

ACU-I Conference 2004

***Developing Community On-
campus: A Look at Three
Enduring Campus Life
Programming Models***

February 28, 2004



Jeffrey Turner
Brailsford & Dunlavey

Paul Knell
WTW Architects

Alison Richardson
University of San Francisco



Presentation Outline

- Introductions
- Current Trends
- Program Models
- Case Study: University of Vermont
- Case Study: Penn State University
- Case Study: University of San Francisco
- Discussion



Introductions

- Jeffrey Turner
 - Vice President, Brailsford & Dunlavey
 - Experience on Over 100 Campuses

- Paul Knell
 - Principal, WTW Architects
 - Experience on Over 50 Student Union Projects

- Alison Richardson
 - Student Life, University of San Francisco
 - Significant Campus Life Programming Experience



The New York Times *Current Trends*

Jacuzzi U.? A Battle of Perks to Lure Students

By GREG WINTER

In the abstract, Kathy Anzivino believes there must be some pinnacle of amenities that universities simply cannot surpass, some outer limit so far beyond the hot tubs, waterfalls and pool slides she offers at the University of Houston that even the most pampered students will never demand it and the most recruitment-crazed colleges will never consent to put it on their grounds.

She just has a hard time picturing what that might be.

"There's got to be one, but what it is, I don't know," said Ms. Anzivino, director of campus recreation at the university, which opened a \$53 million wellness center this year.

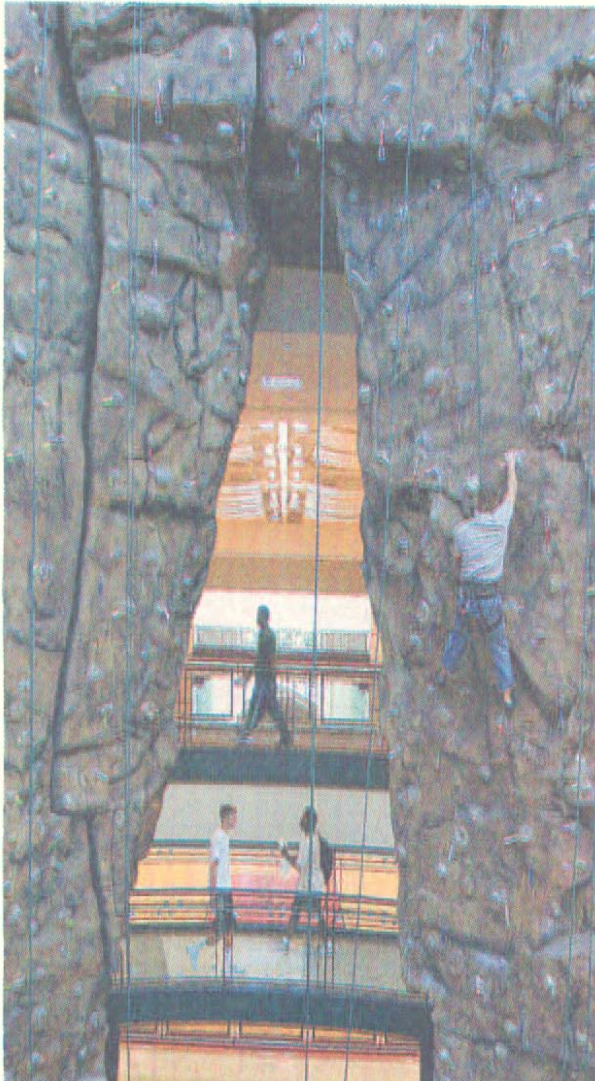
Beyond its immense rotunda stands a five-story climbing wall that looks as if it was transported straight from Arches National Park, while boulders and palm trees frame the leisure pools outside.

"Everyone says it looks like a resort," she said.

Whether evident in student unions, recreational centers or residence halls (please, do not call them dorms) the competition for students is yielding amenities once unimaginable on college campuses, spurring a national debate over the difference between educational necessity and excess.

Critics call them multimillion-dollar luxuries that are driving up university debts and inflating the cost of education. Colleges defend them as compulsory attractions in the scramble for top students and faculty, ignored at their own institutional peril. And somewhere in the middle sit those who have only one analogy for the building boom taking place.

