

One Wooster Project

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THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
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Project Overview

Historically, the CFAES Wooster Campus has functioned as two different campuses under the moniker of The Ohio State University College of Food, Agricultural, and Environmental Sciences (CFAES). One side of the Wooster campus, the Ohio Agricultural Research and Development Center (OARDC), focused on faculty research and graduate students based in departments, while the Agricultural Technical Institute (ATI) side focused on educating undergraduate students.

At the highest levels of the university, the idea of “six campuses, one university” has been embraced. In following that lead, the directors of both OARDC and ATI began to ask what a unified campus concept for Wooster might look like. Could these entities be viewed as one: CFAES Wooster?

Along with the unification idea, this concept holds potential for bolstering an additional aspect of our college. In brief, approximately one-third of college faculty and staff are located in Columbus, one-third are located in Wooster, and one-third are located throughout the state. In essence, CFAES has three campuses. A unification of the OARDC and ATI Wooster entities could contribute to a “three-campus, one-college” ideal.

This project explores opportunities to move in this direction, underscoring the commitment of the college to these three campuses functioning as one, starting with the unification of the Wooster facilities and people.

The vision and mission of this project are:

Vision:

To physically create a one campus concept that functions as a single entity for faculty, staff, students, and the public.

Mission:

1. Become a vibrant and active mobile campus
2. To create a main focal point entrance to the campus while respecting current accesses
3. To create a renowned centrally located campus activities area mixed with housing, food options, retail, entertainment, and health and wellness.

Responding to a request by the directors of the CFAES Wooster Campus, OSU Extension Community Development (OSUE CD) provided a proposal to create a plan that would address the future development of University-owned lands in Wooster while creating a vision that would create a “three-campus, one-college” concept.

The OSUE CD team is making recommendations for the highest and best use of the university-owned site to physically connect both sides of the Wooster campus. The recommendations are derived from focus groups, facilitated discussions, and meetings with campus leadership, faculty, staff, and students. It also deploys other community development planning and assessment tools.

Project Purpose and Scope

The goal of the Wooster campus project is to create a report of recommendations regarding the development of the one campus concept. This customized report graphically demonstrates and supports the land use recommendations based on local focus group meetings and several case studies of universities throughout the country.

The scope of this report is organized in three sections:

1. Assessment and summarization of existing conditions, analyses, and first impressions.
2. Analysis of current land use and how to create a one campus concept. Analysis includes interviews, focus groups, and meetings in collaboration with CFAES Wooster Campus leadership.
3. Recommendations for future development, including identification of sites and site uses on the CFAES Wooster Campus.

Research Methodology

Table 1: Project Timeline, Process and Component Deliverables

2018 Timeline	Process	Component Delivery
Jan-Mar	Project planning meeting(s) with campus leadership to review planned project scope and to conduct an initial assessment of planned activities.	OSU proposal and MOU. Confirmation of team and project cost.
Mar-Aug	Focus group meetings with students, faculty & staff on campus. Map development design and creation of main entrance renderings	Focus group meeting results. Gather relevant case studies and other data.
Apr/June	Data collection and analysis to assess existing conditions, plans and resources and examination of case studies of other similar development projects.	Summary report of research findings and development priorities.
June/Aug	Development of a conceptual Project including maps and other visuals.	A conceptual design plan.
Sept/Oct	Meetings with campus leadership to gather feedback on draft recommendations.	Continued work on conceptual design with changes per input.
Sept/Oct	One Wooster Campus plan summary report to be completed along with the conceptual design. A final meeting with project leadership to review and accept the details of the plan.	Final CFAES Wooster Campus Development Plan by end of October.

Assessment and Summarization of Campus Existing Conditions

Map #1



In planning and ideating future opportunities for bridging ATI and OARDC (both physically and philosophically), we began with an assessment of current campus conditions. Though fully part of The Ohio State University, the Wooster campus essentially functions as two different campuses. Historically, OARDC has focused on faculty research and development initiatives, rooted in the research station congressional funding from the Hatch Act of 1887. The ATI side has functioned as a local higher education resource since its founding in 1969. It continues this focus, educating traditional students and offering them an opportunity to either earn a two-year Associate Degree in preparation for entering the workforce, or to continue their education at any OSU four-year campus.

On May 22, 2018, we undertook a campus walking and driving tour to visually assess existing conditions and use of the campus. A major objective was to gain an appreciation of distances (e.g., between buildings and/or major campus “centers”—where people actually gather). We also considered lines of sight, potential roadways, sidewalks, buildings, and new “gathering spaces.” These were all items we’d heard about from the focus groups and personal interviews that had been conducted up to that point.

Overall, the campus aesthetic was quite pleasing. People talked specifically about its beauty and peacefulness. We experienced well-maintained landscaping, flower beds, building exteriors, and even trash receptacles. But also noticed lacking signage in many areas. The most helpful signage was in the Secret Arboretum area, rebuilt after the tornado of 2010. But in other areas, we observed some fairly worn out signs (e.g., faded stop and road signs, etc.).

Our initial meeting day and tour happened to coincide with a food truck event on the OARDC side of campus. We were informed that this is an occasional occurrence. We enjoyed lunch with approximately 30 or so faculty and staff, and perhaps caught a bit of a vision of what the potential for new (or created) “gathering spaces” might be. Conversations were flowing among food truck patrons. Waiting in line spawned introductions. Introductions led to conversations about teaching and research. It was a very energizing happenstance.

In addition to the impromptu gathering and lunch, other major observations included several notations on the “flow” of the campus:

- It’s difficult to get (driving or walking) from OARDC to ATI without going out on the highway.
- There are few sidewalks. We noticed an almost “uninviting” quality or perception about this (vs. a “normal” college campus with sidewalks “inviting” you to walk everywhere).
- There are no bike stations. (Is there a bike culture there? Could there be?)
- ATI student activities (including classes and dining), are centered in Skou Hall.
- The dining facility is in Skou Hall, but has very limited hours and menu.
- There is no other food service on campus. (Nearby, only Subway . . . across a very busy road.)
- There is a community garden... but far from student housing. (Could there be a set of raised beds for herbs and veggies right at the dorms?)
- The student Rec Center seemed off by itself. Could it be connected somehow? (e.g., a run/walk path with exercise stations?)

In summary, our tour confirmed many of the comments we heard during student focus group and faculty/staff personal interviews. Opportunities abound. But there needs to be a planned approach and deliberate action to move forward.

Note: This assessment highlights more “needs” than amenities; but this focus is purposed in that we were seeking opportunities and physical changes that might help bridge/link the traditionally-separated ATI and OARDC areas of campus.

First Impressions

The “First Impressions” program has been widely used by local Chambers of Commerce, Visitors Bureaus, government and education agencies, and businesses as a means of gaining an external perspective, particularly on the aesthetics and first impressions of an area, region, or specific place. Our team deployed two persons who were unfamiliar with the Wooster campus. One had visited only once in the past ten years; one had never visited the campus. A synopsis of their notes is below.

Visitor #1: Monday, April 23, 2018 – Brian Raison

I approached Wooster from the west on Rt. 30. It was a beautiful spring day, high clouds, and cool temps. Positive impressions included:

1. Billboard on Rt. 30 advertising ATI
2. OSU campus directional signage from Rt. 30 was clear
3. Noticeable landscaping immediately upon hitting the edge of campus (from OH Rt. 302) (neatly mown, tended flower bed, edges, beautiful greenhouses, etc.)
4. Clear, signed, flowered, “main entrance” at Fisher Auditorium
5. Plenty of parking (free!)

But, then I didn't know where to go. I did see signs indicating "ATI" (straight ahead) and "OARDC" (turn in here). But I didn't know where to get information or a campus map. E.g., Is there a main office? Is there a visitor's station?

I entered the "Research" building. It had a beautiful welcoming front desk. I was kindly directed to the "old admin" building. But when I began walking over, there were no sidewalks. (I was quite surprised for no sidewalks on a college campus.)

I later drove out the Fisher exit and toward the ATI entrance. Again, beautiful landscaping. Clear signage. Flowers. Beautiful scenes. Again, free parking was abundant. Skou Hall was clearly marked, as were other buildings.

Lastly, I drove around internal lanes and over to Secret Arboretum. Road signs were not always prevalent. Several people walking waved or nodded. Most grounds were very well kept.

My main observation was that upon initial entry, I did not know where to go (to attend my scheduled meeting); and I did not know where to ask for help. It was mere chance that I found a kind person in the first building I entered who offered assistance.

