



## GOAL 1: CREATE DETROIT'S "COLLEGE TOWN"

Implementation Plan												
<b>Legend: Implementation Timeline</b>		<b>GOAL 1: CREATE DETROIT'S "COLLEGE TOWN"</b>										
	Initiate	Detroit Mercy will enhance the student experience and the University's standing in the region through a recommitment to the improvement of our facilities and programing.										
	In Progress											
	Complete											
	Continuous Detroit Mercy Practice											
<b>Goal 1 Metrics:</b> applications, enrollment, retention rates, graduation rates, student engagement in co-curricular and extra-curricular activities, allocated capital for improved student housing and campus-wide physical spaces, community participation in events on campus, student-community engagement, community partnerships, and student satisfaction with student life and campus facilities												
<b>Strategy 1.1</b>	<b>Enhance Student Engagement (continued)</b>											
<b>Action Plan 1.1.2</b>	<b>Include Community Events</b> - To foster a more dynamic atmosphere, provide significant high quality entertainment events on campus that will be attractive and welcoming to both students and members of the surrounding community.											
<b>Tactics</b>												
Tactic 1.1.2.1	Implement strategies to increase student and community attendance at campus events.	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
<b>Action Plan 1.1.3</b>	<b>Enhance Dining Options.</b> To support the quality of life of our current students, and enhance the recruitment of potential students, provide better quality food service and alternative dining options on campus, including partnering with more external vendors that can also be open to the public, and provide better "after hours" food service for athletes and international students, including on-the-go access to healthier/fresh options between meals.											
<b>Tactics</b>												
Tactic 1.1.3.1	Extend hours for The Bookmark and other coffee options.	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.1.3.2	Institute a viable food truck program for all campuses.	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
<b>Action Plan 1.1.4</b>	<b>Create a Comprehensive Mobility Plan.</b> Given our location and the dispersed nature of the city, addressing the need for great "student life" must address the challenge of isolation on campus by making more transportation options available to students.											
<b>Tactics</b>												
Tactic 1.1.4.1a	Sponsor a bike share (e.g. MoGo) station on Livernois Avenue near or McNichols Road near campus.	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.1.4.1b	Expand the existing on-campus bike share program, managed by University Services.	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.1.4.2	Secure a sponsor to provide a Detroit Mercy share/zip car service that can be booked hourly by students.	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.1.4.3	Provide a private Detroit Mercy shuttle service to Midtown, Downtown, Ferndale and Royal Oak, exploring sponsorship options for donating vehicles.	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
<b>Action Plan 1.1.5</b>	<b>Create a Comprehensive Master Calendar / Event App.</b> To foster more participation in events, and make sure all programing opportunities are accessible, develop a comprehensive and dynamic master calendar including an app version.											
<b>Tactics</b>												
Tactic 1.1.5.1	Increase training, awareness, and access to Detroit Mercy Live for student leaders and employees to achieve a comprehensive event calendar.	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.1.5.2	Develop an event calendar app version of Detroit Mercy Live/Campus Labs' Engage platform.	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24