"An arms race," said Clare Cotton, president of the



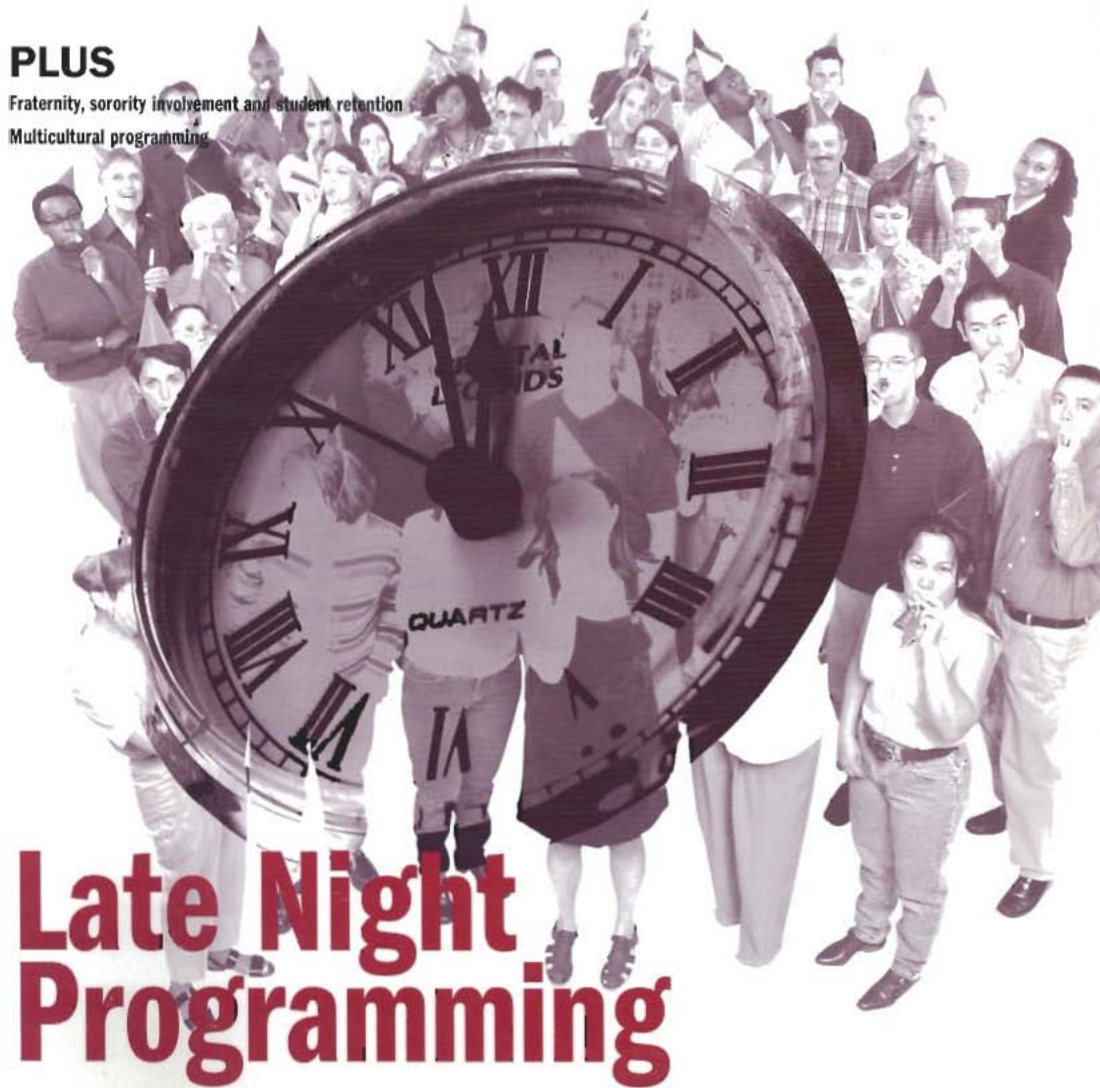
Association of College Unions International



