

“Wilson needed to engage in a campus master planning process that would result in a high quality plan, maximize efficiency, and avoid costly mistakes. Performa helped us to do all of these things, while also raising our sights about best practices in campus master planning and building design and construction. Their expertise enabled us to create a campus master plan that powerfully expresses Wilson’s mission and vision. They also provided us with critical data and promotional materials to help us to persuade potential donors to fund our campus master planning projects.”

Dr. Lorna Duphiney Edmundson

PRESIDENT,
WILSON COLLEGE
CHAMBERSBURG, PENNSYLVANIA



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Challenge >>>

Wilson College sought to develop a comprehensive strategic plan that would build on the proud history, values and strengths of this 136 year-old women’s college and include a forward-looking campus master plan that integrates best practices in campus design and construction. Wilson was looking for a consulting group who would be sensitive to Wilson’s campus culture, facilitate strategic collaboration among key players, and formulate a high quality, cost effective plan designed to advance their distinctive mission and vision. Through Dr. Edmundson’s network of CIC colleagues, she was introduced to Performa, a talented group of professionals who are committed to providing innovative solutions and counsel to private colleges and universities.

Solution >>>

With Performa’s assistance, Wilson College began the master planning process by affirming its mission, clarifying its vision, and agreeing on strategic campus priorities. Performa began by analyzing the college’s capacity to accommodate enrollment growth within existing academic and residential space and providing plans for a wider variety of housing options, an important consideration in attracting today’s students. Several relatively low-cost solutions were proposed and were implemented that helped to increase enrollment, strengthen access to instructional technologies, improve residential facilities for their nationally recognized Women With Children Program, and plan for improvements at Wilson’s Fulton Center for Sustainable Living. Recently, Wilson chose Performa again to assist in the renovation and expansion of the Havens Science Center, one of the most complex and important academic buildings on campus. Since 51% of Wilson students are enrolled in science-based majors, this project will have a strong and positive impact on recruiting and retaining students and encouraging women to pursue careers in science, mathematics and technology.

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