

A photograph of a Northern Kentucky University campus. In the background, a large, modern, multi-story building with a series of vertical windows is visible. To the right, a tall, narrow tower structure rises. In the foreground, a large, open grassy area with stone steps is populated by many students sitting and walking. A yellow tree stands out in the middle ground. The text "NORTHERN KENTUCKY UNIVERSITY" is overlaid in white, sans-serif font on the left side of the image.

NORTHERN KENTUCKY UNIVERSITY

# CAMPUS MASTER PLAN

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PLANNING PRINCIPLES

# Planning Principles

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- Planning principles connect decisions about the physical campus to the mission and vision of the institution
- They guide decisions related to highest and best use for land, overall campus development, and long-term deployment of capital resources.
- Principles challenge the university community to uphold shared ideals and ensure continuity.



Align the campus  
plan with the  
university's  
strategic framework

*SUCCESS*  
BY **DESIGN**



## STUDENT SUCCESS PILLARS



**ACCESS**



**COMPLETION**



**CAREER &  
COMMUNITY  
ENGAGEMENT**

# 1

## Planning Principles

### Support a more engaged university serving the Northern Kentucky region

- Catalyze a regional eco-system through economic development and talent development
- Support the expansions of public-private and public-public partnerships to accelerate innovation and entrepreneurship
- Expand educational outreach and partnerships to serve NKU students and the community
- Collaborate with local governments, business, and citizens for a well-planned physical environment





# 2

## Planning Principles

### Create a place of academic excellence and innovation to support a diversity of learners

- Serve multiple student constituencies
- Support co-curricular learning
- Increase flexible, experiential and modular learning pathways environments



# 3

## Planning Principles

### Design a welcoming and desirable NKU experience

- Create a sense of belonging
- Improve campus edge identity & arrival
- Enhance internal and perimeter open space
- Improve connectivity between campus districts and to surrounding community





# 4

## Planning Principles

### Leverage campus assets to create value

- Reinvest in existing facilities through renewal and stewardship
- Capitalize on shared facilities and maximize utilization
- Prioritize projects at a variety of scales that have the greatest impact
- Create a more sustainable NKU to ensure growth and longevity



1

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