

Educating
FOR LIVES OF
PURPOSE



ENRICHING CAMPUS GATHERING SPACES ON A TIGHT BUDGET



BRAILSFORD & DUNLAVEY

JEFF TURNER, LEED AP

BUENA VISTA
UNIVERSITY

KEITH BETTS, Ed.D.

AGENDA

- ❖ Introductions
- ❖ Session Objectives
- ❖ About BVU
- ❖ The Issues
- ❖ The Approach
- ❖ The Results
- ❖ Discussion (throughout)

JEFFREY TURNER, LEED AP



- ❖ Principal / Partner
- ❖ Over 17 Years with B&D
- ❖ Over 200 Campus Life Projects
- ❖ MBA and Masters in Real Estate Development
- ❖ Adjunct Professor at Johns Hopkins University
- ❖ NACUBO Faculty for Public Private Partnerships

DR. KEITH BETTS, Ed.D.



- ❖ Vice President for Student Services & Dean of Students, Buena Vista University
- ❖ Previously in senior leadership positions at the George Washington University
- ❖ Over 24 years in higher education
- ❖ Adjunct Professor at Drexel University
- ❖ Experience in Student Affairs, Alumni Relations & Development, and Athletics
- ❖ Strengths include Strategic Planning, Optimizing Resources, and Creating Win-Win Scenarios



SESSION OBJECTIVES



- ❖ Demonstrate how a university, through campus planning, can **instill a sense of purpose** in its community on a **reasonable budget**.
- ❖ Outline **evaluation and assessment criteria** to measure outcomes and determine planning successes.
- ❖ Examine how to integrate institutional priorities and changing societal realities into divisional planning to **ensure buy-in and ownership**.
- ❖ Present **best practice planning methodologies** that address how to establish divisional priorities, project future needs, optimize financial, physical and human resources, deliver efficient and effective services, and positively affect student learning outcomes.
- ❖ Provide a **detailed case study** of Buena Vista University's comprehensive planning approach including how the plan will be used to guide the campus's future activities.
- ❖ **Identify resources** that attendees may use to assist them with planning activities on their own campuses.



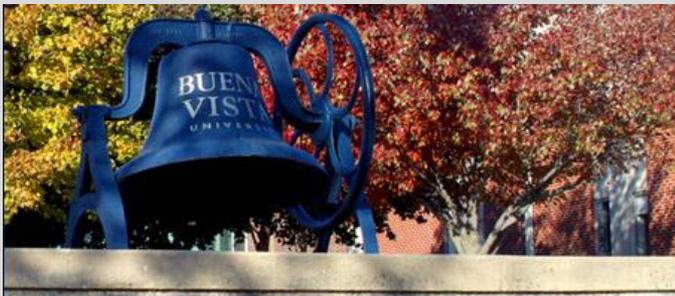
BUENA VISTA UNIVERSITY



- ❖ Location – Storm Lake, Iowa (and throughout the State)
- ❖ Size – 2,650 / 1,050
- ❖ Founded in 1891
- ❖ Historically – “hidden gem”



CHALLENGES



- ❖ Iowa demographics – High School graduates
- ❖ Higher education landscape in Iowa (privates / Regents)
- ❖ Competition for students
- ❖ Unique (Underground) Siebens Forum
- ❖ University's Strategic Plan - student gathering spaces

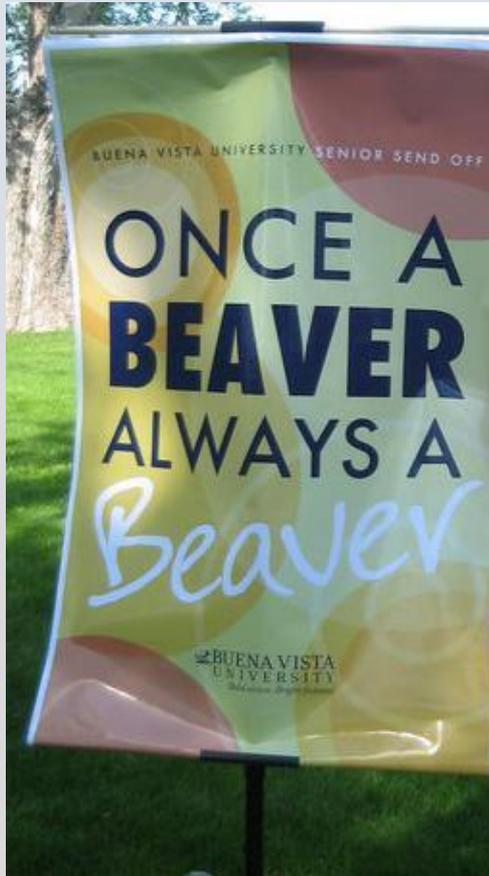


GOALS



- ❖ Create things to do on campus and places to gather
- ❖ Enhance campus life
- ❖ Improve on-campus experience
- ❖ Stabilize enrollment
- ❖ Support recruitment and retention