THE *Bulletin*

PLUS

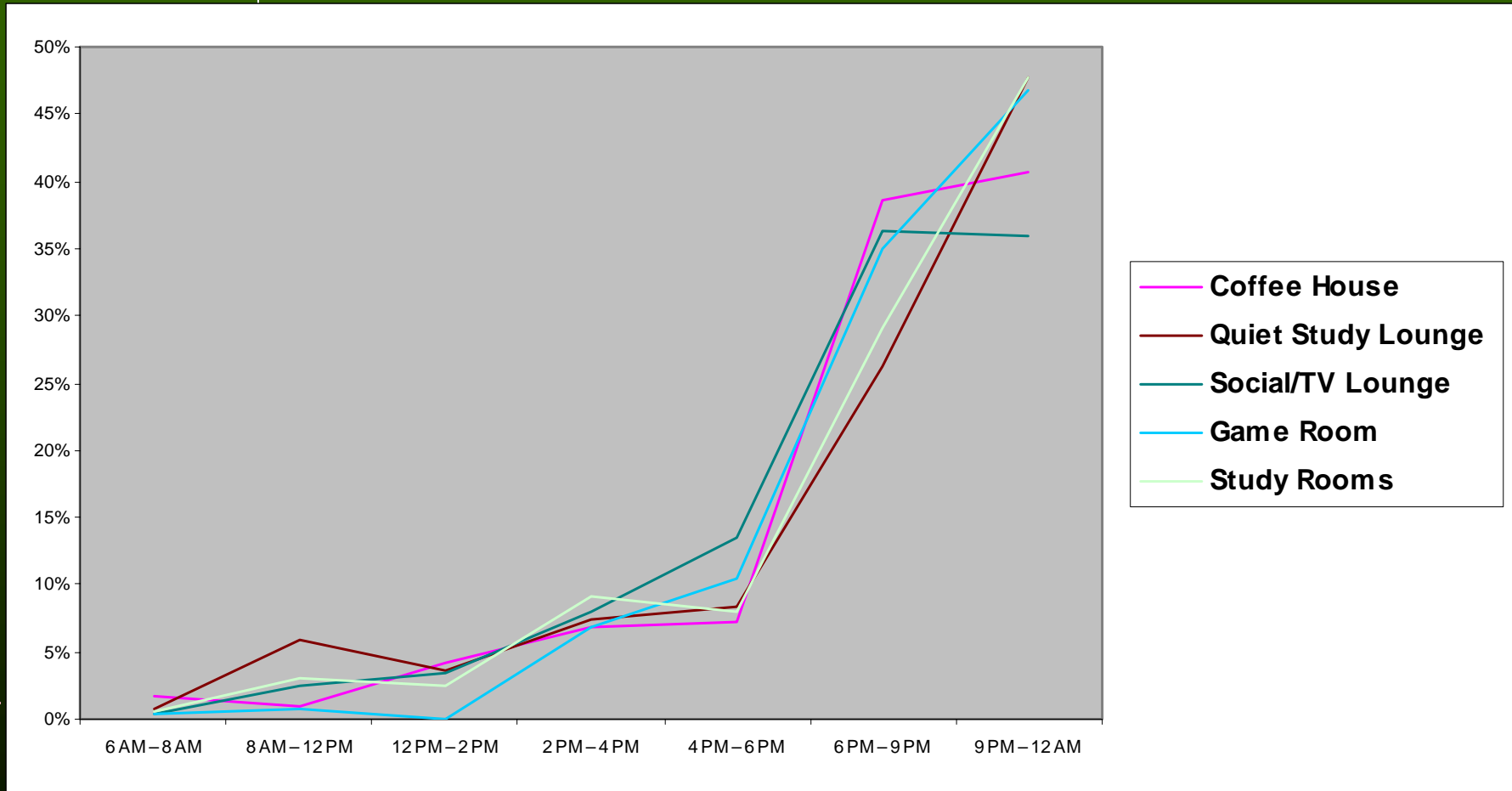
Fraternity, sorority involvement and student retention
Multicultural programming



Late Night Programming

Current Trends

Evening Programming



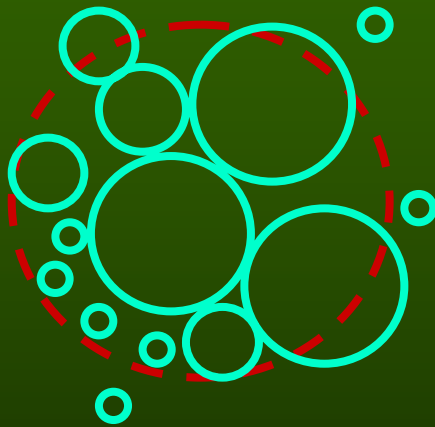
Program Categories

- Varsity Sports
- Rec/Club Sports
- Alumni Events
- Recruitment & Retention
- Tradition & School Spirit
- Service & Community Outreach
- Speakers & Guest Lecturers
- Concerts/Music
- Performing Arts
- Films
- Late Night Programs
- Faculty/Staff Events
- Health & Wellness



