

GOAL #9 STATEMENT: Become a “Premier College Town”

Key Strategy or Initiative	Specific Actions	Responsible department/person	Implementation milestones	Resource Requirements	What results? How will we assess and hold ourselves accountable for making progress?	Progress Update April-May 2011
<p>Strategy 1: Continue to develop a University presence in downtown [Associated with a strategy of Goal #7]</p>	<p>1.1 Establish a Barnes and Noble Bookstore in the downtown area</p> <p>1.2 Develop plan for use of Washington Street property</p> <p>1.3 Investigate opportunities for increased businesses that are college focused.</p> <p>1.4 Move University radio and/or TV station downtown</p>	<p>Bean/Lemanski</p> <p>Bean/Lemanski/Bielski</p> <p>Bielski/Bean/Lemanski</p> <p>Lemanski/Bean</p>	<p>1.1 Continued discussion with BID, Barnes and Noble, etc.</p> <p>1.2 Continued discussion with town and local companies with interest</p> <p>1.3 Continued discussion with town and local companies with interest. Visit 1-2 other “premier college towns” to assess strong business presence to recommend to city.</p> <p>1.4 Continue discussion with Communications department on feasibility</p>	<p>1.1 Action plan/timeline and funding</p> <p>1.2 Action plan finalized</p> <p>1.3 Business plan development; funding for college town visits</p> <p>1.4 Business plan, funding source</p>	<p>1.1 Bookstore opens for targeted date</p> <p>1.2 Property is sold or developed for university use by targeted date.</p> <p>1.3 Measurably less vacant store fronts by targeted date.</p> <p>1.4 Broadcasting from downtown sites begins by targeted date.</p>	<p>1.1 Working out renovation numbers with Barnes and Noble</p> <p>1.2 P & S has been agreed to with purchaser and signed</p> <p>1.3 Still pending, downtown redevelopment in progress</p> <p>1.4 Number of meetings have been conducted with City and business owner who might want to house it. Comcast contract is coming due – City and Univ. PEG Access\$\$ and grants to help fund</p>
<p>Strategy 2: Work collaboratively with the City of Westfield to enhance the town/gown relationship [Associated with a strategy of Goal #7]</p>	<p>2.1 Continue to develop collaborative programs.</p> <p>2.2. Collaborate with local groups to create visual and performing arts venues in downtown area.</p>	<p>Magarian</p> <p>Bean/Bielski/Grants Office</p>	<p>2.1 Increase involvement in community service project by university, schedule spring event</p> <p>2.2 Start discussion with local groups, art, theatre, music and communication departments to increase offerings to downtown community</p>	<p>2.1 Time out of the office to recruit and market program</p> <p>2.2 Time out of the office to recruit and market program, funding source.</p>	<p>2.1 Documented increase in number of participants from both campus and community for 1-2 “HOOT Day” events.</p> <p>2.2 Documented increase in number of events in downtown area that display university faculty and student</p>	<p>2-1: Magarian</p> <p>A. WSU/City-downtown Coupon Book completed for fall student/staff distribution.</p> <p>B. Com. Ser. Day success on/off campus (Jail & Bail/ Voke HS) – 49 students.</p> <p>C. All 8 AUR/City internships filled Spring semester.</p> <p>D. Hoot Day II planned/set w/City/Downtown for fall Opening Day/New Student Orientation June.</p> <p>E. Two WSU Capital Plan presentations to City leaders</p>

	<p>2.3 Increase communication with city to enhance year round programming.</p> <p>2.4 Promote “premier college town” concept to city. (i.e. Extended hours for stores, increased “walk ability” and bike paths, seek increased public transportation options, examine lighting to provide a safe, secure environment.)</p>	<p>Bean/Bradford/Plasse</p> <p>Lemanski/Bean</p>	<p>2.3 Schedule meetings to plan 6 months in advance with appropriate event planners</p> <p>2.4 Begin discussion of concept with city leaders, both government and non-profit and store owners.</p>	<p>2.3 Time out of the office for meetings.</p> <p>2.4 Business plan; time out of the office for meetings.</p>	<p>talent.</p> <p>2.3 Documented increase in programming, year round that is focused on both constituent groups.</p> <p>2.4 Business plan complete in time for budgetary discussions both on and off campus.</p>	<p>(Rotary/Kiwanis).</p> <p>2.1 Getting more students, faculty and staff involved in the community (volunteering, jobs, internships).</p> <p>2.2 Number of meetings held with business owners that could partner with Univ. Grant funding scheduled.</p> <p>2.3 Members of Univ. on committees and boards throughout the City and Western Mass. Bradford and Plasse served on a joint committee to offer first “Chillin in the District” event for campus and community members on Family Day 2010. Further plans in development for Spring 2012.</p> <p>2.4 Western Avenue reconstruction Project, Univ. using \$2.0 million earmark to help support City project. Sidewalks, drainage, turning lanes, traffic light. Creating other bus routes for students living downtown.</p>
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