS PUBLIC SPACE (ex. coffee shops)
- INDOOR ENCLOSED STUDY ROOM
- OUTDOOR SPACE
- AT HOME / RESIDENCE HALL

STUDY / COLLABORATION ENVIRONMENT:

OPEN SEMI-OPEN SEMI-ENCLOSED ENCLOSED

SENSE OF ENCLOSURE

PLACE DOTS HERE PLACE DOTS HERE PLACE DOTS HERE

STUDY GROUP SIZE:

- INDIVIDUAL
- SMALL GROUP (2-3 people)
- MEDIUM GROUP (4-6 people)
- LARGE GROUP (7+ people)

STUDY GROUP SIZE

PLACE DOTS HERE PLACE DOTS HERE PLACE DOTS HERE

Freshman Student (Visiting Gorilla)

Professor Williams (Visiting Gorilla)



Visit the Engagement Website!

TAKE THE SURVEY!

<https://www.sustain.ucla.edu/plan/>

Take the Survey! Tell your friends!

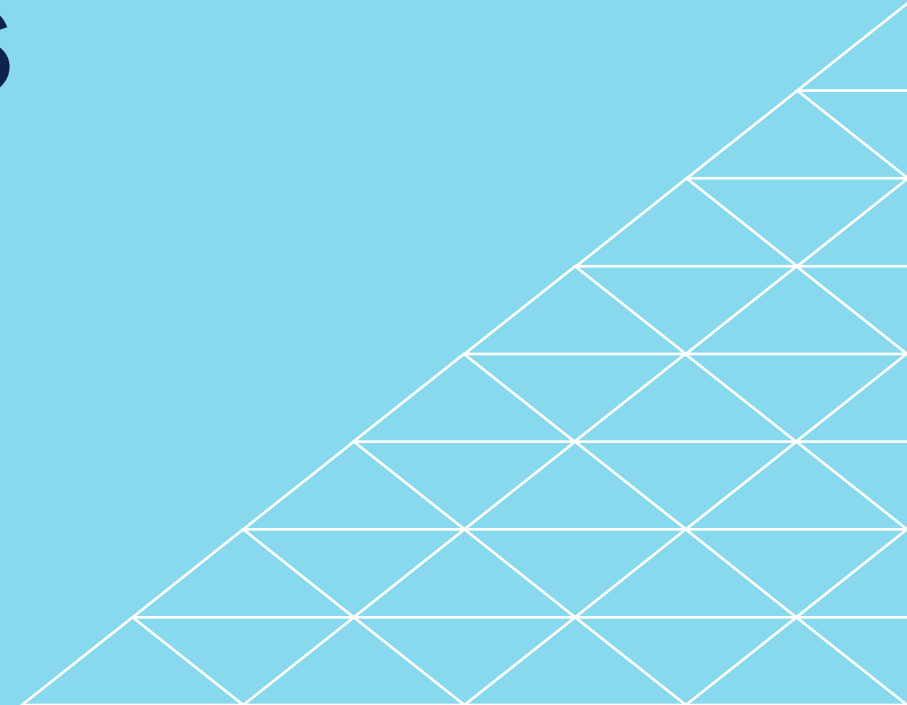


Host is sharing poll results

1. What should be the top three priorities of the master plan related to mission critical space? (Honor System - pick three only) (Multiple choice)

Dedicated OneMUSC/PE spaces	32%
Faculty collaboration space	36%
Improved ambulatory functions	50%
Improved quality of research space	36%
Large classrooms/right type of classrooms	43%
New comprehensive cancer center	25%
Office space close to the hospital	25%

STRATEGIC PLAN COMMITMENT TO COMMUNITY PARTNERS



Dr. Packard's Vision for the Campus

University of Arizona College of Applied Science & Technology

- **CAST Mission:** Work at the intersection of social science and technology to deliver rigorous, 4th Industrial Revolution applied education & research to our region and our world
- **CAST Vision:** The Nation's leader in accessible, 21st Century applied science and technology education & research for post-traditional transfer students who will lead our future
- **UArizona Values:** Integrity, Compassion, Exploration, Adaptation, Inclusion, Determination
- **CAST Values:** Respect for Human Dignity, Teamwork, Ethical Digital Citizenry, Applied Education For the Work Force, Applied Student-Powered Research, Community Impact
- CAST Tag Line: **FUTURE FOCUSED –CAREER READY**