THE UNIVERSITY



- ❖ University's Campus Plan
- ❖ Previous Work
- ❖ Engaged B&D (1/3rds)

INITIAL IMPRESSIONS

What's Not Working...Indoors



INITIAL IMPRESSIONS

What's Not Working...Outdoors



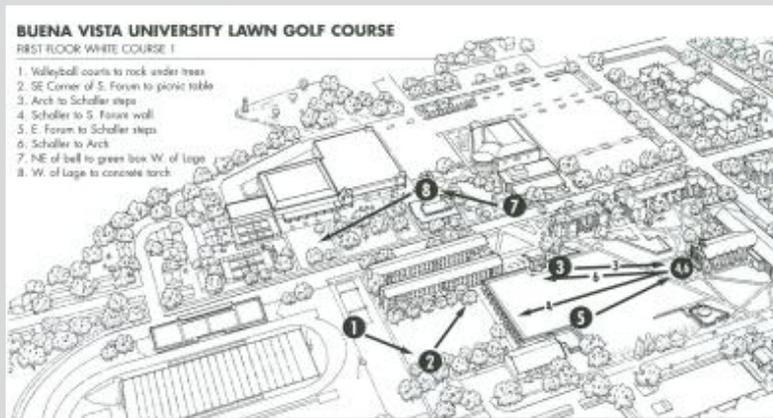
INITIAL IMPRESSIONS

What's Working...Indoors



INITIAL IMPRESSIONS

What's Working...Outdoors



FOCUS GROUPS AND INTERVIEWS



Student Focus Groups

- ❖ “We go to the Forum because we have to...”
- ❖ “Business students are all business, so the Forum is all business...”
- ❖ “Who wants to hang out where they go to class and study?”
- ❖ “Lots going on here...too much required to do...have to live on campus...have to go to class...even though some of it’s cool, you have to go ACES...”
- ❖ “It’s a BIG commuter school, bet 40% of students go away on the weekends.”
- ❖ “Been here 4 years and been in the Lake once...thought I would use it all the time when I enrolled...didn’t know there were canoes until he just said it...”



UNION DATABASE COMPARISON

Functional Areas	BVU Siebens Forum Enrollment = 1,229			Comparison - Forum to Select Group	ASF/Std Variance- Forum to Select Grp
	ASF	Average	ASF/Std		
Group 1: Food Service	13,180	21.1%	10.7	-13.1%	0.5
Group 2: Ballroom Facilities	6,350	10.2%	5.2	-2.2%	1.5
Group 3: Conference/Meeting Rooms	7,850	12.6%	6.4	4.3%	3.9
Group 4: Bookstore	2,370	3.8%	1.9	-5.2%	-0.7
Group 5: Additional Retail Services	1,100	1.8%	0.9	-1.0%	0.1
Group 6: Theater/Auditorium	8,300	13.3%	6.8	9.0%	5.5
Group 7: Recreation/Entertainment	180	0.3%	0.1	-4.8%	-1.4
Group 8: Lounge Space	960	1.5%	0.8	-4.6%	-1.1
Group 9: Academic Related	12,400	19.8%	10.1	17.8%	9.5
Group 10: Student Organizations	2,170	3.5%	1.8	-3.0%	-0.2
Group 11: Administrative Offices	5,480	8.8%	4.5	2.2%	2.5
Group 12: Multicultural Centers	0	0.0%	0.0	-0.1%	0.0
Group 13: Special/Misc. Components	2,160	3.5%	1.8	0.7%	0.9
Total Assignable Sq. Footage	62,500				
Total Gross Sq. Footage	110,000				
Gross/Net Ratio (Grossing Factor)	1.76				
Efficiency Factor (% ASF/GSF)	57%				