Visitor #2: Tuesday, May 22, 2018 – Rosalie Starenko

FROM MY DRIVE IN:

1. Sense of open space at Fisher Entrance; lack of sense of enclosure
2. Lack of sidewalks; elderly couple seen strolling the streets when first driving in, and then others as they day went on
3. Historic buildings at OARDC—maybe a sense of history is important to the campus?
4. Large, old deciduous trees
5. Topography: mostly flat with some changes in elevation on OARDC campus near administration building
6. Wooster a small, historic (?) town
7. Amish presence

FROM OUR DRIVING TOUR AND MEETING:

1. Campuses and arboretum separated by open, unused space
2. Newer buildings on ATI campus
3. Again, no sidewalks or bike lanes; bikes important to campus community
4. No central community space; "oval," "quad"
5. No sense of travel network/wayfinding with OARDC/ATI brand
6. Space for teaching/research: fields, woods
7. Food brings people together
8. Power of agriculture aesthetics: romanticizing cornfields, rolling hills, Grant Wood (speaking as an Iowa girl...)
9. Incredible amount of research and ingenuity taking place on campus
10. Lack of campus food; ironic for an ag school
11. No accessibility to Wooster food
12. Campus administration making physical changes to appearance; open to change in general
13. Tornado damage

Many opportunities for flexible parking, especially near Fisher and new building site (where whole parking lot is only full a few times a year)

Case Studies and Themes

Universities throughout the U.S. are looking to the future, creating master plans that describe how their campuses should evolve 5, 10, and 20 years into the future. For some, a central approach to development includes unifying disjointed campuses to create a more cohesive whole. The research team identified several examples of universities that incorporated this theme in future planning and campus design principles. Case studies highlight diverse methods that can be implemented to achieve a unified campus, from signage and entry improvements to major infrastructure projects that physically connect distant campus uses or create a shared-use focal point. Table 1 lists the institution, relevant criteria, impact statement, and a weblink for additional information.

Table 2: List of Case Studies

Institution	Relevant Criteria	Impact Statement	Web site
University of Kansas Master Plan “Bold Aspirations” 2014-2024	Facilitate interactions and build a community of collaboration by physically connecting academic communities.	“To knit together what is currently described as two separate campuses, Main and West, into one cohesive campus of three districts: North, Central, and West.”	http://www2.ku.edu/~irsurvey/hlc2015/University_Planning_KUCampusMasterPlan_2014_04-18_KU_ExecutiveSummary_RevKU.pdf
University of Wisconsin – Stout Campus Master Plan 2009	Campus should be planned as an integrated whole, not as separate campuses.	“Future plans should consider possible linkage methods to reinforce the cohesiveness of the physical campus environment.”	https://stars.aashe.org/media/secure/599/5/310/1736/STARS%20Campus-Master-Plan.pdf
Schreiner University Master Plan 2011	Connectivity a guiding principle, to integrate the campus internally with pedestrian connections, and also externally with the community.	“The Master Plan’s key components include an updated entrance, a unified walkway network, a trail system and several other unifying campus elements...”	https://www.schreiner.edu/about/pdf/master-plan.pdf
Washington State University - Spokane Master Plan 2014	Connectivity is a key theme. Goal to create an integrated campus community, with a clear identity.	“The University District itself must remain an integral part of the community...an effort should be made to connect campuses with the downtown as well as neighborhoods.	http://www.spokaneuniversitydistrict.com/documents/UD_Masterplan_Final.pdf

Santa Ana College, Unification Master Plan 2011	Consistency of architectural, landscape & graphic elements, used repetitively at major entrances to reinforce the campus “sense of place.”	“Goal is to unify this campus while transforming it into a cohesive upper education environment with a strong identity and enhanced sense of community for its users.”	https://www.sac.edu/AdmInServices/facilities/Documents/Unification-Master-Plan.pdf
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Descriptions of each case study are summarized below.

University of Kansas

KU’s fifth master plan is comprehensive but strategic by “siting new and expanded academic, research, and residential communities to promote interdisciplinary collaboration and engaged innovative scholarship.” The campus has historically evolved into two separate campuses, Main and West. This plan physically connects both campuses by incorporating a walk/bike pathway, “Jayhawk Trail” enhanced with lighting, benches, seat walls, trash receptacles and recycling bins. The pathway intersects with key streets that provide public transportation and weaves through campus to link student housing, open areas and primary existing and planned buildings. In addition, the plan develops other methods to link both campuses, including shared-use open spaces.

University of Wisconsin – Stout

UW-Stout is designed as Wisconsin’s Polytechnic University, providing an array of career-focused programs, but particularly in STEM careers. One of the key objectives of the plan is to integrate the “main” campus and “north” campus. Campus leadership envision that “future plans should consider possible linkage methods to reinforce the cohesiveness of the physical campus environment.” In listening sessions with students, faculty and staff, planners heard recurring complaints that there is “no linkage wayfinding between north and main campuses” and that “signage is not appropriately located or sized”. The plan integrates north and main campuses by improving “edge definitions” by designing improvements to the size, scale and consistency of entrances and signage. In addition, a marked boulevard or “corridor” connecting the two campuses is part of the plan.

Schreiner University

This small, private liberal arts institution has a 90-year-history located in the hill country of Texas. The 2011 Master Plan looks to the future to better define the institution and to expand enrollment. A major gap recognized in the plan is a “lack of unity in the campus’s outdoor spaces and lack of visibility to the community.” The plan incorporates several physical elements, including a new entrance, walkway system and signage, to unite the campus. The primary goal of the plan is two-fold, to achieve an improved sense of place for existing students and to serve as a marketing tool for potential new students.

Washington State University

WSU – Spokane updated a 2009 campus Master Plan in 2014 to start a new medical school. With an ambitious goal to establish a world-class Health Sciences Education and Research Campus, another primary theme of the plan is to “create an integrated campus community, with a clear identity.” In addition to short and long term capital projects that included new buildings and revitalization of old buildings, the plan also focuses on pedestrian, bicycle and traffic flows that help to unify the campus.

Santa Ana College

The stated goal of the Santa Ana College plan is unification. As the college’s aesthetic has changed and evolved over time, the plan looks to develop a more cohesive environment for creation of a strong identity and sense of community. The Unification Goal includes a number of objectives that could serve as examples for the One Wooster Plan. Objectives include enhancement of a main court area, student promenade, and organization of “signage and way-finding system to provide concise and consistent communication throughout campus.” The plan also calls for an enhanced branded image throughout the campus, incorporating structural modifications, including adding color and texture, that “derive maximum unification.” A new amphitheater/court is also planned.

In reviewing university planning initiatives throughout the U.S., a recurring theme focuses on small or large physical changes that have the potential to unify diverse populations. Several plans identify specific linkage opportunities, such as expanded sidewalks, entrance improvements or enhanced central gathering places that have the greatest opportunity to bring people and ideas together.

Focus Group Rationale and Value

The focus group process has been widely adopted and used for more than 50 years as a qualitative approach to learn about populations and groups with respect to conscious, semi-conscious, and unconscious psychological and sociocultural characteristics and processes (Basch, 1987). Quantitative polling provides numbers, but little insight as to what’s really going on behind the scene—ostensibly not answering the true “why” question.

In order to move beyond simple surveying and/or a needs assessment process, our research team designed and undertook a series of focus group meetings to gain deeper insight into the actual feelings and ideal conceptualizations of the Wooster campus development needs. This focus group process provided rich interaction, a crucial feature of gaining deeper insight (Kitzinger, 1994). **In doing so, we gained a clearer picture of *why* some ideas or features emerged at a higher rank and/or held more merit than others, according to the groups.**

We first developed a questioning route based on conversations with the OARDC and ATI directors, and informed by examples of best practice. We then scheduled and conducted the listening sessions. In total, 10 focus groups were held on four different days with approximately 132 total participants. The first five sessions were with students (75 total). The last five were with faculty and staff (57 total). In addition, we collected written input from nine faculty and staff participants who could not attend the focus group dates. Thus, the grand total was **141 persons** providing input.

Questions were asked within five broad topics: 1) first impressions of campus, 2) ideas for physically connecting the campus, 3) what to change or improve on campus, 4) whether to recommend campus to other potential students, 5) ideas for gateway design.

The discussion questions are listed below. Key themes and findings are then summarized.