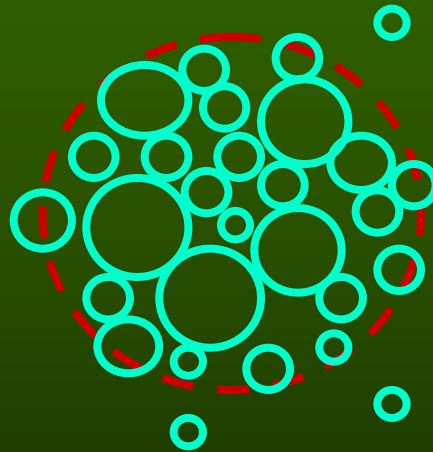
Campus Life Program Models

A Common Experience



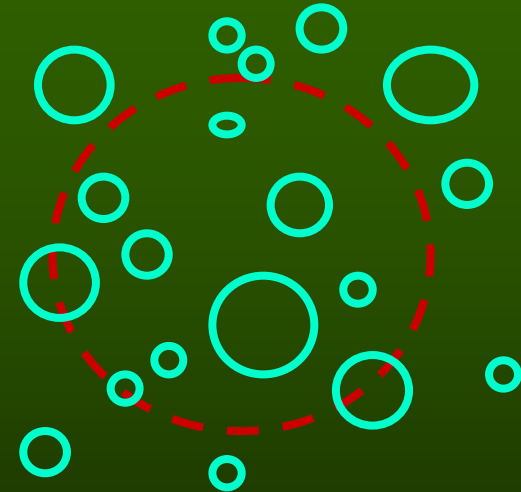
Focus on Several Special Programs/ Events

Something for Everyone



Focus on More Diverse Programs/ Events

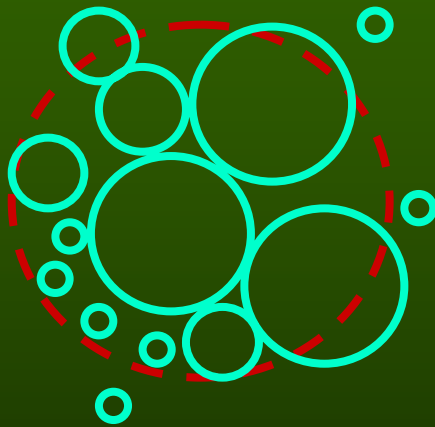
Independent Endeavors



Users Engage in Events of Their Own Choosing

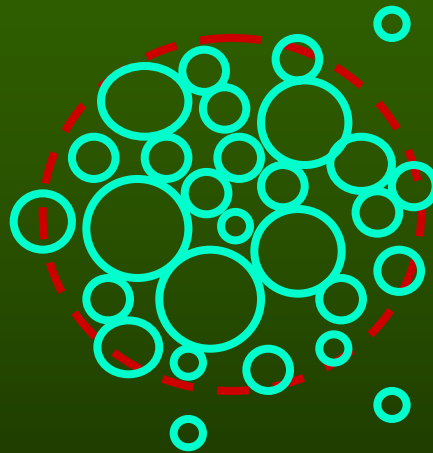
Campus Life Program Models

A Common Experience



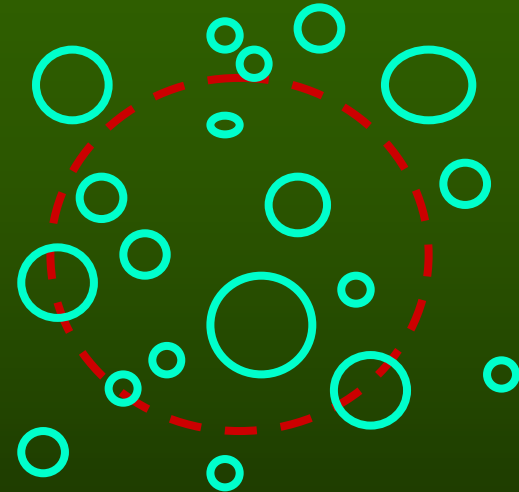
Centralized Student Life Facility

Something for Everyone



One or Multiple Student Life Facilities

Independent Endeavors



Limited Student Life Facilities

University of Vermont – Case Study



University of Vermont – Case Study

Key Questions

- What are our Campus Life Programs, Services, and Facilities?
- How do we Compare to Other Similar Institutions?
- How can we Improve Campus Life?



University of Vermont – Case Study

- Assessment of Campus Life Programs/Facilities/Services
- Quantitative/Qualitative Surveys
- Competitive/Benchmarking Analysis/ Best Practices
- Financial Analysis

Recommendations

- The Cost of “Doing Nothing”
- Short-Term/Long-Term Options
- Program and Facility Options



University of Vermont – Case Study

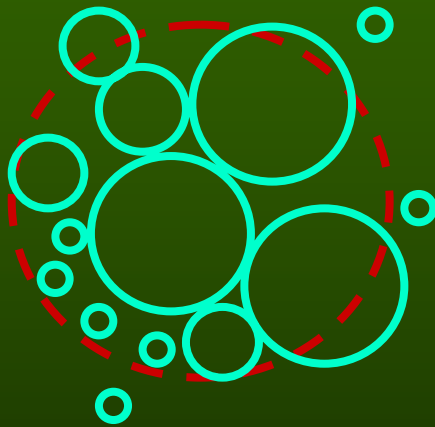
Vision Statement

“The Department of Student Life Envisions The University of Vermont as a Learning Community that Supports, Encourages, and Celebrates a Culture of Involvement.”

