



# A New Campus, New Student Center, New Culture

Georgia Gwinnett College



# Outline

- Introductions
- The Challenge: Strategies and Approaches
- Overview of Months 1-12
  - Timeline
  - Design Issues
- Current Status
- Risks Still Ahead
- Q&A



BRAILSFORD & DUNLAVEY

# Ann Drummie

- Senior Project Manager
- Planner with B&D for 9 years
- Worked with 30+ institutions guiding facility projects through feasibility to implementation to opening
- Role in the project: programming, FF&E

## Brailsford & Dunlavey

- National leader in planning, programming, and development of market and budget-responsive “*quality of life*” facilities
- Offices in Washington, DC, Charlotte, Chicago, and Irvine





# Ken Higa, AIA, MBA



- Principal
- Director of the Education Studio: learning centers for institutions of higher learning, government and non-profit sectors, as well as K-12 schools for the private sector
- Role in the project: planning, programming, interiors

## Lord Aeck Sargent Architecture

- award-winning architectural firm
- core values: responsive design, technological expertise and exceptional service
- offices in Atlanta, Ann Arbor, Michigan, and Chapel Hill, North Carolina





# Adam Sterritt



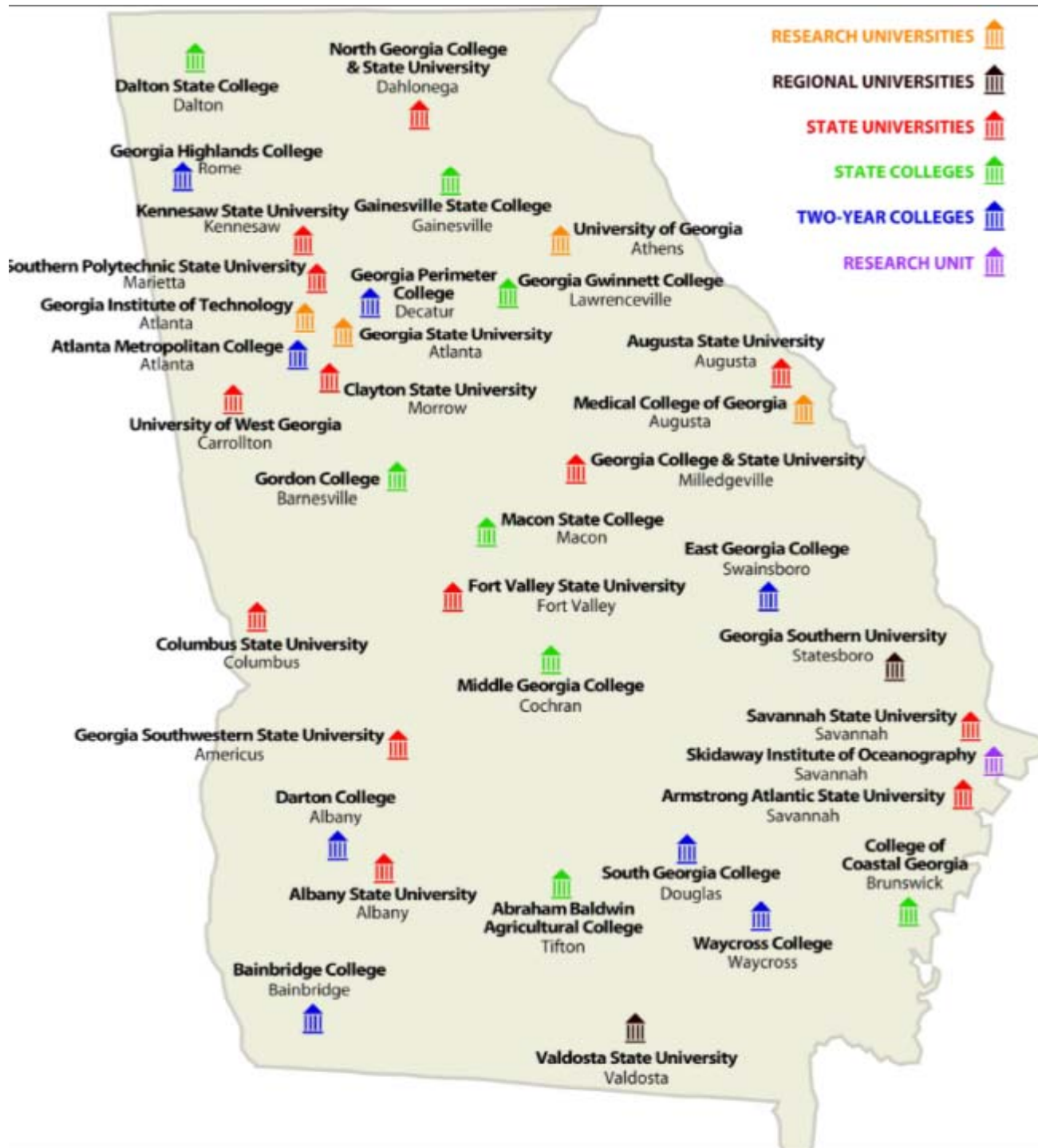
- Assistant Dean of Students for Student Life
- Previously spent 7 years working at Florida State University in programming and facility operations at the Oglesby Union, managing the Student Life Theater, Club Downunder, and overseeing all late night student programming
- Role in the project: primary end-user (Director of the Student Center) and Student Affairs representative in the design and construction process

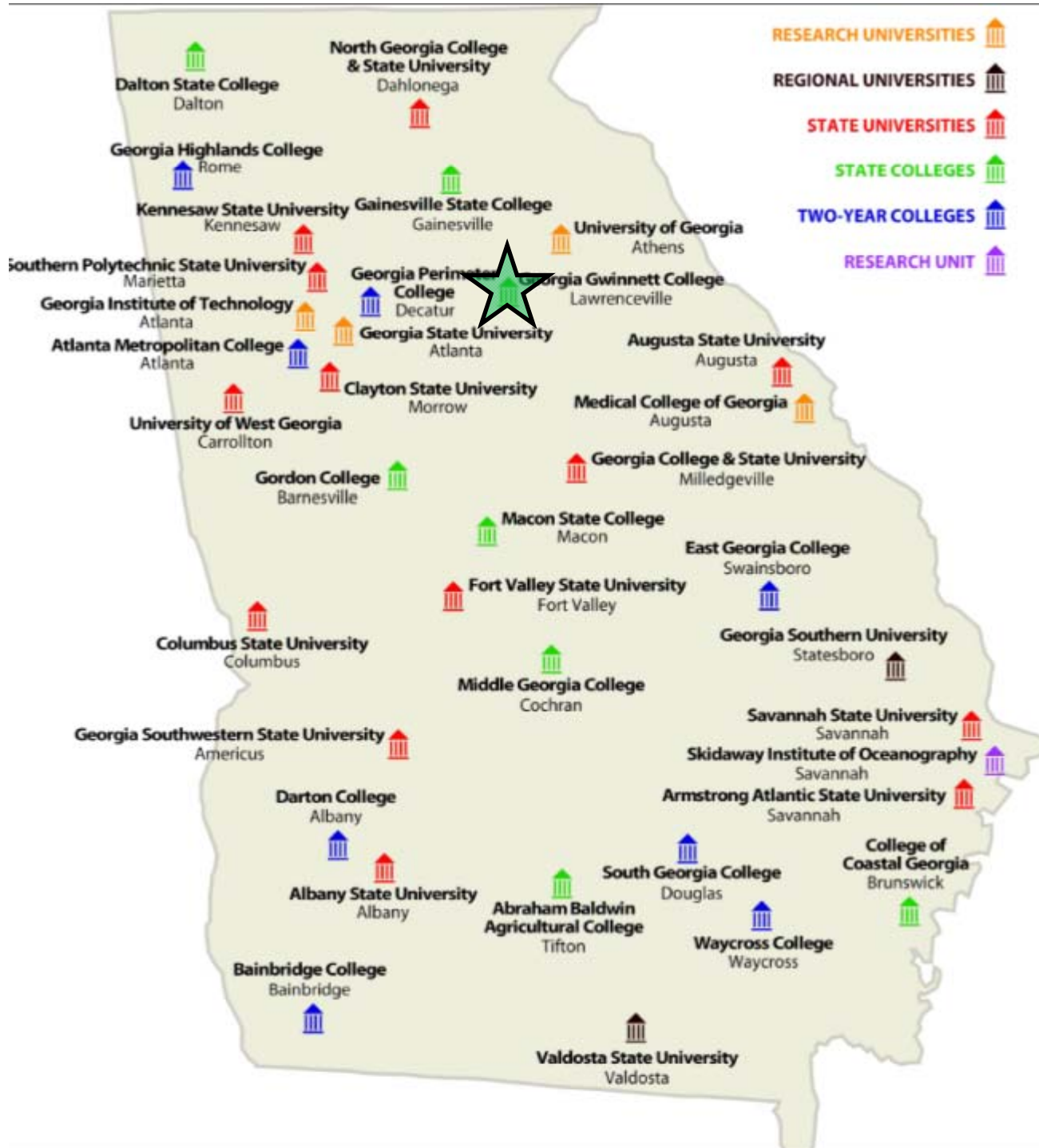


## THE CAMPUS OF TOMORROW

WHERE INNOVATION, CREATIVITY  
AND INSPIRATION MEET

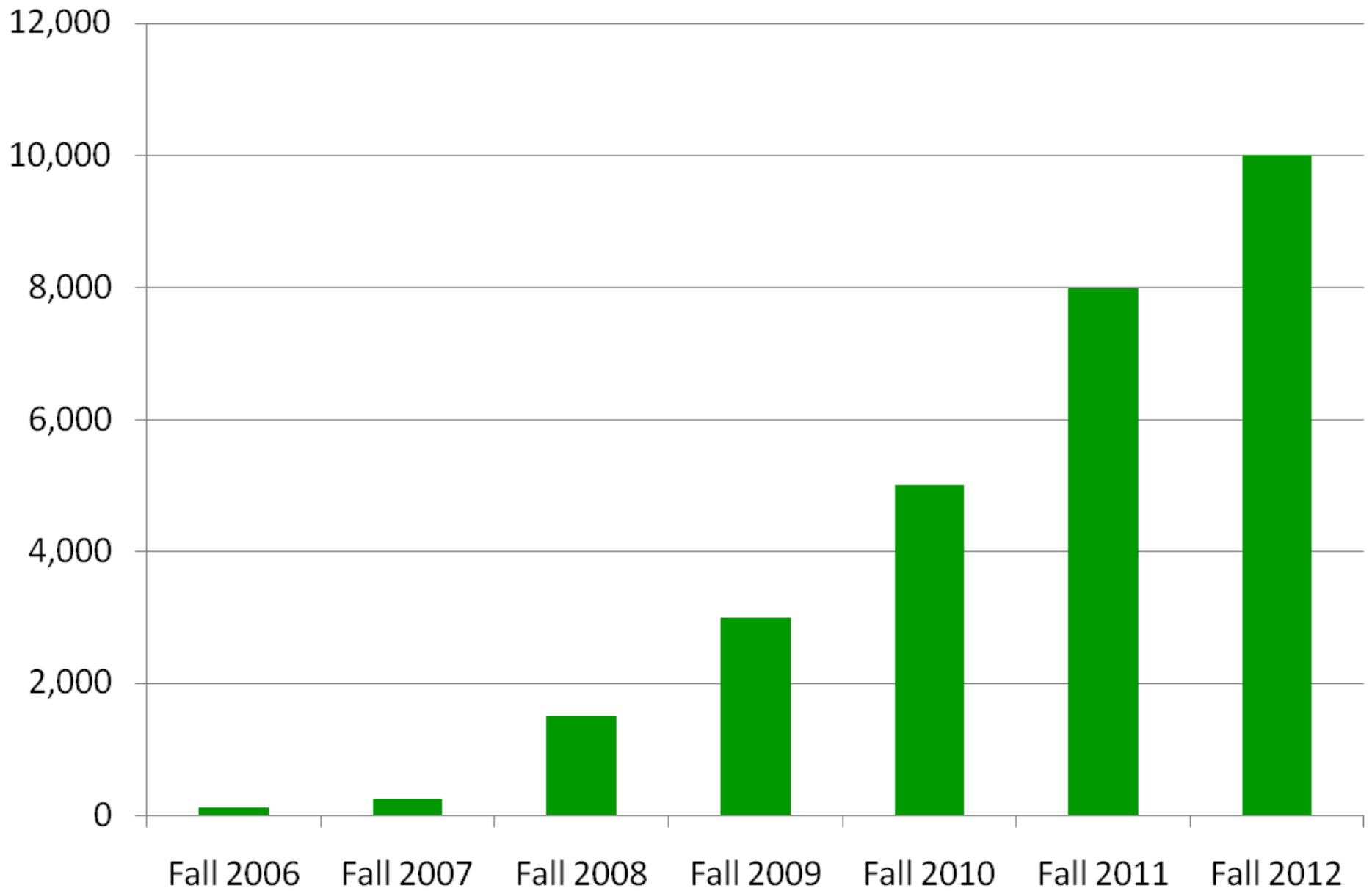
- State's first 4-year college in 100 years
- Nation's 1<sup>st</sup> public, 4-year college founded in the 21<sup>st</sup> century
- Solid but small scale operating statements since opening in Fall 2006 with 118 junior transfer students