1. Recall the first time you came to campus, what was your overall first impression?
2. (Based on that brief overview of the OSU one campus concept) As a student how might you **envision the campus looking** in the future? (i.e., what would you like to **see**? Or, how **“should”** the campus look?)
 - a. What do you perceive as the main entrance to campus?
 - b. In a perfect world, where would you place the main entrance?
 - c. Describe what it would look like.
 - d. What type of academic **facilities or services** would you want to see offered on our campus?
 - e. What type of academic **experiences** would you want to see offered on our campus?
 - a. Do you visit the **“other side”** of campus? *If yes, why? If no, why?*
 - b. Besides a new main entrance, how would you physically connect the two campuses? (i.e., what might we do to make the campus seem like just “one” place instead of two?)
3. Are there current **experiences** that you might wish to change or improve?
4. Are there current **facilities** that you might wish to change or improve?
5. Are there current **services** that you might wish to change or improve?
6. What ideas do you have for **new campus services** that would help you as a student/staff/faculty member? (or that might attract NEW students and faculty to attend here?)
7. (Optional if time) Based on the CURRENT **overall environment and services** here on campus, **would you recommend this campus to others?** (Please give some details on why or why not.)
8. (Optional) If you could **change one thing** about this campus, what would it be?

Student Focus Group Summary

When asked about their “first impressions” of campus, almost all of the students mentioned holding a preference for a small-sized campus. The two primary reasons they gave for liking a small campus included a better chance to get to know professors on a more personal, one-on-one basis and because class sizes are smaller. A few students mentioned that the OARDC side of the campus felt closed off. One described going to OARDC from ATI “like going on a field trip!” Two mentioned that the campus seemed aesthetically dull and uninspiring, but largely contextualized those comments to “dated” buildings. Several others noted their enjoyment of the small size, aesthetic beauty, and friendly feel. The overall first impression was very positive.

The questioning route asked the students how they might physically connect both campuses. Here, the students seemed quite knowledgeable about the campus layout. In general, they talked about the need for dramatically increasing both driving (roads) and walking/biking (paths and sidewalks). Some described it in terms of “completing a loop” around campus connecting housing, Secret, and “both” campuses.

When asked where the entrance should be, about half the students talked about the idea of using a sidewalk that links OARDC’s south side with the student housing development and expanding that to allow for vehicular traffic as a way to connect the campus. Some commented that the chicken houses would need to be taken out. Some mentioned that Madison Ave by Fisher should be the main entrance since it is located in the middle of the campus. A couple others thought by improving an existing road(s) on the east side of the campus, the two sides could best be linked. When answering the question about which entrance they currently use, most use the ATI entrance (Garrison Circle), but a few come in by the library. The students all seemed to like the idea of an enhanced, spruced up entrance that would visually connect the two sides.

As expected, when asked about what change or improvement might be made to campus (i.e., the what’s missing question), students were glad to provide ideas. Most seemed to be satisfied with the campus academically, and spoke highly of the faculty and facilities. But they complained primarily about lack of food options and access to food during evenings and weekends. Additional comments focused on the shortage of parking, especially at the housing development. One student said signage needed to be improved and that getting around was confusing. Another suggested the need for a health clinic on campus. A few thought ATI should offer four-year programs. When asked, all agree the recreation room was lacking in updated equipment. A couple said they never use it, but would if it were modernized. They also have a nice baseball/kickball field that is underutilized.

One of the key questions to ask anyone is whether or not they would recommend the campus to a friend. The inquiry gets to the very heart of one’s feelings, and truly gives insight on the perceived value (or lack thereof) of the thing you’re asking about. When we asked students this question, one hesitated, saying the reason was that the ATI curriculum was focused on agriculture, “so if you aren’t interested in ag, you shouldn’t come.” Most students were quite enthusiastic about recommending the campus to others. These affirmations were very encouraging. They provide true insight to the campus “culture” and student scene.

We also asked about ideas students might have for new campus services that would help (or that might attract NEW students and faculty to attend). Fairly quickly, the notion of housing came up. Students said they needed updated apartments, and less “intrusive campus security” (although that was not well defined). They identified “hands-on experience/learning” as a desired and engaging approach to their coursework. They mentioned having more social organizations, a coffee shop, and better Wi-Fi (particularly in the greenhouses or outside of buildings). They also desired more places to use their BUCK·I·D on campus (again, noting the lack of dining options). One student mentioned it would be nice to have a mobile app for this campus (including maps and activities). Lastly, two interesting ideas emerged around access and affordability: Could high school students taking college credits qualify for reduced priced meals? And could we add support services of some sort for veterans?

One of our final questions dealt with conceptualizing a possible main entrance or gateway design. Student creativity showed through. Several interesting ideas about how it might look emerged as words came in rapid-fire succession. “How about some kind of agricultural

symbol?" "Maybe a giant '0' you can drive through." But then the conflict and dissent: "Arches." "No archways!" Overall, the students seemed to enjoy the creative undertaking, and did not object to a nominal idea of "a classy concrete sign with landscaping" that included good directional information, lights and plantings.

Faculty and Staff Focus Group Summary

Apart from the student-only focus groups, we conducted an additional five sessions of faculty and staff focus groups with a total of 57 persons attending. An additional 9 persons provided input electronically. Their overall sentiments mirrored much of the student input. We saw very similar key themes and topics emerge. We have extracted some ideas and quotes below as examples.

Though most of the faculty and staff have been in Wooster much longer than students, many remembered fairly clearly (citing examples from 20-30 years ago) their feelings and first impressions of the campus. Many respondents talked about the beautiful grounds and friendly working atmosphere. Many walk the campus for exercise and/or a work break. Uniform words of beauty and "good feelings" ensued. However, they did also mention the somewhat "plain brick buildings" and dated motif. All five groups also had some mention of the lacking signage (particularly for visitors to get directions).

When asked about how they might envision the campus looking in the future, many talked about new buildings strategically located so that they can begin to bring people together. They cited "location" of new facilities as critical for future. Like the students, faculty and staff discussed lacking walkways (specifically sidewalks) and the danger of walking in the roadways. They also mentioned the need for an improved student union (or "campus union" to include everyone), perhaps placed between the campuses.

From an interior perspective, respondents talked about the need for bigger classrooms and the limited space for events (e.g., orientation). They also mentioned having a single library (perhaps in the future campus union). Dorm rooms are needed, and may be useful during the summer for visiting high school students. Also like student comments, they cited the need for recreation center improvements, bigger weight room and group fitness rooms.

When asked about what they perceive as the main entrance to campus, many simply said the signage is not clear, and visitors don't know exactly where to turn or where to go when they get on campus. They noted that the OARDC side looks more like a college campus (walking from building to building). That "feel" needs to be expanded to the ATI side which, currently, doesn't "feel" like a campus. They too mentioned needing connector roads or paths to improve movement throughout.

Per the specific "main entrance" question, they said the Fisher entrance might work best, but add a road south that branches for OARDC (to the left) or ATI (to the right). "Parents coming to student orientation are confused. It's terrible." "If we're going to be one campus, it makes sense to be one entrance." During orientation, many parents and students start at Fisher but then have to drive back out to main road to get to ATI. It's very difficult and confusing.

We next asked about how they might physically connect the two sides of the Wooster campus. We heard anecdotes about trying to drive from the ATI to the OARDC side, "but I drove in circles and felt stupid." Signage to direct people is definitely needed. Perhaps a "YOU ARE HERE" map station or two (like other campuses) would be helpful. In addition, signage from

Secret (e.g., 1 mile path, 2 mile path, etc.) could encourage exercise. The conversation also included a discussion asking if the poultry buildings could be relocated allowing space for an “Oval” in the opened area. “What an amazing focus for campus.” Food was also noted as a great connector. A “Welcome Center” or “Union” between the two areas would bring grad students AND undergrads. “Put food, a book store, and combine libraries there.”

Lastly, student housing (for 1st and 2nd year) was discussed. Participants said the housing isn’t that safe (full apartment living) for that age (developmentally). “Our Police will tell you this type of living is not best suited for these kids. They need a more traditional dorm.” The conversations also noted that the grad housing was “bad.” “Move them into Apple... build new dorm for students... but make them modern and hip. Students want nice housing.”

When asked about **current experiences** that they might wish to change or improve, several items emerged. “We need more parking (or designated) when we come from the farm to the class. We have only 15 minutes and there’s not enough time.” They also noted lacking signage (again), the need for better recreation facilities, and more food options for both students (especially dinner) and visitors. Some upgrades to buildings (particularly bathrooms and Skou basement) are needed. Lighting for outside (NOT JUST in parking lots and roads) needs improvement. Lastly, they talked about the need to have offerings at ATI for bachelor degree. “Maybe instructors at both sides could teach at either side.” Students’ internship connections need to be made as well.

