

ACUI Annual Conference 2005



New Construction, Demo, or Reno at the University of Nevada–Reno

Presented by:
Chuck Price, University of Nevada
Jeffrey Turner, Brailsford & Dunlavey



**the
New-UN**

PRESENTATION OUTLINE

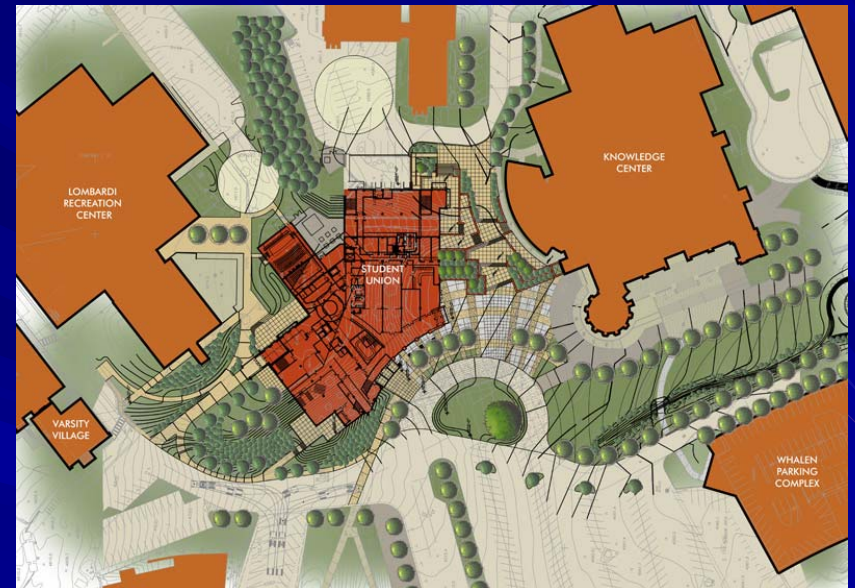
- **Introductions**
- **Campus Overview**
- **Project Background**
- **Market Analysis**
- **Electronic Referendum**
- **Discussion**

Nevada Overview

- Student Population currently 15,595
- The student population has been consistently rising for the past four years
- The past several years have seen population increases between 6% and 8%
- Student enrollment is expected to continue to increase for the next five years

University Strategic Plan

- “An important area in which we must enhance our campus community is by building a stronger student community.”
- “This initiative includes building a new student union, conveniently located for residential and commuter students for whom the union will provide a sense of campus community.”



University Master Plan Proposed New Student Union Location



Student Union
(Future Site)

Current JTSU Location

Student Union
(Future Site)

Knowledge Center
(Future Site)

Jot Travis
Student Union





Jot Travis Student Union Overview

- The JTSU was built in 1958 for a student population of 2,131
- Since 1958, it has been renovated on several occasions
- The most recent renovation occurred in 1996 and brought the total union square footage up to 51,866 assignable square feet
- The recommended size for student unions is between 10 and 15 square feet per student
- The JTSU has 3.7 square feet of assignable space per student
 - And Getting Smaller Each Year

Project Background

- Hired Brailsford & Dunlavey in January 2003 for a March Regents Meeting to request planning funds
 - Cost Split Between Student Government and Union Reserves
- UNLV, our sister institution, was also requesting for fee approval for new Rec Center and Union
- Program started as a Combined Recreation Center / Student Union Study
- Timing for Recreation Center not right
- Change in Student Leadership
- New Leadership questioned everything
- Survey and Education Group formed that included students and advisors opposed to the project

B&D Scope of Work

- Review Existing Facilities & Documentation
- Focus Groups
- Intercept Interviews
- Needs Assessment Survey
- Architectural Programming
- Demand Based Programming
- Electronic Referendum

Focus Group Review

- Many Students Just Walking Through Building
- Lack of Social Gathering Spaces / Lounges
 - Need for Small Group Study Areas
 - Desire for Late Night Programming Activities & Hours
 - More Outdoor Space
- Opportunity for Additional Retail



Needs Assessment Survey Results

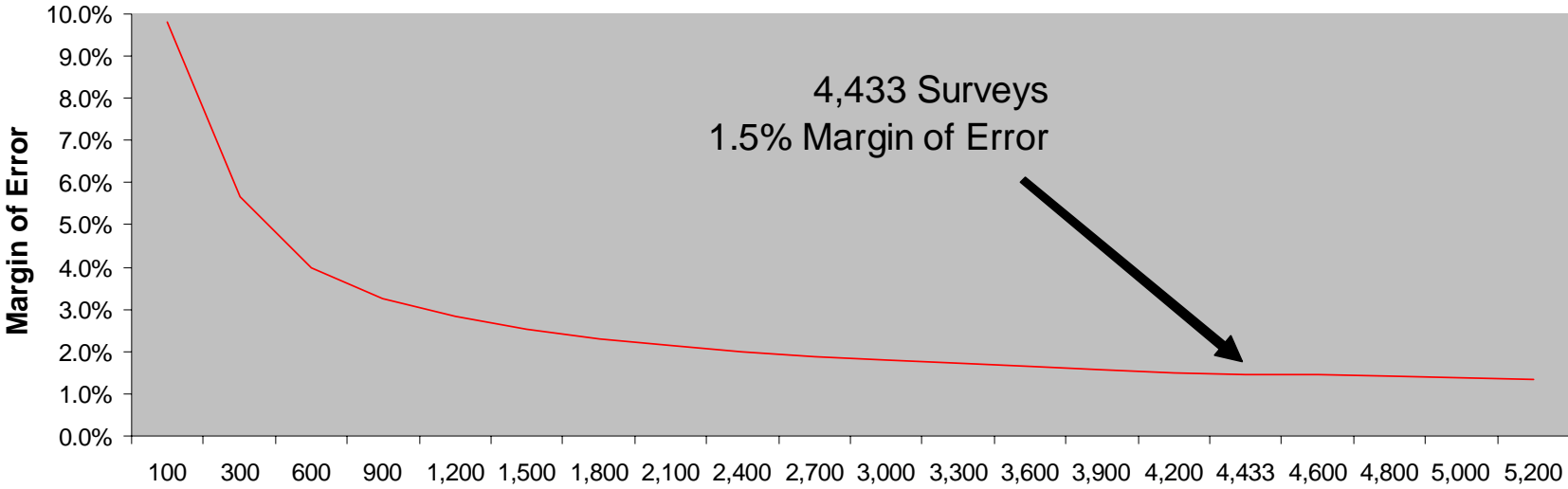
Type	Internet
Dates	Sept 15-29, 2003
Sample Size	15,000
Respondents	4,433*
Response Rate	29%
Margin of Error	+/- 1.5%
Demographic	Match Overall Univ. Demographics

** - All Unique R Numbers – All Duplications were Eliminated*

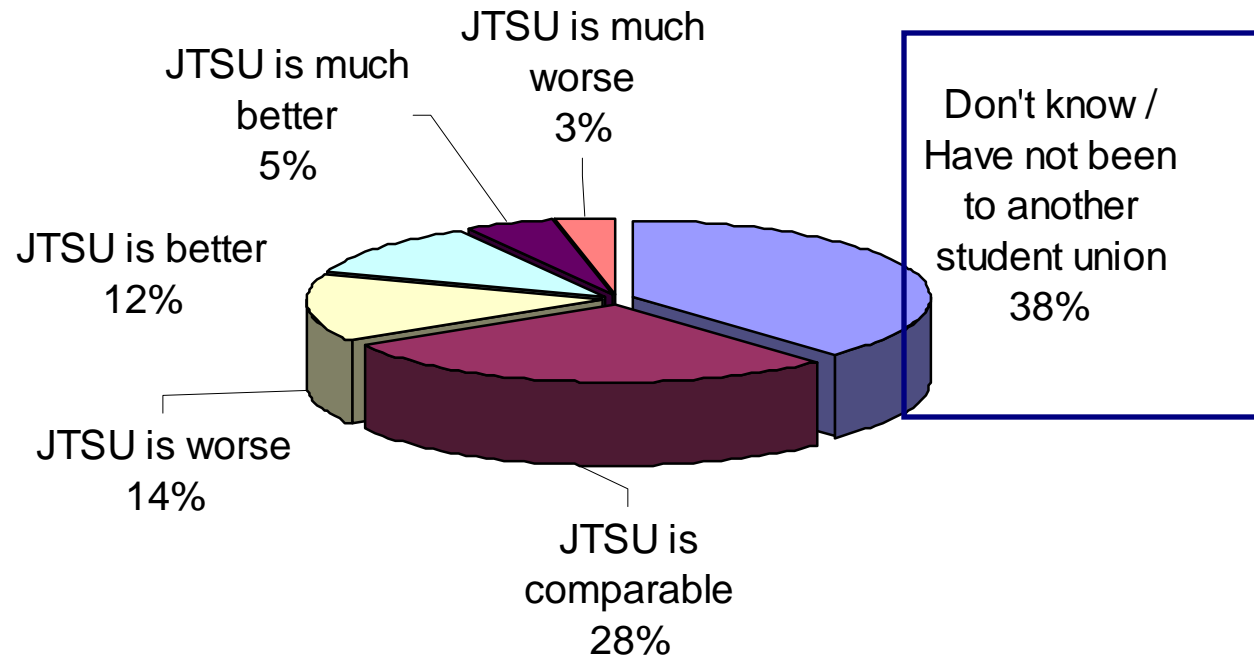
The survey had the highest total responses for any University of Nevada, Reno assessment study.

