FY14 Small Capital Requests Submittal Form

Supporting Narrative

July 6, 2012

RENOVATION OF MURPHY BUILDING (Bldg #0044)

Project Description and Scope:

‘The Murphy Building Renovation Project will provide for more than 25,000 square feet for Online programs, to include both USG Collaborative Programs (eCore® and eMajor) and UWG Online, and university Admissions. As a former athletic office and training facility, the building will be completely repurposed and renovated to provide for a) office and production space for the rapidly growing number of staff who support UWG Online faculty/students and the administrative functions of the system’s collaborative eCore® and eMajor programs; and (b) an easily-accessible, welcoming environment for prospective students. In addition to office space and common areas, the facility will include a technology-enhanced auditorium dedicated to online faculty training, lifelong learning/continuing education, and admissions presentations.

The lower level will include a video production facility for development of video-streamed online lectures, video introductions for online faculty, and promotional videos for eCore®/eMajor. In addition, this space will allow for collaborating with Admissions in developing streaming videos productions focused on general University services (orientation, financial aid, admissions policies and practices, career services, etc.) designed to educate the public, both traditional and non-traditional students alike. Also planned are enhancements to the building’s dated exterior to provide for increased accessibility and appeal.

Strategic and Master Facility Plans:

‘This proposed use of the facility is closely aligned with the institution’s 2010-2015 Strategic Plan; the 2012 Complete College West Georgia Plan; the USG Strategic Plan; and the university Master Facility Plan.

1. As identified in our Complete College Georgia plan, one of our institutional strengths is UWG Online, which has served as a model for faculty development and student success statewide and nationally. Our online responsibilities include the administration of the university system’s
eCore® and most recently – eMajor programs (shared with VSU). Since UWG has held administrative responsibility for eCore®, enrollments have grown by approximately 50 percent per year, while course completion rates have increased from the high 60 percentages to the high 80s, often surpassing that of face-to-face courses. The success of this is dependent on a model that relies heavily on intensive student support, and therefore, human resources. Presently, the online operations have long outgrown physical space capacities, with personnel spread amongst random areas in five different buildings, and with 3-5 staff members in offices intended for one person. This renovation will allow for a centralized space with greater efficiency and room for continued expansion as these system-wide online enrollments continue to grow exponentially.

Another stated institutional strength is the deep collaboration between Student Affairs and Academic Affairs. Sharing of space among two of these area’s key functions will further enhance this advantage. For example, UWG Online and the Online Collaborative Programs already emphasize enrollment of non-traditional students. Close proximity to UWG Admissions will allow for a streamlined approach to recruiting and enrolling non-traditional populations.

2. Enhancing capacity for admissions and online learning are clearly parallel with the USG Strategic Plan in increasing enrollments and educational access to all Georgians, “regardless of their geographic location.”

3. UWG 2010-2015 Strategic Plan Goal #7 states, “Goal 7: The University will endeavor to increase our overall enrollment to 14,500 by the year 2015.” The current admissions facility is severely limited by parking constraints and capacity’. This renovated facility, with its larger dedicated parking, will provide for dramatically increased ease of access and favorable impressions for potential students. Goal 12 provides for “Goal 12: Community Relations: The University will engage the local community educationally, culturally and recreationally.” The technology-enhanced auditorium and training facilities of this space will address a critical need for space for community/business continuing education, non-credit offerings.

4. UWG Master Plan: The 2011 UWG Master Plan Update is presently in production. Included in this draft update is a comprehensive space inventory and utilization study which identifies the soon-to-be vacated Murphy Center as underutilized space once its current occupants are moved to the Athletic Operations Building in fall 2012. Additionally, the 2003 Master Plan by Sasaki Associates made the following statements:
   a. “Student Services: The most critical existing space deficiency is in the area of Student services.”
   b. “Other near-term space needs include library space, audio-visual space, and office space. A total of 515,000 gross square feet of additional space is required at the 15,700 student enrollment level”.
   c. The utilization of the Murphy Building as a center for Admissions and eCore® delivery is consistent with the 2003 Master Plan and 2011 Update in the relocation of these
important student services to a more visible and accessible location with sufficient visitor parking, while freeing up space in Mandeville Hall for other administrative functions central to the academic core.