When asked about **facilities**, faculty and staff gave very similar responses as the students did. They mentioned the possibility of a health clinic, banking and/or post office, upgraded buildings (locker rooms at Rec), and expanded hours for food service. They also mention the need for additional career services, e.g., “Hire a Buckeye” where you could do mock interviews and help students know what’s next.

Finally, we asked how they might envision the campus looking in the future, and what they might change. Getting more undergrad students help and research opportunities was duly noted. A means to communicate and make these connections was also specified. “We have some postings (student employees and for research); but those may be limited... or not how we’ve traditionally communicated.” This question prompted repeated themes of food, walking paths or sidewalks, signage, and general updating of buildings and facilities.

Table 3. Focus Groups Key Themes

Researchers organized responses into major key themes:

Group	Key Themes	Expressions
<i>Faculty and Staff</i>	<ol style="list-style-type: none"> 1. Mobility (driving, biking, walking) 2. Food: increase options 3. Entrance & signage 4. Connections: bring together faculty, staff, grad and undergrad students 	<p>Enhance Fisher entrance to become the main entrance looping south of Fisher and creating a “left or right” turning to connect both sides.</p> <p>Post better signs (for driving and walking).</p> <p>Expand Fisher Auditorium to include “campus union” feel with food/coffee shop, book store, seating, computer stations, etc.</p> <p>Move turkey/poultry operations to ‘chicken city’ and create open/oval area with play, innovation, sidewalks, people spaces, etc.</p>
<i>Students</i>	<ol style="list-style-type: none"> 1. Create a “campus” feel (oval, chill-space, etc.) 2. Food: increase options and hours 3. Facilities: improve Rec Center; add fitness stations and walking/biking paths 	<p>Outdoor meeting place that is easy to get to-just to be able to hang out with friends</p> <p>Food trucks; need more than one place to eat; limited options if you don’t have a vehicle</p> <p>Outdated equipment; longer hours of operations; medical personnel available on campus</p>

Research Team Recommendations

Based on the multiple layers of input from faculty, staff, students, and campus visitors, we constructed this overlay map highlighting key ideas and recommendations. This birds-eye view provides an overall summary of what is possible: the Wooster campus “future state.”

Map #2



Based on following best land use practices, obtaining information from over 10 focus groups, and reviewing case studies, the OSUE CD team offers the following recommendations:

1. Enhance the 'Fisher' entrance to become the main focal entrance point. As the map #2 indicates, a new road south of the auditorium would connect to an existing road in the ATI apartment complex. A new road would also head north and connect to Wilson. We believe that this is the first step in physically creating a one campus concept.
2. A new sign at the Fisher entrance also can denote a new beginning to the one Wooster campus concept and can be identified as the main entrance for the campus. Also recommend new directional signs at two other entrances to identify them as "west" and "east" campus entrances.
3. Facilitate unified campus by incorporating lighting, landscaping, trash and recycling receptacles and benches to create physical and visual linkages between main entrance and new pathway connectors.
4. The OSUE CD team recommends that improvement be made to the Fisher building to have a "campus union feel" and the following be housed: All administrative services for ATI and OARDC, a coffee/tea shop, additional food options, a bookstore, an ATM, and health and wellness.
5. For additional parking, install a parking lot next to the new road entering ATI.
6. Move or reorganize turkey and poultry operations to near the feed mill and chicken city. This in turn will create an open/oval area in the center of campus with "play innovation, sidewalks, people spaces, etc." This could be marketed as the central campus/meeting area.
7. The creation of sidewalks in the new oval area as well as walk/bike connectors to both sides of campus including the arboretum.
8. Creation of bike, scooter stops- faculty, staff and students can ride their bikes/scooter throughout campus.
9. While the OSUE CD team recognizes that there is an amphitheater in the Secret Arboretum, student focus groups time and time again asked for outdoor entertainment near their residential living; therefore, the team recommends developing an outdoor multi-use complex, including a student garden next to the student housing (see Map #3).

Map #3



10. Now that almost all farm operations have shifted off campus, the team recommends turning Green Dr. into a one-way drive starting at the new Secret Center, and ending at the 4-way stop intersection with Selby Rd. This would allow one lane of the road to become full time walk/bike.
11. An extension of the asphalt walking/hiking path that currently terminates at Green Dr. and Dawn Redwood Lane. This path could become walk/bike and allow folks to meander through the old shade tree plot, eventually connecting with a similar path along the north boundary with ATI.
12. Wireless connectivity be available throughout the campus.

Appendix A: Focus Group Questions

1. Recall the first time you came to campus, what was your overall first impression?
2. (Based on that brief overview of the OSU one campus concept) As a student how might you **envision the campus looking** in the future? (i.e., **what would you like to see? Or, how “should” the campus look?**)
3. What do you perceive as the main entrance to campus?
4. In a perfect world, where would you place the main entrance?
5. Describe what it would look like.
6. What type of academic **facilities or services** would you want to see offered on our campus?
7. What type of academic **experiences** would you want to see offered on our campus?
8. Do you visit the “**other side**” of campus? *If yes, why? If no, why?*
9. Besides a new main entrance, how would you physically connect the two campuses? (i.e., **what might we do to make the campus seem like just “one” place instead of two?**)
 - Biking trails
 - Walking trails
 - Other
10. Are there current **experiences** that you might wish to change or improve?
11. Are there current **facilities** that you might wish to change or improve?
12. Are there current **services** that you might wish to change or improve?
13. What ideas do you have for **new campus services** that would help you as a student/staff/faculty member? (or that might attract NEW students and faculty to attend here?)
14. (Optional if time) Based on the CURRENT **overall environment and services** here on campus, **would you recommend this campus to others?** (Please give some details on why or why not.)
15. (Optional) If you could **change one thing** about this campus, what would it be?

Appendix B: Focus Group Responses

OSU ATI Student Focus Group April 19 and 23, 2018

Focus Group Leaders: David Civittolo
Nancy Bowen
Brian Raison

Summary:

Five focus group sessions were held over two days with approximately 75 total students. Questions were asked within five broad topics: 1) first impressions of campus, 2) ideas for physically connecting the campus, 3) what to change or improve on campus, 4) whether to recommend campus to other potential students, 5) ideas for gateway design. All responses have been aggregated below:

Focus Group Meeting Day #1: Thursday, April 19 at 10:30, noon, 1:15 (approx. 15 total)
Focus Group Meeting Day #2: Monday, April 23 at 10:30 and noon (approx. 60 total)

First impressions:

Almost all of the students mentioned preference for a small-sized campus. The two primary reasons they gave for liking a small campus included a better chance to get to know professors on a more personal, one-on-one basis and because class sizes are smaller. A few students mentioned that the OARDC side of the campus feels closed off. One described going to OARDC from ATI “like going on a field trip!” Two mentioned that the campus seemed aesthetically dull and uninspiring (mostly focusing comments on the buildings or decor). But several others noted their enjoyment of the small size, aesthetic beauty, and friendly feel. The full list of comments is below:

- Liked idea of having OUTDOOR lab
- Not very big
- Very small but like hands-on factor
- Contrast to Columbus campus –number there so scale of size different
- Like small size – can commute
- Home schooled so the whole school thing was huge difference
- Like small atmosphere vs. main campus
- Impressed with level of knowledge about ag
- Like small class size and relationships with professors
- People at OARDC are really smart – when go from ATI to OARDC “going on a field trip!”
- Like the size, actually smaller than my high school
- Reminds me of high school, kind of boring
- OARDC seems more like a college but no sidewalks so kind of closed off feel
- I only go to OARDC for lab – farm shop
- Plain and uninspiring aesthetically
- Orientation. They took us over to OARDC to the Fisher auditorium only.
- It was good.
- It would have been nice to see the other side and what was over there.
- I was in a graduating class of 900. This campus looked really small.
- I liked how small the campus was!

How would you physically connect both campuses?