Survey Results

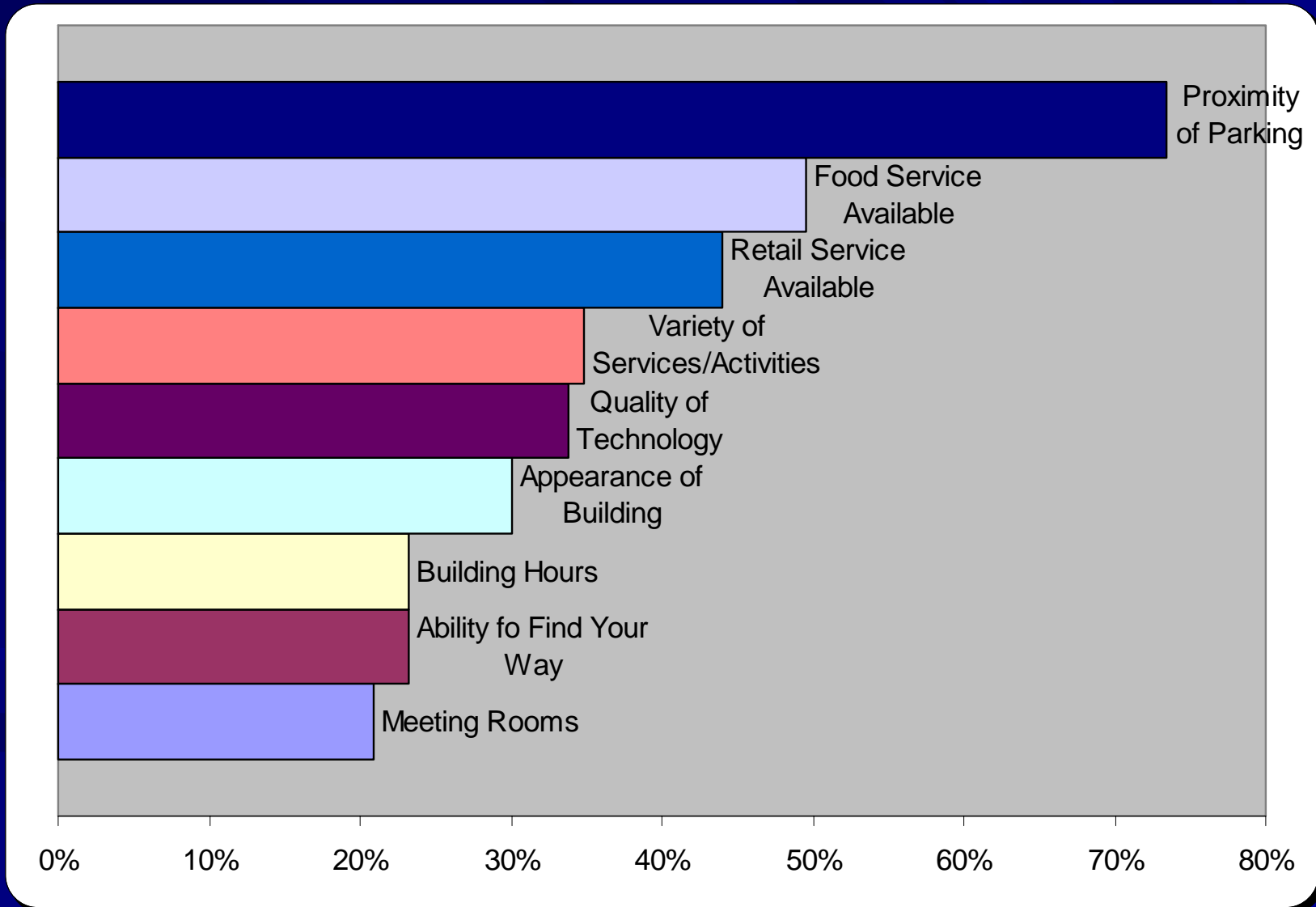
Survey Significance



JTSU vs. Other Unions

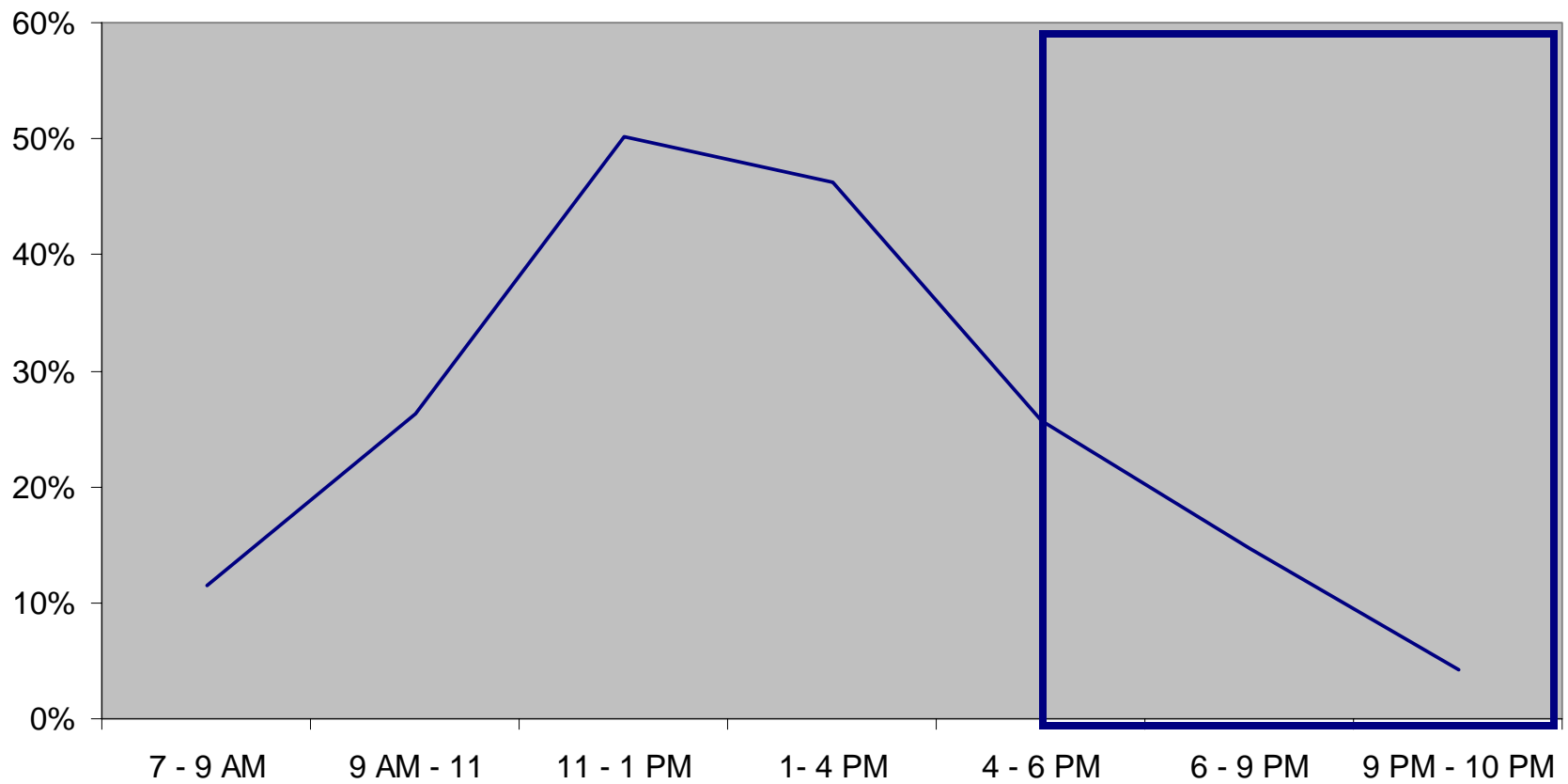


Services Ranked Poor or Fair



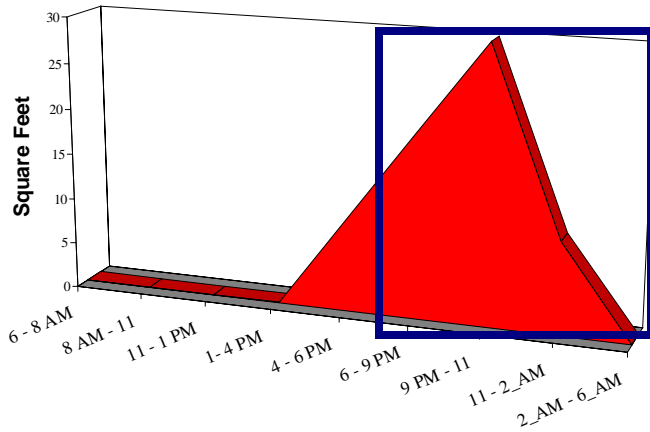
Existing Utilization

Student Use of Existing JTSU

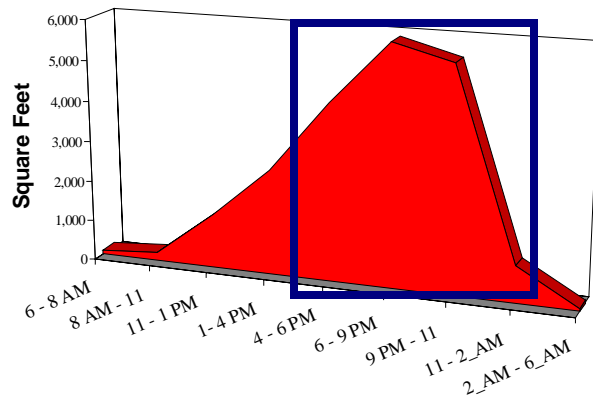


Proposed Evening Activity

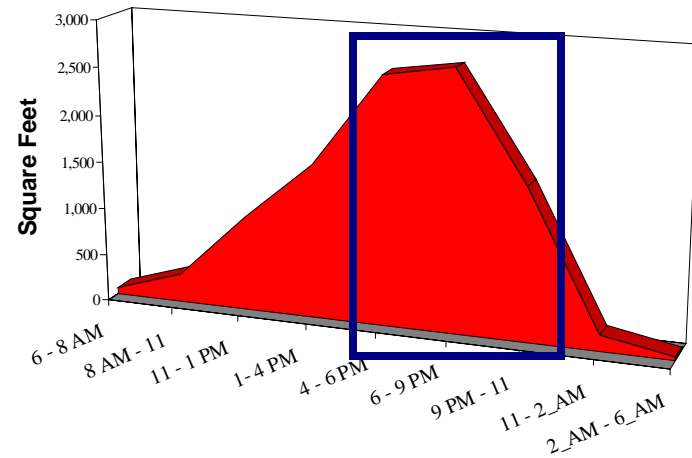
Bowling



Passive Recreation

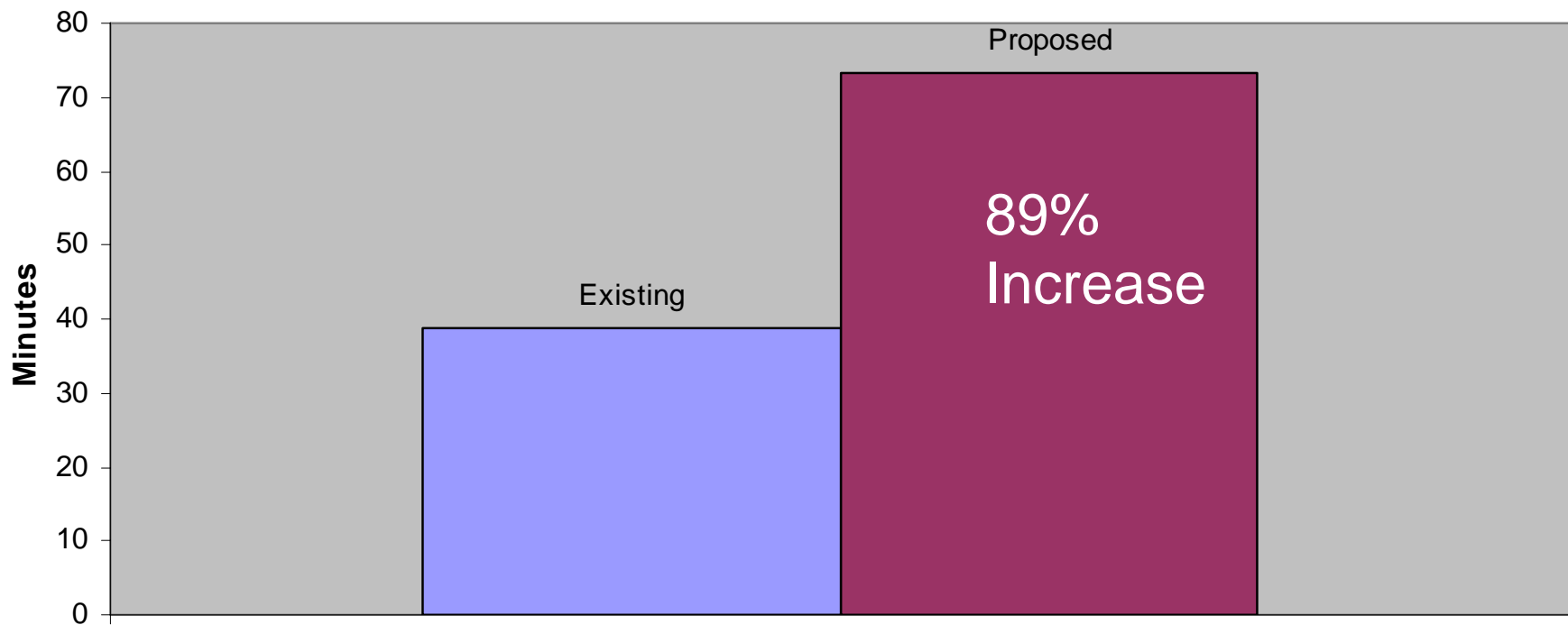


Small Group Study



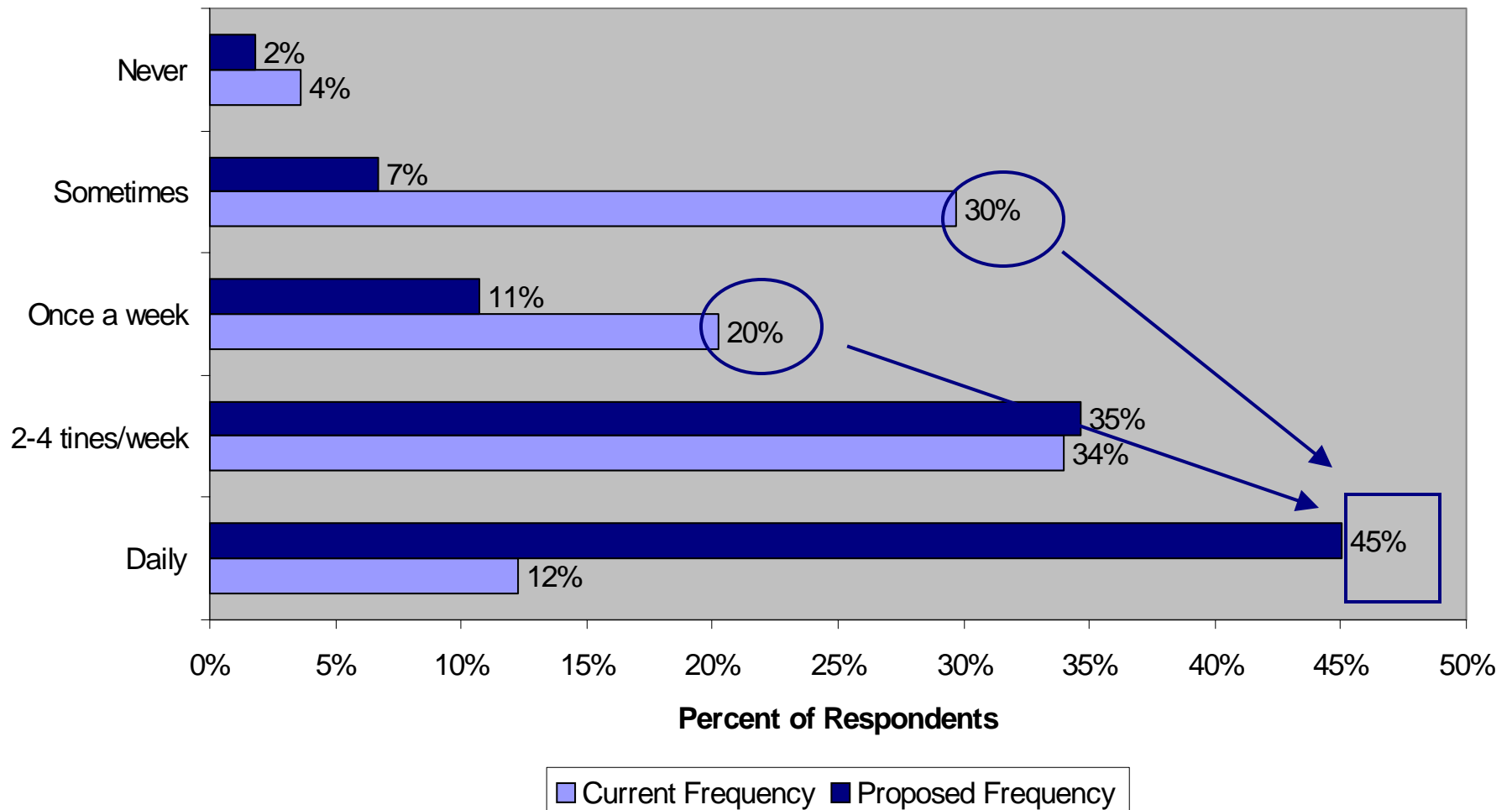
Existing vs. Proposed Utilization

Existing vs. Proposed Usage of Union Facilities

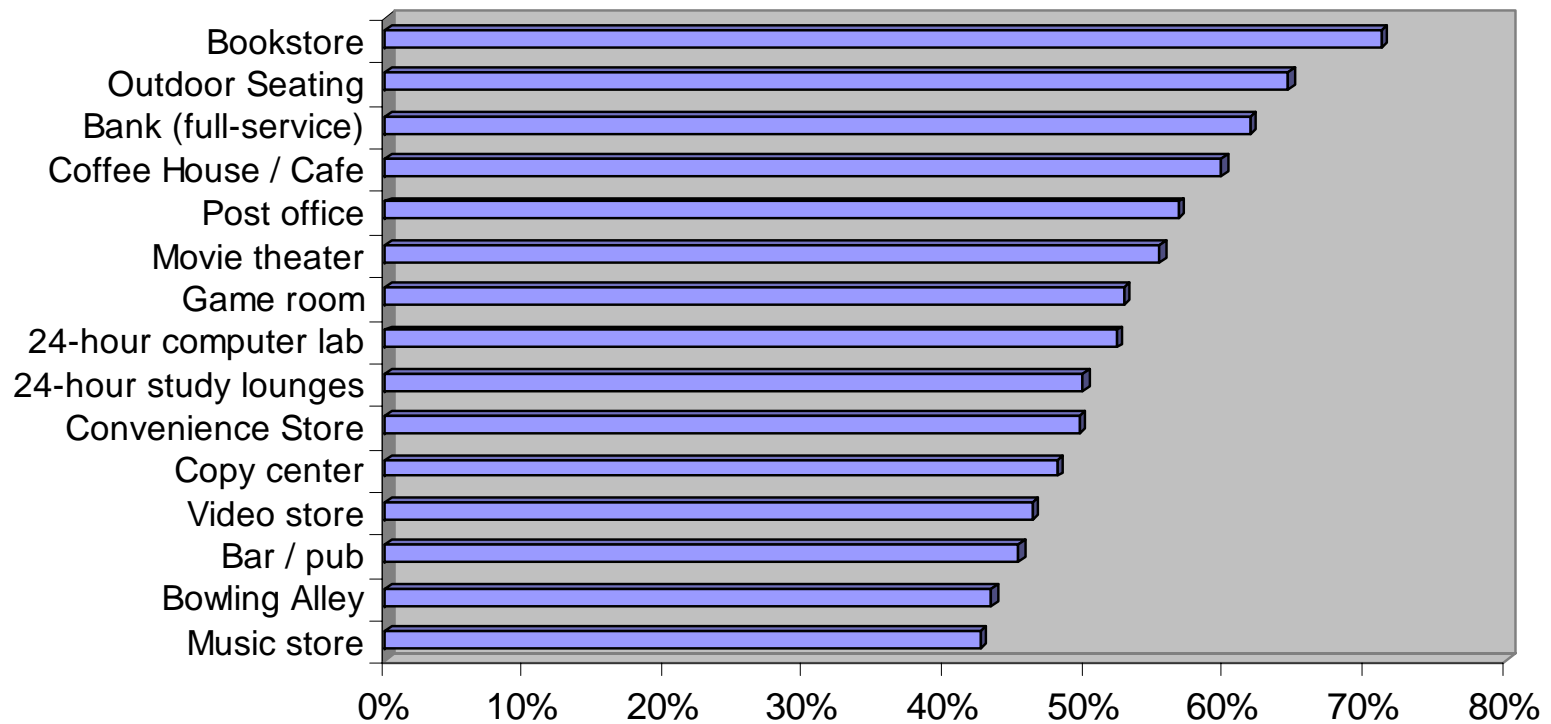


Existing vs. Proposed Use

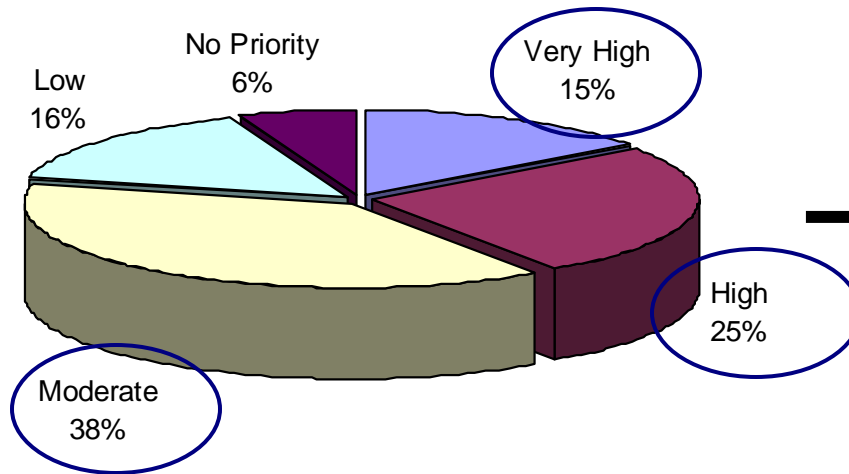
Current vs Proposed Frequency of Use



Spaces Requested in a New Student Union



How High of a Priority Should a New Union Be?



78%
Moderate
To
High
Priority

Student Comments

"The current union is small and lacks the image and professionalism that the University of Nevada, Reno deserves."

