

NORTHERN ENTERPRISE CENTER (College of Business Building) 2023 CAPITAL REQUEST



The College of Business Building (COBB) project at Northern Michigan University (NMU) is an exciting facility initiative designed to create a thriving hub for business, cybersecurity, and entrepreneurship programs. At \$19.1 million, this project is NMU's top strategic priority. It is designed to catalyze the College of Business' recent growth and provide students with a collaborative, high-tech learning environment in alignment with the Department of Technology, Management and Budget's Bureau of Labor Market's "Michigan's Hot 50 Jobs."

The project is driven by the impressive growth of the College of Business, which is now NMU's fastest-growing academic area, having increased by 9.2% over the past two years. By relocating the College of Business to the central academic mall, the project will foster continued program growth by meeting the space needs for the College's new and high-demand programs. These programs include cybersecurity, sustainable businesses and enterprise creation, financial management, and human resource management. These programs collectively grew 57% over the past year. The project will also create greater interdisciplinary collaboration and provide the tools to ensure student success. Studies show that engagement between students and their instructors increases a student's ability to be successful. Integrating the College of Business into NMU's student services operations allows for greater access to retention programs through co-location of student advisors and first-generation student services.

The project will strengthen connections with rural and regional communities and businesses, making it a launchpad for new ventures. It will create a space for sharing

PROJECT QUICK FACTS

SIZE	30,000 GROSS SQUARE FEET
TIME TO COMPLETION	24 MONTHS
BUDGET	\$19.1 MILLION
STUDENT IMPACT	25 PROGRAMS/ 700+ MAJORS; SUPPORTS CONTINUED GROWTH OF LARGEST AND HIGH-DEMAND MAJORS; ENHANCES RETENTION THROUGH GREATER STUDENT ACCESS TO FACULTY AND ADVISORS; EXPANDS INTERDISCIPLINARY COLLABORATION
CAMPUS MASTER PLAN IMPACT	CENTRALIZES ACADEMIC PROGRAMS IN THE ACADEMIC MALL AND IS PART OF CAMPUS MASTER PLAN INITIATIVE TO REDUCE GSF OF FACILITIES BY 225,000 GSF AND PRODUCES \$1.27 MILLION ANNUAL OPERATIONAL SAVINGS
ECONOMIC IMPACT	100 TO 140 TRADES JOBS DURING CONSTRUCTION

University talent and resources with area businesses, and for businesses to spend time with students and faculty for such endeavors as internship, training and project development. More than 25% of College of Business students have paid internships with businesses, local governments, and associations in the Upper Peninsula. Providing space that is easily accessible and promotes greater collaboration between education, business, and economic development agencies is critical for building the region's future workforce.

Overall, the COBB project achieves three goals in NMU's Campus Master Plan: 1) locates all academics in the core of campus; 2) minimizes new construction and demolishes underutilized facilities, greatly reducing the campus' overall square footage; and 3) completes the physical link between the buildings located in the academic mall, improving student access to facilities during Upper Michigan's harsh winters.

Project Goals

- Provides a 30,000-square-foot state-of-the-art teaching, business-creation, and innovation center, including active and distance learning classrooms, content creation space, and a cybersecurity laboratory.
- Achieves the NMU Campus Master Plan long-term goal of efficiency by having all academic programs located in NMU's academic core.
- Meets classroom demand for high-growth programs, especially in the fast-growing, high-demand programs of cybersecurity, financial management, human resources management, and sustainable businesses and enterprise creation.
- Results in a \$1.27 million annual operating savings by eliminating more than 225,000 gross square feet of underutilized/unadaptable building space.
- Repurposes 10,000 underutilized square feet of space in the CB Hedgcock Building. By using newly adopted design standards, the project will provide 33% more efficient space than traditional design practices.
- Enhances retention efforts by bringing faculty offices closer to students in the center of campus for greater student access outside the classroom, as well as putting student advisers and first-generation student services closer to classrooms.
- Expands collaboration with the College of Business, as well as multidisciplinary collaboration, between faculty, students, and the community, and grows research capabilities in business administration, entrepreneurship, and marketing.
- Physically links new COBB facility to John X Jamrich Hall (2014 Capital Outlay Project), the facility where 40% of NMU's classroom instruction takes place. This final link will connect all academic buildings in the campus core, greatly improving navigation during Upper Michigan's harsh winters.
- Adds 100-140 trade jobs to the local construction workforce over a 24-month period.



**NORTHERN MICHIGAN
UNIVERSITY**