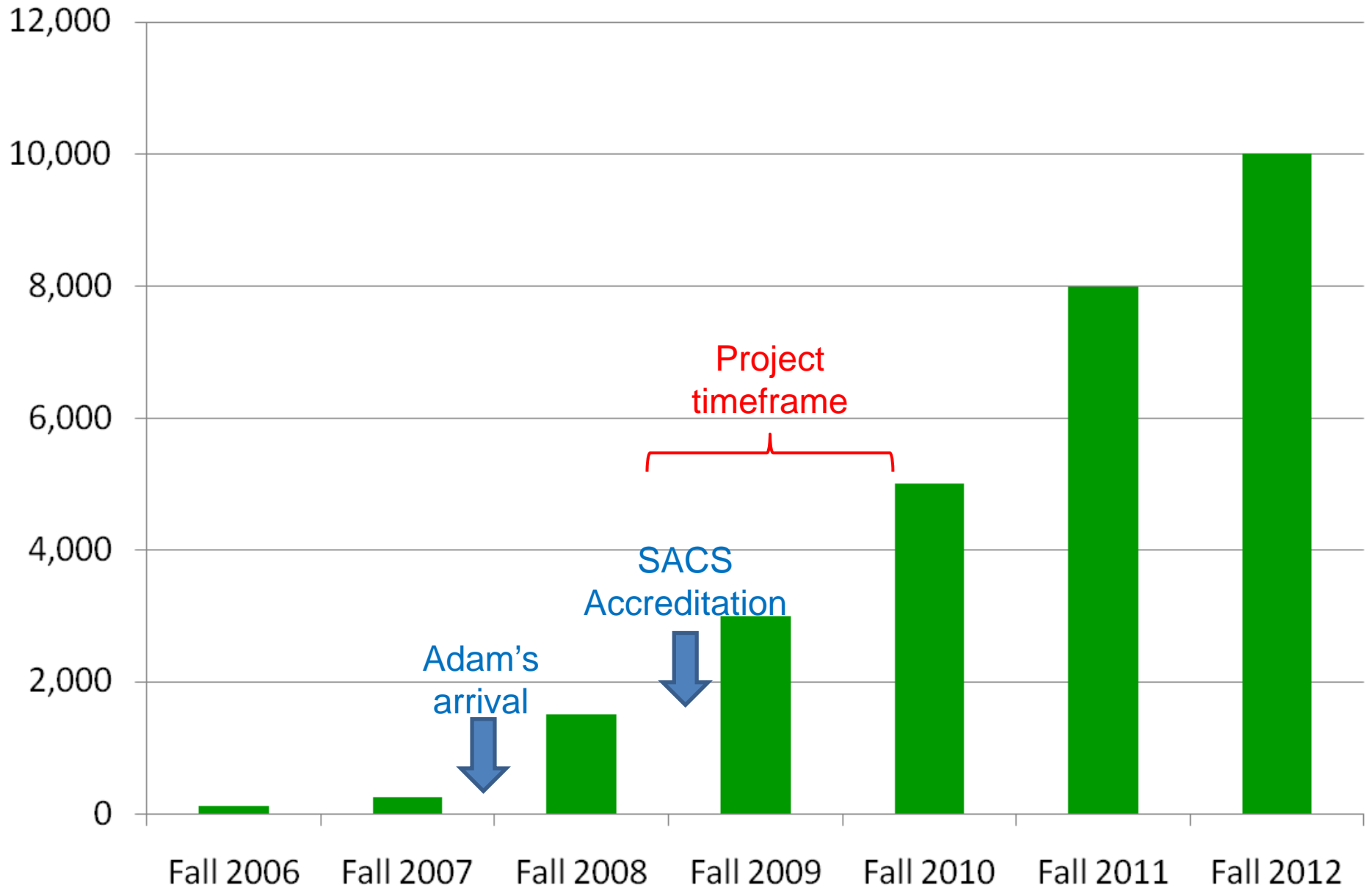




# GGC Enrollment Targets



# GGC Enrollment Targets



- Large % of first generation in college
- The vanguard class in the res halls will be freshmen and will need significant supervision and programming.



# The Challenge

- Build a student center:
  - That shapes a campus community that doesn't exist yet,
  - With limited access to funds to get started,
  - in 18 months from programming to opening.



# 1. The population isn't here yet...

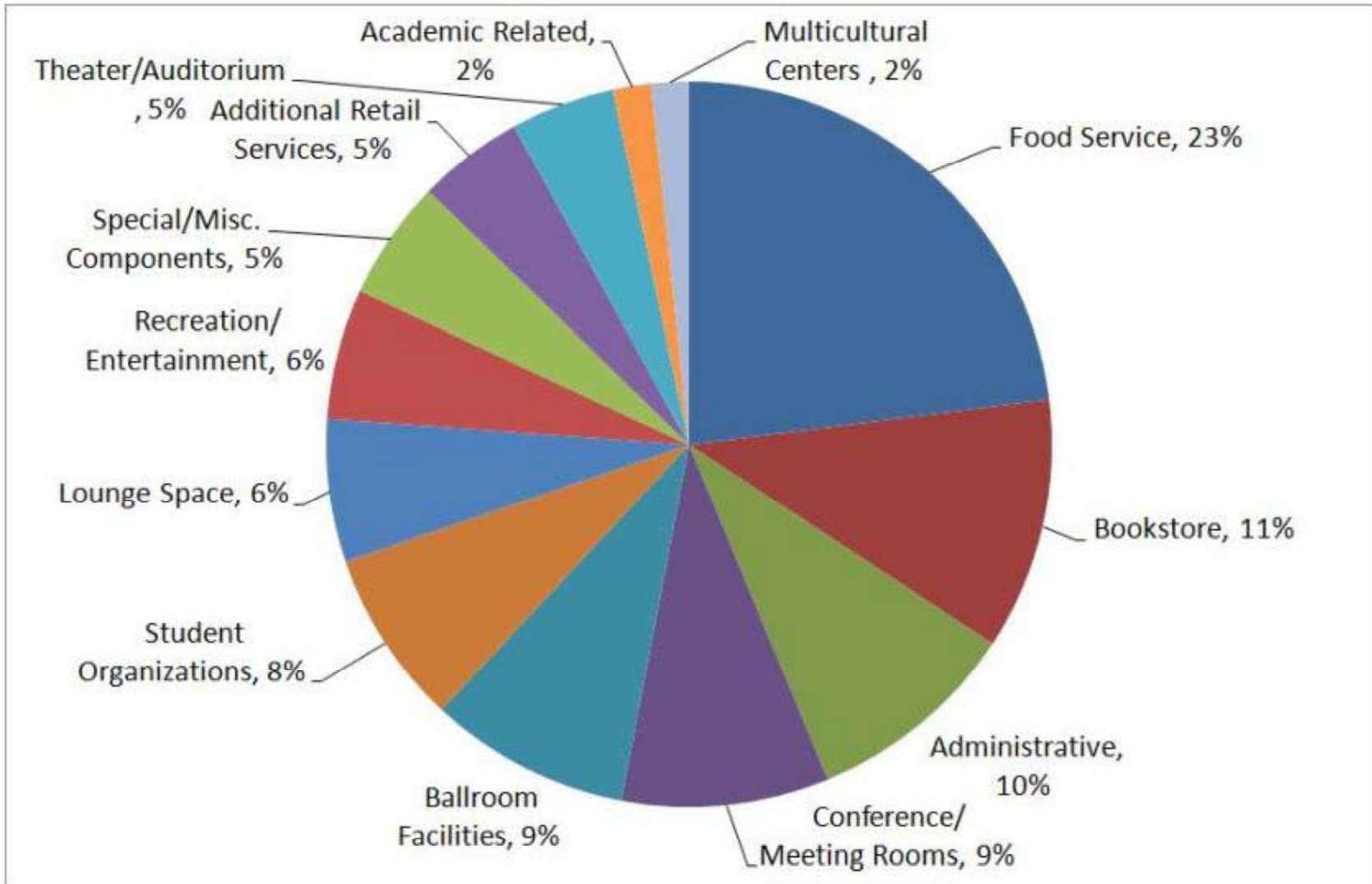
- Administration/visionaries have full reign to create an environment and culture.
- Predict the needs of a growing enrollment; which is the target year to design to?
- Predict how a transitioning enrollment will respond; will it balance residential and commuter needs?
- Calculate how student fee will impact recruitment/retention and overall competitive cost of education

## Why invest in this kind of facility?



- Provide student leadership development
- Provide student employment
- Provide student leisure opportunities / stress management outlets
- Provide out-of-classroom experiences
- Provide academic and library activities
- Enhance student recruitment
- Improve student retention
- Create a central gathering place for the campus community
- Encourage faculty/staff/student interaction
- Create a core location for campus community life
- Integrate with and enhance the effectiveness of other quality of life facilities
- Generate revenue (besides tuition and fees)
- Create stronger connections with students, to be more disposed to giving as alumni

## Overall Programming Averages



## ***Critical Ratios and Planning Benchmarks***



### Council of Educational Facility Planners International (CEFPI)

#### Guidelines for “Campus Life” Functions

- ASF per Person 9 – 12

Target Building Efficiency: 65%

Assume GGC Strategic Target FTE: 5,000 (half of total sustained enrollment)

**Benchmark: 69,300 GSF – 92,400 GSF**



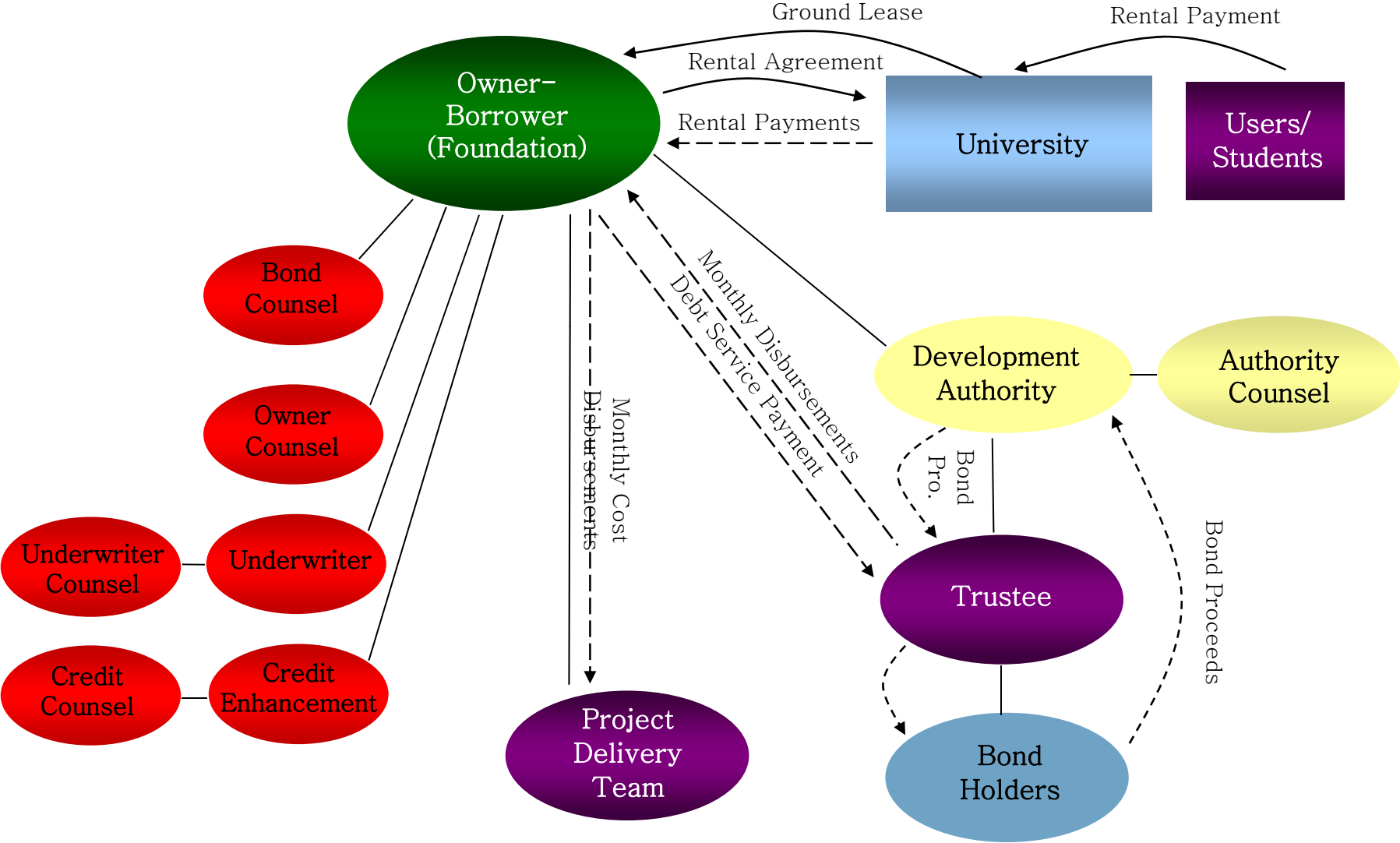
	LOW	MEDIUM	HIGH
<b>Offices</b>			
VP, AVPs	0	3	4
Dean of Students	14	27	27
Dead of Student Development Services	0	0	10
Student Government & Organizations	12	27	27
SGA Assembly (40)			✓
Conference Room (8)		✓	✓
Conference Room (25)		✓	✓
<b>Dining</b>			
Primary Seating	500	500	700
Secondary Seating	0	200	200
<b>Large Venue Interactive Space</b>			
Speaker Seating	425	600	1,000
<b>Gathering Spaces</b>			
Meeting Room (20)	✓		✓
Meeting Room (40)	✓		✓
Multipurpose Room (20)		✓	✓
Game Room (20)		✓	✓
Media Room (20)	✓	✓	✓
TV Lounge (20)	✓		
<b>Bookstore</b>			
Registers	2	4	8
<b>Services</b>			
Lockers	0	500	1,000
Convenience Store			✓
Copy Center			✓
Mailboxes			
Parcel Management			
Estimated Gross Square Feet	44,200	72,400	107,000
Estimated Construction Budget	\$9.5M	\$15.4M	\$22.6M

## 2. We don't have the capital...

- Pursue unique partnerships to accept the financial risks of development costs until a successful bond issue
- Garner initial support from student body for self-assessed fee, to build on and to provide further expression of commitment to investors; inspire a sense of legacy