MISSION MODELS FOR UNIONS

	Desired?	Existing Model		
Intentions	"Student Center"	"Conference / Retail Center"	"Campus / University Center"	"Student / Campus Services Center"
Mission Emphasis	Student Development/Activities	Generating Revenue Conferences and Major Events	Institutional Community focused	Convenience—"One Stop Shopping"
Policies ★	Favor Students/Student Organizations	Favor Sales/Customers/Vendors	Favor Administrators/Donors	Favor Department & Office Tenants
Governance ★	Heavy Student Involvement	Finance-Oriented/Contractual	Administrative & Political	"Middle Management" Driven
Operating Budget Sources	Student Fees	Generated Profit Cost Reduction Critical	Institutional Funding such as E&G and/or Donations	Student Fees & Institutional Funds
User Fees	Low for Students High for Anyone Else	Set at Market Rates but Negotiable	Discounted and/or Waived for Institutional Groups & "Friends"	Low for Students & Departments Market Rates for External Groups
Space Allocation ★	Casual Lounge Space Important Adequate/Flexible Std. Org. Offices Flexible/Durable Finishes & Furniture Computer Labs/Fitness Rooms Bulletin Boards	Minimal Formal Space Lounge Space Used for Events High-end Event/Meeting Rooms Retail Spaces with Support Facilities Less Student Office Space	Formal Spaces Important Faculty Dining & "Board Rooms" High \$\$ Signage/Artwork Alumni/Historical Artifacts Some Student Office Space	Department Office Suites & Service Centers Predominant Food Service & Bookstore Important Location...Location...Location Less Event/Lounge Space
Amenities	Minimized to Reduce Cost	Critical but High Cost to Users Up-selling Common	Amenities Provided on Request	Provided by Users
Scheduling/ Event Planning ★	Teaching-oriented & Flexible Last-minute Accommodations Common	Hotel/Conference Service Style Long-range Planning expected Contracts/Penalties Common	Responsive to Position/Influence Top-down Intervention Common	Dependent on Cycles Such As Registration, Orientation, Book Rush, Financial Aid Disbursement
Usage Patterns ★	Evenings/Weekends Heavy Late Night Common Closed Breaks/Holidays	Daytime & Early Evenings Summer/Holiday Operation Critical	Based on Institutional Calendar but Change with Short Notice	Busy at Meal Times, Class Breaks Slow evenings/weekends/breaks
Marketing	Informal and Student-oriented	Sophisticated and Formal Expensive – Part of Budgeting	Admissions/Advancement Issue	Handled by Individual Departments

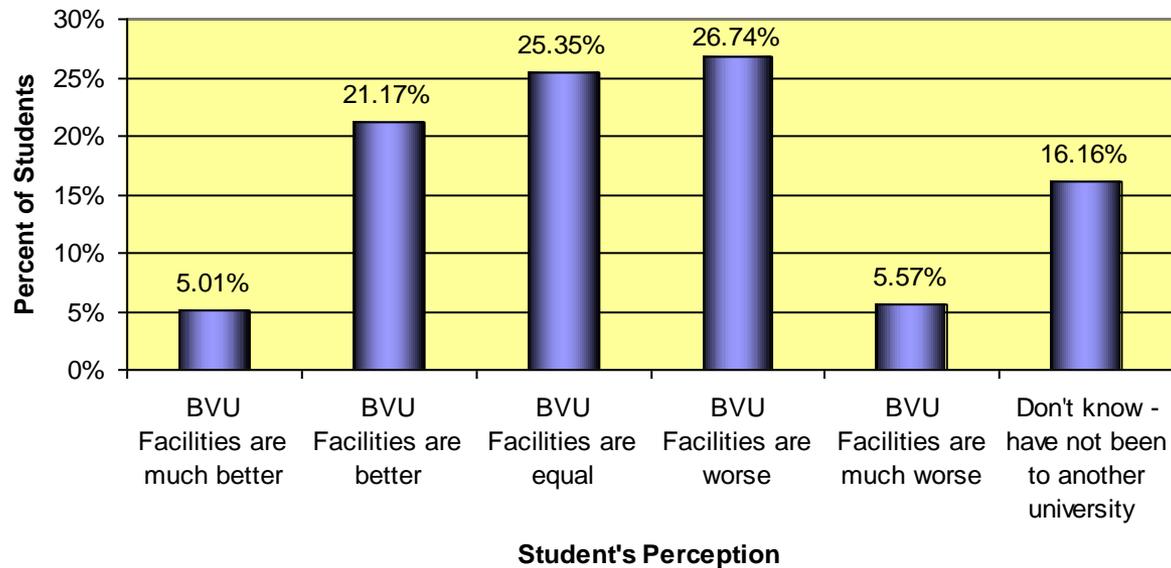
SURVEY RESULTS



- ❖ The entire student population was invited to participate via e-mail
- ❖ 386 students responded to the survey, a 35% response rate
- ❖ Demographics consistent with campus population with the exception of gender

SURVEY RESULTS

How do BVU's student gathering spaces compare to other campuses that you are familiar with:



SURVEY RESULTS

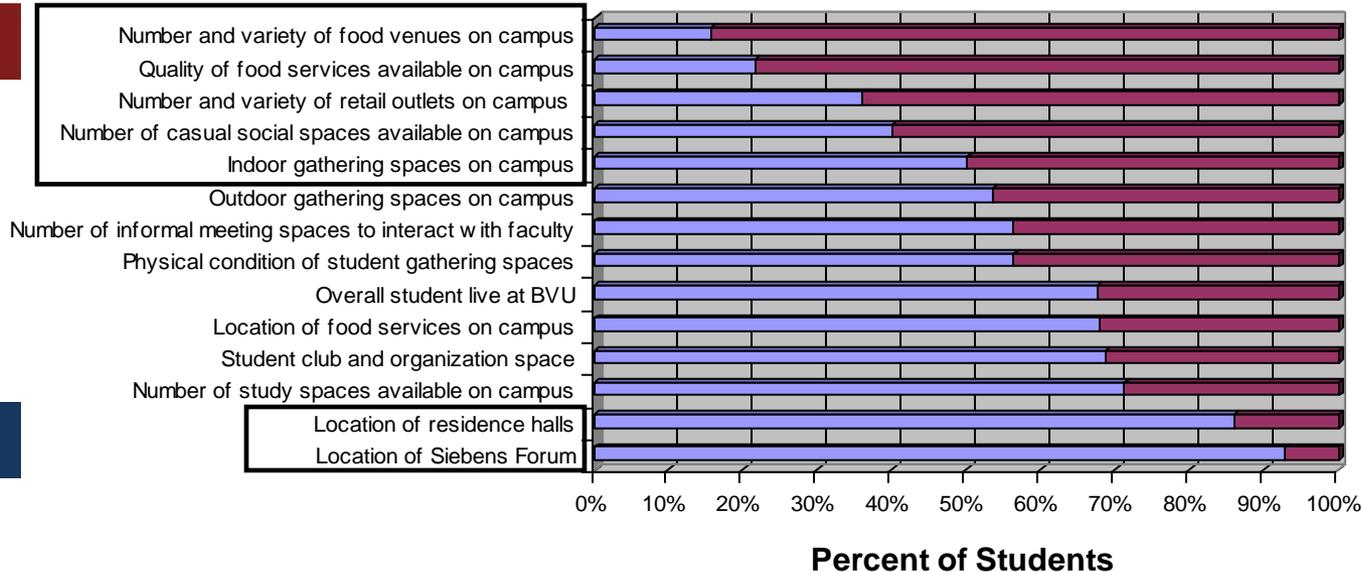
How satisfied are you with each of the following?
 Ranked by Somewhat/Not Satisfied