5. Major Repairs and Renovation (MRR) Objectives: In March 2012, Campus Planning and Facilities retained ISES for the purpose of conducting a comprehensive Facility Condition Assessment (FCA) for the Murphy Center. The executive summary of their report revealed $2,940,763 in needed deferred maintenance, plant adaptation, and capital renewal expenses over the next ten years with a facilities condition needs index (FCNI) of 0.35. This amount will rehabilitate the building in its current use and configuration, while the remaining $559,237 of this request will be committed to necessary reconfiguration and repurposing of the space. This requested funding for this proposed project will retire all MRR costs for Murphy Center while revitalizing underutilized space for a forward-facing purpose in support of the university’s mission and vision.

Objective:

“Meet critical academic needs by putting unused space into use or by improving the functionality or yield of existing space.”

How will this project meet the objective(s):

‘This space will be converted, through renovation, from a space used by Athletics, to one shared by Academic Affairs (online learning) and Student Affairs and Enrollment Management (admissions). Each of these meets a critical academic need in educating more Georgians through recruitment, increased online learning offerings, and increased student retention. With the relocation of athletic personnel to new facilities, this is the best use of this vacated facility, and is aligned with our most urgent needs and goals. UWG Online and eCore® (and now eMajor) represent UWG’s main strategy to meet the Complete College Georgia goals’ of increasing the number of degrees for non-traditional populations including adults, stop-out students, veterans, and dual enrollment students. Sharing a location with the services to support traditional students creates a synergistic operational relationship that will enhance the student experience beyond what each unit could do on its own.

Target Goals and Critical Metrics

This renovation will make it more likely that we will meet our targets for the Complete College Georgia Campus Plan. Six of our 18 strategies for CCG are directly related to the offices that will benefit from the renovation. Extended Learning will have the space to increase the number and diversity of online offerings, our main strategy for attracting and retaining non-traditional populations. This will also provide much needed space and facilities for faculty development so they can implement delivery models and improved pedagogical models. Additionally, the admissions office will have better space in which to increase the recruitment of dual enrollment, veteran, and adult students. The specific strategies, metrics, benchmarks, and targets are included in the following chart.
<table>
<thead>
<tr>
<th>Origin</th>
<th>Description</th>
<th>Metrics</th>
<th>Goals/Targets</th>
<th>Benchmark</th>
<th>Measurement Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCG Strategy 1</td>
<td>Promote Dual Enrollment with K-12 students</td>
<td>Number of dual enrollment students</td>
<td>50% Increase</td>
<td>30 students (Fall 12)</td>
<td>Fall 14</td>
</tr>
<tr>
<td>CCG Strategy 1</td>
<td>Promote Dual Enrollment with K-12 students</td>
<td>Number of dual enrolled students who matriculate to the UWG</td>
<td>50% Increase</td>
<td>Get data</td>
<td>Fall 14</td>
</tr>
<tr>
<td>CCG Strategy 4</td>
<td>Recruit and serve veterans and their family members with appropriate support services</td>
<td>Number of veterans and family members enrolled</td>
<td>20% Increase</td>
<td>Get Fall 2012 data</td>
<td>Fall 13</td>
</tr>
<tr>
<td>CCG Strategy 4</td>
<td>Recruit and serve veterans and their family members with appropriate support services</td>
<td>Success Rates of veterans and family members (retention rate, course completion ratio, credits to degree, graduation rate)</td>
<td>Equal to general population</td>
<td>Get Fall 2012 data</td>
<td>Fall 13</td>
</tr>
<tr>
<td>CCG Strategy 5</td>
<td>Increase the number and diversity of online offerings</td>
<td>Number of partially online courses</td>
<td>Increase by 20% annually</td>
<td>86</td>
<td>Fall 12</td>
</tr>
<tr>
<td>CCG Strategy 5</td>
<td>Increase the number and diversity of online offerings</td>
<td>Number of fully online courses</td>
<td>Increase by 20% annually</td>
<td>172 (excludes eCore®)</td>
<td>Fall 13</td>
</tr>
<tr>
<td>CCG Strategy 5</td>
<td>Increase the number and diversity of online offerings</td>
<td>Number of 100% online degrees (undergraduate)</td>
<td>Increase by 1 annually</td>
<td>1</td>
<td>Fall 13</td>
</tr>
<tr>
<td>CCG Strategy 7</td>
<td>Expand &quot;Go West&quot; marketing to target Adult Learners</td>
<td>Number of inquiries, applications, and enrollments from adult population</td>
<td>Double the number of inquiries, applications and enrollments</td>
<td>Inquiries = 501; applications =430; enrollments=231</td>
<td>Spring 13</td>
</tr>
<tr>
<td>CCG Strategy 7</td>
<td>Expand &quot;Go West&quot; marketing to target Adult Learners</td>
<td>Number of readmits from the &quot;stop out&quot; population</td>
<td>10% increase in readmits</td>
<td>320</td>
<td>Spring 13</td>
</tr>
<tr>
<td>CCG Strategy 8</td>
<td>Require enrollment in the Summer Transition Program for students with lowest entrance scores</td>
<td>Percentage of Summer Transition Program students gaining regular admission status</td>
<td>95%</td>
<td>Data available August 2012</td>
<td>Summer 12</td>
</tr>
<tr>
<td>CCG Strategy 18</td>
<td>Implement alternative delivery models and improved pedagogical models</td>
<td>Number of faculty who actively use new pedagogies</td>
<td>Increase by 5% annually aggregated at Institution</td>
<td>Start tracking in Fall 2012</td>
<td>Fall 2013</td>
</tr>
<tr>
<td>CCG Strategy 18</td>
<td>Implement alternative delivery models and improved pedagogical models</td>
<td>DFW rates, course completion ratio, retention rates</td>
<td>Improve 1% per year</td>
<td>DFW=19.8% Course Completion=78.3% Retention=73%</td>
<td>Fall 2013</td>
</tr>
</tbody>
</table>
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Quantify Project Size:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Quantity</th>
<th>Units</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renovation/Improvement</td>
<td>25700</td>
<td>Sq Ft</td>
<td></td>
</tr>
</tbody>
</table>