# Financing Structure

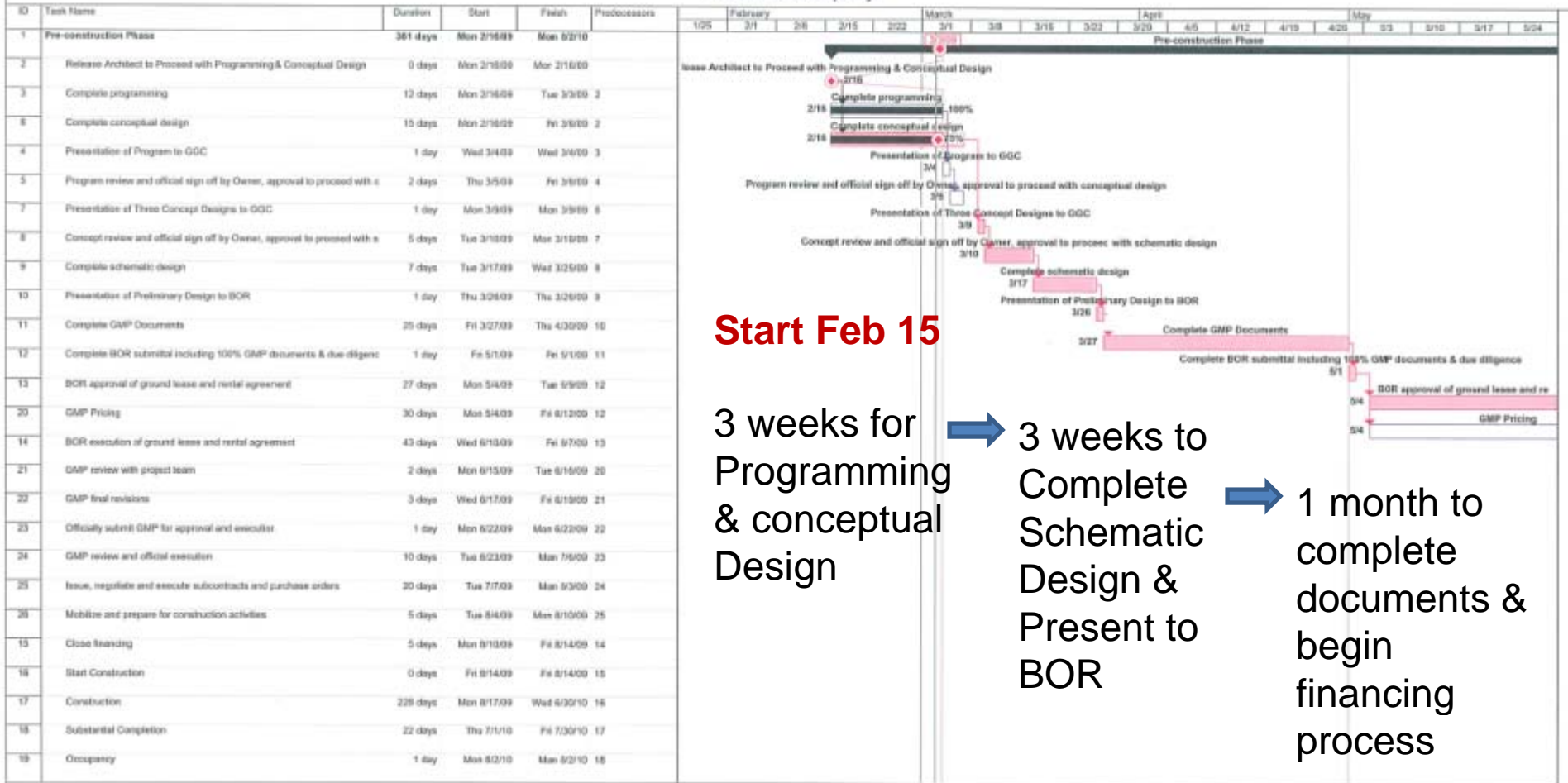


# 3. And we need it in 18 months.

- Create and adhere to a fast-track schedule, and an overall sense of urgency
- Streamline decision-making
- Accept that compromises will happen for sake of schedule
- Leverage decisions being made on other projects to inform this one



Georgia Gwinnett College Student Center  
The Potts Company



Georgia Gwinnett College Student Cen  
Date: Tue 3/3/09

<b>Critical</b>		<b>Progress</b>		<b>Fab &amp; Deliver</b>		<b>Architect</b>		<b>Milestone</b>		<b>Deadline</b>	
<b>Noncritical</b>		<b>Submittal</b>		<b>Owner</b>		<b>Program Manager</b>		<b>Summary</b>			

Georgia Gwinnett College Student Center  
The Potts Company

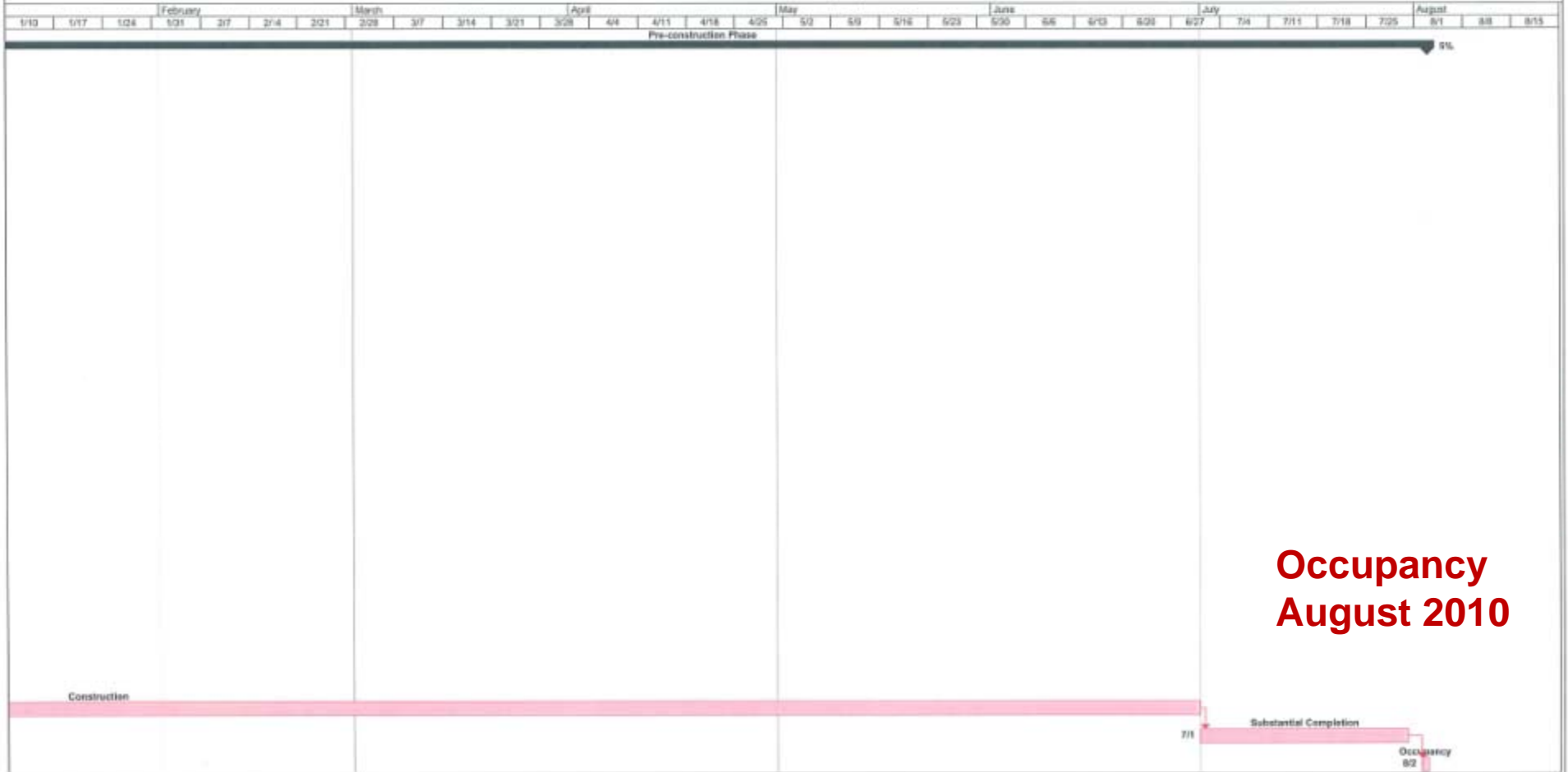
June				July				August				September				October				November				December				January			
5/31	6/7	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	9/27	10/4	10/11	10/18	10/25	11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	12/27	1/3

Pre-construction Phase



Georgia Gwinnett College Student Cen Date: Tue 3/3/09	Critical Noncritical	Progress Submittal	Fab & Deliver Owner	Architect Program Manager	Milestone Summary	Deadline
--	-------------------------	-----------------------	------------------------	------------------------------	----------------------	----------

Georgia Gwinnett College Student Center  
The Potts Company



**Occupancy  
August 2010**

# Overview of Months 1-12

<b>January 14, 2009</b>	<b>RFP Issued</b>
<b>February 18, 2009</b>	Announcement of selected Team
<b>February 24, 2009</b>	<b>Design Professional Kick Off Meeting</b>
<b>March 4, 2009</b>	Programming Begins
<b>April 16, 2009</b>	<b>LAS presentation to BOR</b>
<b>May &amp; June, 2009</b>	Design meetings
<b>July 16, 2009</b>	<b>Groundbreaking</b>
<b>Aug. &amp; Sept., 2009</b>	Construction & Design meetings
<b>Oct. &amp; Nov., 2009</b>	Value Engineering & Record Rains
<b>Dec. &amp; Jan., 2010</b>	Record Cold



# Overview of Months 1-12

January 14, 2009

**RFP Issued**

February 18, 2009

**Announcement of selected Team**  
Tuesday to Monday

February 24, 2009

**Design Professional Kick Off Meeting**



# Overview of Months 1-12

January 14, 2009

**RFP Issued**

February 18, 2009

Announcement of selected Team

February 24, 2009

**Design Professional Kick Off Meeting**

March 4, 2009

Programming Begins

April 16, 2009

**LAS presentation to BOR**

38 business days



# Overview of Months 1-12

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February 18, 2009	Announcement of selected Team
February 24, 2009	<b>Design Professional Kick Off Meeting</b>
March 4, 2009	Programming Begins
April 16, 2009	} <b>LAS presentation to BOR</b> 65 business days
May & June, 2009	
July 16, 2009	<b>Groundbreaking</b>



  
Georgia Gwinnett  
COLLEGE




**GGC STUDENT CENTER OPENING FALL 2010**

*Your student fees at work for you.*



LORD · AECK · SARGENT  
ARCHITECT

  
Hatchel & Associates  
PROGRAM MANAGER

**Potts**  
CONSTRUCTION MANAGER



Groundbreaking – July 16, 2009



# Overview of Months 1-12

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July 16, 2009	<b>Groundbreaking</b>
Aug. & Sept., 2009	Construction & Design meetings
Oct. & Nov., 2009	Value Engineering & Record Rains
Dec. & Jan., 2010	Record Cold <b>Weather!!</b>

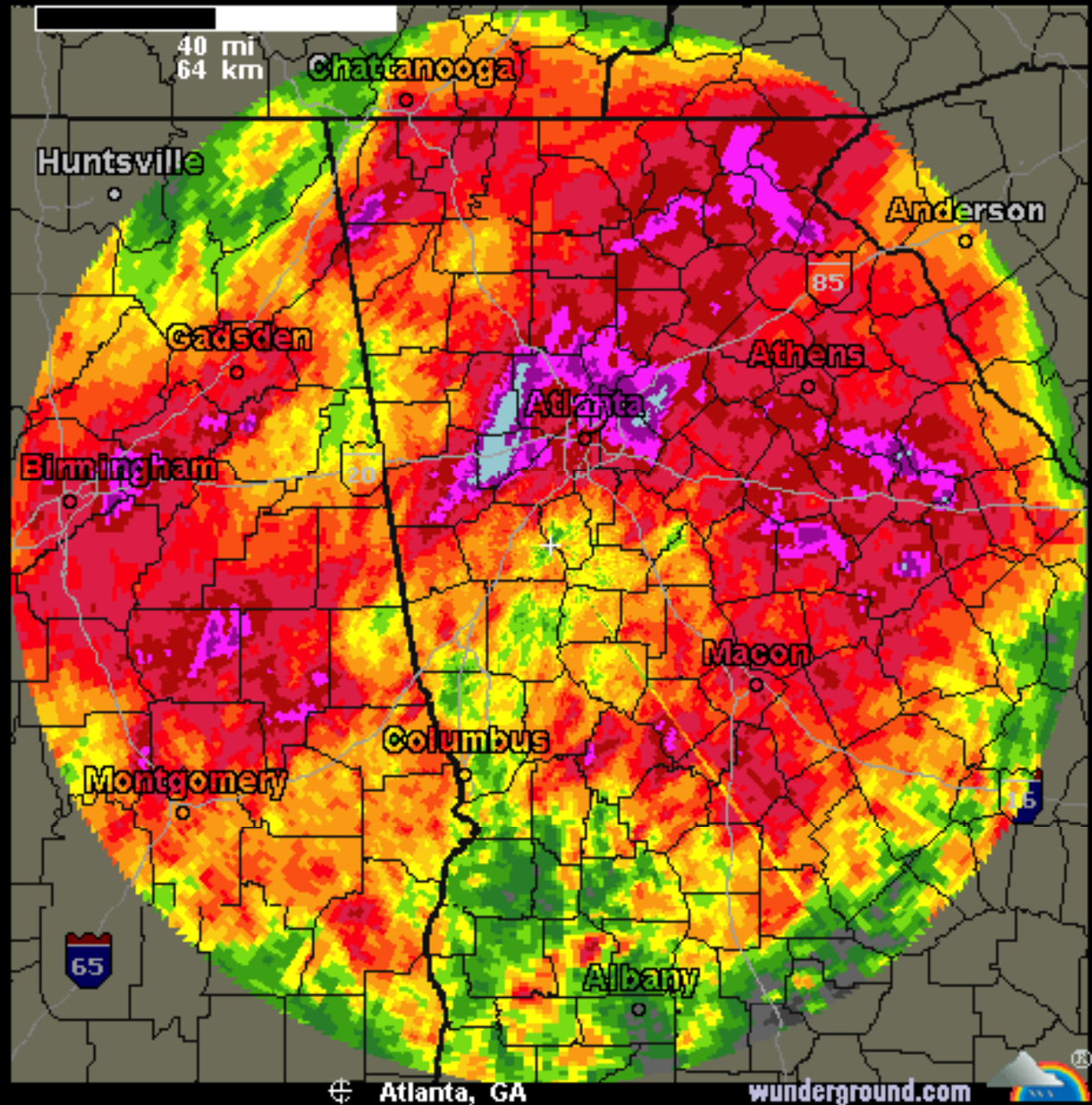
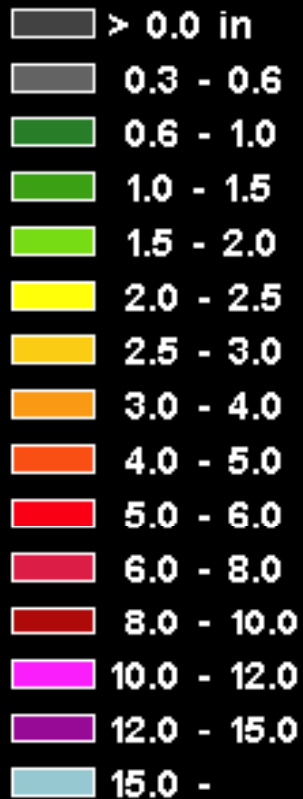