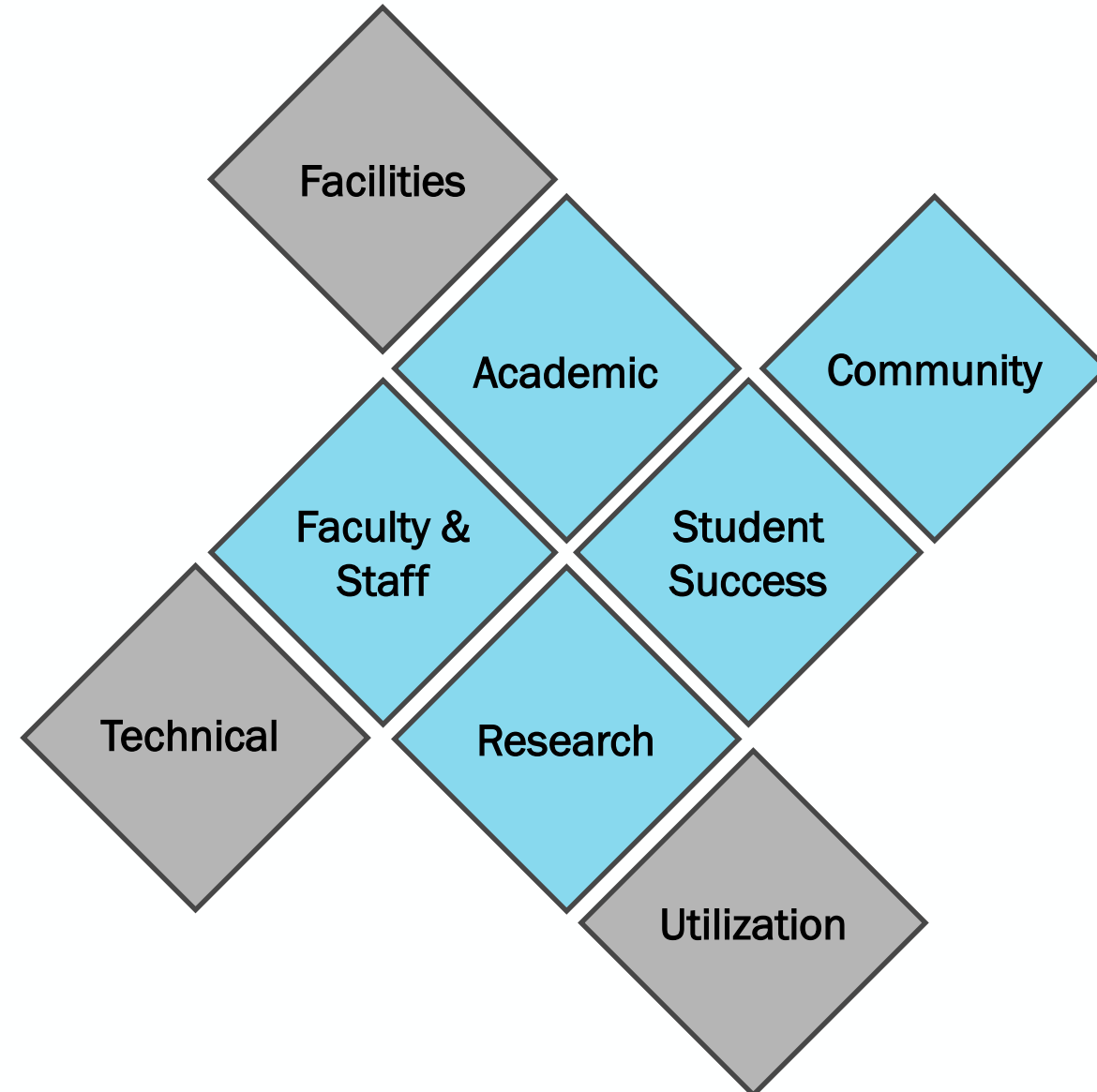
Key Drivers

The key drivers that inform the master planning process include:

- Current and future Program
- Advancing both current and future academic programs
- Developing research resources
- Build out programming for space types, scales, and infrastructure
- Support unique program delivery—online and in-person
- Develop Student Success resources & access
- Develop Faculty and Staff resources and support
- Support Community needs and aspirations

Other Campus and Facility Drivers

- Technical understanding of the site constraints and conditions
- Current and future Utilization Profiles
- Existing use of facilities and their role for future



Achieving the Objectives in the Strategic Plan

RECRUIT AND HIRE DIVERSE FACULTY AND STAFF WHO ARE PASSIONATE ABOUT OUR VALUES

- Hire Faculty and Staff to keep up with growth and diversify
- Increase full time faculty by 50% over first two years, then grow at the pace of student growth in years 3 -5
- Hire staff & administrators to keep up with growth
- Increase Tenure Track Faculty to 25% - 30% of permanent faculty lines
- Publish College Promotion, Evaluation, Mentoring, & Onboarding Policy
- Publish College hiring policy and fund hiring outreach to increase diversity and qualifications of applicants in hiring pools
- Complete a position review to ensure equity and alignment to mission
- Pursue at least two Strategic Priorities Faculty Initiative (SPFI) hires

BUILD WORLD CLASS INFRASTRUCTURE AND EFFECTIVE ORGANIZATIONAL STRUCTURE

- Coordinate with the University CFO to establish a distinct accounting line to track legislative allocation to support activity at the Sierra Vista Branch Campus

