

From: president@bsu.edu [mailto:president@bsu.edu]
Sent: Wednesday, April 25, 2012 9:20 AM
To: Straw, John
Subject: McKinley Commons: A new immersive learning laboratory

From the Desk of Jo Ann M. Gora



Dear Faculty, Staff, and Students,

I am pleased to announce that we are in the final stages of planning McKinley Commons, a new immersive learning laboratory which we anticipate will be located at the northeast corner of University and McKinley avenues.

The new mixed-use facility will enhance our growing hospitality and food management program and expand the program's offerings while serving as a catalyst for private development in the Village.

McKinley Commons will feature a living-learning community for approximately 50 students and laboratory space for hospitality, food and events management students. It will likely include two restaurants, a student-run sales area, large and small meeting rooms, and a lodging facility with approximately 100 rooms that will replace the university's current hotel in the L.A. Pittenger Student Center.

The facility will be an attractive destination and gathering space for visitors to campus, the hospital, and the larger community. Working directly with industry professionals, students will benefit from exposure to and involvement in the management of a full-service hospitality operation. They will gain experience in personnel management, cost control, pricing, marketing, customer service, and event planning and management.

While our engagement in Muncie and other communities goes back decades, McKinley Commons is new and special. Desire to revitalize the Village is broad and deep in our community, and we can help. Our vision is that this development will benefit not only our students but also our community. Foot traffic in the Village will increase, providing customers for new and existing businesses in the area. We hope it will help attract additional private investment in the area. This is a way we can do our part to make the Village a destination to live, work, and play.

McKinley Commons will be managed as an auxiliary operation of the university. As with other residence halls and auxiliary operations, it will require no capital funding from the state or student tuition.

I invite you to [learn more about the project](#). This is an exciting development for Ball State University.

Sincerely,

A handwritten signature in black ink that reads "Jo Ann M. Gora". The signature is written in a cursive style with a large initial "J" and a long, sweeping underline.

Jo Ann M. Gora, PhD
President

April 25, 2012

Send comments to president@bsu.edu