09:09 EDT  
09/22/09



13:09 UTC  
09/22/09

Max rainfall (in) 20.8  
Begin date Sep 12



**RECORD RAIN**



**RECORD RAIN**







**RECORD COLD**



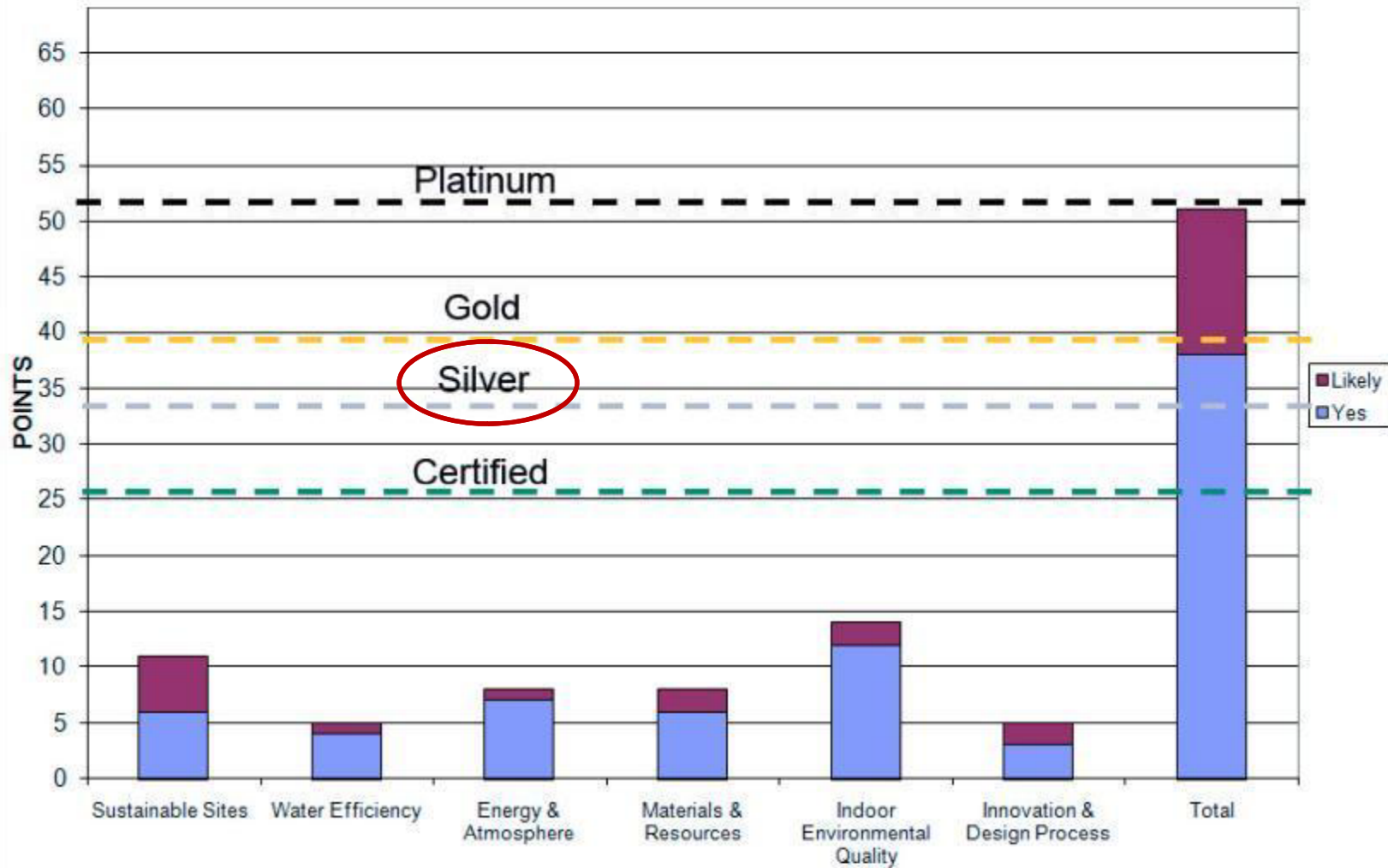
**SNOW!**

# Design Issues

- LEED / Sustainable Design



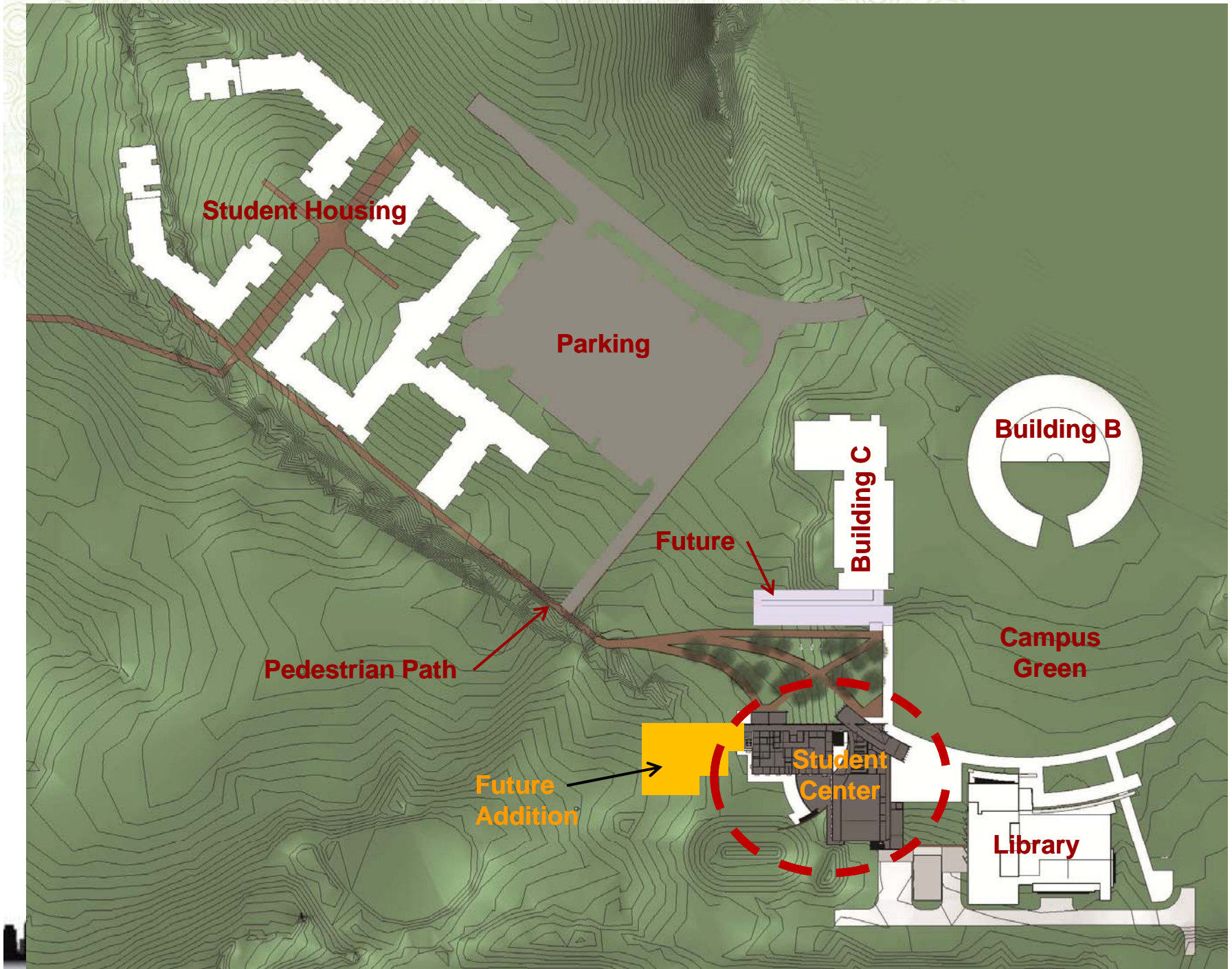
# GEORGIA GWINNETT COLLEGE LEED SILVER CERTIFICATION STRATEGY



# Design Issues

- LEED / Sustainable Design
- Site Planning



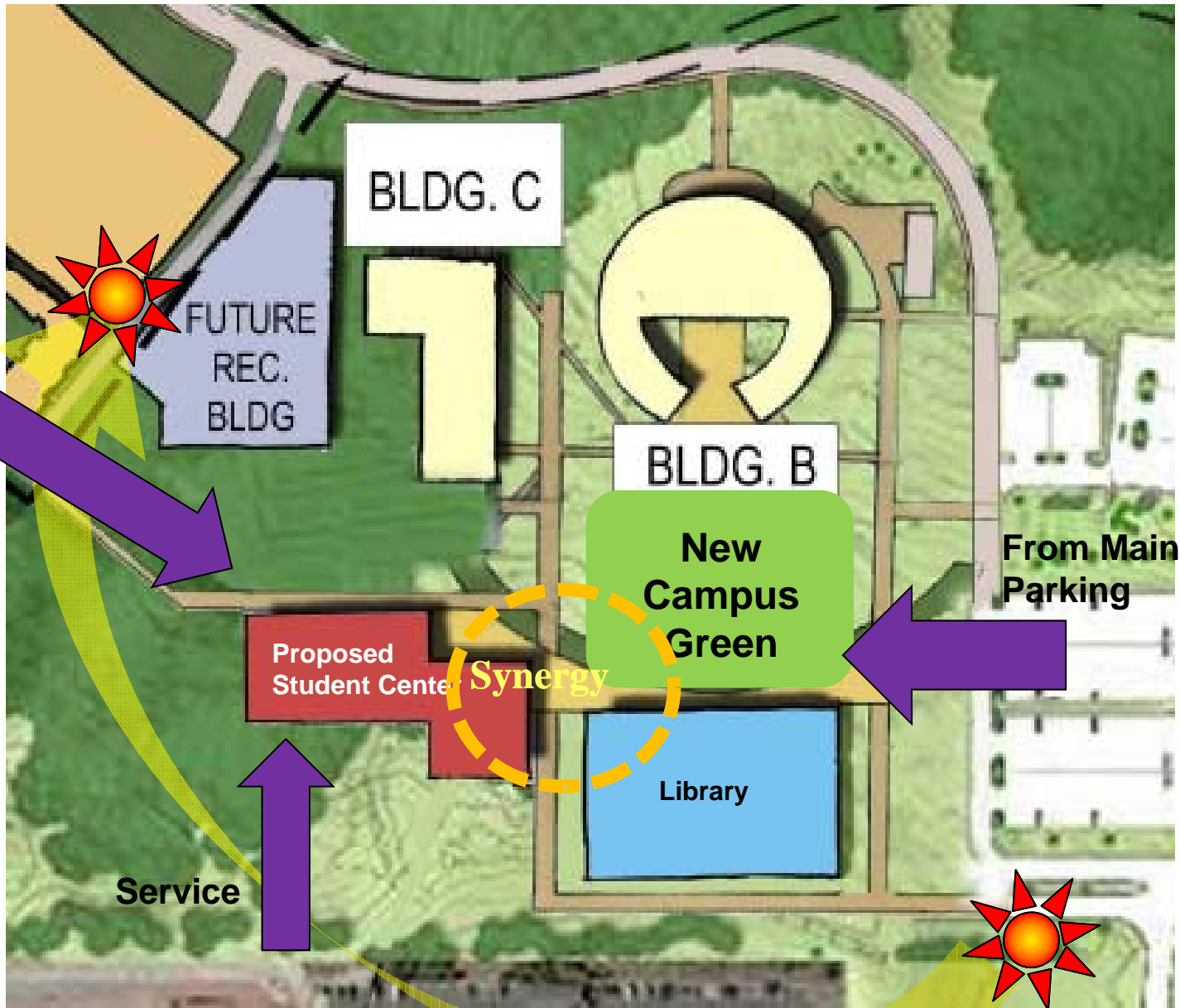


**Building B**





Access from Student Housing



Service

Proposed Student Center

Synergy

Library

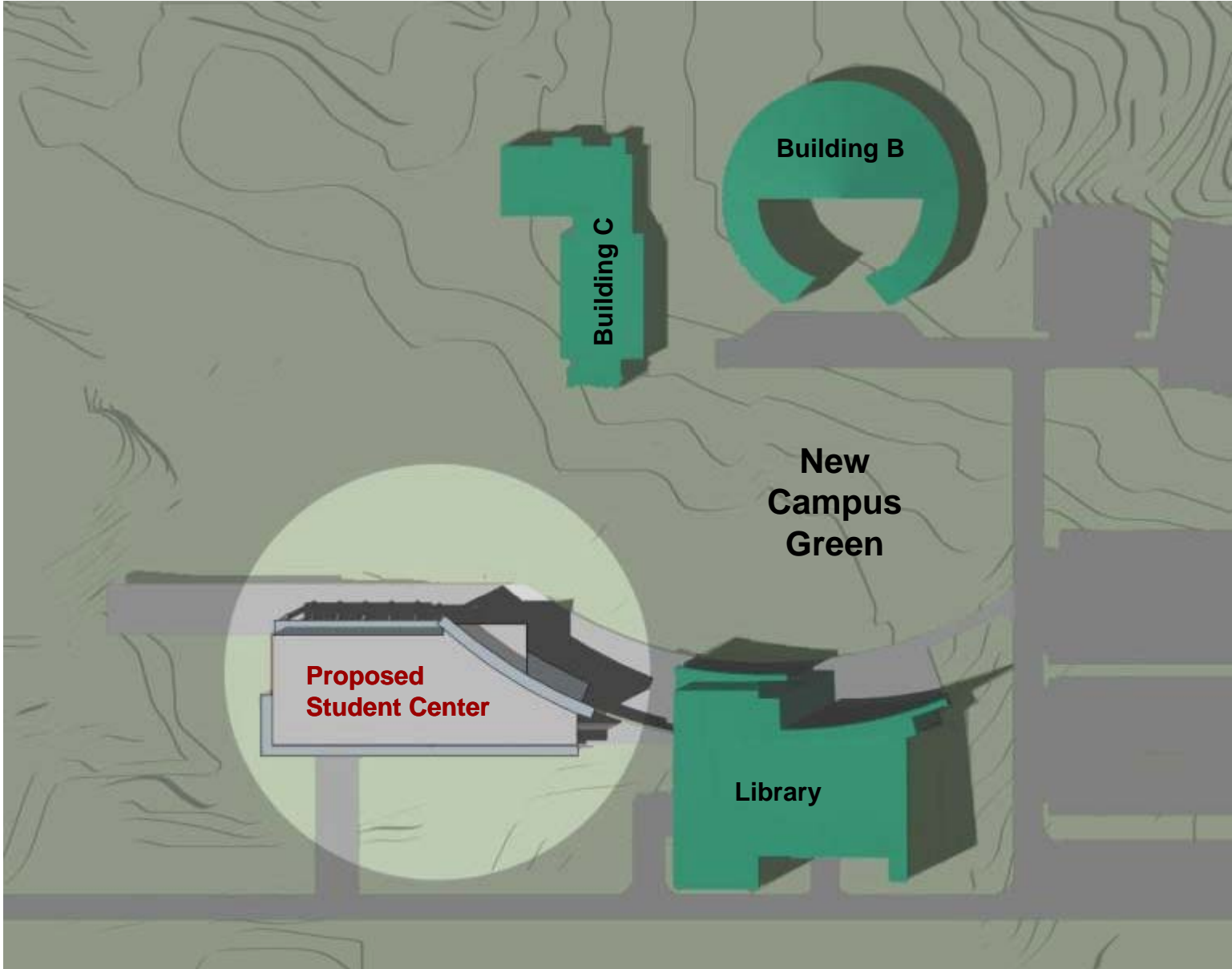
New Campus Green

BLDG. B

BLDG. C

FUTURE REC. BLDG