• Publish Campus Master Plan in coordination with main campus, University South Foundation, Cochise CC, & the City of Sierra Vista

- Review and initiate College org structure for the future
- Move facilities management back to the SV Campus

- **Renovate Groth Hall by summer of 2023 to align with 30th Anniversary**
- **Complete construction of new applied research building**
- **Renovate Arizona Folklore Preserve to include Digital Humanities**
- **Refresh technology infrastructure to keep pace with CAST's innovative online teaching and Virtual Learning Environment**
- **Reinvigorate community and regional partnerships**

MENTOR, RETAIN AND MOTIVATE FACULTY WHO DELIVER WORLD CLASS, 4TH IR EDUCATION AND UNDERGRAD RESEARCH

• Elevate the work of the DEI Committee to continuously improve our inclusive culture benefiting a diverse faculty and student population

- Complete and implement college mentoring program
- Prepare college on-boarding program for upcoming hiring surge
- Update and fund faculty awards process
- Pursue Endowment for CAST's first named professor
- Hire Associate Dean for Applied Research & Development

RECRUIT, ADVISE AND INSPIRE DIVERSE, POST-TRADITIONAL TRANSFER STUDENTS TO IMPACT OUR REGION AND THE WORLD

- Complete MOA with Vice Provost for ODCE

• Reach 5,000 students (certificates, minors, BAS, PSM) by the end of the five-year plan

• In-person advisor/recruitment specialist in Sierra Vista, Pima East, Chandler, and Yuma

• Building on the success of the BashaHigh School/Chandler-Gilbert CC/CAST pipeline in Cyber Ops, pursue similar partnerships in Cyber and other programs throughout AZ

• Further our partnerships with DoD Community Colleges and Education

• Grow partnerships with Federal & regional LE agencies

• Expand student awards and scholarships to increase accessibility

• Grow partnership with Global Direct & pursue educational partnerships with Mexico

DEVELOP & DELIVER RIGOROUS AND RELEVANT EDUCATION AND RESEARCH THEN ASSESS OUR PROGRESS THROUGH REGULAR PROGRAM REVIEW

- Launch 6 –9 Professional Science Masters Degrees over 5 years

• Start with an educational technology focused degree in Fall of 2022

• Built with stackable Masters Certificates

• Establish innovation guidelines and encourage sustainable creativity

- Establish & fund College professional development process

• Develop a student-centric (undergrad & grad) applied research portfolio designed to support best practices in education while impacting a 21st century world

• Solidify our national reputation as a leader in rigorous online & hybrid transfer education for the 21st century workforce

CAST Community (Spring 2022)

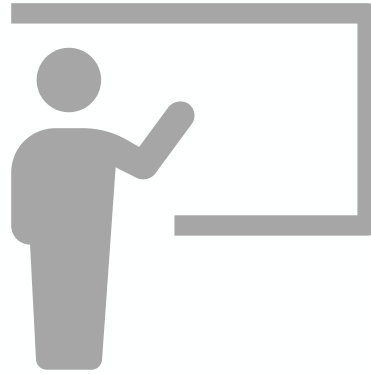
University of Arizona College of Applied Science & Technology