- Full-time Out of State Sophomore Living Off Campus

"Good to see you improving the campus. I went to UNM for my undergrad, and have many fond memories of meetings with friends/professors as well as listening to bands during lunch. Please make this happen!"

- Part-time Graduate Student

"As a current student and a parent of two prospective students, I believe a student union is an important part of meeting student and community needs. A well planned student union can provide a sense of place and identity..."

- Non-tradition Undergraduate Living Off-campus

Student Comments

"A new student union would be great, but I DO NOT want to pay extra tuition for it."

- Full-time In-state Sophomore Living Off Campus

"I am a transfer student, and (JTSU) more than exceeds the one we had. I would not spend a lot of money to build a new one."

- Full-time Out-of-state Graduate Student

"Why would you put the new student union by Lombardi? It is not a central location. I think (JTSU) is more central currently."

- Full-time In-state Senior Living Off Campus

Demand Based Programming

- METHODOLOGY -

FACTORS

- Type of Activity
- Duration
- Frequency
- Discounting

PRODUCTS

- Projected Demand – Number of Users
- Projected Demand – Facility Size

Demand Based Programming

Activity	Depth	Breadth
Marketplace / Food Court - Lunch	28.7%	79.9%
Computer Lab	26.4%	62.8%
Passive Recreation (game area, table tennis, billiards, arcade)	21.6%	62.2%
Bar / Pub (alcohol served)	20.8%	55.7%
To go (Take out) Food - Lunch	20.5%	52.4%
Cafe / Pub (no alcohol served)	20.1%	68.5%
Marketplace / Food Court - Breakfast	19.2%	64.0%
To go (Take out) Food - Breakfast	14.6%	42.8%
Marketplace / Food Court - Dinner	14.3%	56.9%
Restaurant / Table Service - Lunch	12.7%	61.9%
Small Group Study/Seminar Rooms (2-5 people)	11.2%	58.9%
Bowling	11.1%	56.5%
To go (Take out) Food - Dinner	9.5%	37.8%
Restaurant / Table Service- Dinner	9.3%	49.7%
T.V. Lounge	9.2%	38.6%
Restaurant / Table Service - Breakfast	8.6%	46.8%