From Main Parking



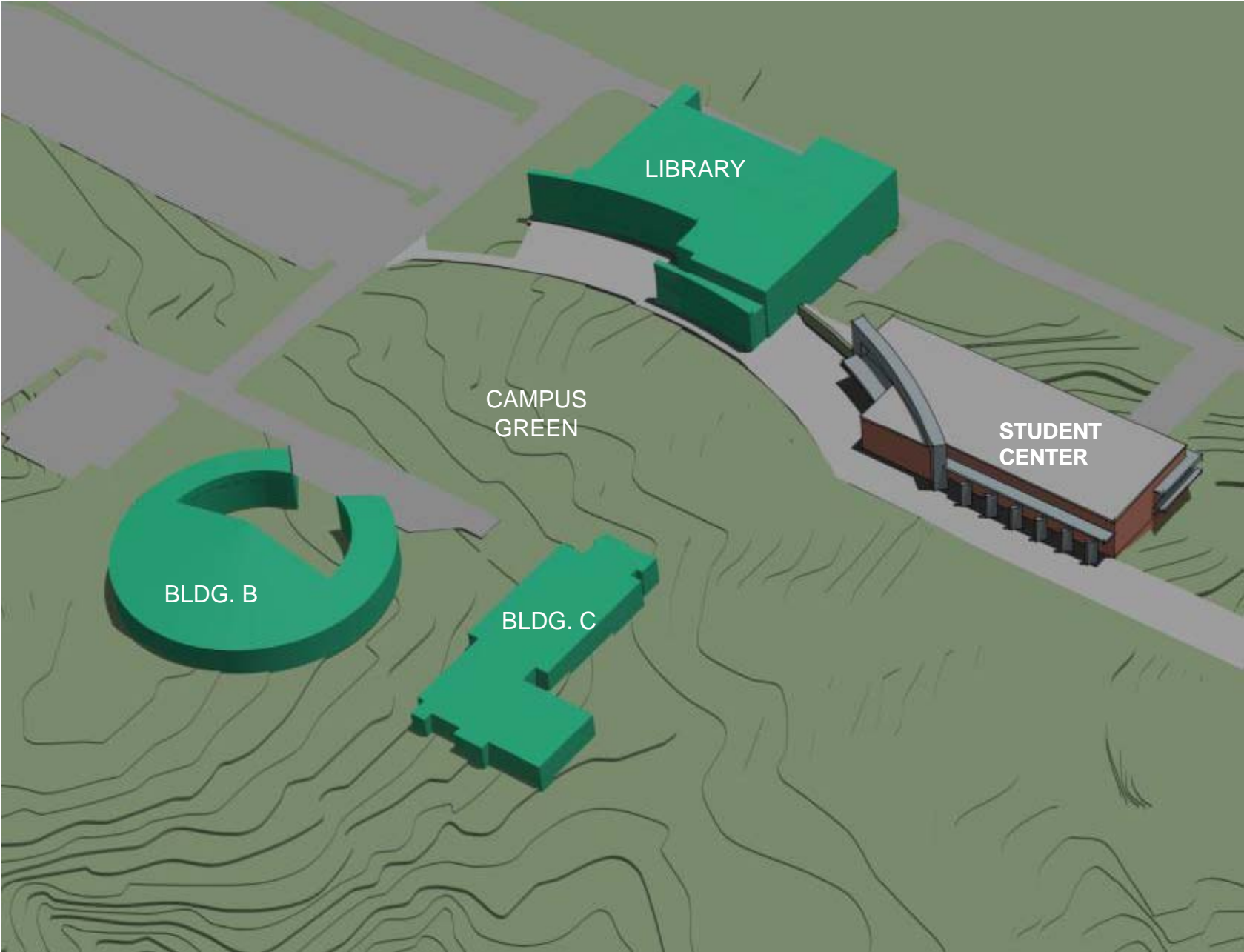
Building B

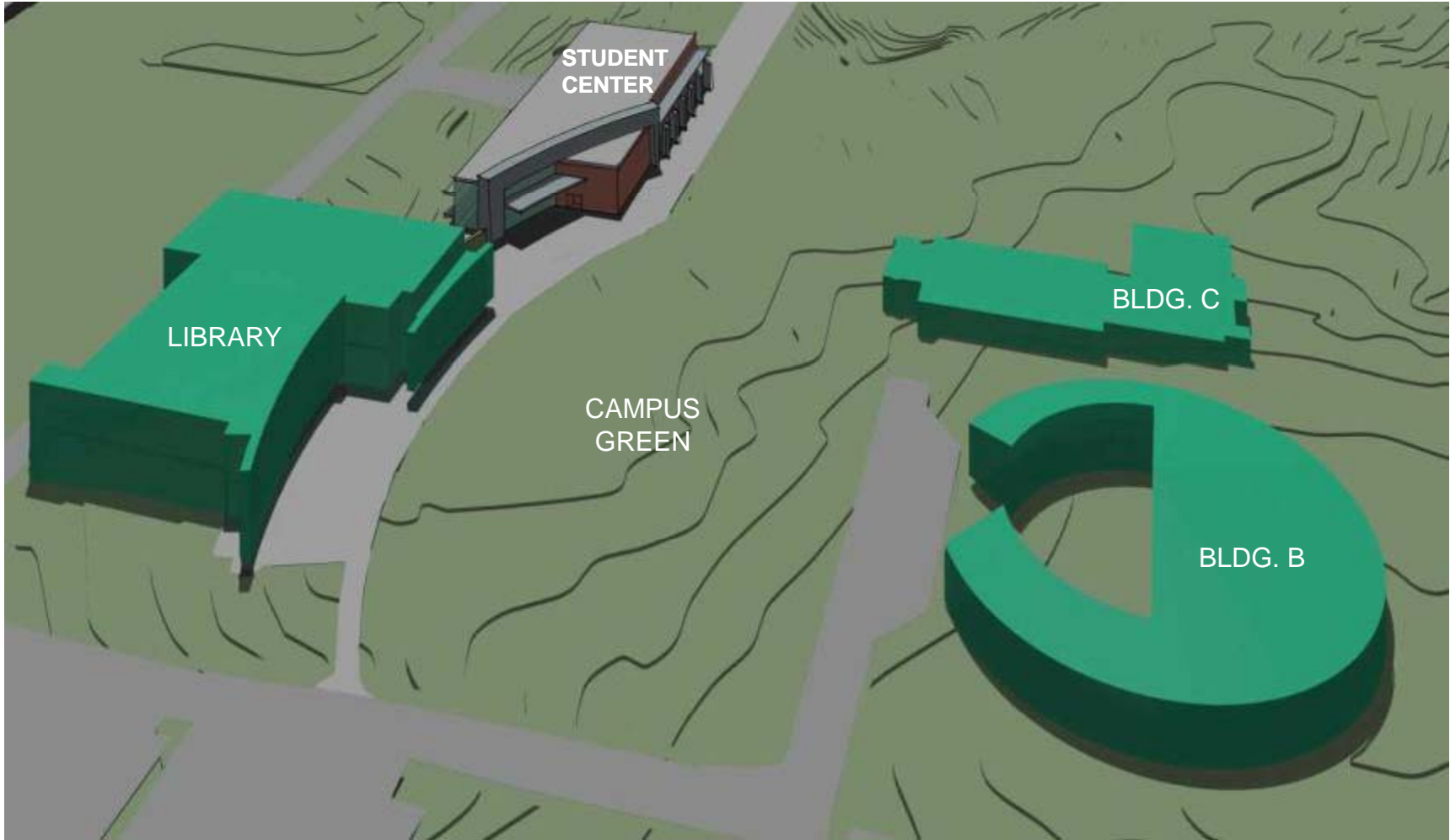
Building C

New  
Campus  
Green

Proposed  
Student Center

Library



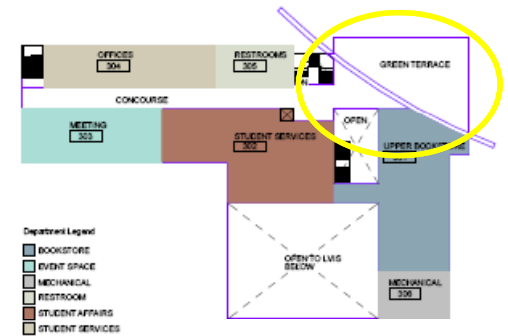
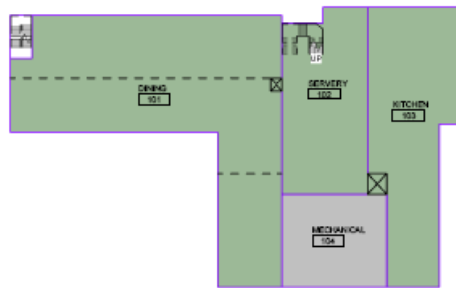


# Design Issues

- LEED / Sustainable Design
- Site Planning
- **Blocking and Stacking**



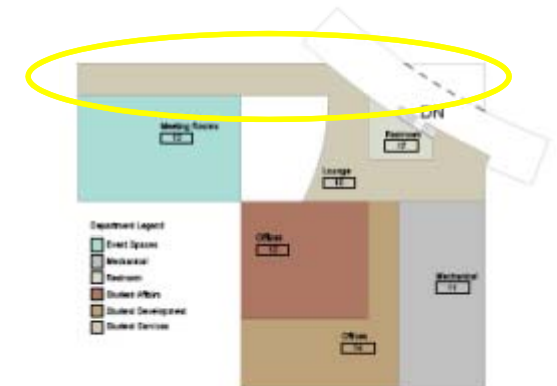
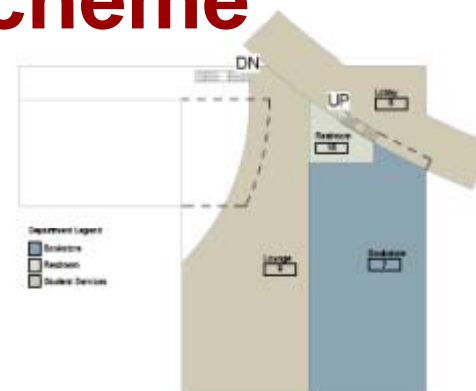
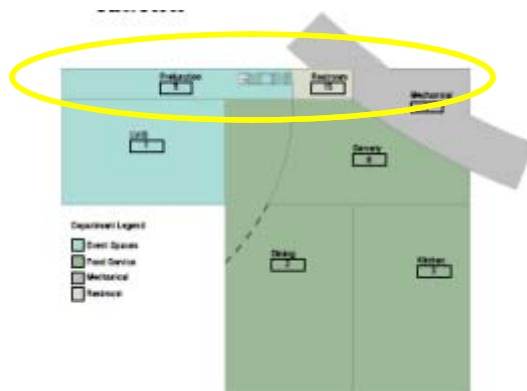
# The Mezzanine Scheme



# The Corner Scheme



# The Concourse Scheme



# Design Issues

- LEED / Sustainable Design
- Site Planning
- Blocking and Stacking
- Large Venue Interactive Space