2,133

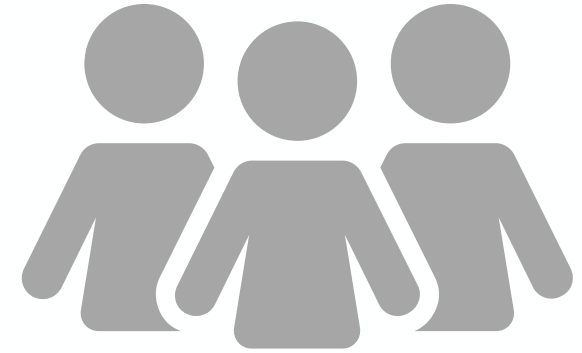
Students

24% increase Spring
2021 to Spring 2022



92

Faculty



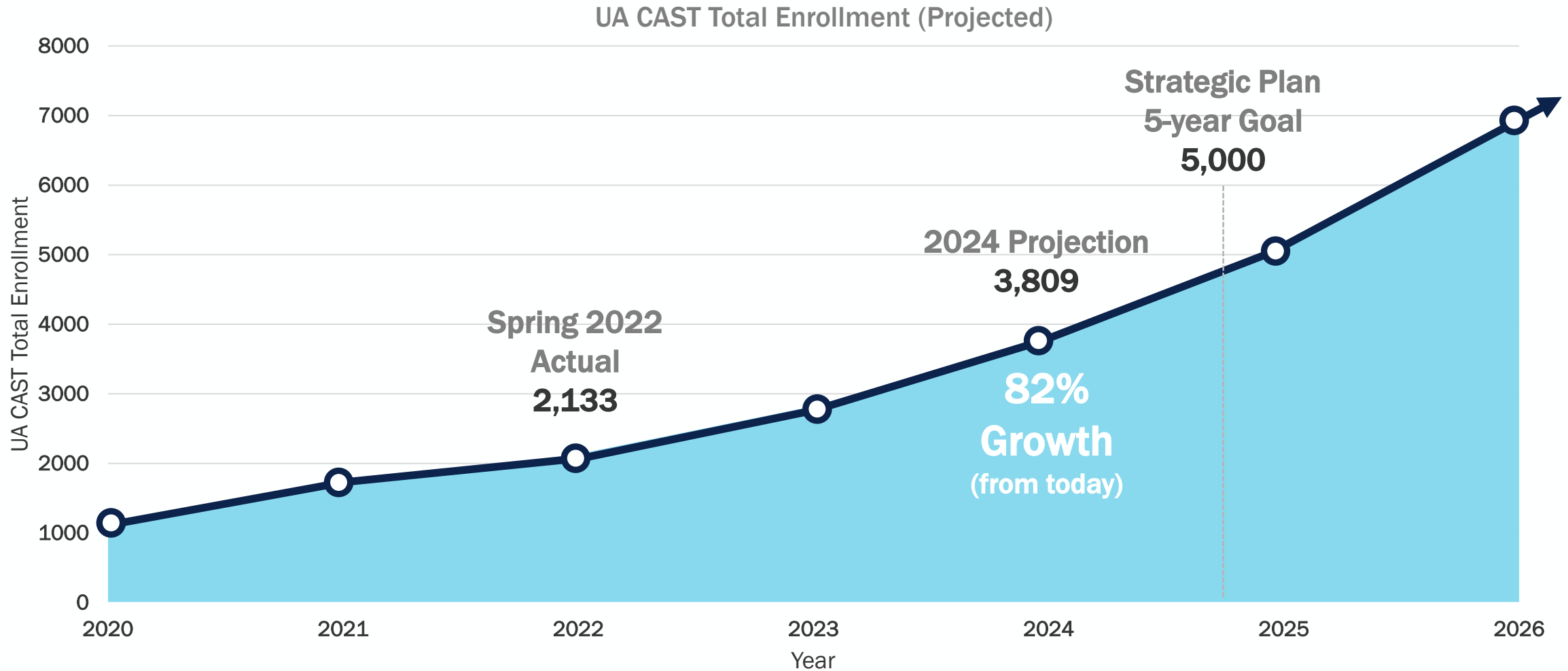
48

Staff

5 – Administrators
8 – Student Workers
35 – Staff

Forecasted Growth

University of Arizona College of Applied Science & Technology



Programs

University of Arizona College of Applied Science & Technology

Unique Programs:

- Government & Public Service
- Administration of Justice
- Bachelors of Applied Science:
 - Early Childhood Education
 - Human Services
 - Applied Computing
 - Intelligence & Information Operations
 - Cyber Operations
 - Org. Leadership & Regional Commerce
- Shared Programs:
 - Family Studies & Human Development
 - Psychology
 - Computer Science & Pre-Computer Science

Undergraduate Certificates:

- Cybersecurity
- Cyber Operations
- Digital Forensics (New 2022)
- Cyber Defense (New 2022)
- Security Computing (New 2022)
- Information Warfare (New 2022)
- Organizational Leadership (New 2022)

Projections shared with ASG:

10-15%

30-50%

- Some program sunsetting / additions
- Average Projected Annual Program Growth through 2024
- Org. Leadership & Regional Commerce Projected annual growth through 2024

Academic & Programmatic Partners

University of Arizona College of Applied Science & Technology

Sierra Vista:

- Arizona Folklore Preserve (AFP)
- Fort Huachuca Education Center
- City of Sierra Vista

Regional & Online:

- Pima Community College East
- Douglas, Nogales, Yuma, Chandler
- Arizona Online
- Near You Network (Student Services)

Programmatic Links - Pathways / Relationships:

- UA Main Campus & UA Global Campus
- Cochise Community College
- Buena & other AZ High Schools
- Corporate Education Partners

