

THE ROLE OF LEARNING

In the Creation of Place in Central Texas

Critical Design Components Sought by The Next Generation*:

› VITALITY / LIFESTYLE—

The next generation wants to be tourists in their own city.

Educational institutions provide recreational activities, sports, and cultural events. They also provide information and motivation to the community regarding the importance of creating and nurturing green spaces.

› EARNING / THICK LABOR MARKETS—

The next generation wants varied employment opportunities.

Higher educational institutions spawn new business opportunities and attract businesses to the area to take advantage of the talent found at the colleges and universities.

› LEARNING—

The next generation seeks education, continuing education, and re-education.

The availability of affordable higher education scheduled at flexible times and in a variety of places provides the creative class with the opportunity to be lifelong learners.

› SOCIAL CAPITAL / DIVERSITY—

The next generation enjoys a place where outsiders quickly become insiders.

The university can make our social structures obviously permeable, proactively inviting new people and new ways of being and celebrating differences in background, status, orientation, and origin.

› IDENTITY—

The next generation wants their community to be a source of status.

› AUTHENTICITY— *The next generation seeks a home that is unique and real.*
Texas A&M Central Texas will add significant and interesting state-wide identity to the region. Central Texas College, because of its world-wide mission, has both a local and an international presence.

› AROUND TOWN—

The next generation enjoys coming and going, easy access to here and there.

In order to make a significant difference, the university must be integrated into a regional ecosystem that is willing and has the capacity to capitalize on what the university produces.

* Richard Florida, "The Rise of the Creative Class" and Rebecca Ryan, "Live First, Work Second"

THE ROLE OF LEARNING IN THE CREATION OF PLACE IN CENTRAL TEXAS

This community is graced by a number and variety of educational institutions: Independent School Districts, Charter Schools, Private Schools, Montessori, Workforce, Central Texas College, Temple College, University of Mary-Hardin Baylor, and Texas A&M-Central Texas.

Greater Killeen Chamber of Commerce
- Creation of Place Designs Team
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