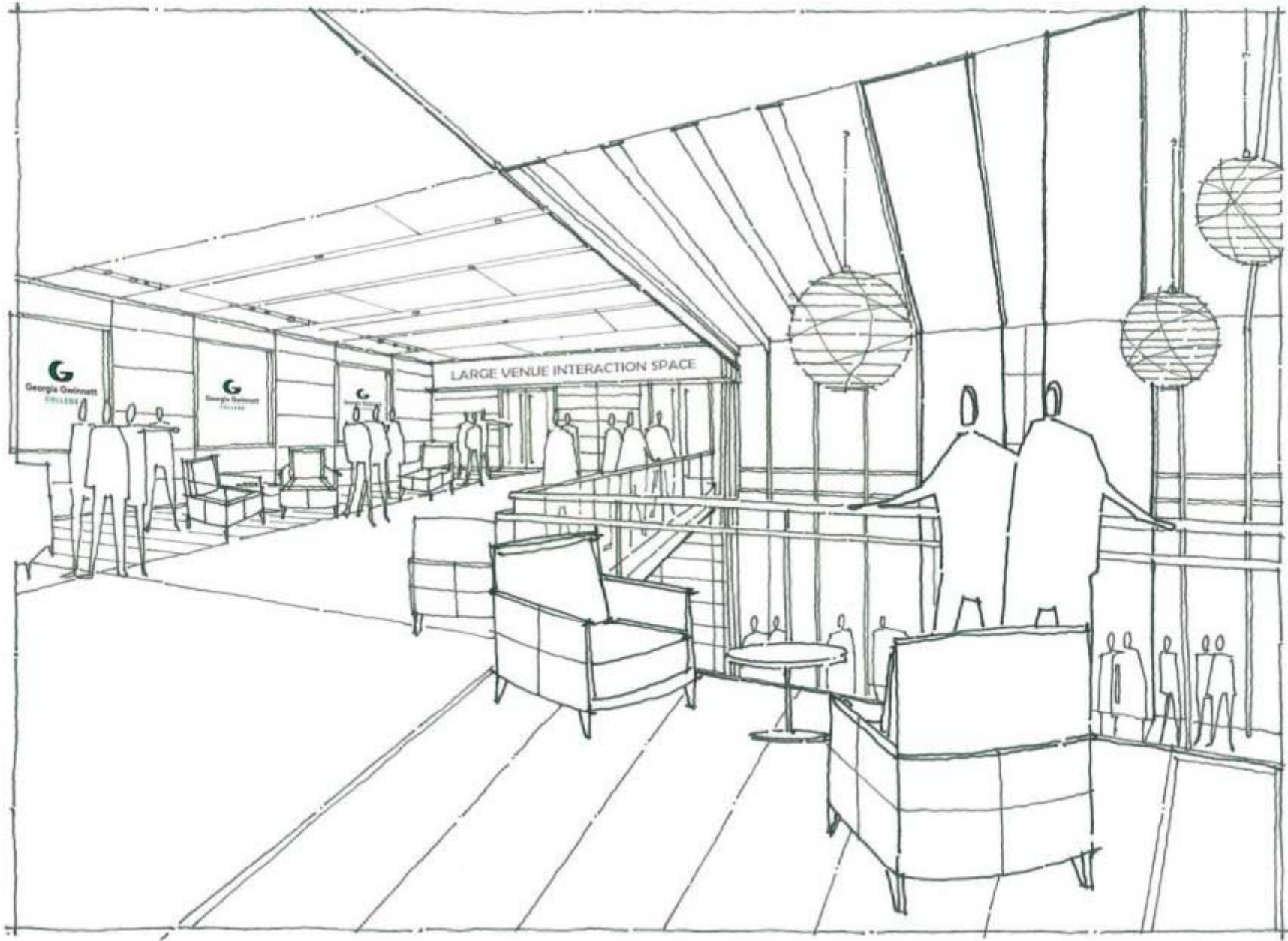


# Design Issues

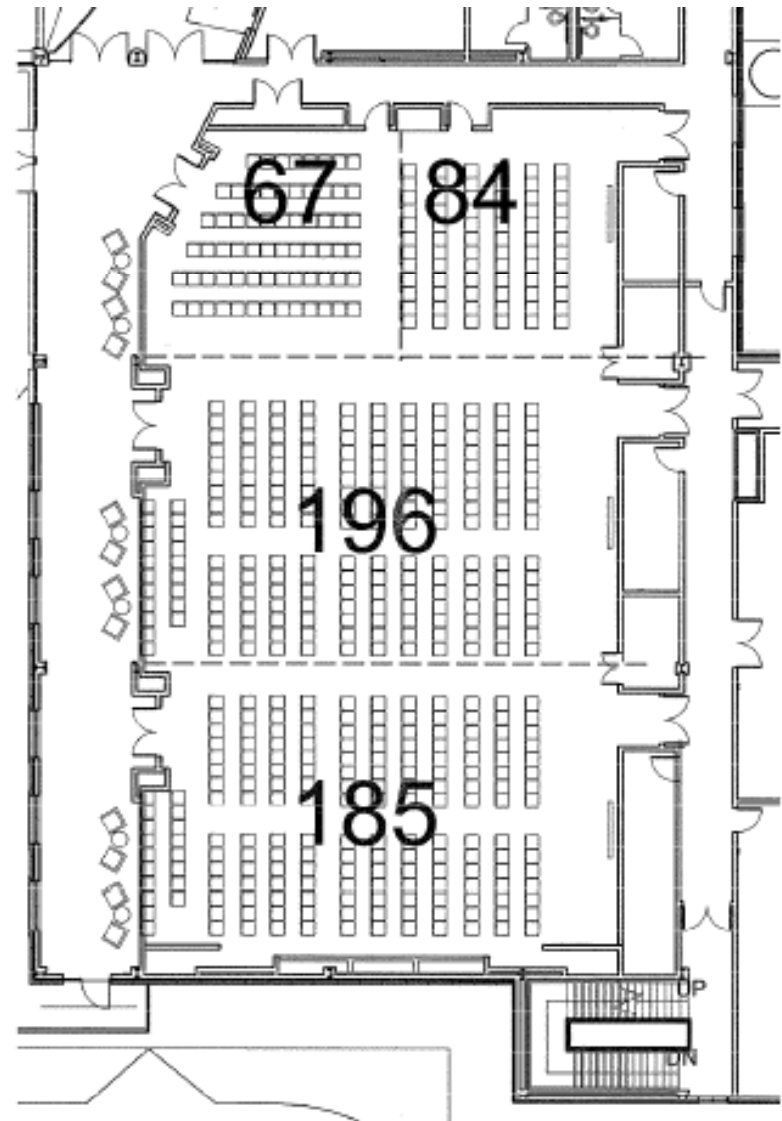
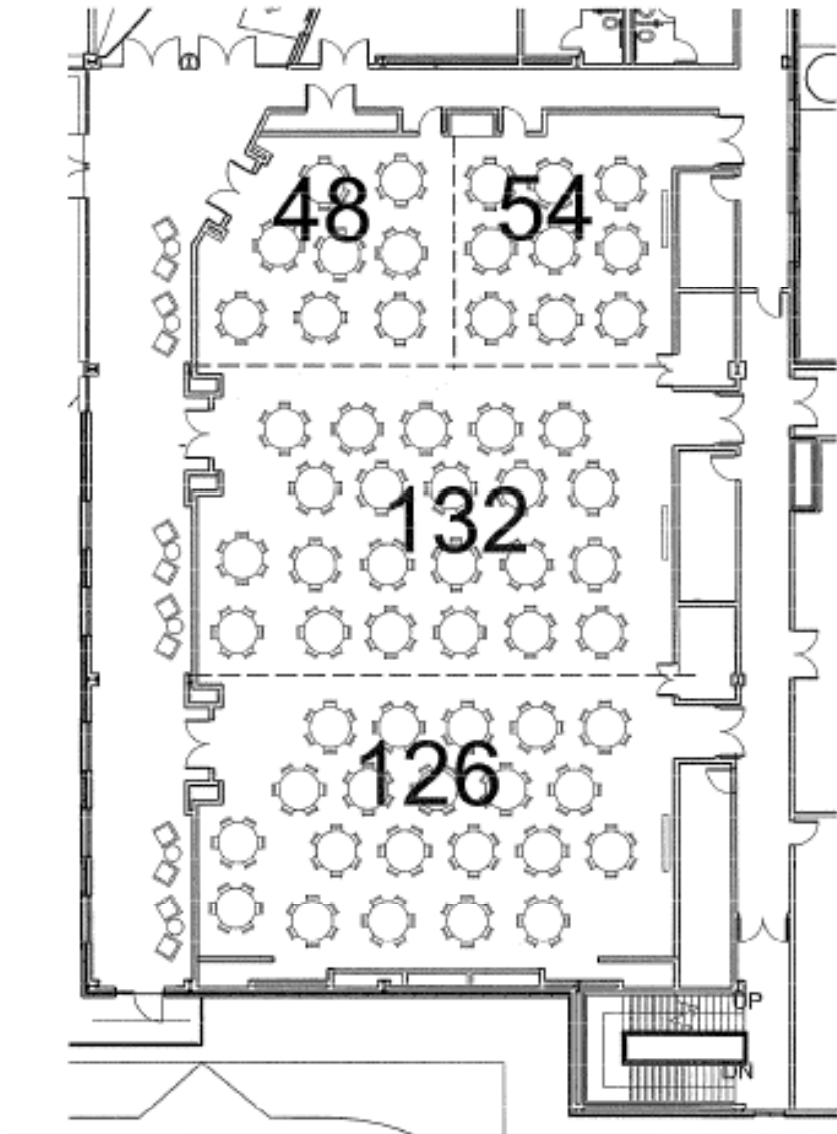
- LEED
- Site Planning
- Blocking and Stacking
- Large Venue Interactive Space







**Interior Perspective - LVIS**



# Design Issues

- LEED / Sustainable Design
- Site Planning
- Blocking and Stacking
- Large Venue Interactive Space
- Dining Seat Count, Placement, Operations



## Dining Seating Options



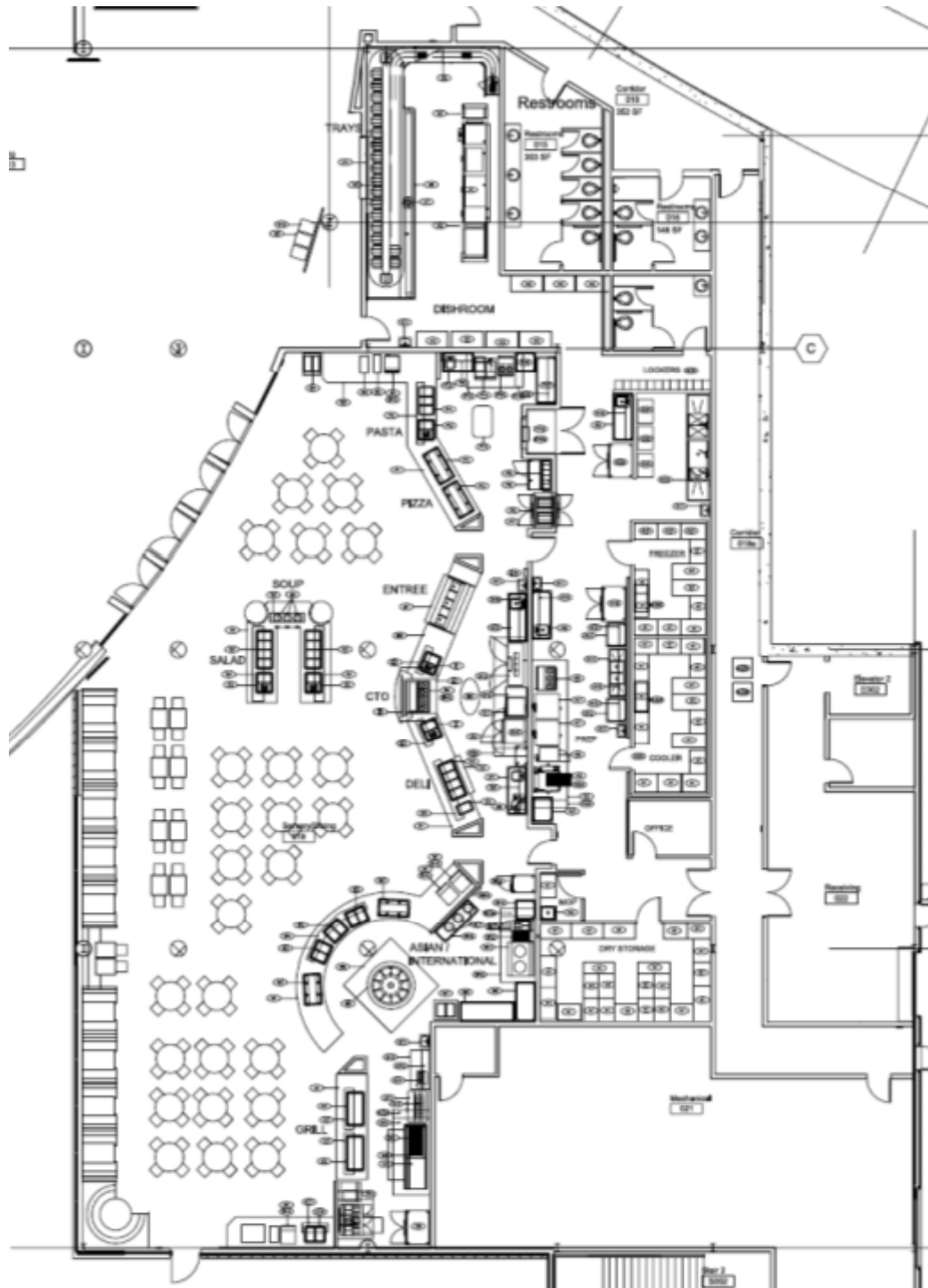
Seat Count: 628



Seat Count: 694  
(w/out Asian Station)



Seat Count: 710  
(Reduced  
Soup/Salad Station)