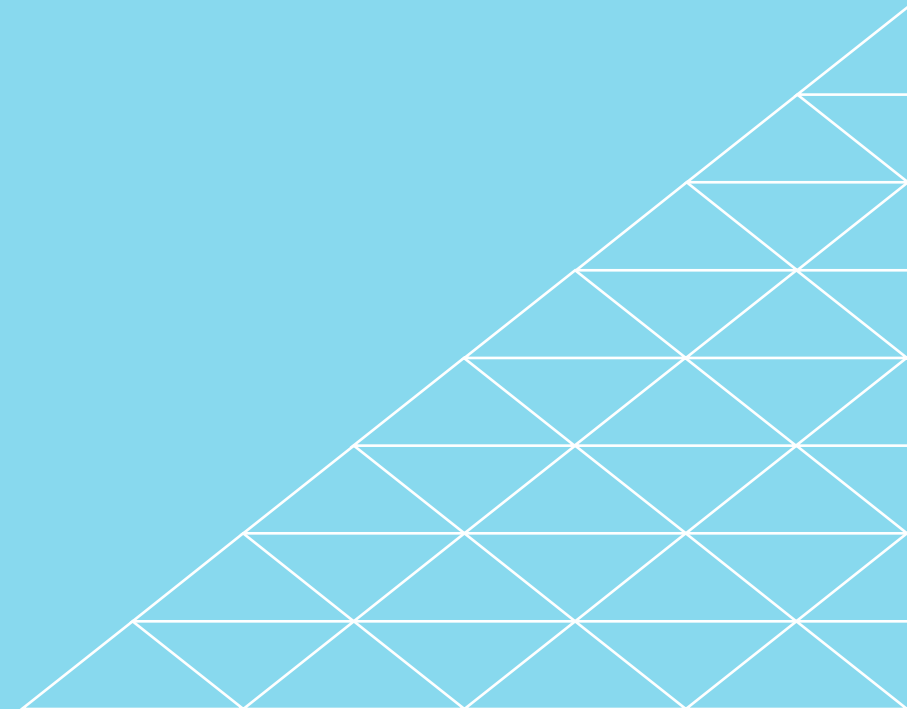


- **What are some of the special or unique functions that need to be supported between CAST and its community partners?**



**Discussion
Point**

CAMPUS ANALYSIS



Cochise

Regional Context

**FORT
HUACHUCA**

**SIERRA
VISTA**

**SV CITY
HALL**

**CHAMBER
OF COMMERCE**

**UA
CAST
COCHISE
COLLEGE**

HWY 92

**FOLK
LORE**

SAN PEDRO RIVER

BISBEE

**COCHISE
COUNTY
OFFICES**

**US-MEXICO
BORDER**



Sierra Vista

Regional Context

**FORT
HUACHUCA**

**HUACHUCA MOUNTAIN
RANGE**

**70 MILES TO
TUCSON**

HWY 90

**UA
CAST**

Accessed by
Charleston Rd.,
Colombo Ave., or
Campus Dr.

Fry Blvd.

**SIERRA
VISTA**

HWY 92

HWY 90

7th St.