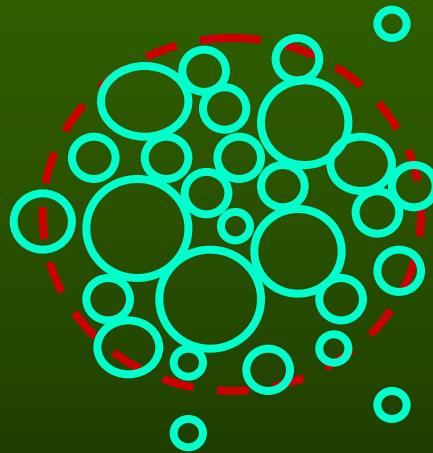


Campus Life Program Models

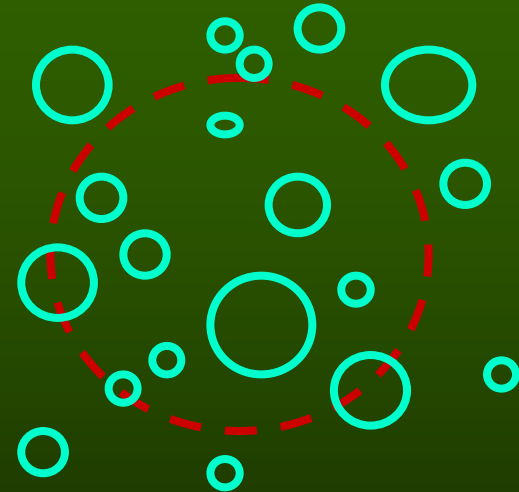
A Common Experience



Something for Everyone



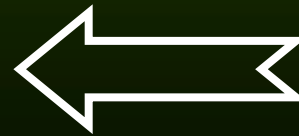
Independent Endeavors



UVM Vision/Mission

UVM Current Practices

Shifting



Focus

Programming Strengths

- Active Student Body
- Service/Volunteerism Programs
- Outdoor Recreation/Club Sports
- Available Concerts & Music Events
- University Sponsored Arts Opportunities
- New Student Orientation Program
- Living/Learning in Housing



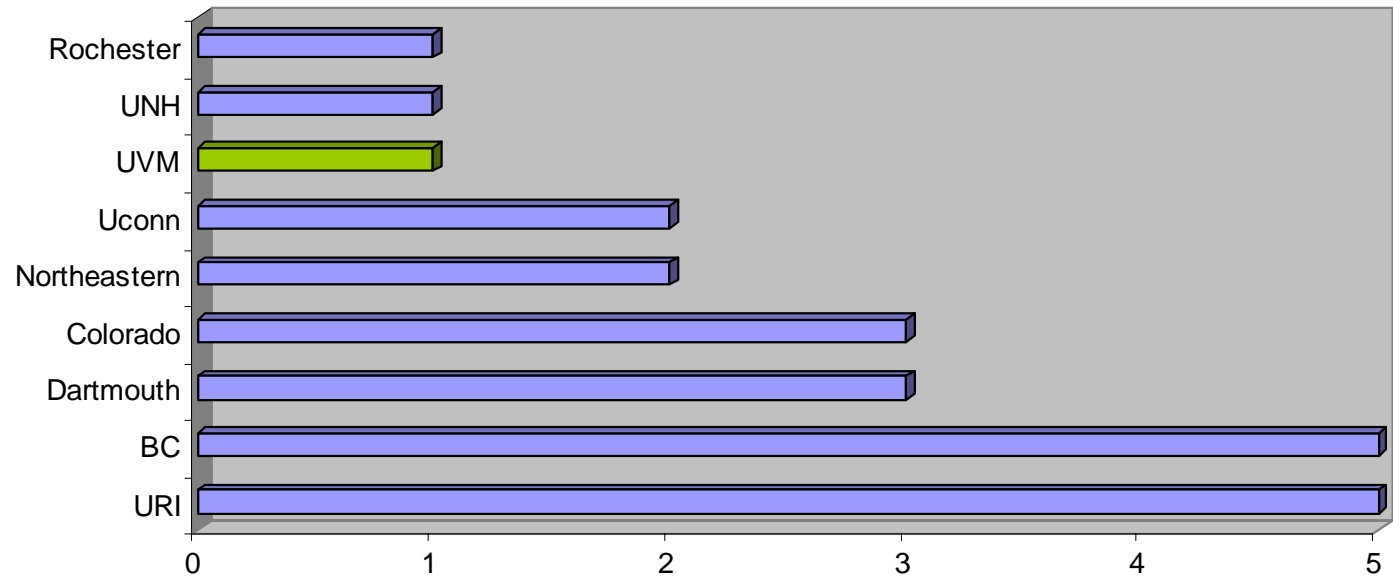
Programming Weaknesses

- Amount of Dedicated Program Space
- Until this year, a Functioning Student Program Board
- Poor Publicity/Web site Information
- Limited Housing Options for Upperclassmen
- Lack of School Spirit/Tradition/Community
- Few Late Night Programs on Campus