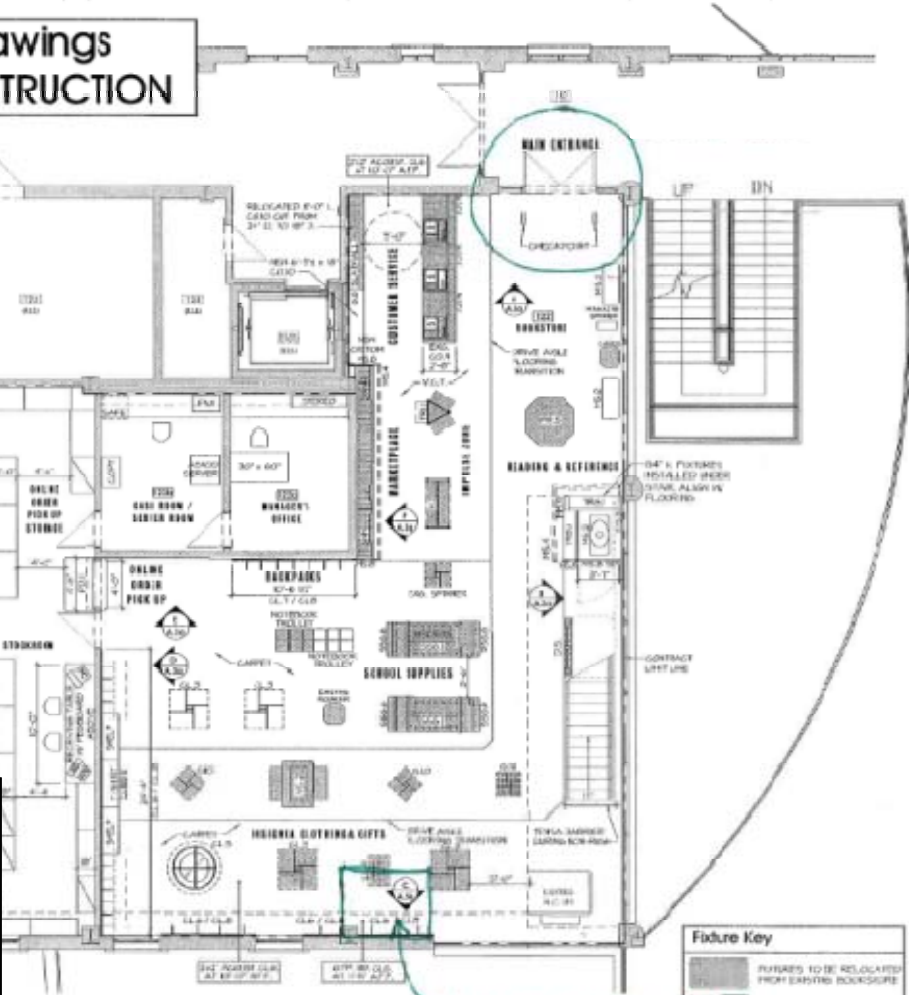
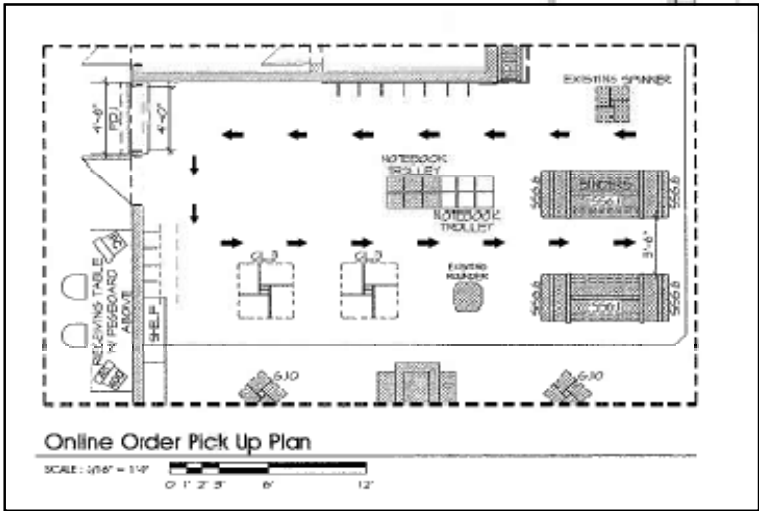
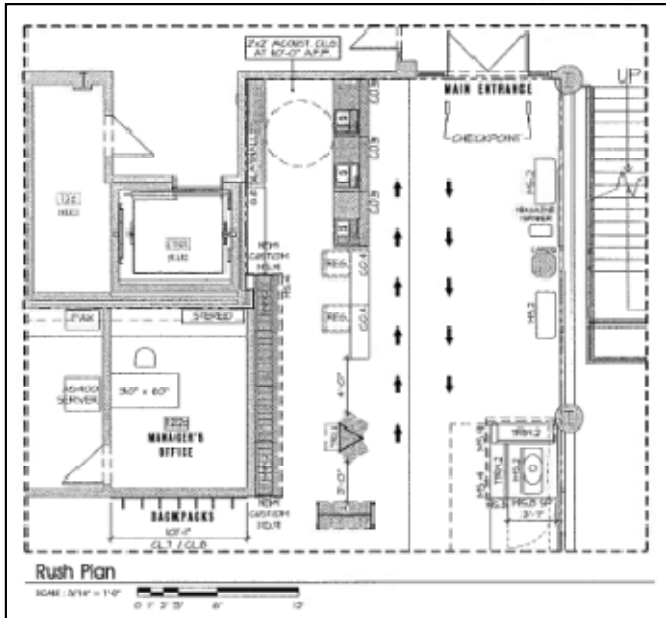
Coordinating with  
Food Service  
Provider

# Design Issues

- LEED / Sustainable Design
- Site Planning
- Blocking and Stacking
- Large Venue Interactive Space
- Dining: Seat Count, Placement, Operations
- Retail



progress drawings  
NOT FOR CONSTRUCTION



**BARNES & NOBLE**  
BOOKSELLERS

# Design Issues

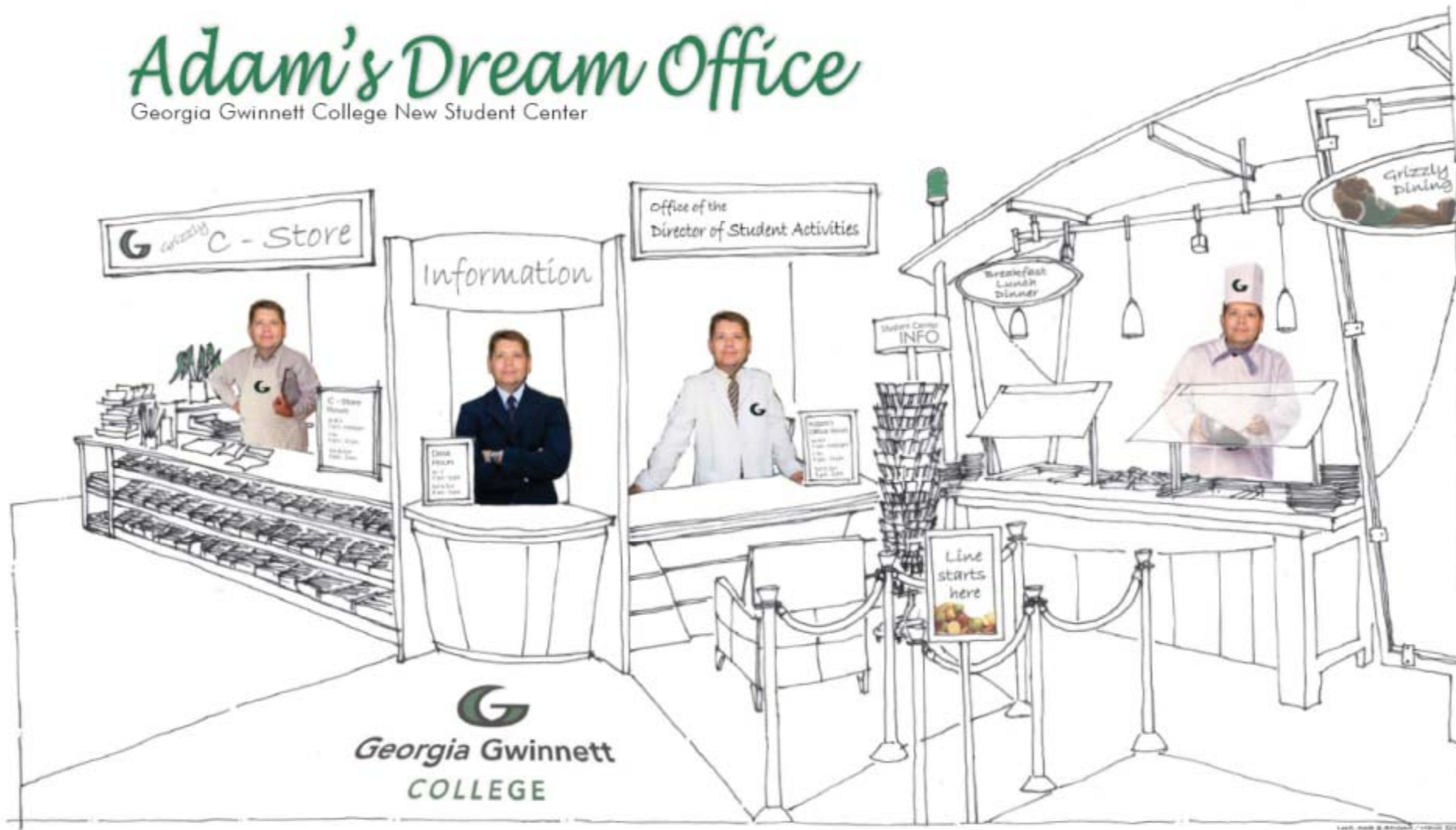
- LEED / Sustainable Design
- Site Planning
- Blocking and Stacking
- Large Venue Interactive Space
- Dining: Seat Count, Placement, Operations
- Retail
- **Offices**