- Select one or more Activity(s) as appropriate
- Examples of "Units": LF - Linear Feet, GSF - Gross Sq Ft, A - Acres, CY - Cubic Yards, Ea - Each, etc...
- Express Square Footage as either Gross (GSF) or Net (NSF)
- Expand explanation of quantities in Comments as necessary
- Attach additional pages as necessary

Strategic and Physical Master Plans:

This proposed use of the facility is closely aligned with the institution’s 2010-2015 Strategic Plan; the 2012 Complete College West Georgia Plan; the USG Strategic Plan; and the university Master Facility Plan. (See additional attachment)
Board of Regents of the University System of Georgia  
FY 14 Small Capital Projects Submittal Form

Renovation, Murphy Building  
University of West Georgia  
Carrollton  
July 3, 2012  
678-839-6377  
Mr. Lynn Agan

**Project Objective(s):**  
(Must meet one or both to be eligible for the Small Capital Program)  
- Meet critical academic needs by putting unused space into use or by improving the functionality or yield of existing space.  
- Reduce operating costs and/or deferred maintenance backlog (e.g.: energy efficiency projects, building renovations...)

**How will this project meet the objective(s):**

This space will be converted, through renovation, from a space used by Athletics, to one shared by Academic Affairs (online learning) and Student Affairs and Enrollment Management (admissions). Each of these meets a critical academic need in educating more Georgians through recruitment, increased online learning offerings, and increased student retention. With the relocation of athletic personnel to new facilities, this is the best use of this vacated facility, and is aligned with our most urgent needs and goals. UWG Online and eCore (and now eMajor) represent UWG’s main strategy to meet the Complete College Georgia goals ...(See additional attachment)

**Target Goal(s):**

This renovation will make it more likely that we will meet our targets for the Complete College Georgia Campus Plan. Six of our 18 strategies for CCG are directly related to the offices that will benefit from the renovation. Extended Learning will have the space to increase the number and diversity of online offerings, our main strategy for attracting and retaining non-traditional populations. This will also provide much needed space and facilities for faculty development so they can implement delivery models and improved pedagogical models. (See additional attachment)

**Testing, Verification, and Reporting program and Critical Metrics.**

The specific strategies, metrics, benchmarks, and targets are included in the attached chart. (See additional attachment)

**Proposed Delivery Method** (Design-Bid-Build, CM at Risk, ...):

Design-Bid-Build

**Proposed Start Date:**  
July 2013

**Proposed Completion Date:**  
January 2014

**Other Critical Milestones:**

- 

**Potential conflicts, proposed corrective measures, and the time required to implement the corrective measures:**

Once the Athletics Department has relocated to its permanent facility it is anticipated that the existing Murphy Building will be vacated during the renovation process. The referenced activities would continue operation in their current locations until such time as the Murphy Building was made ready for occupancy.

**Approval:**

President

**Date:**

"Creating A More Educated Georgia"  
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