Depth = Student Responses Who Will Use the Facility At Least Two Times a Week

Activity is Critical to Their Life Styles

Demand Based Programming

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Breadth = Student Responses Who Will Use the Facility at Least Sometimes

Activity is Important to Campus Life

Demand Based Programming

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1st Priority

2nd Priority

3rd Priority

4th Priority

5th Priority

Program Reconciliation

Activity		Priority Category	Peak Accommodation	Space Type	Peak Demand	Space Allocation Based on Prioritization of Demand		
1	Marketplace - Lunch	first	75% to 85%	Sq. Ft.	19,320	14,500	to	16,400
2	Computer Lab	second	55% to 65%	Sq. Ft.	3,760	2,100	to	2,400
3	Passive Recreation	second	55% to 65%	Sq. Ft.	5,880	3,200	to	3,800
4	Bar / Pub (alcohol served)	third	40% to 50%	Sq. Ft.	7,130	2,900	to	3,600
5	To go (Take out) Food - Lunch	third	40% to 50%	Sq. Ft.	1,770	700	to	900
6	Cafe / Pub (no alcohol served)	third	40% to 50%	Sq. Ft.	3,600	1,400	to	1,800
7	Marketplace / Food Court - Breakfast	third	40% to 50%	Sq. Ft.	4,690	1,900	to	2,300
8	To go (Take out) Food - Breakfast	fourth	25% to 35%	Sq. Ft.	880	220	to	308
9	Marketplace / Food Court - Dinner	fourth	25% to 35%	Sq. Ft.	3,970	1,000	to	1,400
10	Restaurant / Table Service - Lunch	fourth	25% to 35%	Sq. Ft.	7,300	1,800	to	2,600
11	Small Group Study Rooms	fourth	25% to 35%	Sq. Ft.	2,720	700	to	1,000
12	Bowling	fourth	25% to 35%	Lane	30	8	to	11
13	To go (Take out) Food - Dinner	fifth	10% to 20%	Sq. Ft.	620	62	to	124
14	Restaurant / Table Service- Dinner	fifth	10% to 20%	Sq. Ft.	4,710	500	to	900
15	T.V. Lounge	fifth	10% to 20%	Sq. Ft.	3,110	300	to	600
16	Restaurant / Table Service - Breakfast	fifth	10% to 20%	Sq. Ft.	3,430	300	to	700
1	COMBINED 1: (Lunch - Restaurant, food court, to go)				28,390	17,000		19,900

Electronic Referendum

Marketing Effort

- **The working group decided to aggressively promote the surveys by:**
 - Using campus e-mail, two messages sent to every student
 - Mailed postcard to every student
 - Pop-up adds on popular campus websites
 - Article linked to the University's main webpage
 - Faculty announcements in some classes
 - Ads in the Sagebrush, campus shuttle buses, and large banners in the current Union and the potential new location



Fees in Student Electronic Referendum Survey

- Undergraduate Students: Flat fee, not to exceed \$94 per semester (and \$25 for students taking 3 credits or less)
- Graduate Students: Flat fee, not to exceed \$97 per semester (and \$49 for students taking 6 credits or less)
- Fee Not to Begin until Fall 2006
- Opening Fall 2007

1 **How did you hear about this project?**

CHOOSE ALL THAT APPLY

- This survey is the first I heard of this project
- I saw posters on campus or in the union
- I filled out the first survey
- I participated in one of the Focus Groups
- I went to the Open Forum or other presentation
- I saw the sign near the Lombardi Recreation Center
- From the pop up advertisements or website. Please list:

- From the post card in the mail
- By word of mouth
- From the e-mail from the listserv or campus e-mail
- From my student government representative
- Other:

2 **Are you an undergraduate or graduate/professional student?**

SELECT ONE

- Undergraduate
- Graduate/Professional

For an additional student fee, not to exceed \$ 94 per semester (and \$ 25 for students taking 3 credits or less), and NOT TO BEGIN UNTIL FALL 2006 (anticipated opening of FALL 2007), a new, comprehensive student union will be developed with the following amenities:

- Centrally located near the Lombardi Recreation Center and the new library location
- Parking located near the new facility
- An expanded bookstore with expanded offerings and amenities
- Increased food service options and dining areas including local and regional brands
- Increased social gathering/interaction spaces (quiet spaces, lounges, outdoor seating)
- Administrative area for student organization offices, work space, and storage
- Additional event/activity spaces for concerts, dances, and student performances
- Improved and increased multipurpose meeting rooms for students
- Outdoor patio and seating
- Improved technology/ internet e-mail access
- Café/ Pub (with or without alcohol)
- Computer lab
- Movie theater
- 24-hour study lounges
- Games room (i.e., Arcade, Billiards, Table Tennis)
- Retail food open at night after regular business hours
- Additional and expanded retail options (pending outside contractor interest) including:
 - US Post Office
 - Full service bank
 - National name brand food vendors
 - Video store
 - Music store
 - Copy center

3 **Based on the information presented above, how would you vote?**

SELECT ONE



Yes, I approve of the campus building a new student union and raising student fees in the Fall of 2006 (anticipated opening in the Fall of 2007)



No, I do not approve of the campus building a new student union and raising student fees in the Fall of 2006 (anticipated opening in the Fall of 2007)

4

What would you say are the 3 major reasons why you ARE NOT supportive of the student union project?

CHECK TOP 3 CHOICES

- Not interested in building new facilities
- Not worth the cost
- Cannot afford the fee
- The fee is too high
- Do not believe students should pay for improvements
- Project should not be a campus priority
- Satisfied with existing facilities
- Proposed site is a poor location
- Would not use the new student union
- Unable to answer / don't know
- The campus has other priorities such as :
- Other:

Electronic Referendum Survey Results

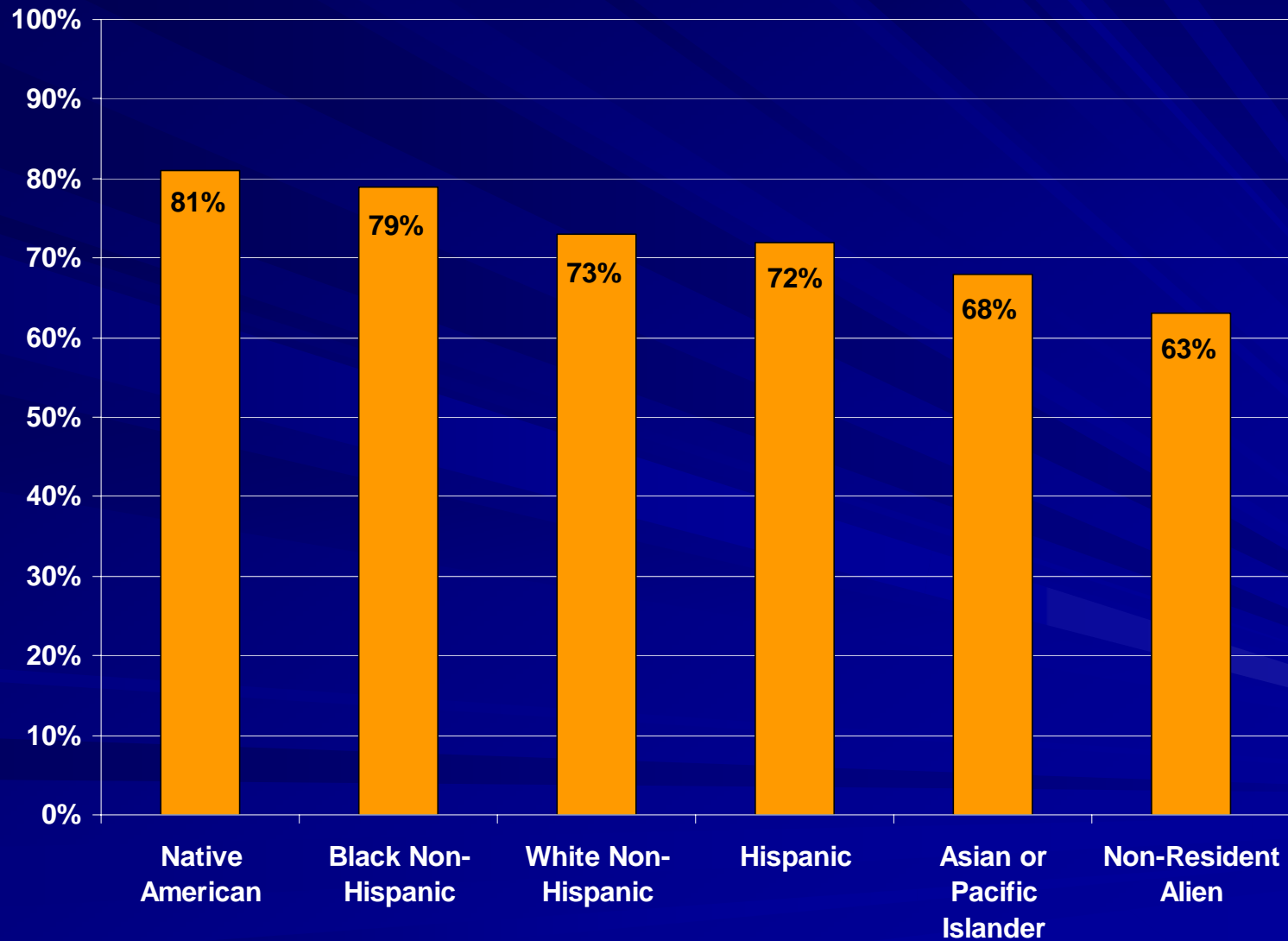
- Surveyed Undergraduate and Graduate Students
- 3,523 students responded to second survey about their willingness to pay a specific fee for the building
- 800-1,100 students for a typical election
- Margin of error of $\pm 1.6\%$