# Adam's Dream Office

Georgia Gwinnett College New Student Center



# Current Status





July 2009



August 2009



September 2009



October 2009



November 2009



December 2009

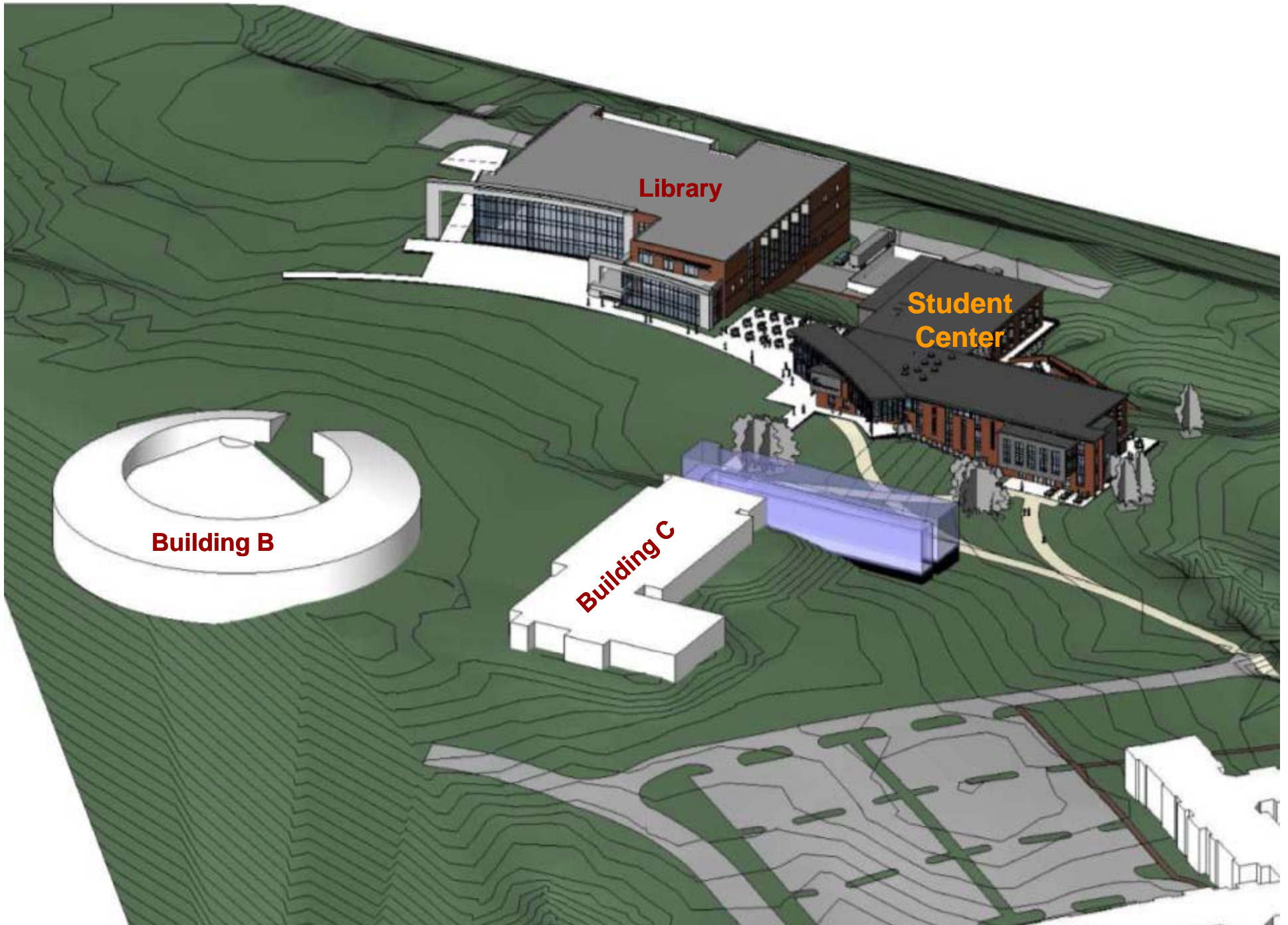




January 2010



February 2010



Library

Student Center

Building B

Building C







Rendering looking towards Outdoor Seating and Water Feature



LANDSCAPE DESIGN  
for the  
STUDENT CENTER & LIBRARY

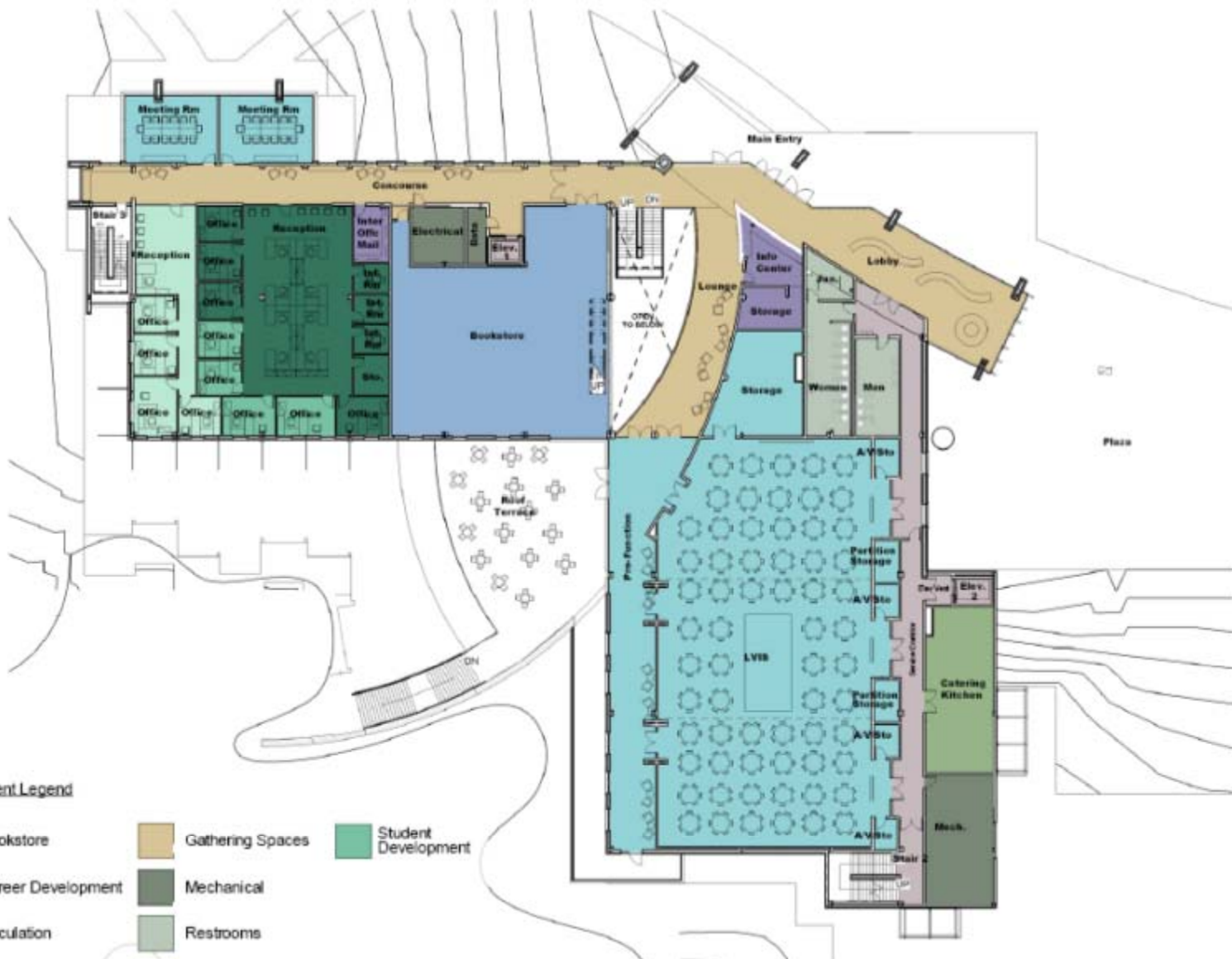




**Department Legend**

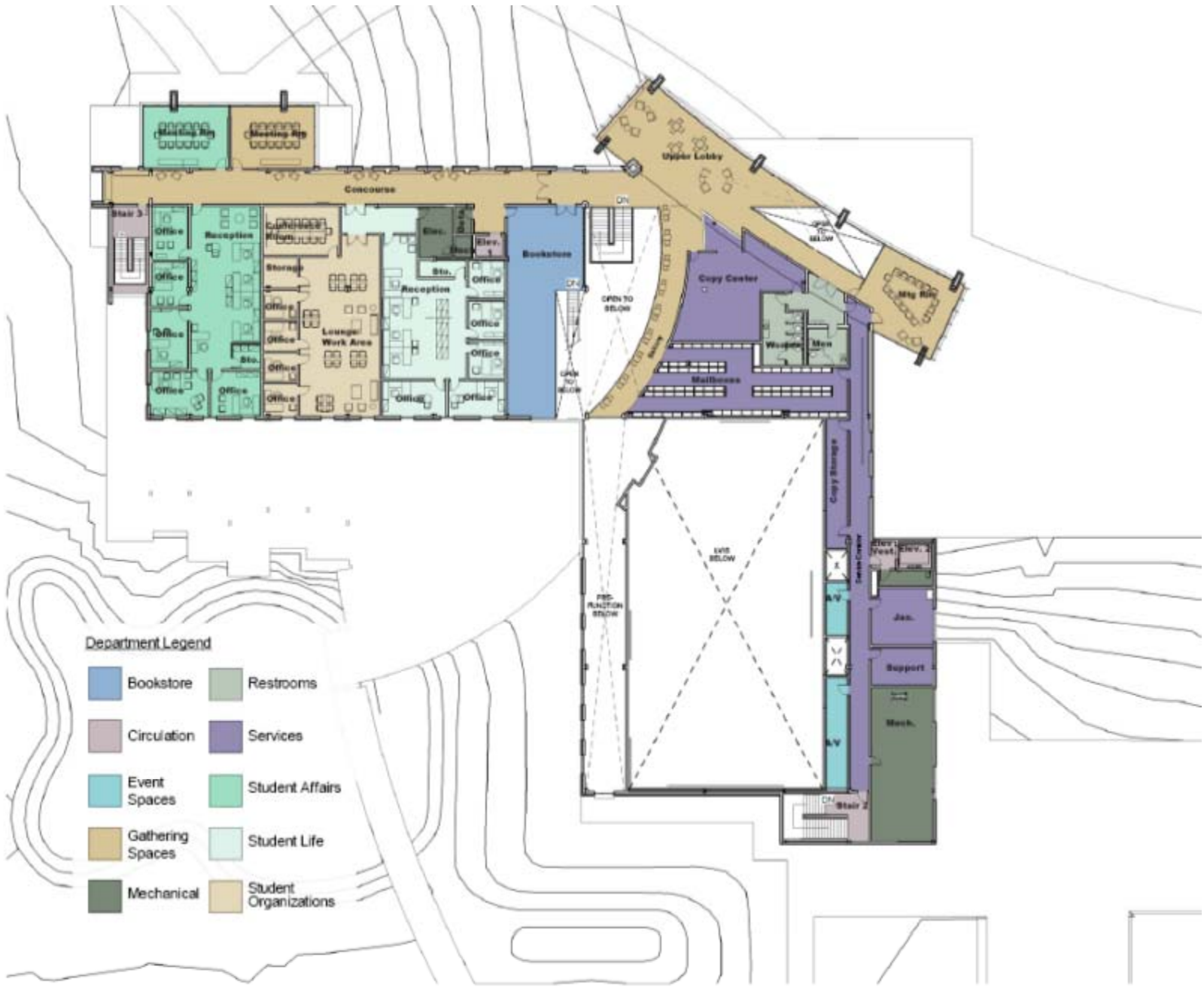
- Circulation
- Food Service
- Gathering Spaces
- Mechanical
- Restrooms
- Services















**Department Legend**

- |   |  |  |
|---|--|--|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #4682B4; border: 1px solid black; margin-right: 5px;"></span> Bookstore          | <span style="display: inline-block; width: 15px; height: 15px; background-color: #D2B48C; border: 1px solid black; margin-right: 5px;"></span> Gathering Spaces              | <span style="display: inline-block; width: 15px; height: 15px; background-color: #3CB371; border: 1px solid black; margin-right: 5px;"></span> Student Development |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #006400; border: 1px solid black; margin-right: 5px;"></span> Career Development | <span style="display: inline-block; width: 15px; height: 15px; background-color: #654321; border: 1px solid black; margin-right: 5px;"></span> Mechanical                    |  |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #A9A9A9; border: 1px solid black; margin-right: 5px;"></span> Circulation        | <span style="display: inline-block; width: 15px; height: 15px; background-color: #8FBC8F; border: 1px solid black; margin-right: 5px;"></span> Restrooms                     |  |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #40E0D0; border: 1px solid black; margin-right: 5px;"></span> Event Spaces       | <span style="display: inline-block; width: 15px; height: 15px; background-color: #6A5ACD; border: 1px solid black; margin-right: 5px;"></span> Services                      |  |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #6B8E23; border: 1px solid black; margin-right: 5px;"></span> Food Service       | <span style="display: inline-block; width: 15px; height: 15px; background-color: #90EE90; border: 1px solid black; margin-right: 5px;"></span> Student Center Administration |  |



**Department Legend**

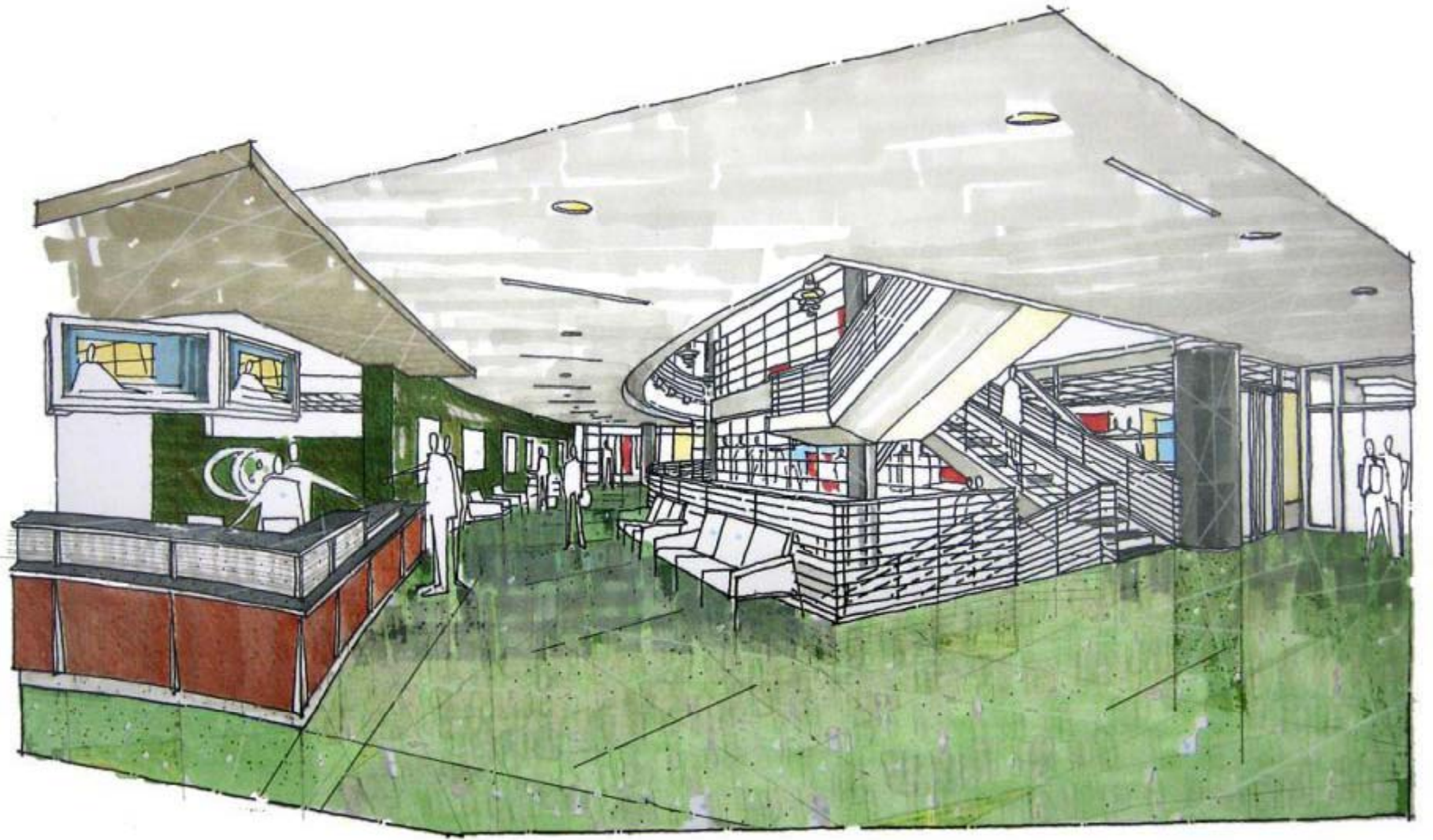
- |  |   |
|--|---|
|  Bookstore         |  Restrooms              |
|  Circulation      |  Services              |
|  Event Spaces     |  Student Affairs       |
|  Gathering Spaces |  Student Life          |
|  Mechanical       |  Student Organizations |







LVIS – Formal Event















# Risks Ahead

- Losing the Big Picture when looking so much at the details
  - Keep the vision as the guide
  - It's not about a building, it's about building community and culture
  - A student center doesn't come off-the-shelf, it is one-of-a-kind for your unique needs and context

# Risks Ahead

- Losing time from miscommunications and obstacles of hierarchy
  - Keep educating stakeholders and decision-makers about the process (lead-times, critical path)
  - Anticipate and prepare for next decision points
  - Monitor budget versus estimates to achieve greatest value



# Risks Ahead

- Losing student support
  - Keep engaging students and prospective students in the project
  - Keep educating the GGC community about student center operations and trends





Suggest to Friends

Subscribe via SMS

Coming Fall 2010!!!!!!

Information

Location: 1000 University Center Lane Lawrenceville, GA

Fans

6 of 179 fans See All



Tammy Wyatt, Kim Lovelace McMahon, Christina Bryan



Michelle Pierson, Adam Sterritt, Umair Azhar

Favorite Pages

1 Page See All



GGC Service Learning, Active Citizenship & Community

GGC Student Center

Wall Info Photos Discussions Links Video

Write something...

Attach: [Icons]

Share

Filters



Allison Lee Swan Will there be more food options in the dining hall?

January 15 at 6:04pm · Comment · Like · Report



GGC Student Center there will be large all you can eat dining hall with several different options, including a salad bar, mongolian grill, international specials, desserts, etc.

January 15 at 6:28pm · Report

Write a comment...



GGC Student Center Construction as of January 13, 2010, one day shy of a year exactly since the project RFP was issued. Pretty amazing progress.



January 13, 2010 - Construction Update

12 new photos

January 15 at 12:05pm · Comment · Like · Share

2 people like this.

Write a comment...



GGC Student Center



Terrazzo Sampling

# Questions

- Build a student center:
  - That shapes a campus community that doesn't exist yet,
  - With limited access to funds to get started,
  - in 18 months from programming to opening.





# Contact Information

**Adam Sterritt** – [asterritt@ggc.edu](mailto:asterritt@ggc.edu)

**Ken Higa** – [khiga@lasarchitect.com](mailto:khiga@lasarchitect.com)

Lord Aeck Sargent

booth # 410

**Ann Drummie** – [adrummie@facilityplanners.com](mailto:adrummie@facilityplanners.com)

Brailsford & Dunlavey

booth # 313



# A New Campus, New Student Center, New Culture

Georgia Gwinnett College