Program Board

Number of Student Governance & Programming Bodies



Best Practice & Peer Comparisons

	Average Daily Visitors to Campus Center	Estimate % of Campus Population
Univ. of New Hampshire	15,000	84.1%
Univ. of Colorado Boulder	25,000	74.8%
Northeastern University	12,000	37.6%
Univ. of Rhode Island	7,000	36.8%
Univ. of Vermont	4,000	29.1%

Average daily visitors data provided by each institution
Campus population estimated as 1.33 x student enrollment



Best Practices

- A Focused First-Year Welcome Series
- User-Friendly Residential Options/Traditions
- Faculty-Hosted Events
- Creative, Event Publicity
- Dedicated Program/Activity Time
- Programming Around Athletic Events & Late Night Programming
- A Centrally Located Campus Center that is a Showcase for Programs

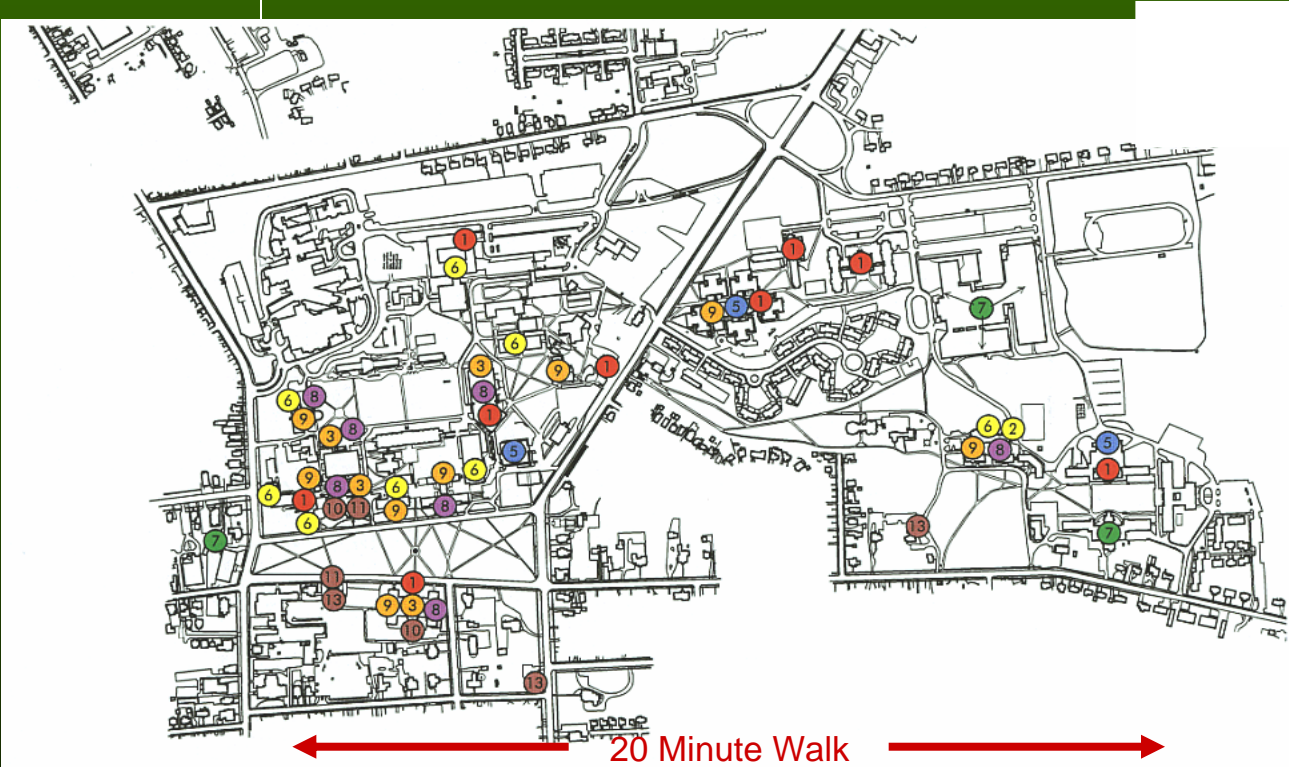


Demand Based Programming from Survey Data

Activity	Priority Category	Peak Accommodation	Space Type	Peak Demand	Space Allocation Based on Prioritization of Demand		
1 Food service for lunch	first	75% to 85%	Sq. Ft.	18,040	13,500	to	15,300
2 Quiet lounge	first	75% to 85%	Sq. Ft.	6,280	4,700	to	5,300
3 Food service for breakfast	first	75% to 85%	Sq. Ft.	7,430	5,600	to	6,300
4 Grab and go for breakfast	second	55% to 65%	Sq. Ft.	840	462	to	546
5 Internet email stations	second	55% to 65%	Sq. Ft.	1,800	1,000	to	1,200
6 Grab and go food service for lunch	second	55% to 65%	Sq. Ft.	1,570	900	to	1,000
7 Pubs	third	40% to 50%	Sq. Ft.	13,070	5,200	to	6,500
8 Food court/food service for dinner	third	40% to 50%	Sq. Ft.	9,510	3,800	to	4,800
9 Computer lab	third	40% to 50%	Sq. Ft.	3,280	1,300	to	1,600
10 Passive recreation	third	40% to 50%	Sq. Ft.	4,880	2,000	to	2,400
11 Grab and go for dinner	fourth	25% to 35%	Sq. Ft.	710	178	to	249