Negatives



Positives

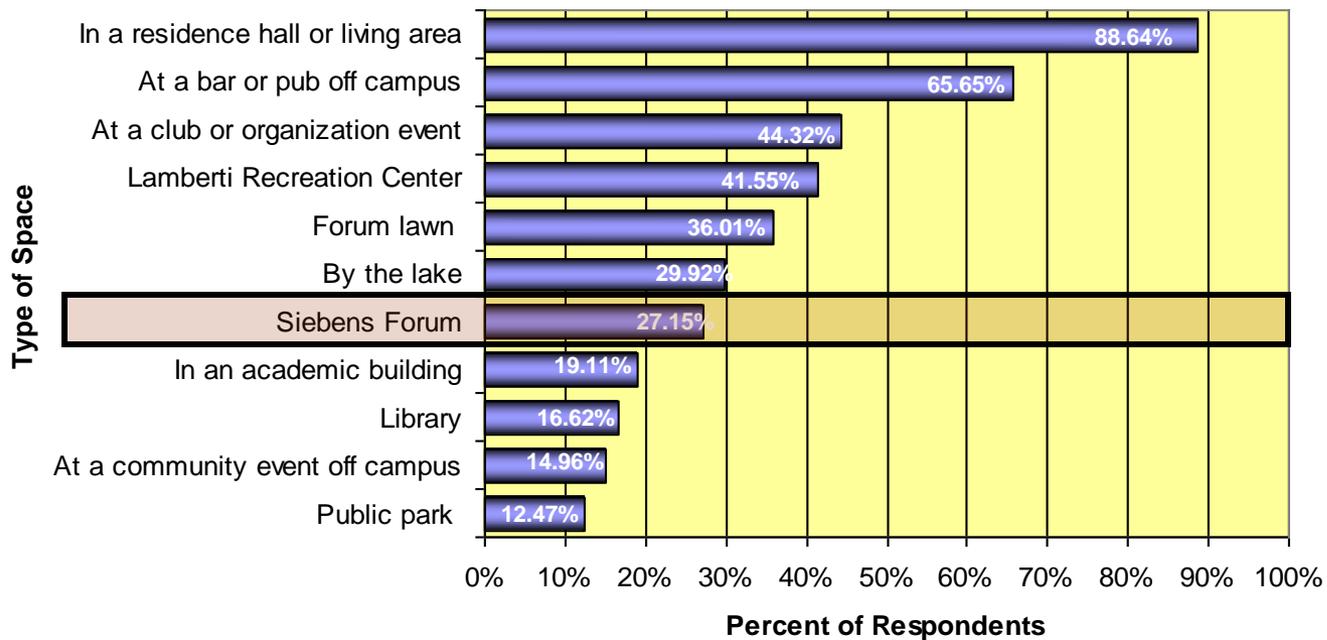
BVU Characteristics



Very Satisfied/Satisfied Somewhat Satisfied/Not Satisfied

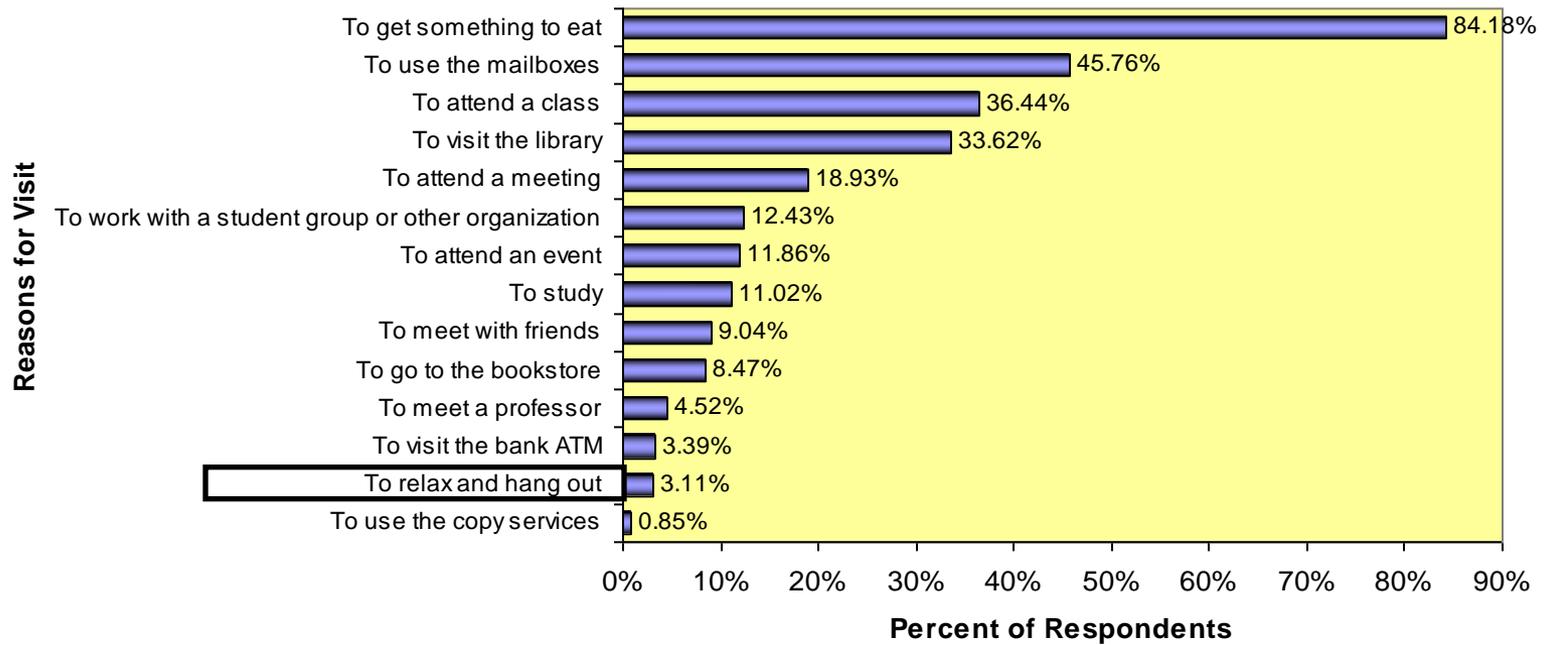
SURVEY RESULTS

What are the best places to interact informally with other students?