Significant Findings

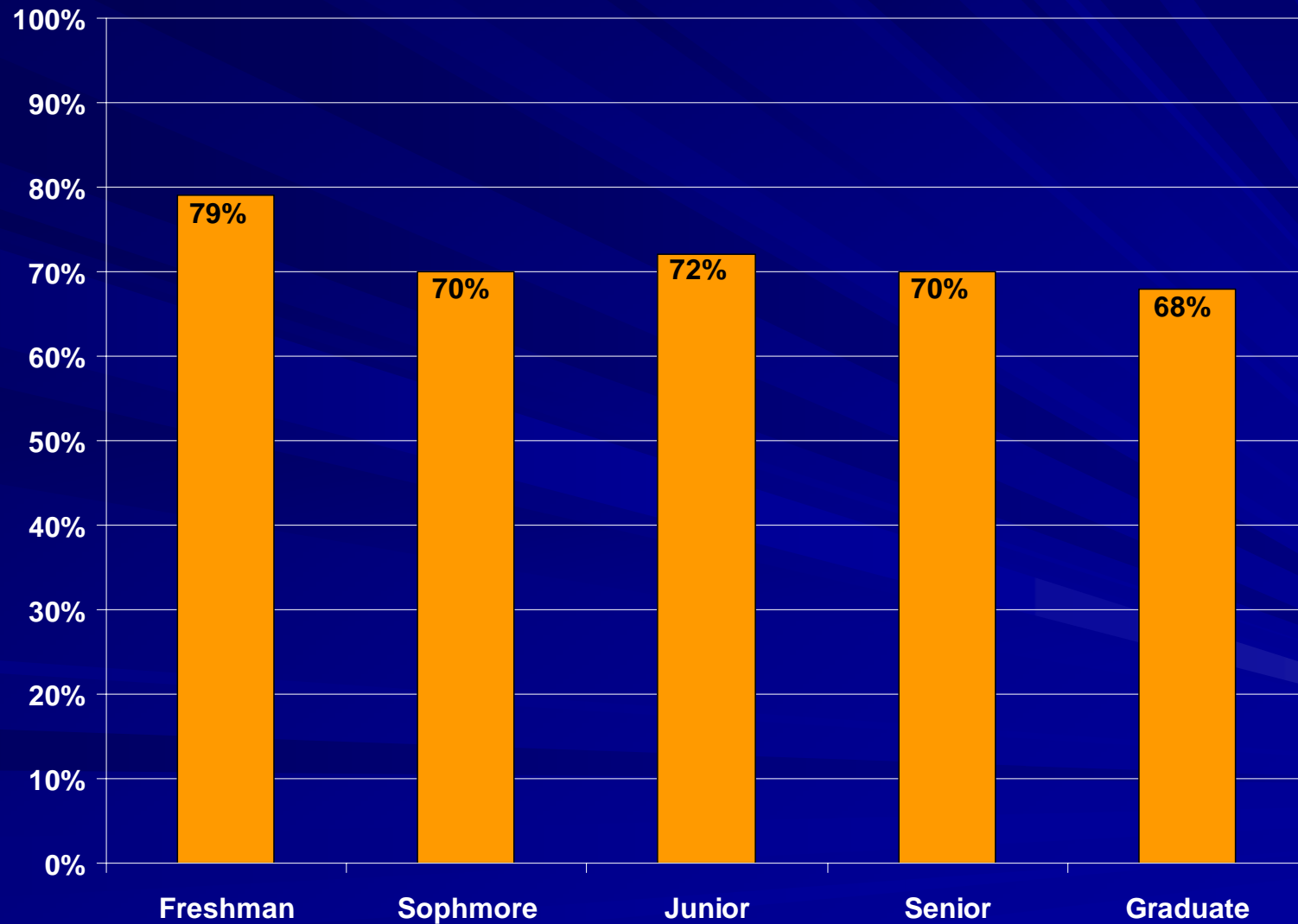
Student Support of Proposed Fees

	Yes	No
Total Students	72%	28%
Undergraduate Students	73%	27%
Graduate Students	68%	32%

Demographic Support



Support by Class Standing



Reasons for “No” Response

- Not worth the cost
- The fee is too high
- Satisfied with existing facilities

Reasons for “Yes” Response

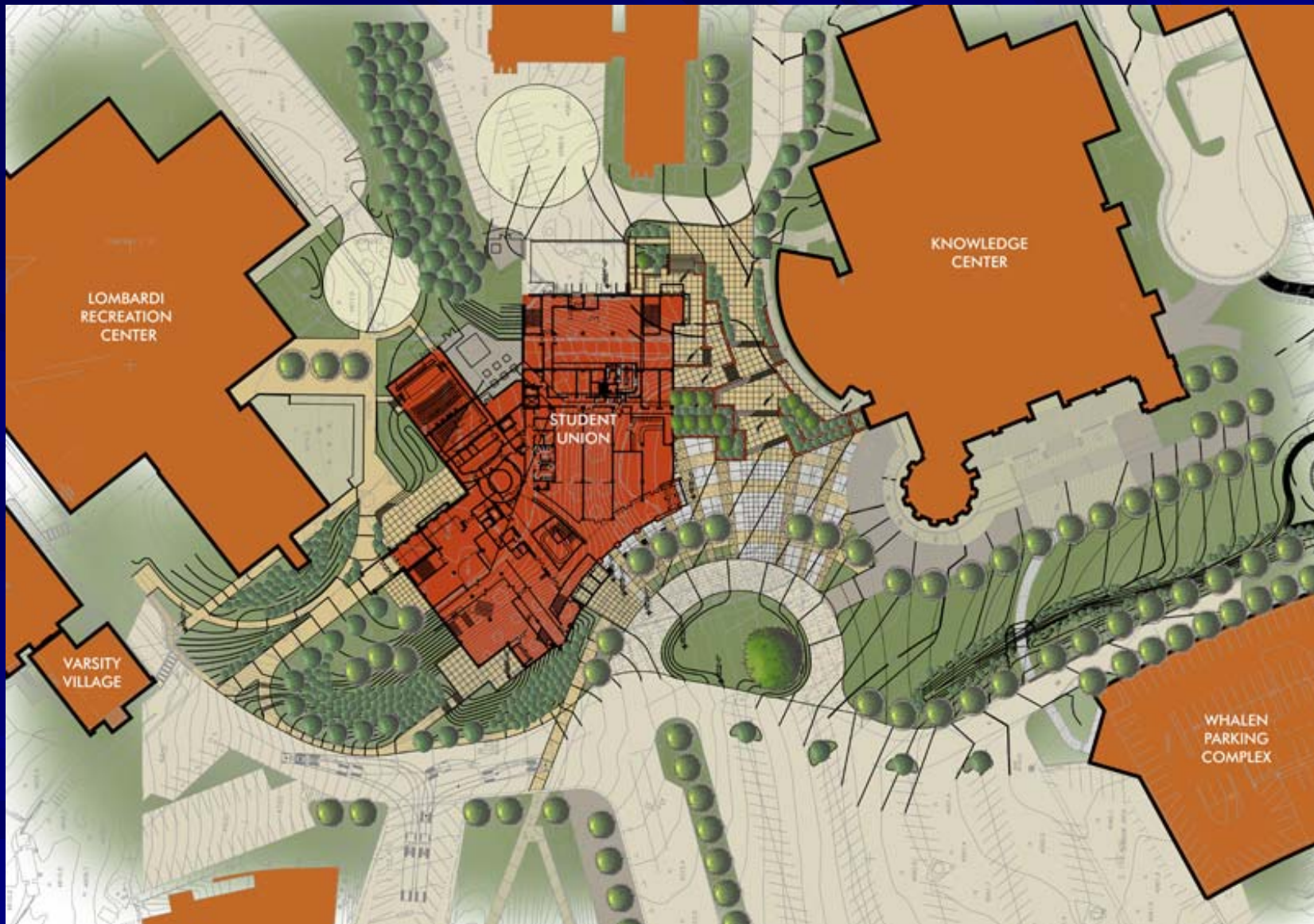
- The project is important to overall campus life
- The project will be a great addition to the campus
- The current Jot Travis Student Union is not sufficient in size