Buffalo Soldier Trail

**FOLK
LORE**

**12.5 MILES TO
US-MEXICO
BORDER**



Local Context

- Access
- Wayfinding
- Community
- Identity
- Branding



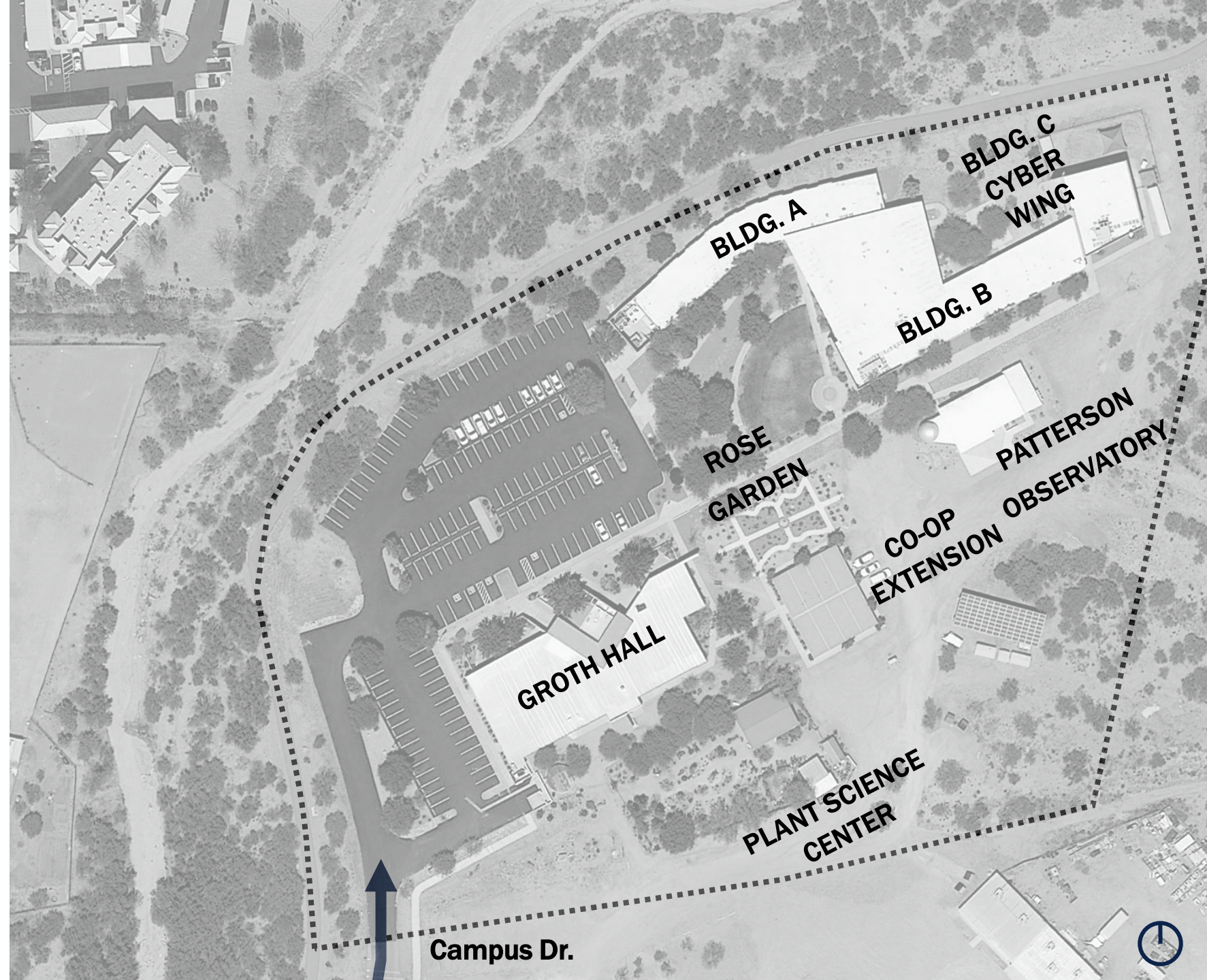
UA CAST CAMPUS

Campus Site*: ~8.25 Acres

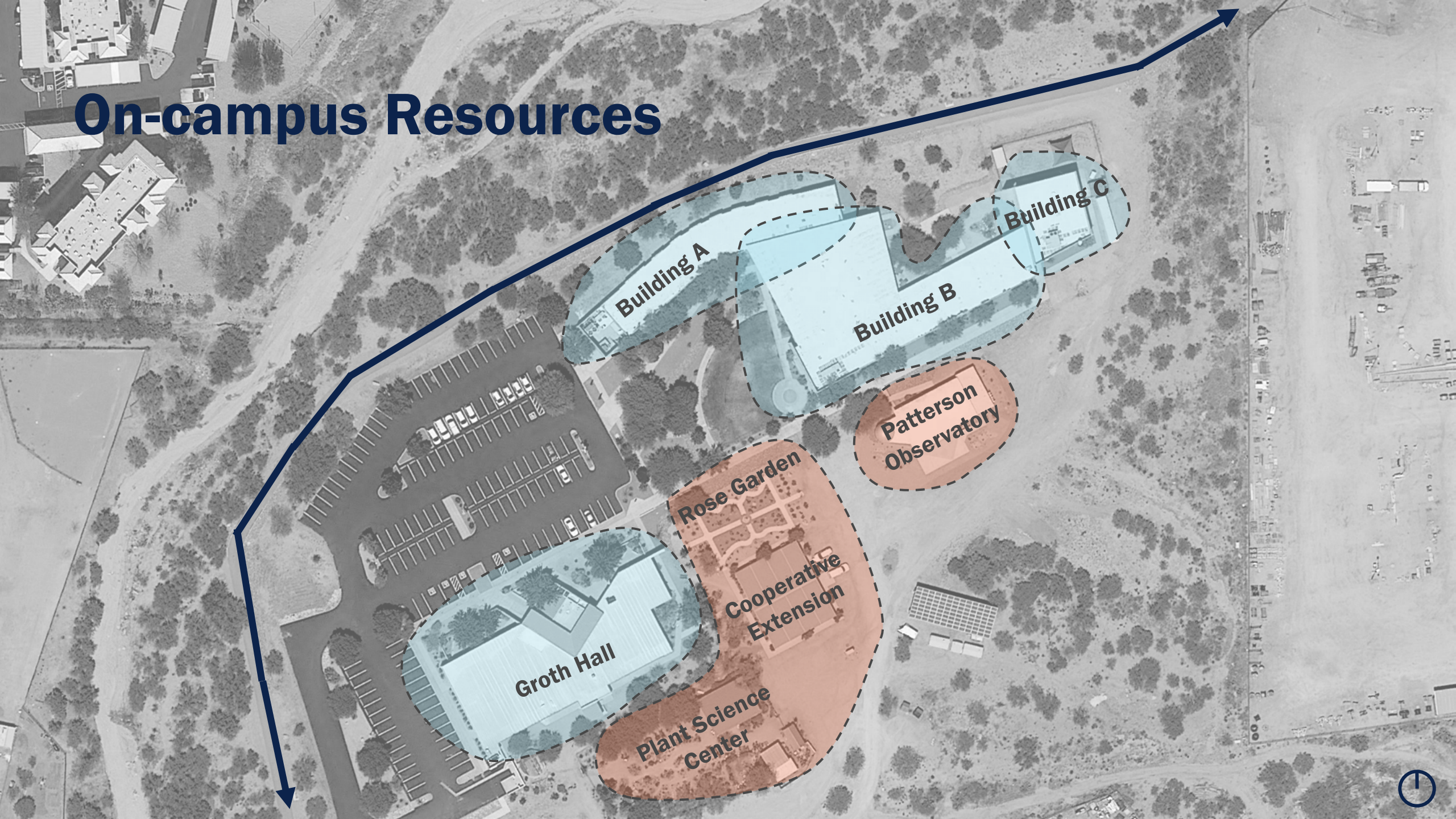
Facilities*: ~40,000 NSF

- Access
- Campus
- Framework
- Elements
- Service

*Note: Values vary by source



On-campus Resources



Building A

Building C

Building B

Patterson
Observatory

Groth Hall

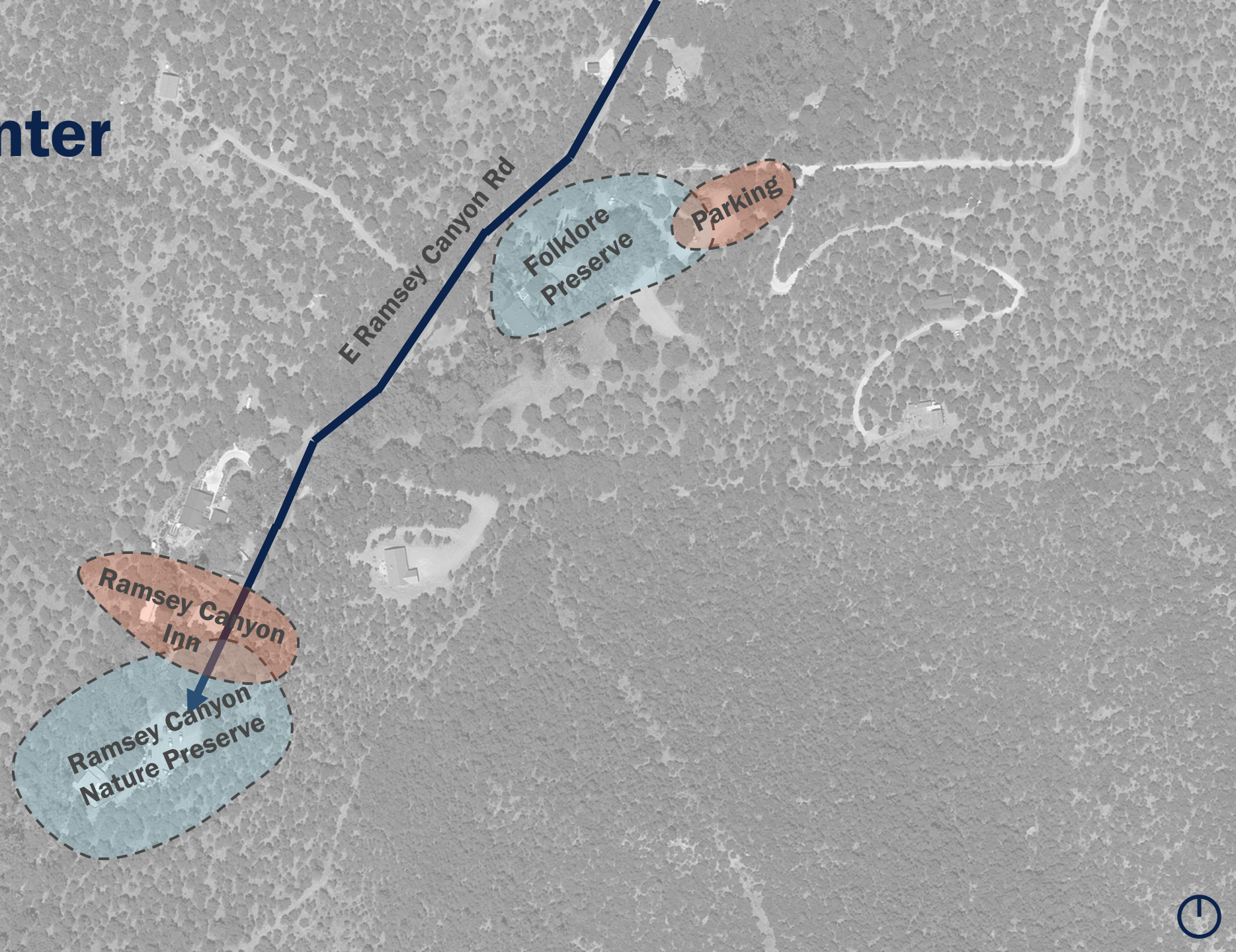
Rose Garden

Cooperative
Extension

Plant Science
Center

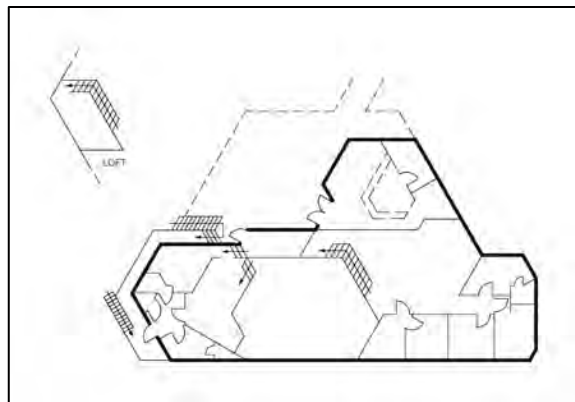
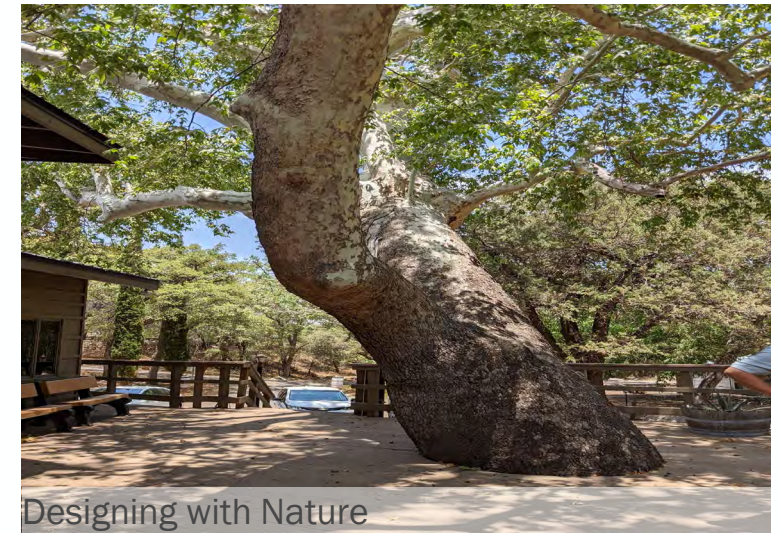