## GOAL 1: CREATE DETROIT’S “COLLEGE TOWN”

Implementation Plan												
GOAL 1: CREATE DETROIT’S “COLLEGE TOWN”												
<b>Legend: Implementation Timeline</b>	Initiate	Detroit Mercy will enhance the student experience and the University’s standing in the region through a recommitment to the improvement of our facilities and programing.										
	In Progress											
	Complete											
	Continuous Detroit Mercy Practice											
<b>Goal 1 Metrics:</b> applications, enrollment, retention rates, graduation rates, student engagement in co-curricular and extra-curricular activities, allocated capital for improved student housing and campus-wide physical spaces, community participation in events on campus, student-community engagement, community partnerships, and student satisfaction with student life and campus facilities												
<b>Strategy 1.2</b>	<b>Improve Student-Centered Facilities (continued)</b>											
<b>Action Plan 1.2.4</b>	<b>Create Multi-Purpose Event Spaces.</b> Create multi-purpose event spaces in accessible and visible locations suitable for the University use as well as public rentals.											
<b>Tactics</b>		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.2.4.1	Designate a multi-purpose performance space in an existing facility.											
Tactic 1.2.4.2	Secure donors for the Titan Performing Arts Center.											
<b>Action Plan 1.2.5</b>	<b>Enhance Exterior Green Spaces.</b> Ensure the campus master plan includes enhanced designs for more welcoming and accessible green spaces, including public art and sculptures.											
<b>Tactics</b>		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.2.5.1	Collaborate with Facilities and University Advancement to identify and enhance outdoor spaces. (e.g. more seating, gathering spaces, flag pole area, green spaces around the dorms, walkway behind the Student Center, transitional space from parking lot to Titan Field)											
Tactic 1.2.5.2	Designate outdoor reflection spaces and outdoor classroom spaces.											
<b>Action Plan 1.2.6</b>	<b>Create a Titan Athletic Village.</b> Create an accesible athletic complex that can be used by students, the surrounding community, local leagues and high schools.											
<b>Tactics</b>		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.2.6.1	Complete Titan Athletic Village field turf upgrades, lighting, pressbox and track renovations.											
Tactic 1.2.6.2	Build exterior recreation and activity spaces (e.g. basketball courts, food kiosk)											

## GOAL 1: CREATE DETROIT'S "COLLEGE TOWN"

Implementation Plan													
<b>Legend: Implementation Timeline</b>		<b>GOAL 1: CREATE DETROIT'S "COLLEGE TOWN"</b>											
	Initiate	Detroit Mercy will enhance the student experience and the University's standing in the region through a recommitment to the improvement of our facilities and programming.											
	In Progress												
	Complete												
	Continuous Detroit Mercy Practice												
<b>Goal 1 Metrics:</b> applications, enrollment, retention rates, graduation rates, student engagement in co-curricular and extra-curricular activities, allocated capital for improved student housing and campus-wide physical spaces, community participation in events on campus, student-community engagement, community partnerships, and student satisfaction with student life and campus facilities													
<b>Strategy 1.3</b>		<b>Connect to and Enhance the Surrounding Community</b>											
<b>Action Plan 1.3.1</b>		<b>Enhance the McNichols Campus Perimeter &amp; Fitzgerald Greenway Connection.</b> Beautify the edges of campus to improve our status as a welcoming neighbor in the community.											
		<b>Tactics</b>	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.3.1.1	Create a secure and welcoming pedestrian connection at Grove Street by extending Sacred Heart Square to Livernois Avenue, complementing the Fitzgerald Greenway between Detroit Mercy and Marygrove campuses.												
Tactic 1.3.1.2	Develop an intramural field using underused parcels adjacent to McNichols Campus (e.g. parcel near northwest corner of campus, parcel owned by the University across from Parking Lot A, etc.)												
<b>Action Plan 1.3.2</b>		<b>Engage Local Businesses.</b> Through continued support from the Live6 Alliance, Invest Detroit and other partnerships, pursue initiatives to increase businesses and services, entertainment and social spaces in the neighborhood.											
		<b>Tactics</b>	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.3.2.1	Advocate for Live6 community development initiatives (e.g. eating establishment, convenience store, University-friendly bar, etc.) within walking distance of McNichols Campus.												
Tactic 1.3.2.2	Develop a marketing and social media plan to promote local businesses and neighborhood discounts (e.g. develop a Detroit Mercy discount card for businesses on Livernois and McNichols).												
<b>Action Plan 1.3.3</b>		<b>Increase Communication with Surrounding Community.</b> Provide signage at the edges of campus to promote events targeted to the surrounding community.											
		<b>Tactics</b>	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.3.3.1	Develop and establish signage at the edges of campus to promote events targeted to the surrounding community (e.g. athletics, special events, lectures, etc.)												
<b>Action Plan 1.3.4</b>		<b>Incorporate Detroit in Orientation Programs.</b> Provide orientation experiences that include "Discover Detroit."											
Tactic 1.3.4.1	Enhance "Discover Detroit" student orientation programming to include all student populations to better understand and connect with Detroit and the surrounding community.												
Tactic 1.3.4.2	Develop a "Discover Detroit" employee orientation program (e.g. organized outings, tours, etc.) to better understand and connect with Detroit and the surrounding community.												