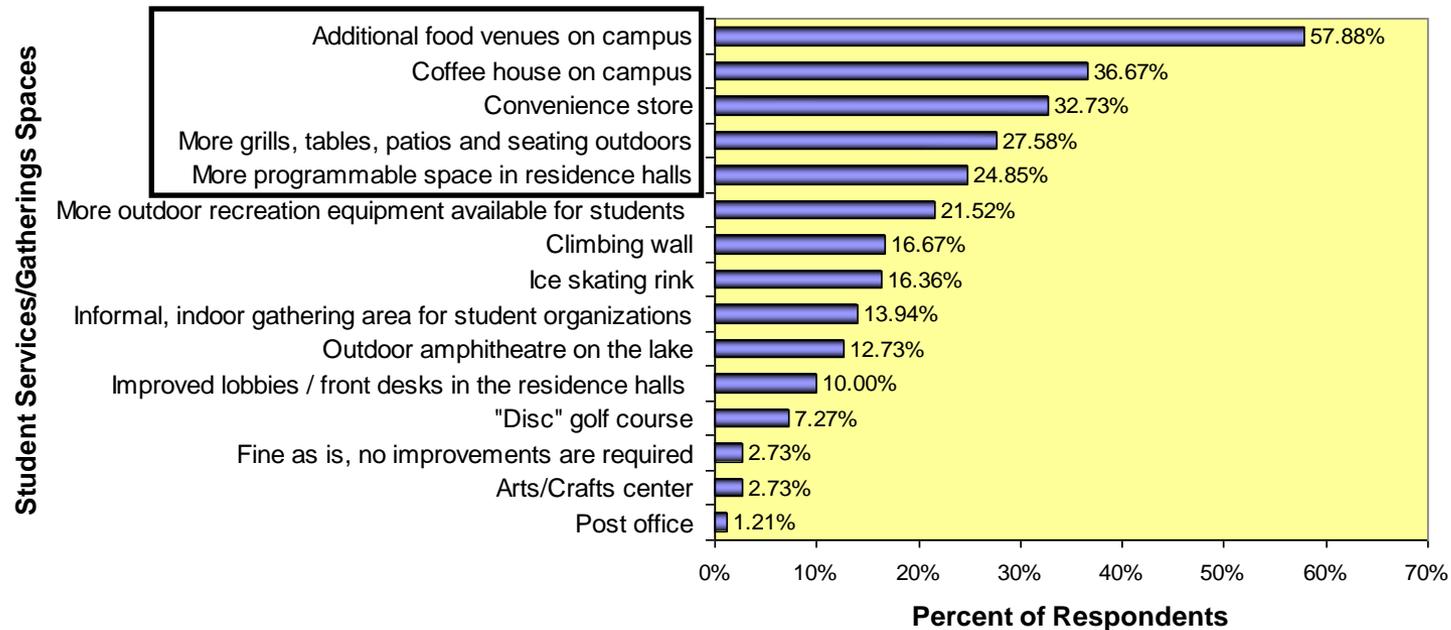
SURVEY RESULTS

What are the main reasons you visit Siebens Forum?



SURVEY RESULTS

What types of student services/gathering spaces would you like to see added or improved on campus?



SHORT TERM OPPORTUNITIES

Improve Outdoor Social Spaces

- ❖ Build on the “Golf & Grill” culture
 - » Grills
 - » Tables / LOTS of Seating
 - » Improve Basket/Volleyball
 - » Disc Golf Course
- ❖ Expand access to outdoor recreation equipment
 - » Bikes / Rollerblades (+bike racks)
 - » Paddle / Sail boats
 - » Snowshoes / Sleds / Skis
 - » Partnership with Academics
 - » Use Facilities space under football stadium as Outing Equip. Center
- ❖ Climbing Wall / Ice skating rink



SHORT TERM OPPORTUNITIES

Improve Outdoor Social Spaces at Residence Halls

- ❖ Suites – Develop North Side of block
- ❖ Liberty / Grand – Improve service drive & parking
- ❖ Swope – Outdoor patio for lawn golf gallery
- ❖ Pierce / White – Activate the Volley/Basketball area



SHORT TERM OPPORTUNITIES

New Lounge Furniture & Lighting

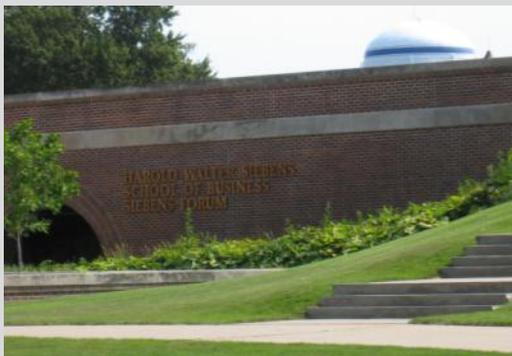


SHORT TERM OPPORTUNITIES



Enliven & Update the Forum

- ❖ Banners / Table Tents
- ❖ Vendors / lobby tables
- ❖ Different carpet at the Forum
- ❖ Develop a Student Union Advisory Board