The students seemed quite knowledgeable about the campus layout. When asked where the entrance should be, about half the students talked about the idea of using a sidewalk that links OARDC's south side with the student housing development and expanding that to allow for vehicular traffic as a way to connect the campus. The chicken houses would need to be taken out. A few thought Madison Ave. by Fisher should be the main entrance since it is located in the middle of the campus. A couple others thought by improving an existing road(s) on the east side of the campus, the two sides could best be linked. When answering the question about which entrance they currently use, most use the ATI entrance (Garrison Circle), but a few come in by the library. The students all seemed to like the idea of an enhanced, spruced up entrance that would visually connect the two sides. Below are comments:

- Come in by library
- Garrison Circle should be main entrance
- Connect apartments where there is a sidewalk to both sides
- ATI main entrance
- Should be Fisher auditorium as main entrance
- Skou is main entrance...not OARDC because classes aren't there
- Main entrance on OARDC side with clear signage and landscaping between both campuses
- Garrison circle is the main entrance currently
- Madison should be the main entrance because it is right in the middle and a big sign is already there
- Put the entrance by the Subway at the light where it veers off
- Cut trails through the corn field – put a drive from Ruby to Fisher
- Actually show sidewalk on the map (through housing) and make it wide enough for cars
- Make road that already runs between campuses public access
- Make a drive between apple orchard and Wilson
- ATI has much better sidewalks then OARDC – should increase sidewalks (people have to walk in street at OARDC)
- On bike – route includes sidewalk through housing
- Move the chicken houses and put a NICE drive with landscaping on either side left of Fisher and connect with Skou parking lot
- Focus on getting up to Secret area since that is the nicest area (as far as a bike/walk path or sidewalk) – put bike/walk path through the wooded area just east of housing by chicken houses
- Trail by Secret could be expanded
- Ruby Street is terrible for parking as is the housing
- Should complete loop in housing and extend path from housing to connect both campuses
- Maybe include a new access and parking along Ruby to the housing to relieve backup
- Continue loop from Apple Dr. to OARDC and then out to Madison
- Don't feel allowed to even go over to OARDC – not welcoming
- Main entrance sign should say “main entrance”
- Small, rural, greenhouses, landscape in general, little dim and dreary, need walking trails and paths; Entrance to ATI is dangerous- who yields, need crosswalks
- Updated-everything seems dated, more outside places like pavilions, entrance can't be seen from main roads

Change or improve to current (what's missing):

Most of the students interviewed seemed to be satisfied with the campus academically, spoke highly of the faculty and facilities. They complained primarily about lack of food options and access to food during evening and weekends and of shortage of parking, especially at the housing development. One student said signage needed to be improved and that getting around was confusing. Another suggested the need for a health clinic on campus. A few thought ATI should offer four-year programs. When asked, all agree the recreation room was lacking in updated equipment. A couple said they never use it, but would if it were modernized. They also have nice a baseball/kickball field that is underutilized. List of comments:

- Need more parking by housing (many comments)
- Food choices and expense
- Café closes at 3 – need dining options
- Need health clinic on campus or at least within walking distance
- Need at least 20 more parking spaces at housing
- Need signage to let students know how far from one place to another
- Grain marketing class
- Sidewalks and access
- Hassle to move between two campuses
- Four year programs so don't have to go to C-bus
- Rec center could be bigger
- More housing if increased students
- Morning classes preferred because better behaved students
- Coffee and donuts would be great
- Wish they had a NICE café/coffee shop-would be a great place to study. Menu should include great coffee and decent healthy options. Shouldn't we be serving healthy foods since we are a "food/ag lab" campus?
- Have a food kiosk to connect – put at new building in OARDC (they don't have anywhere to eat)
- Could grow our own food on campus to use in a campus café
- Need additional housing
- Need more and better parking
- Need safe crosswalk
- Need better communication between the campuses
- Feel separated from ATI and OSU Wooster, my picture was even separate from other students at Wooster in paper
- Title being changed to OSU Wooster for both campuses, this will help to tie the two together physically and conceptually.
- Weekend and night café for people that live on campus
- Nice coffee shop
- Rec room needs revamp, weights or plates missing. Hours expanded but not consistent
- Have a baseball/kickball field but not used. Need more sports (intramural) at various times.
- Clubs are all based on agriculture but need something different too...maybe a choir, archery, etc. More sports, arts and crafts, music.
- Need more diversity.
- Open research projects to undergrad students so we can get involved with practical research projects too
- Can't find way around – need additional signage

- Bike path straight from village to OARDC. They have really nice grounds and facilities. I don't want to ride the road ... by the Mini-Mart... traffic. There's a gravel road. "I would love if I could go from our Apple Village parking lot straight over to the Arboretum.
- We need a path to Fisher. During orientation, we walked across the big field (in a group). There's no path.
- Rec facilities: we don't use it. The gym's alright. Weight room is used more than basketball court. The SAC is never open (not open on weekends even). It should be open when we "need" to use it (evenings and weekends).
- Main entrance
- We come into Skou Hall and park behind. Halterman parking is far away.
- In winter, you cannot cut across fields.
- A big block "O" that you could drive through.
- Skou Hall, however need a bigger sign –less wordy, newer entrance sign, need a turning lane
- One entrance by Fisher with arteries going to OARDC and ATI, by the corn field across from Subway.
- Cafeteria open later, pot holes in parking lot, too much water/ poor drainage and it ices over, better lawn cutting equipment, clean the sidewalks when it snows

OARDC Impressions:

- How can we get these people (OARDC Profs) interested in working with us?
- Isn't that like for graduates? What does that have to do with us?
- I feel like I can't even go over to OARDC. It's like a research place.
- I've never been to OARDC. There's no reason to go... unless we have a class tour or lab.
- Yes work in Fisher, student job found by advisor, walked over to Fisher
- We go over for 'field trips,' interested in learning more about OARDC and what people do over there, OARDC feels like real campus classes, wish we could take classes over there

Recommend (or not):

Only one student hesitated when asked about whether to recommend the campus to a friend, but said the reason was that ATI curriculum was focused on agriculture so if you aren't interested in ag, you shouldn't come. Most were enthusiastic about recommending the campus to others.

- If someone is going for agriculture, would recommend
- Good class sizes to get close to professors and learn more
- Absolutely, especially for agriculture
- I would recommend because one of my friends recommended it to me (I'm from the C-bus area). Love the small classes and relationships with professors which is helping me with my career.
- Definitely recommend to outgoing and willing to try new things
- Maybe...to kids that want to go into agriculture
- Don't like rules - too tough compared to before
- Do better job marketing, getting word out about Wooster campus
- Yes I would because I really like it here, classes are small and professors are good
- Find classes that are worth something when you go or can't recommend. Some classes are too general and you can get this somewhere else.
- Some kids say they already know how to farm and don't learn anything.
- Should have four year degrees available for ATI kids

- Yes. All agree. ATI is one of the top in the nation for ag. Plus it's a lot cheaper than going to main campus.
- What do you do for fun?
- ATI students can use the HS pool. No one knows that.
- I feel awful eating here every day. It's not healthy eating here. It closes at 3 pm. or dinner, we cook at home. I just make Ramen noodles. The serving process is pretty slow. Not time between classes. They make everything to order. More locations. More employees. Another Café Carmen. Breakfast ends too early. I get out of class at 10:45 and it's over. I can't get breakfast that late.
- More hours at SAC, putting green in better shape, longer hours at library, closer food shopping, more parking by the apartments, add more housing
- More hours at SAC, too dim, update all buildings, more lighting in apartments
- Need longer Café Carmen hours and open on weekends- more food options, more services for veterans-similar to main campus
- Yes good program, small class sizes, cheaper than main campus, know everyone

What ideas do you have for new campus services that would help you as a student/staff/faculty member? (or that might attract NEW students and faculty to attend here?)

- Updated apartments, less intrusive campus security, hands-on experience/learning, more social orgs, coffee shop, Wi-Fi pretty good except in greenhouses or outside of buildings, more places to use BUCK·I·D on campus
- High schools kids taking college credits-do they qualify for reduced meals
- Services for veterans
- Mobile app for this campus

Gateway Design:

Students had some interesting ideas about design and they are listed below.

- Agricultural symbol
- Giant 'O' you can drive through
- No arches or gateway!
- Older OSU sign, like main campus. A classy concrete sign with landscaping
- Nice sign and with good directional information, lights and plantings
- Arches – would be good metal shop project

OARDC / ATI Campus Planning July 30 and August 16 Focus Groups:

*Apart from the specific student focus groups, we conducted an additional five sessions of focus groups with a total of 57 persons attending and providing input.

