

Howard University Campus Plan Task Force

MEETING HIGHLIGHTS

23 September 2010

6:30 p.m.

A.K. Adams, G.A.D.G.E.T Center
Antonino Lyons, G.A.D.G.E.T Center
Patrick Nelson, ECAC and Development Corporation of Columbia Heights (DCCH),
ANC 1B Design Committee
Lenwood Johnson, ANC1A10
Lawrence Guyot, LeDroit Park
Tony Norman, Pleasant Plains Civic Association, Chair, ANC 1B Design Committee
Georgia Avenue Development Task Force
Thomas Dawes, Development Corporation of Columbia Heights, Georgia Avenue
Development Task Force
Alexandria Morague, Howard University Student Association
Lawrence Ball, Howard University Information Office, HUH Webmaster

Meeting Highlights

Mr. Nelson gave an update on the UNCF retail. It will break ground in October, with the expectation of completion in the 1st quarter of 2012. It will include 204 units of housing with 195 parking spaces (100 for Howard Theatre, 50 of the remaining for residents and 45 for outside parking with some space for zip cars).

Website

- Homepage concept:

Content:

HUCA Information-Who We Are

Quick link to the Campus Plan (Make it a prominent eye catching link)

- Portal or Section Page (content-specific)

Patrick Nelson inquired about how the community would know how to get to the campus plan information. This led to a discussion of the following suggestions:

- Lawrence Ball recommended the University's community do outreach and use flyers through the G.A.D.G.E.T. center and during community events.
- The University's website should have a Campus Plan link on the front page of the site. Ron Harris, Director of Howard University Communications might be a person to contact regarding this.
- If you were to Google Howard University Campus Plan, it could lead you to the site.
- Name the Campus Plan link (Howard Campus Plan).
- Alexandria Morague recommended that HUCA should be on Howard University's website, the Real Estate Page, and G.A.D.G.E.T.'s web page.
- Lawrence Guyot proposed the use of the Hilltop as a vehicle for disseminating information.
- A.K. Adams also suggested that G.A.D.G.E.T. put together a flyer and Ms. Morague organize a group of students for distribution. The website link should be on the flyers. HUCA could also take out an ad in the newspaper. Advertising the new website.
- Lawrence Guyot wants Ms. Morague to remain a part of this process.
- Lawrence Ball suggested that there be search engine optimization.
- The website would be the place to warehouse all of the campus plan information in one place that can be accessed by a number of groups and individuals.

Patrick Nelson asked how we could stimulate interest in the campus plan?

A.K. Adams suggested printing out portions of the plan, placing it on display boards and organizing events around the review of the plan. A kit could be put together that can be transported from one community forum to another.

Lawrence Guyot stated that the number of people that the campus plan reached could be multiplied 15 times if we reached out to the churches and other neighborhood organizations. He recommended that Mr. Ball be added to the Campus Master Plan Task Force.

Lawrence Guyot recommended that there be a page on the website that would lead to a specific area to inform people how the plan would affect them. People could Google Howard University Campus Master Plan boundaries and use plotting mechanisms to locate their property's relationship to the University's boundaries.

Maybelle Bennett described President Ribeau's message to the University faculty and staff during the recently-held town hall meeting held in Cramton.

Lawrence Guyot noted that the community had no control over 35 degree-granting programs that might need reorganization, consolidation or elimination, nor how decisions are made with respect to them. He said that the task force needed to come to agreement over what it can do, and leave the conceptual matters alone.

Tony Norman brought the group's attention back to how people could become more interested in the Campus Master Plan. He suggested that the plan be discussed in the following terms:

- How will it affect us?
- Can we use it?
- What programs are offered?
- How close are buildings to our homes?
- Will street closures be involved?
- Are vendors driven off of the campus?

The meeting adjourned at 8:40 p.m.