Other Activity Support

- ❖ Game Centers – Flat Panel Monitors for “Plug & Play” X-box / PlayStation
- ❖ Gym floor cover / food at events



MEDIUM TERM OPPORTUNITIES

**Work with City to create
a Walk /Bike/ Skate path
around campus &
connecting Lakefront parks**



LONG TERM OPPORTUNITIES

Amphitheater on the lake at Scout Park

- ❖ Move “EdgeFest” closer to campus

AMPHITHEATER



STUDENT HOUSING OPPORTUNITIES

	Student Headcount	Traditional (%)	Traditional (beds)	Suite (%)	Suite (beds)	Apartment (%)	Apartment (beds)
Freshmen	335	100%	335	0%	0	0%	0
Sophomores	310	25%	78	75%	233	0%	0
Juniors	227	0%	0	50%	114	50%	114
Seniors	320	0%	0	0%	0	100%	320
Required Beds	1,192	X	413	X	346	X	434
Existing Beds	1,131	X	856	X	275	X	200
Difference	139	X	444	X	(71)	X	(234)

- ❖ Move beds out of lower level & convert basements into program space (86 beds total)
- ❖ Lower levels to become game room, lounges, seminar rooms, multipurpose rooms
- ❖ Better entrances/front desks at the residence halls



EXPANDED GATHERING SPACES



❖ Short Run

- » University Cove (beach)
- » Coffee Shop (3)
- » Lake
- » The Underground
- » Volleyball & Grilling
- » Alumni Lounge
- » Intramurals, Recreation & Outdoor Adventure Lounge/check-out
- » Woods House Lounge
- » OAC House + Bike path



UNIVERSITY COVE (BEACH)



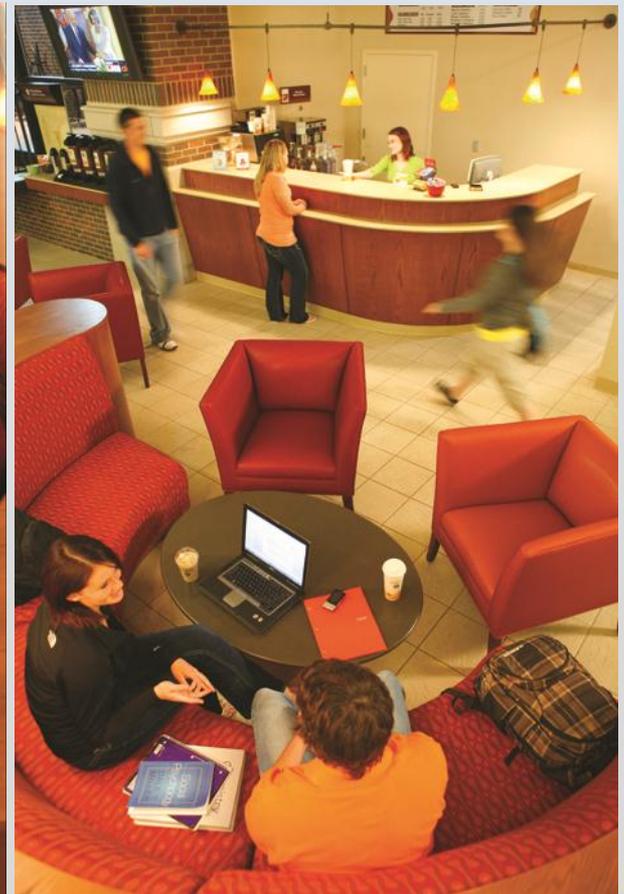
UNIVERSITY COVE (BEACH)



UNIVERSITY COVE (BEACH)

- ❖ Cost: \$5,000 + labor
- ❖ Funding: Donation/Grant/Senior Class Gift + Labor (Judicial/volunteers/City)
- ❖ Usage: Extensive. Major events include: Orientation/Labor Day/Extreme Winter Festival

COFFEE SHOP



COFFEE SHOP



COFFEE SHOP

- ❖ Cost: \$378,000 (for all three unique gathering areas)
- ❖ Funding: Library/Forum Endowments + Partnership with Sodexo, Senior Class gift
- ❖ Usage: Significant - general hang-out, special events, plus # of transactions
- ❖ Feedback: Sodexo satisfaction survey

