

# Strategic Plan – Moving Howard Forward 2019-2024

Howard’s Real Estate Development team drives the Howard University Forward strategic initiative by aligning with the Howard Forward Core Pillars



### Enhance Academic Excellence



### Inspire New Knowledge



### Serve our Community



### Improve Efficiency & Effectiveness



### Achieve Financial Sustainability

- Academic prioritization (focus on “areas of demand” and explore online course offerings)
- Invest in state-of-the-art cutting-edge technology
  - 40% of classrooms technology enabled
- Create new and innovative physical and virtual learning spaces.
- Continued renovation and relocation of major academic and administrative assets to foster greater external and interdisciplinary collaborations.

- Prioritize STEM academic fields (i.e. biology, chemistry, medicine, engineering, computer science)
- Interdisciplinarity - 20% joint academic programs and research collaboration
- Build and renovate new academic and research facilities
- Improve the University’s capacity for research through creation of new academic research spaces.

- Develop and leverage relationships with corporate partners
- Support a healthy campus community as it relates to physical and mental health
- Maintain consistent and effective engagement with key community stakeholders.
- Realize commitment to provide additional Affordable Housing across the portfolio.
- Modernize and beautify Georgia Avenue.

- Collaboration and compliance with regulatory and governing agencies.
- Reduce the volume of outstanding deferred maintenance through asset monetization, renovation and razing.
- Improve the performance and efficiency of the real estate portfolio through strategic asset management. This includes:
  - Monetize surplus properties
  - Strategically invest in renewal efforts

- Monetize remaining “edge” and “non-core” properties.
- Optimize value from existing leased properties (e.g., Wonder Plaza).
- Further utilize P3 partnerships and collaborations to finance large capital asset outlays.
- Direct & implement continuous evolution of campus master plans (e.g. East, Central, West).
- Diversified revenue streams

- Accelerating Monetization
- Delivering High Profile Academic Facilities
- Promoting Interdisciplinary Learning
- Eliminating Duplicative Capital Investments
- Aligning the overall Campus Master Plan with the Howard Forward strategy
- Supporting Key Strategic Initiatives