



Celli-Flynn Brennan
Architects & Planners

606 Liberty Avenue
Pittsburgh, PA 15222-2720
p: 412.281.9400
f: 412.281.1395

"Tom Celli came to our campus and he "Just Got It."
- R. Thomas Williamson
President, Westminster College, PA

The *Thomas C. Celli* WALKABOUT

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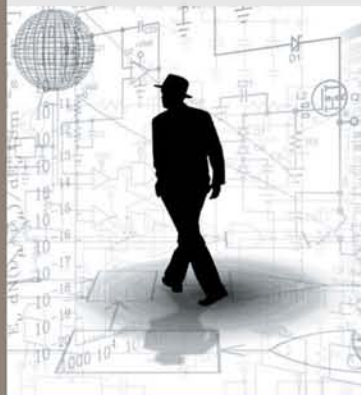
During Your One-Day Walkabout, Mr. Celli Will:

- Review with senior administration the strategic growth initiatives under consideration.
- Walk the campus, including a windshield survey of remote areas.
- Review the history of architectural planning and growth, providing an executive reaction to current or projected plans and discuss inherent values and weaknesses.
- Discuss the most pressing planning issues such as renovations, new architecture or town/gown interaction.
- Review the condition of the competitive elements that assist in recruiting: residence halls, campus center, health and fitness center, food venues, etc.
- Suggest a strategy for planning and designing the next improvement efforts: review methodology, process and possible outcomes.
- Conduct an exit interview with senior administrators to review observations, make first recommendations and discuss the future.

A unique opportunity exists to better understand the strengths of the cultural landscape that is your campus and to discover opportunities that lie hidden within it. Thomas C. Celli, Architect and President of Celli-Flynn Brennan, conducts a select number of private Walkabouts each year with Presidents, CFOs and Academic Deans of small colleges and universities, providing detailed insight into how to maximize campus assets to influence enrollment.

A Walkabout is a unique way to apply the experience of renowned educational facility architect Tom Celli, whose insight, expertise and design solutions continue to drive enrollment at colleges and universities across the country. In addition to focusing on aesthetics, Mr. Celli provides insight on how planning and architecture tie to bottom line increases in the number of students, providing financial justification for large-investment initiatives, and for maximizing existing assets.

After your private Walkabout, you will have a more complete view of how to leverage the existing competitive advantages of your campus as a cultural landscape and a clearer understanding of best practice process when considering new improvement efforts. All are summarized in a written report.



To qualify for a private Walkabout, please contact Tom Celli at Celli-Flynn Brennan Architects & Planners for a needs assessment and scheduling.

Call 412-281-9400 today!
www.cfbarchitects.com



WALKABOUT



IMPROVED
STRATEGIC
PLANNING



MASTER
PLANNING



IMAGE
IMPROVEMENTS



INCREASED
ENROLLMENT

Campus planning expert Thomas C. Celli, President of Celli-Flynn Brennan, developed the Walkabout to help college presidents better understand their institutions, improve their planning processes and uncover valuable assets.

On-site and in-context, this private, one-day learning experience develops contextual ideas often overlooked by those closest to the institution. **What lies hidden in your campus that can differentiate you from the competition?**

Tom Celli has walked hundreds of college campuses, encouraging presidents, trustees and administrators to create new futures. They gather informed ideas preparing management to embrace the elements of a contemporary master plan. This shortens planning cycles and hastens results.

Tom Celli led a number of institutional Walkabouts in 2006. They focused on the cultural landscape of the campus, its atmosphere, enrollment management, master planning and building usage, as applied to a specific campus. Many developed unexpected, but big, ideas.

*A unique opportunity awaits you.
Take the Walkabout and uncover the
hidden assets of your college or
university campus.*

You will receive:

- A one page Master Plan highlighting the central issues affecting your future.
- A five to seven page executive report containing ideas, photos and observations.
- A focus on the shaping of the immediate future.
- Alignment among senior administrators concerning key issues.
- A hard hitting, effective substitute for an expensive Master Plan.

For years, Celli-Flynn Brennan has been a sponsor of the Council of Independent Colleges (CIC) Presidents' Institute, because we believe in the effectiveness of this organization to support college and university leadership, advance institutional excellence and enhance private higher education's contributions to society.

Recent Clients:

- Central Methodist University
- McPherson College
- Marywood University
- Olivet Nazarene University

- Our Lady of Holy Cross College
- Peace College
- Roanoke College
- St. Andrews Presbyterian College
- Sandhills Community College

- Lincoln College
- Valley Forge Military Academy & College