OARDC / ATI Campus Planning July 30 Focus Group:

All group notes combined:

9:30 a.m. - 17 attendees (8 men, 9 women)

11:00 group – 16 attendees (8 / 8)

12:30 group – 12 attendees (4 men, 8 women)

August 16 Focus Group:

All group notes combined:

9:30 a.m. - 8 attendees (8 women)

11:00 group – 4 attendees (2 men /2 women)

1. Aesthetically speaking, what is your overall first impression of campus?

9:30 group

- It's more well-kept now than 20-30 years ago. "Oh, it would be nice to work here" is first impression.
- My first impression in 1983 was pleasing. There's a general disconnect... but it's very pleasing.
- The buildings at ATI are ugly. We can't build every 20 years to keep up with style. It's dated.
- But there's so much green. It's welcoming.
- ATI side is really dated. Our "customers" see that, e.g., high school students see dated buildings. It's a hard sell.
- There is an expectation of "Ohio State."
- Inside buildings: ceiling tiles, grid, lighting, etc. looks dated.
- OARDC side has even older buildings... but the students don't see it.
- When you first turn in, you see a huge parking lot (that's mostly empty). But when there are big events, there's not enough parking for them.
- I walk a lot around campus and had a good feeling about the campus and still do.
- Plain brick buildings are uninteresting
- Outside areas are beautiful
- Campus does have some character
- Some of the new stuff (like Shisler) is hidden so don't have an opportunity to "see" (also greenhouses)
- Disjointed
- Hard to figure out where you are at
- Wide open spaces- three distinct campuses

11:00 group

- Two distinct areas. (or 3... including the arboretum)
- I think it's beautiful. The trees. The land. I feel privileged. To work here.
- It's old. It's very dated. Buildings don't seem modern.
- I don't see a facility my students are looking for.
- The flowers.
- On my first day, I was totally lost. Someone took me all around, thank goodness.

- You don't see students walking around. We don't have them hanging out on green spaces.
- At ATI, we only see students changing classes.
- I do see people playing basketball (but it's the public).
- I love the signs at Seacrest. We don't have that on ATI side.
- Not enough signage directing people. Signs are in poor places.
- Disconnected, lots of different ways to get places
- The marquee out front doesn't work.
- The signs actually CREATE the 2 campus atmosphere.
- A lot of people (public) do not know about campus. (Some don't know the arboretum even.)
- We give the map to prospective students. But they still get lost when they come for a visit.
- For Seacrest visitors, we tell them the old farm shop address. (Signs at Fisher entrance are hard to follow.)
- There's a sign on Rt. 71 and Rt. 30 saying "College of Wooster"... but not "OSU".
- If OSU-Wooster, there could be confusion with the college of Wooster.
- Easy to figure out where you are at
- 2 separate campuses

12:30 group

- Nice gardening and landscaping... but small (cause I thought it was ONLY the ATI side and nothing else).
- It's like working in a park.
- On first drive, I did not know where to go.
- Skou Hall is not efficient. It's like it's not being used for what it was built for.
- An old master plan called for another building.
- The grounds look better than the buildings.
- We have a huge lawn with no purpose other than to mow it.
- It would be nice to share resources (i.e., both OARDC and ATI investments)
- Small but pretty
- Buildings need windows/updated

2. How might you envision the campus looking in the future?

9:30 group

- A while back, they (Suzuki) planned to convert Fisher to classroom.
- In future, as we get new buildings, that will begin to bring people together.
- The location of the new facilities is critical for future.
- It's VERY difficult to traverse between the two campuses. There's one service road only. Not direct. You have to walk by 2 dumpsters.
- Can you focus on the open space in that current open area between the two sides... particularly as we plan new buildings?
- We were told ATI Halterman/ bldg. was supposed to be demo'd
- Not a good plan for engineering, was talked about plans have not gone forward
- No time to walk between campuses in free time
- Need a common space for students near student housing area
- A welcome center
- A welcome center with one stop shopping- healthcare, banking and food

11:00 group

- Housing. We can pile 3 in a room and get 450. We need more.
- We need accessible connectivity. Pathways. Ways to navigate between one to the other.
- We need to have “reasons” to go to the other side.
- We need a “Lowery Center” (like at C. of Wooster) – student union
- We have no sidewalks! We’re walking in the streets. It’s not safe... especially in the winter.
- If we could get a sidewalk plan to connect, you’d see more interaction.
- More housing – we were told it was coming. There was even a ground breaking date.
- Coordinate new entrance with walkways. Need to get students off the street.
- Repave roads, they look terrible and it’s tough on vehicles and pedestrians
- Lighting and day care services
- Bike or walking paths
- Bridges that connect buildings

12:30 group

- A student union... placed between the campuses. (in the corn field which is sacred)
- You can’t get to Fisher except through that back sidewalk.
- We bring HS students via Upward Bound. An actual dorm would really help. We spend dollars to house students at College of Wooster.
- Coming from the west (the first northern ATI entrance)... you see gas pumps, maintenance sheds, etc.
- There’s a big gap between the two campuses.
- We need bigger classrooms.
- We’re limited for events (e.g., orientation)
- A single library (put in future Student Union)
- The Rec is small and hard to get in at times. (need group fitness rooms, multi-purpose)
- Add a big walkway with an arch to “feel” like it’s connected.
- Add walking paths. We have to walk on the road. It’s steeply crowned.
- ATI buildings are dreary. There’s no light. Add some “OSU look” (colors, aesthetics)
- Use nicer designs (colors in buildings)
- Add technology (video links, etc.)
- Need signage especially in the arboretum (list 1-mile, 2-miles, etc.)
- Dorm rooms are needed, even during the summer for visiting high school students
- OSU Wooster vs. college of Wooster – names are alike so can be confusing but just make sure to include “OSU” and not critical issue
- Need to have multiple roadways/pathways to connect both sides
- Need bigger classrooms or additional event space
- Combined library connected to student union
- Larger, more modern recreation center, bigger weight room and group fitness rooms
- Archway that is an entrance to both campuses
- More interior walking paths connecting Secrest. Roads are bad and not easily walked on.
- More and better design/less white
- Centralized gathering places, a student union would be great that includes eating, classrooms, library, fitness, etc.
- Need spaces for videoconferencing, health and fitness and to connect the arboretum.

3. What do you perceive as the main entrance to campus?

9:30 group

- Fisher. The main sign.
- I tell people to look for the Apple Tree Apartment sign and turn there!
- As a community member, I still don't know exactly where to turn.
- Signage isn't clear. It could be improved.
- There is NOT a main entrance. There are two sides with two functions.
- The OARDC side looks more like a college campus (walking from building to building). That "feel" or offering would help. The ATI side doesn't "feel" like a campus.
- The community (outside) isn't often "invited" on campus. They don't know what we do, e.g., Buy-Ohio day in past.
- We have too many entrances now. If you did a new one... could it come off of the light?
- The housing creates an invisible wall. We need a connector road / paths.
- I never knew where main entrance is, confusing
- Signage not very good, but just pressure washed so now can see
- I could see a new entrance at 250 (not at Fisher)
- There are two distinct entrances- depends on which side you are going
- Fisher for OARDC; Garrison for ATI

11:00 group

- They just cleaned up the sign and it's MAJORLY better.
- The entrance depends on which direction you're coming in from.
- When visitors come on the main entrance looking for ATI, we send them back off campus and down the highway.
- The corn field (by the light) is the PERFECT place to put a main entrance. But it's also one of the most dangerous intersections in the entire county. A new entrance there would back up traffic both ways. The entire intersection would need redone. You CANNOT just add a turn lane. The traffic pattern (who yields) is not intuitive. Semi-trucks and others WILL NOT YIELD there on 83. It's bad.
- Pulling out sometimes is like playing Frogger.
- Or... use Fisher entrance but add parking on SOUTH side. Then wrap road south and branch for OARDC (to the left) or ATI (to the right).
- Parents coming to student orientation are confused. It's terrible.
- If we're going to be one campus, it makes sense to be one entrance.
- ATI's is the main entrance – it looks good
- Whole area needs to be reworked with new building coming.
- Entrance at Fisher could be redesigned to turn left to OARDC and new road going right to ATI
- Need one entrance for one campus
- Two distinct entrances
- You can't have just one- depends on where people need to go

12:30 group

- I spend a lot of time directing people at orientation. They start at Fisher... then have to drive back out to main road.
- Fisher makes sense as an entrance, particularly if a student union building is situated next to that includes ATI admissions
- Avoid being trapped on either side by making entrance connect the two sides
- It might be difficult to make one entrance because would create heavy traffic

- Others feel it wouldn't create traffic because people would learn of other ways to get in and out
- A lot of people don't know coming to campus as visitors don't know where main entrance is
- Difficult describing how to get around campus for visitors
- ODOT wouldn't allow entrance at 83/250
- Extend Wilson from Fisher entrance to access road to connect ATI

4. In a perfect world, where would you place the main entrance?

- Main campus does not have a "main entrance." Maybe focus on the internal systems/connectors.
- It seems silly to take away the current two main entrances.
- But need signage.
- OARDC is used differently from ATI.
- The bulk of people are coming from Rt. 30. They turn in there... looking for ATI... and then call us!
- So use Fisher Entrance... but add a road and walk paths and signage to ATI.
- There's no "main entrance"
- Fischer-with roads leading to both sides

5. How would you physically connect the two campuses?

9:30 group

- They're all walking through the field now.
- When I first started, I tried to drive from ATI to OARDC side...but drove in circles and felt stupid.
- We need both driving and walking options.
- To the south side of Fisher... you could reconfigure it... need signage... to direct people.
- Someday, the old turkey buildings may be gone. Could we use this area?
- You need a "YOU ARE HERE" map station (like other campuses).
- Need signage from Secret (e.g., 1 mile path, 2 mile path, etc.) to encourage public and exercise.
- Public does come to Fisher. You could do signage, education, advertising, marketing HERE. The public does not even know there's a library in the building.
- Could you put an "Oval" in the open space? What an amazing focus for campus?
- Food is a connector!
- Make sure bike and walking paths are separate from the roads.
- Housing creates a visible wall
- Also how to interconnect campus through internal roadways
- Main entrance at light (250 & 83) could direct people to all parts of campus
- Maps and signs on campus, and walking (mileage signs)
- Biking and walking trails
- Roads that connect next to Fisher

11:00 group

- We need a walking path... get students from housing to arboretum.
- Going out to Skou... it's dark.
- There are only 1 or 2 emergency lights (with blue lights)
- Walking paths.
- We need additional driving paths too.