Folklore Center



Folklore Center

- Founded in 1996
- Property on 15 acres
- Partnership w/ UA begins in 2000
- Located close to Ramsey Nature Conservancy



4,312 NSF

- What are some thoughts about realigning the campus or folklore to support the future?



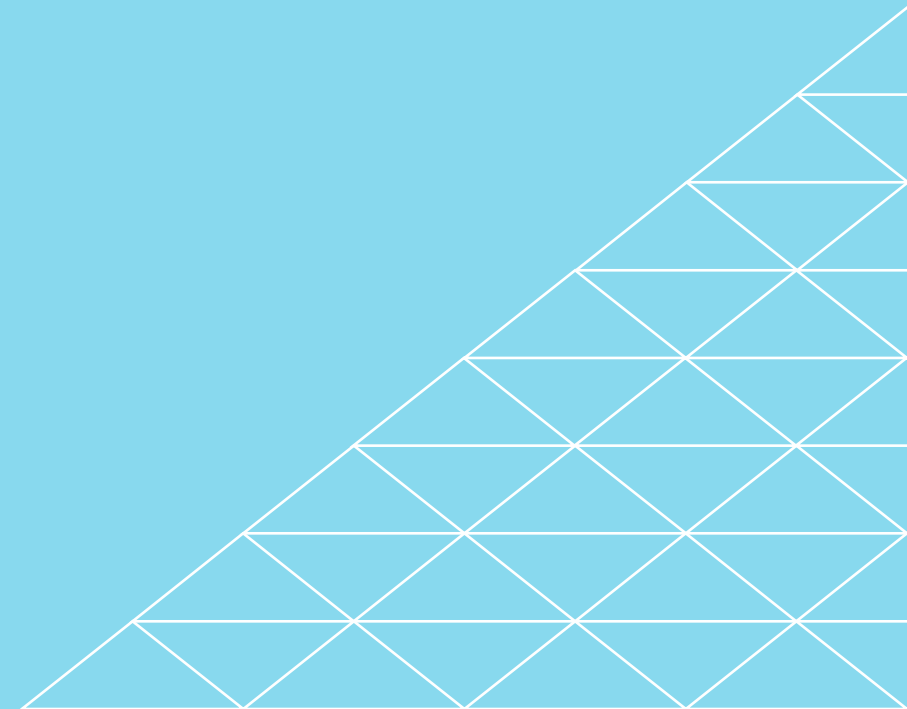
**Discussion
Point**

How strongly do you agree or disagree with the following statements?

Please use the stamp tool on a scale of 1 to 5 to indicate how well the campus spaces serve the following categories. (1 = agree, 5 = disagree)

	1	2	3	4	5
I frequently use the campus as a resource.					
The campus has unique spaces to support our partners.					
Partners could use the campus more often if we had different space resources.					
Visiting and using the campus supports our mission.					
We can easily access and schedule events at CAST or Folklore.					

NEXT STEPS



Next Steps

University of Arizona College of Applied Science & Technology

- ASG is working with academic and research groups to advance programming—we will return with that preview
- We will share some planning of the existing campus
- Assess the proposed solutions and directions for the campus
- Preview of future academic programs and scale
- CAST will schedule an interim meeting as a follow-up to gather new thoughts