12 TV lounge	fourth	25% to 35%	Sq. Ft.	3,320	800	to	1,200
13 Restaurant for lunch	fourth	25% to 35%	Sq. Ft.	9,420	2,400	to	3,300
14 Restaurant for dinner	fifth	10% to 20%	Sq. Ft.	9,440	900	to	1,900
15 Restaurant for breakfast	fifth	10% to 20%	Sq. Ft.	3,800	400	to	800
16 Small group/seminar room	fifth	10% to 20%	Sq. Ft.	1,190	100	to	200



Campus Population Modeling



Community Related Campus Life Components	
Legend	
1	Dining Facilities
2	Program/Event Spaces
3	Meeting/Conference
4	Retail/Services
5	Recreation
6	Lounge Spaces
7	Admin/Student Services
8	
9	
10	
11	
12	
13	

Based on review of Events Calendar, Campus Tours, and Building Documentation

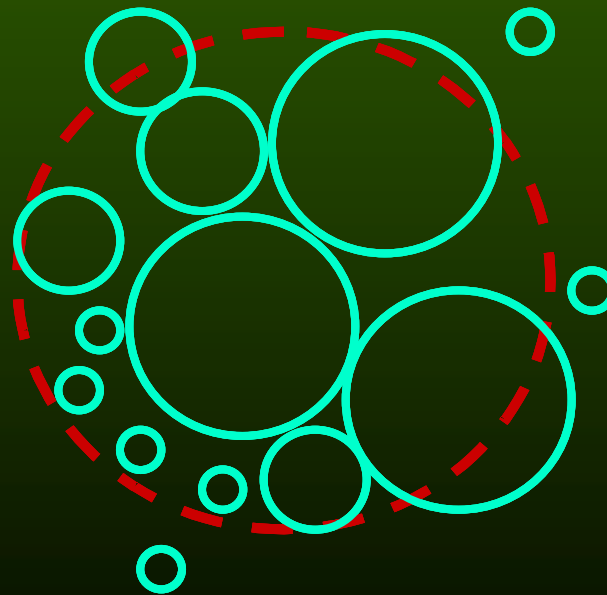


Facility Gap Analysis

Area	Existing SF	Issues
1. Food Service	58,233	Hours, Quality, & Locations
2. Ballroom Facilities	3,760	Limited On-campus Facilities
3. Conference/Meeting Rooms	8,128	Scattered, Quality, & Quantity
4. Bookstore	14,400	Good Location, Under-sized
5. Additional Retail/Other Services	4,235	Limited Options
6. Theater/Auditorium	57,908	Academic Focused
7. Recreation/Facilities	236,086	Athletic Focused & Undersized
8. Lounge Space	23,676	Quality, Quantity & Location
9. Academic/Social Lounge	27,920	Quality, Quantity & Location
10. Student Organizations	7,602	Quality, Quantity & Location
11. Administrative	10,203	Dispersed Locations
12. Living/Learning Center	65,338	Programs vs. Privacy
13. Special Components	15,236	Dispersed & Quality
Subtotal	532,725	
14. Outdoor Areas	N/A	Enhanced Uses



A Common Experience Case Study



Focus on Several Special Programs/Events

- Homecoming
- Lecture Series
- Late Night
- Alcohol Abuse
- Sexual Assault Programs
- Women's Issues
- Cultural Diversity
- LGBT Education
- Web-based Programming