- A lot of students stay over in their dorms. If you built a “Welcome Center” or “Union” between the two, grad students AND undergrad could use it. (Put food, book store, combine libraries there)
- Student housing (for 1st and 2nd year) aren’t that safe (full apartment living). Our Police will tell you this type of living is not best suited for these kids. They need a more traditional dorm. That would also open up joining the campuses.
- The grad housing is bad. Move them into Apple... build new dorm for students... but make them modern and hip. Students want nice housing.
- New pathway going through woods and apple trees
- Need additional pathways and lighting throughout campus
- Need to encourage biking and add bike racks
- Build dorms (modern/hip!) to replace apartments – remove apartments to open up area between sides and opportunities for connectors.
- Connect dorms with student center.
- New Welcome Center

12:30 group

- Gossard is not attractive road for walking.
- Need to connect Secret with walking areas.
- Need to add interpretative signage in Secret.
- May need more parking for Secret visitors.
- Bike/people mover rentals to move people from one campus to another. Covered bike parking would be nice.
- Safety concerns for biking and pedestrians around Secret with farm machinery, etc.

6. Are there current experiences that you might wish to change or improve?

9:30 group

- We need more parking (or designated) when we come “from the farm to the class” ... We have only 15 minutes and there’s not enough time.
- With visitors to campus, we have to give the exact address... as 1680 Madison covers the entire campus. There’s not enough signs on campus.
- Can you create more “main” entrances into buildings? Some families walk down to the café... instead of the classroom.
- We once tried to provide dinner... but there were not enough users to keep it open.
- More food options
- Better rec center
- Wireless system is poor
- ATM Machine

11:00 group

- Food. Coffee shop. Ice cream. Sandwich shop.
- Students need a dinner option. It’s hard to get to Subway.
- Put a building / student center between the two campuses. Create a reason to bring people together.
- Food opportunities – salad bar!!
- Coffee shop
- Nowhere to offer me a bachelor degree. Need to have offerings at ATI for bachelor degree. Maybe instructors at both sides could teach at either side
- Students’ internship connections need to be made
- Food Food Food

12:30 group

- Bike / scooter.
- There's a lack of bike parking. Needs covered bike parking. (cannot take bike in building)
- Many walkers are in the way of farm and maintenance vehicles.
- Or extend / widen roads for walking/bikers.
- Add an app (trails, paths, Secret, biking, etc.) --- the "OSU Wooster Campus" map app

7. Are there current facilities that you might wish to change or improve?

9:30 group

- See above.
- We have only one or two hitching rails.
- Need more faculty parking
- Campus address covers all of campus but not accurate if looking for a specific building, so need to use building address
- Better building entrances (more aesthetically pleasing)
- Bad bathrooms – they go out regularly in Halterman
- Changing stations
- Shower and locker rooms
- Increased security if integrating because more public
- Drinking water source in arboretum

11:00 group

- If you added bike paths, there's not many places to park them. Fisher just got a bike rack.
- The arboretum does not have a bike rack.
- I graduated from ATI... and would love to work on a masters... but there's no way to get a bachelor's degree here!
- Communication gap exists.
- Most degrees have a practicum. It would be easy to link these.

12:30 group

- HVAC – vitalization in basement of Skou is horrible. Students freezing above.
- Skou has the "murder basement" – dark and scary
- Lighting for outside... NOT JUST in parking lots and roads.
- Add more Emergency Blue Lights.
- Need space to host events in ATI – lacking good space

8. What types of facilities or services would you want on campus?

9:30 group

- Food. Ice cream shop. Made from our dairy's milk!
- A better book store. We need variety of OSU gear.
- It's hard to find the gift shop.
- How about ATI gear (clothing, shirts, etc.)
- A student union is needed. (Bookstore, dining, hang-out space, gathering, exercise area)
- Current rec center is not used well by faculty. It's very limited hours, staffing. No a/c except in weight room.
- Outside / outdoor rec facilities are used some.
- Residence hall is needed in a major way. (Attach it / near a student union)

- OARDC side can't host larger events (no space).
- Gift shop hard to find in addition to frustrations about lack of merchandise available
- Recreation center improvements and location is at far end so not accessible
- Need A/C in weight room
- Day care
- Shower center
- Food hub to create and sell goods

11:00 group

- Would you like to have a health clinic? (David's question). A few nods. "We used to have a nurse."
- Banking. Students need banking and/or post office.
- Career services is needed, e.g., "hire a Buckeye"... do mock interviews. Help students know what's next.
- Locker rooms in the Rec are awful.
- It would be nice to expand hours and allow employees and families.
- What about a loop (bus) constantly looping?
- Childcare.
- Need A/C in rec center and locker rooms are awful.
- Rec center should be centrally located.
- Use local food and sell to students on campus
- We are an Ag school but have poor food choices
- More local foods

12:30 group

- The bathrooms in Halterman are closed weekly.
- I'm sometimes embarrassed that incoming parents have to see some of this.
- Maybe add a key-card for access.
- Drinking water in the arboretum.
- Definitely dining or coffee offerings. Have it open to outside folks.

9. Do you visit the "other side" of the Wooster campus?

9:30 group

- There's not a reason to go to the other side of campus.
- Students don't need to come to OARDC side.
- Some buildings should not be "open" or accessible (research projects)
- As we do integration... we need to consider lighting and emergency services.
- Not very often, depends on type of job I have
- More jobs for students on either side of campus
- Ways to connect research and faculty with undergrad students looking for internships
- Common building with great salad bar and Mexican food and ice cream to link both campuses

12:30 group

- We don't go to other side unless there's a reason.
- Students do come over for volley ball
- Add a café like on Mansfield campus
- Need housing (for families with visiting scholars, etc.) Need variety.
- Only when catering

- Special sessions or meetings
- People from OARDC do come over to use rec room
- Definitely need coffee room space for interaction reasons (like Panera bread)
- New science building will have a coffee shop
- Variety of living spaces (visiting scholars, etc.)

10. How do you envision the campus looking in the future?

9:30 group

- How can we get more undergrad student help / research / opportunities?
- Need an outlet or means to communicate so we can make these connections.
- We have some postings (student employees and for research) to notify. But it may be limited... or not how we've traditionally communicated.

11. If you could change one thing about this campus, what would it be?

9:30 group

- The Union idea... especially with food options
- Riding paths
- Caution: We all are now saying, "Wooster Campus" ... but there's a College of Wooster!
- Why take parking away from Fisher with the new building? We invested in lighting, etc.
- Our sign doesn't meet "logo" police.
- Walking paths
- No new building in parking lot, we need parking, put it somewhere where it helps to integrate - not good use of resources
- Time and temp at entrance

12:30 group

- Modernize.
- Get out of stone ages. Wi-Fi in basement.
- I'd like to have opportunities to run into people from other departments!

