Strategic Planning Process: Why and How

Evolution of Michigania

- Michigania Magic for more U-M Alums
- Maintain the essence of Michigania
Strategic Planning Process: Work to Date

Michigan Engaging Community through the Classroom (MECC) → Camp Michigania Strategic Plan → Rick Parker – Strategic Planning Consultant: Brandstetter Carroll

Camp Michigania – Fall 2018
SURVEY FEEDBACK

TOP THREE EXISTING PROGRAM ACTIVITIES:
- Boating
  - Faculty Forum
- Ceramics/Arts & Crafts

NEW PROGRAM OPTIONS:
- Various senior/grandparent activities
- Biking programming – trails. Excursions
- Running/hiking trails and programs
- Cooking classes
- Meditation / tai chi

IMPROVE CAMP EXPERIENCE FOR DIFFERENT AGES/ABILITIES
- All inclusive accessibility: walkways, dietary, ADA
- Program adaptations
- No change needed
SURVEY FEEDBACK

HOUSING EVOLUTION:
- Current style
- Lodge with multiple units
- More flexible

KEY PROGRAM EVOLUTION – EXISTING:
- Dining hall
- Boating
- Ceramics/Arts & Crafts
SITE INFORMATION

TOTAL SITE AREA: 426.6 AC

DEVELOPED AREA: 104 AC

BUILT FACILITIES: 75,000 SF

DRIVES, PATHS, PARKING: 700,000 SF
“MIRROR OPTION”

- Little or no changes to existing camp
- Larger development footprint
- Potential separate and new identity
- Significant initial investment for infrastructure
<table>
<thead>
<tr>
<th>Site Studies – Mirror Camp Options</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mirror Camp-1</strong></td>
</tr>
<tr>
<td>• Direct beach access</td>
</tr>
<tr>
<td>• Possible separate entrance</td>
</tr>
<tr>
<td>• Splits existing camp</td>
</tr>
<tr>
<td>• Bridge needed</td>
</tr>
<tr>
<td>• Too close?</td>
</tr>
<tr>
<td><strong>Mirror Camp-2</strong></td>
</tr>
<tr>
<td>• Direct beach access</td>
</tr>
<tr>
<td>• Possible separate entrance</td>
</tr>
<tr>
<td>• Bridge needed</td>
</tr>
<tr>
<td>• Limited buffer from Sumner road</td>
</tr>
<tr>
<td><strong>Mirror Camp-3</strong></td>
</tr>
<tr>
<td>• Distant from existing camp</td>
</tr>
<tr>
<td>• Possible separate entrance</td>
</tr>
<tr>
<td>• Limited buffer from Sumner road</td>
</tr>
<tr>
<td>• No direct beach access</td>
</tr>
<tr>
<td><strong>Mirror Camp-4</strong></td>
</tr>
<tr>
<td>• Distant from existing camp</td>
</tr>
<tr>
<td>• Scenically different</td>
</tr>
<tr>
<td>• No direct beach access</td>
</tr>
<tr>
<td>• Shared outdoor program space</td>
</tr>
<tr>
<td><strong>Mirror Camp-5</strong></td>
</tr>
<tr>
<td>• Direct beach access</td>
</tr>
<tr>
<td>• Lake views</td>
</tr>
<tr>
<td>• Challenging terrain</td>
</tr>
<tr>
<td>• Too close?</td>
</tr>
<tr>
<td>• Limited buffer from main entrance</td>
</tr>
</tbody>
</table>

---

**Benefits**

**Challenges**
• Higher potential to preserve existing “feel”
• Compact development footprint – Less site impact
• More immediate impact
• Easier to implement in phases
U-M start date Tuesday prior to Labor Day (9/1/2020)
• Victors Week: 6/13/20 – 6/20/20
• Week 1: 6/20/20
• Week 10: 8/22/20