The Common Experience

Common Experience Institutions

- University is the Primary Entity in Local Community
- Rural/Small Town
 - No Metropolitan Competition
- Strong Centralized Programming Board



Delivering Common Experience Programs

- The Right Facilities
 - Large Event/Ballroom
 - Conference/Meeting
 - Atrium/Public Gathering
 - Theater
 - Late Night Zones

- Technology
 - Web-based Programs
 - Public Info Media

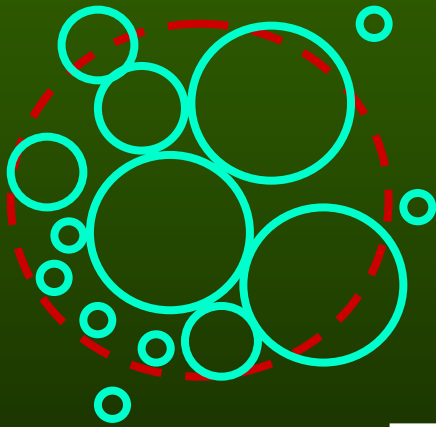
- Funding Commitment

The Common Experience

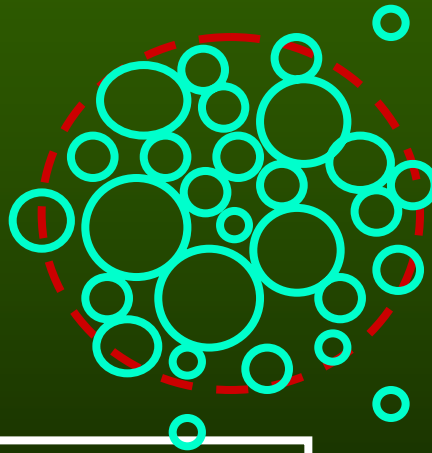
Trend At Several Institutions

- Expanding 'Common Experience' Programming

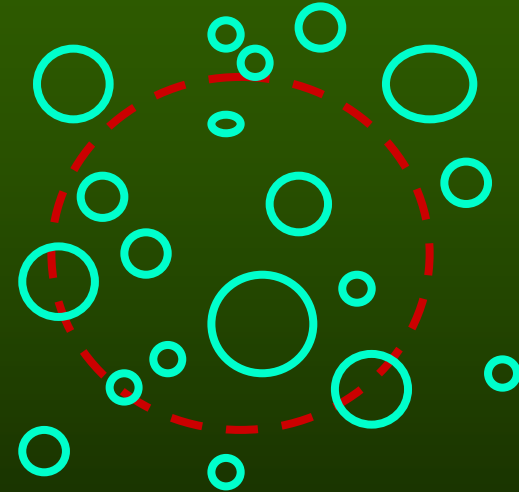
A Common Experience



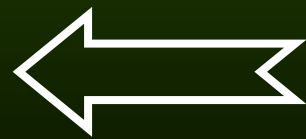
Something for Everyone



Independent Endeavors



Shifting



Focus

But Will Always Have the 'Something for Everyone' Program Model

Shirley Plakidas
Louisiana State University

- Director LSU Union
- LSU has traditionally been the 'Something for Everyone' Model
- Our Revitalized Union will feature more Indoor/Outdoor Performance Space, Late Night Alternative Programming and Coffeehouse Events

Rich Carpinelli

Ohio University

- Director, Baker Center
- OU moving toward 'Common Experience' Programs
- New Center will Facilitate this through Transformation!

New Organization Strategies

- Stronger Centralized Programming Board
- 'Collaborative Programming'
300 Organizations
- New Focus on 'Late Night' Activities
- Funding for Alcohol/Drug Education Programs
- Web-based/Public Education

OU's New Campus Center

- A 'Student Performance' Center
- Ballroom
- Theater
- Late Night Dining/Marketplace
- Front Room/Coffeehouse on Main Street
- Collaborative Programming Endeavors from our 300 Organizations

Stan Latta

Penn State University

- Director of Unions and Student Activities
- Our Student Life Infrastructure (604 Student Clubs)
Focuses on Diverse Programs and Events – “Something for Everyone”
- Our Strong Programming Board Focuses on Broader Campus Activities – Common Experience Events
 - Homecoming
 - Lecture Series
 - Late Night
 - Women’s Issues
 - Educate ALL Students on LGBT/Diversity/Black History/Etc.



Penn State University

New Facility

- Two Ballrooms
- Theater
- Multicultural Center
- Centralized Student Activities
- Late Night Events



University of San Francisco – Case Study



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