Detailed Programming Issues:

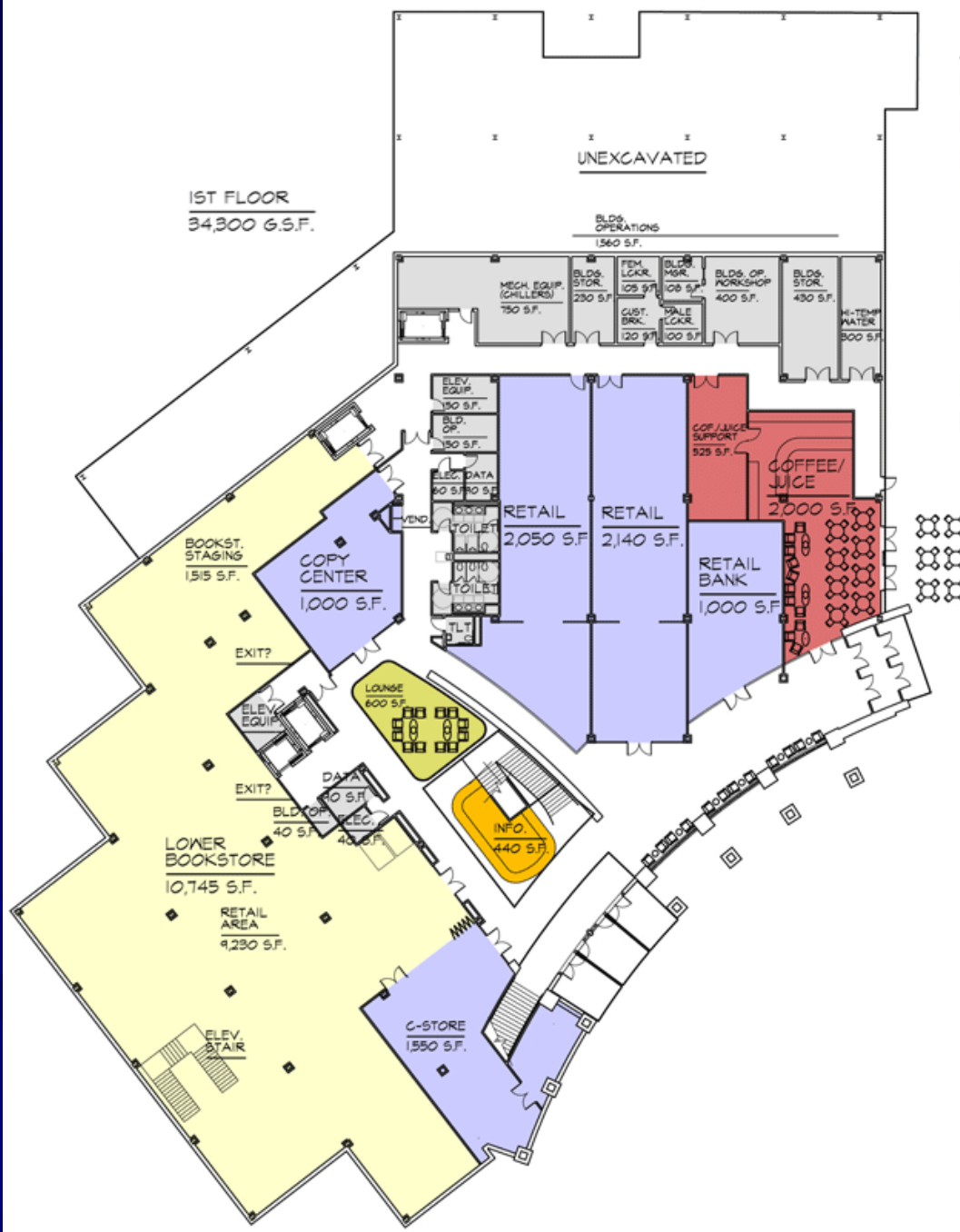
- Ensure we deliver what we promised
- Change in student leadership
- Rising construction costs
- Make sure to meet future needs

Total Project Cost Estimate Expressed in 2006 Dollars

■ Professional Services	\$ 4,298,856
■ Building Costs	39,262,170
■ Miscellaneous	<u>445,905</u>
Total Building Costs	\$ 44,006,931
■ Capitalized Interest During Construction	\$ 1,410,783
■ Underwriter Costs	346,760
■ Bond Insurance Costs	430,526
■ Bond Issuance Costs	<u>150,000</u>
Total Project Cost	\$ 46,345,000