LAKE



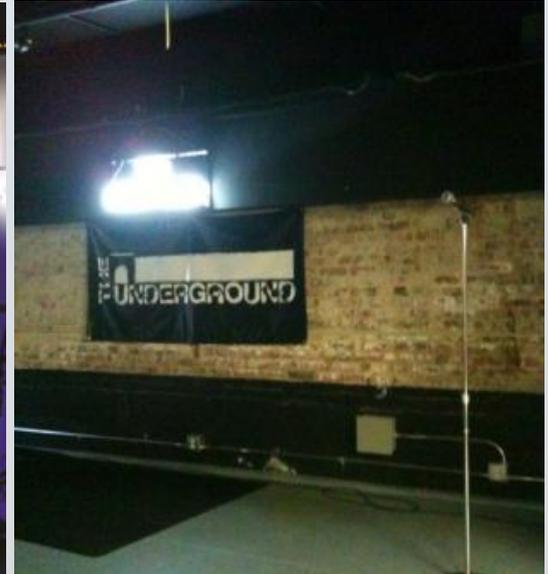
LAKE



LAKE

- ❖ Cost: Incidental
- ❖ Funding: Internal partnerships
- ❖ Usage: Extensive. Major events include, Parent Orientation, canoe and kayaking workshops, ice-rink

THE UNDERGROUND



THE UNDERGROUND

- ❖ Cost: \$7,700
- ❖ Funding: Wellness/Alcohol Sanctions/
partnership with Facilities Management
- ❖ Usage: Extensive - general hang-out (on-campus students + commuters) plus
3 "programmed" events/week
- ❖ Feedback: Student Survey in April



VOLLEYBALL & GRILLING



VOLLEYBALL & GRILLING

- ❖ Cost: \$5,800
- ❖ Funding: Senior Class gift, 70-account, Operating Budget, VPSS/DOS contingency
- ❖ Usage: Extensive (sort of)
- ❖ Feedback: Makes the suites more attractive



ADDITIONAL GATHERING SPACES



- ❖ Alumni Lounge
- ❖ Intramurals, Recreation & Outdoor Adventure Lounge / check-out
- ❖ Woods House Lounge
- ❖ OAC House + Bike Path



MEDIUM TERM PIERCE-WHITE RENOVATION PROGRAM OBJECTIVES



- ❖ Enhance Recruiting/Retention Efforts by Providing Contemporary Housing & Amenities
- ❖ Improve Life Safety / Accessibility Code Compliance
- ❖ Create “1st Year Experience” living / learning model for approximately 375 – 400 freshmen
- ❖ Increase and Improved Student Gathering/Community Spaces
- ❖ Improve Circulation by Creating a Centralized and Enhanced Connection Between the Buildings and the Forum
- ❖ Improve Lower Level Functionality by Reducing the Number of Beds and Enhancing Community Spaces



PIERCE-WHITE RENOVATION



Images by BWBR Architects

- ❖ New “Connector” Building and Building Lobby
- ❖ Required Code Upgrades
- ❖ New Roof
- ❖ New Fan Coil Units / HVAC
- ❖ Wiring Upgrades
- ❖ Improved Interior Finishes
- ❖ New Windows & Doors
- ❖ Improved Bath/Shower rooms
- ❖ New Furniture and Fixtures
- ❖ Additional community spaces
- ❖ \$13m Project

PIERCE-WHITE RESIDENCE HALLS

EXTERIOR CONCEPT



Images by BWBR Architects

TURF FIELD & NEW TRACK



- ❖ Cost - \$2.3M
- ❖ Provides more flexibility and opportunities for maximized usage
 - ❖ Athletics
 - ❖ Recreation
 - ❖ Intramurals
 - ❖ Club Sports
 - ❖ Community Use
- ❖ Avoid weather delays or cancellations
- ❖ Helps with recruitment and retention
- ❖ Lower maintenance costs

LONG TERM LAGE CENTER RENOVATION/EXPANSION



Program Objectives – “Back to the Future”

- ❖ Turn Lage into what it once was – Campus Union
- ❖ Create Contemporary and Less Formal Student Gathering Spaces
- ❖ Introduce Natural Light and Outside Connections
- ❖ Improve Organization and Access to Student Life / Student Services Offices
- ❖ Enhance Student Leadership Center Work / Office Space for Student Groups
- ❖ Provide an After-Hours / Late Night Food Service Option
- ❖ Develop Contemporary Media Studies Space



LAGE STUDENT CENTER

EXTERIOR CONCEPT



Images by BWBR Architects

LAGE STUDENT CENTER

EXTERIOR CONCEPT



Images by BWBR Architects

DISCUSSION

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