Artist Conceptualizations:

9:30 group

- Pitch 'em. Bad. Nope. Slopes block what's here (knowing what you're coming into). I don't care for any of them. I don't want the "play" stuff right next to the highway. Madison Avenue is not High Street. It's 45 mph. "We want to get the heck away from the road." Nothing beside Madison except a big sign... an archway! Drive through the "O"... like St. Louis.
- Instead of closing entrances or one main new... could you just spruce up all the existing... but make the connections INTERNALLY (like with signage, an "oval," etc.).
- Keep compass entrances (N, S, E, W). We could then secure areas more easily if/when needed.
- More concerned with the internal connections vs the entrances.
- Archway great suggestion

11:00 group

- The slopes would be like a divide to block people out. Swipe left. Maintenance nightmare. Horrible. “Rolling hills” doesn’t have any hills. Where are the hills?
- No slopes, they would block view
- Looks like a maintenance nightmare
- Also don’t think much of the rolling hills or play innovation

12:30 group

- Slopes look like we want to keep people out.
- I like the Block O... but not as the only sign.
- Think about Orville and Smucker’s entrance. They have a brand. So what’s our Wooster brand? (It’s not “play”).
- Where are the rolling hills? I don’t understand the drawings.
- I don’t understand it
- Move playground equipment to arboretum, not near road
- Would love to have a playground
- Need something that would bring research and animal science together
- Too abstract
- No parking

Written Responses from Individuals that could not participate in a Focus Group

1. Aesthetically speaking, what is your overall first impression of campus?

- Average at best
- I love the old grassy quad on the OARDC side with large old trees and the older buildings; same for the landscaped OARDC
- It's beautiful but needs better signage (especially an updated logo off Madison) and a reason for folks to utilize the whole campus. Perhaps a centralized dining/student union type facility would do that
- Pretty, lots of green space, could use more trees and fewer fields
- If I were simply a visitor, I would not realize that this is one campus. Signage is not clear. Roads on one campus seem to only run within each, effectively maintaining a closed system. And those roads that do connect the campuses are so obscure, that one would hardly realize their purpose unless they are that familiar with them
- The campus is beautiful, but too spread out. Everyone is silo-ed in their own building.
- We lack walkways between buildings – we mostly have to walk on the roads to go from building to building. We need a walkway from FABE to Selby and Shisler/Fisher parking lot.
- The plantings around buildings are lovely. The grounds people and students who plant and take care of these do a great job.
- I am not sure I understand this question, but both sides appear to be well kept with landscaping, outside lighting, and building care.

2. How might you envision the campus looking in the future?

- New roads and more inclusive signage. And perhaps discontinued use of either ATI or OARDC as main locations rather use them as facilities within the greater institution. Much like CFAES is a college within the university proper. The thing with this is, the two are not just thought of in a physical sense. There is still separation in the sense that the day to day business still considers these separate in behaviors and attitudes, i.e., email signatures for staff still have the main affiliation as ATI or OARDC. This is also somewhat true of now pooled resources. Depending on the location, will determine who has first 'dibs.' And in some situations, campus notices are sent out separately to each campus at differing times, which when there are deadlines involved, can cause issues. Things like this will only hinder any physical changes to the efforts to better unite the two locations.
- I hope to see greater densification of new buildings, more walkways between buildings and along the roadways. Walkways between the OARDC and ATI buildings.
- Clean up the labs and offices in buildings – walking around and seeing unused equipment in labs, some of which look like nothing has gone on in the lab for years and offices piled with papers and junk really does not give the impression of high quality, high performance professionalism.
- I envision there being more overlap in facility use and opportunities for researchers and students.
- I also see that even though there is overlap, there be good understanding of the different focuses, roles, and needs of the different students on each campus (ungraduated vs. graduate).

3. What do you perceive as the main entrance to campus?

- OARDC Entrance
- The entrance by Research Services building
- The entrance to Fisher off of Madison Ave
- The main ATI entrance where the large ATI sign stands.
- In my view, regardless of the name change to 'Wooster Campus,' I still feel a separation between the two campuses and still consider the Madison Avenue entrance to be the main entrance
- The entrance with the lighted sign leading into the Fisher Conference center. I mainly use the Secrest Rd entrance to access my building, as it is closer. I would suppose that people based at ATI will consider one of their two entrances as the main entrance. I think that having a central entrance that branches off to the two sides would be nice. Although, for future planning I would like to see the densification of buildings towards the "center" of the overall campus.
- I see there being two main entrances, one for OARDC (in front of Fisher/Shisler) and ATI (in between the apartments and teaching buildings).

4. In a perfect world, where would you place the main entrance?

- Leave as is
- Same (though I always drive up from Wooster on Madison Ave, turn left on Secrest, then come onto campus from the north side).
- Not totally sure but perhaps Fisher. There needs to be a central access point
- Around the housing office- it is centrally located for the north and south side of campus
- And main drive located on SR 250 between the two campuses would be ideal
- In between ATI and OARDC campuses

5. How would you physically connect the two campuses?

- Build a road that allows you to turn left after you come into the OARDC main entrance and head towards the ATI campus. This road would come through the field and curve around in between St. Rt. 250 and Applewood Village
- Create road and walkways from Selby Hall past Applewood Village to ATI
- More than one entrance to the apartment village. A road between housing and Fisher. Makes the access road between housing/OARDC a real road that is paved.
- Large sidewalks with space enough for bikes and walkers to comfortably share the pathways. Shared spaces such as main offices and the SAC should be the anchors of the walkways and should have direct routes. These should NOT be open to motorized vehicle traffic.
- Currently, there is a large tract of land, often used for research that separates part or all of each campus. As I see it, the only way to truly merge the two campuses is to re-engineer, of sorts, the roads and entrances so there is a greater level of fluid connection and movement. Currently there are still too many closed boundaries between the two.
- Move all the buildings to the center with greenspace surrounding and nice connections/greenspaces between them.
- For more immediate connection between the campuses, walkways that cut across large grassy areas and sidewalks along the roadways would be helpful.
- Building utilized by both.
- Easier, more direct access between the two campuses.

6. Are there current experiences that you might wish to change or improve?

7. Are there current facilities that you might wish to change or improve?

8. What types of facilities or services would you want on campus?

- Food Service from 6a to 6p
- I'm hoping to create some collaborative research space in Williams Hall as part of our SENR renovations, but in general, we could use some attractive spaces that bring people together from different units to interact (professionally and informally) more frequently.
- I like the library – but would hang more there if there was comfortable and modern furniture to sit and read – particularly in a space with windows, good natural lighting, plants, etc.
- I would love to have a coffee house with good coffee; perhaps food trucks on a weekly basis (at least from March through October), places on the research side of campus for informal socializing & sports: soccer field/playground/horseshoes?
- AC in the student activities center, a central student gathering space with a dining option, walkable/bikeable options, bikes for rent, a daily shuttle to Columbus, grad students living in the townhouses, first-year students living in a new residence hall.
- Central shared Ohio State bookstore catering to all of campus, increased dining options with expanded dining hours, advancement or business partnerships office, lounge and entertainment space, recreational items available for check-out (kayaks, camping equipment, etc.)
- I am not sure how to answer this question. There are services that would greatly benefit this campus. However, I guess my answer would depend on the context of the question. I think that the addition of some additional food service type services would be beneficial to the campus community. The availability of a dedicated stats lab would prove useful.
- Walkways to make it easier to walk between buildings all over campus and to the arboretum.
- Wi-Fi outside – in the arboretum and in all greenspaces
- Food service on campus with nice meeting/eating areas. Currently, Subway, across Madison Ave is our “lunchroom” where many of us walk (or drive) for lunch and have casual conversations.
- Better use of space inside of buildings – there are many labs and offices filled with junk, paper, and unused equipment that could be cleaned up and utilized.
- Space allotted for private sector engagement directly with faculty/students for collaborative work.
- Coffee shop
- Food service (OARDC easier access)

9. Do you visit the “other side” of the Wooster campus?

- Routinely
- Yes – but only about 2-3 times a semester
- As an ATI employee, I rarely journey to the other side of campus unless it's to visit Fisher/Shisler or if I have a meeting with HR. I do frequent the arboretum but right now there are few reasons to “cross” campus lines
- Occasionally, maybe once a month. Primarily fish/shish for conferences or speakers
- Yes, on occasion I have a need to visit the ATI side of campus
- I am based on the OARDC part of campus. I do go to ATI for meetings occasionally. I also like to walk around campus for a break. Better connectivity throughout the Wooster campus is of value to the campus community as well as for public access to our campus. It would also be conducive to people getting out and walking for exercise and pleasure.

- Yes, I have visited ATI for the following reasons:
 - i. The gym before I got a membership elsewhere.
 - ii. The library for books I needed for a project.
 - iii. Visited the garden for enjoyment.

10. How do you envision the campus looking in the future?

- Deteriorated
- A lot like it does now – but it would be nice to have more walking paths/connections between different parts of campus. Currently I have to walk on roads or across parking lots and grass to go between buildings.
- Operating as one, interaction between undergrads and grads, meeting spaces, green spaces, and activity spaces.
- Connected for pedestrians.

11. If you could change one thing about this campus, what would it be?