WTW Architects

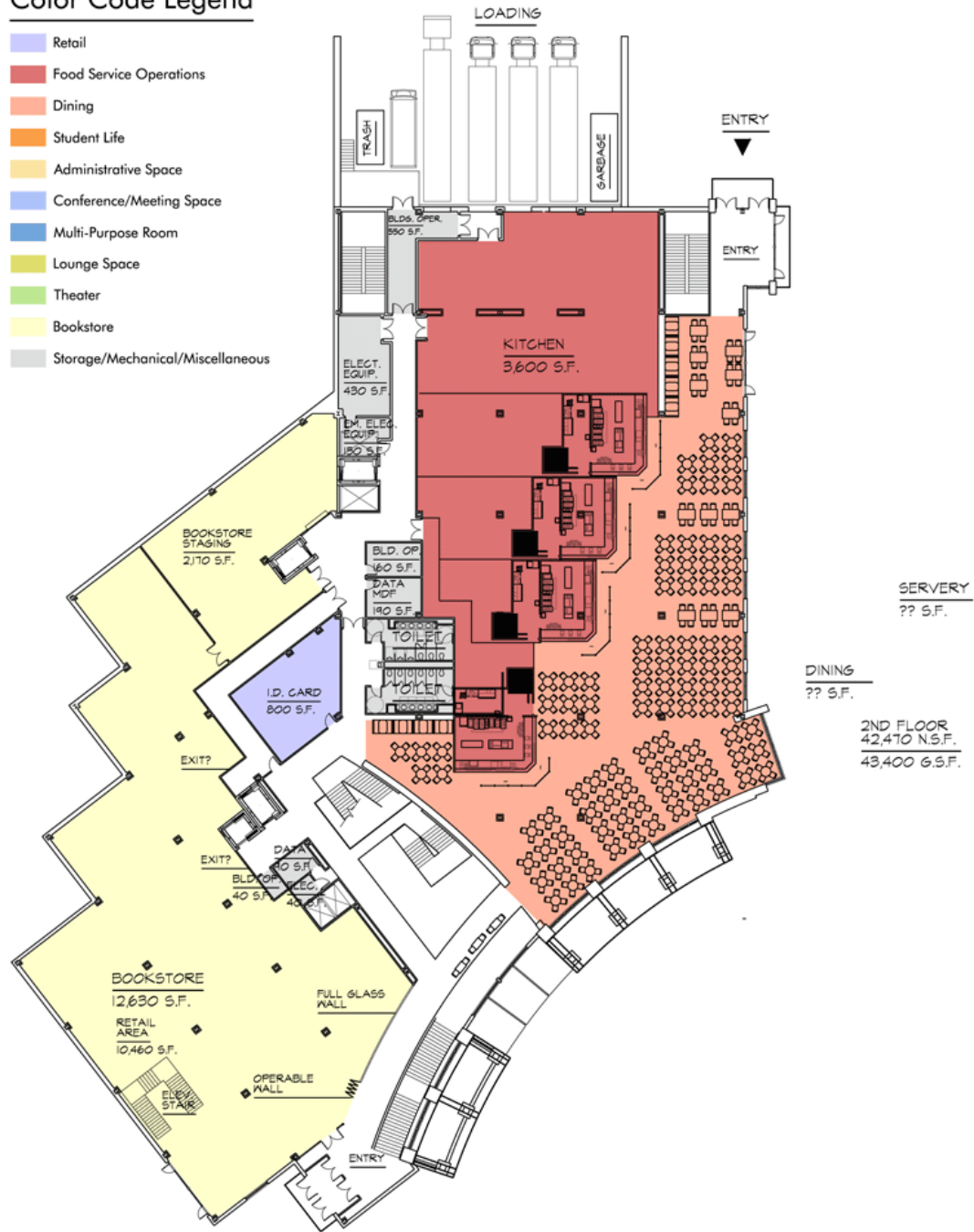


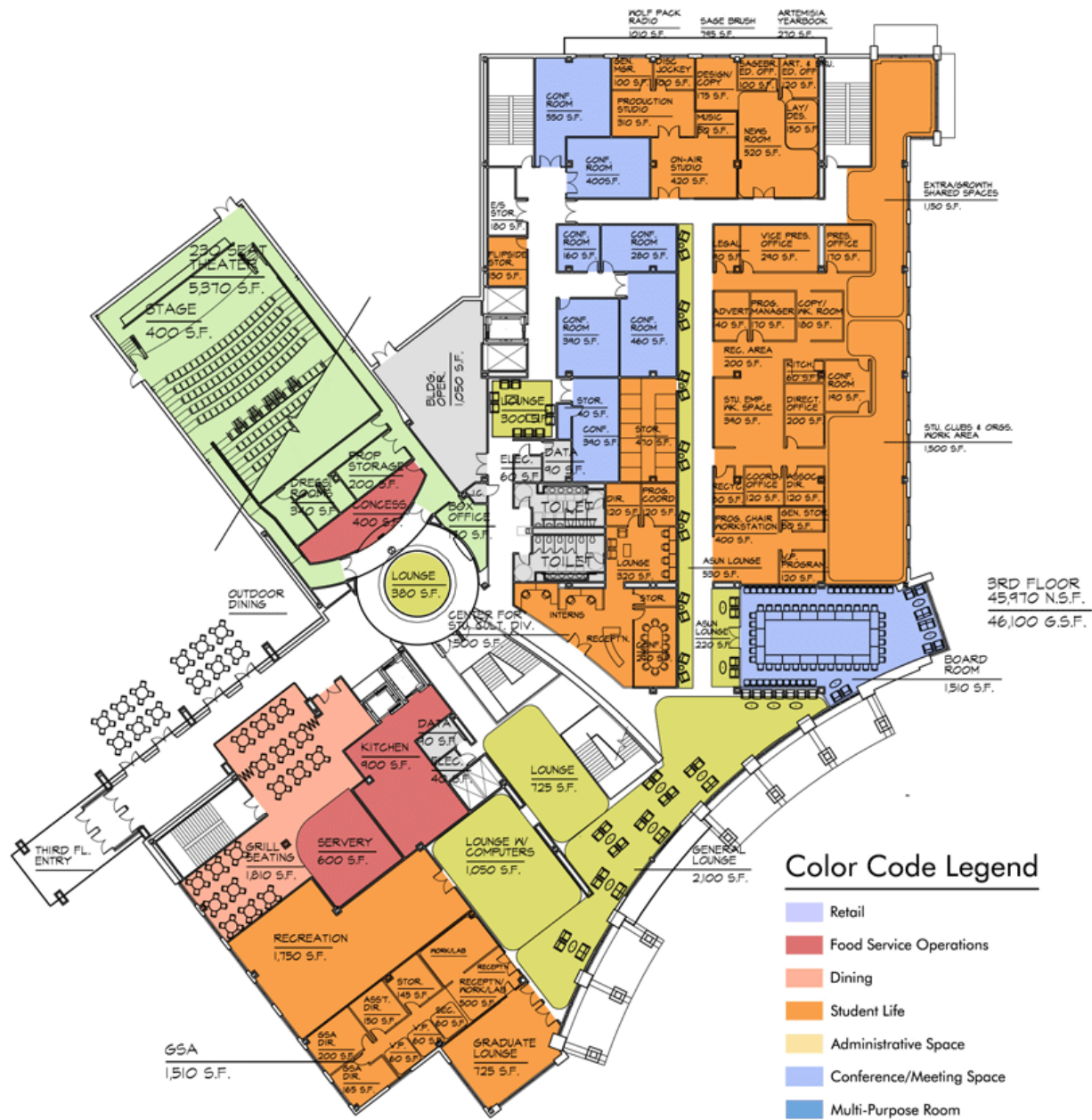
Color Code Legend

- Retail
- Food Service Operations
- Dining
- Student Life
- Administrative Space
- Conference/Meeting Space
- Multi-Purpose Room
- Lounge Space
- Theater
- Bookstore
- Storage/Mechanical/Miscellaneous

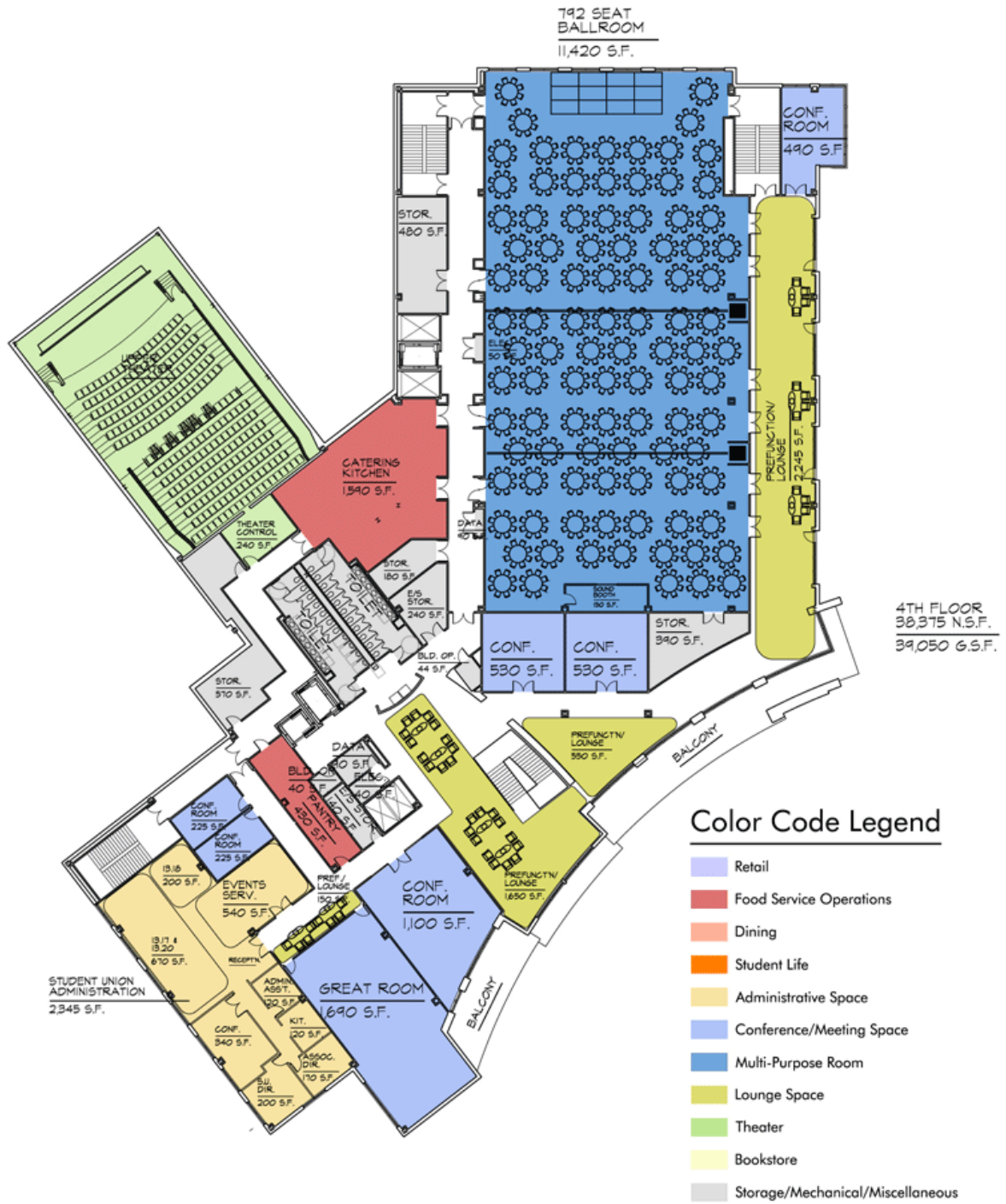
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WTW Architects



WTW Architects

Project Schedule

<u>Activity</u>	<u>Date</u>
Hire B&D	January 2003
Needs Assessment Survey	Fall 2003
Preliminary Program and Cost	Winter 2003
Electronic Referendum	Winter 2003
Board Approval	Spring 2004
Detailed Programming & A/E RFP	Summer 2004
Ground Breaking	January 2006
Grand Opening	Fall 2007

Lessons Learned

- Ensure we deliver what we promised
- Change in student leadership
- Educate every new group of student leaders, do not assume they understand the history
- Rising construction costs –plan for the unexpected
- Make sure to meet future needs

Presenters:

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