Evolution of Campus

of

A Higher Education Engagement Report

DLR Group

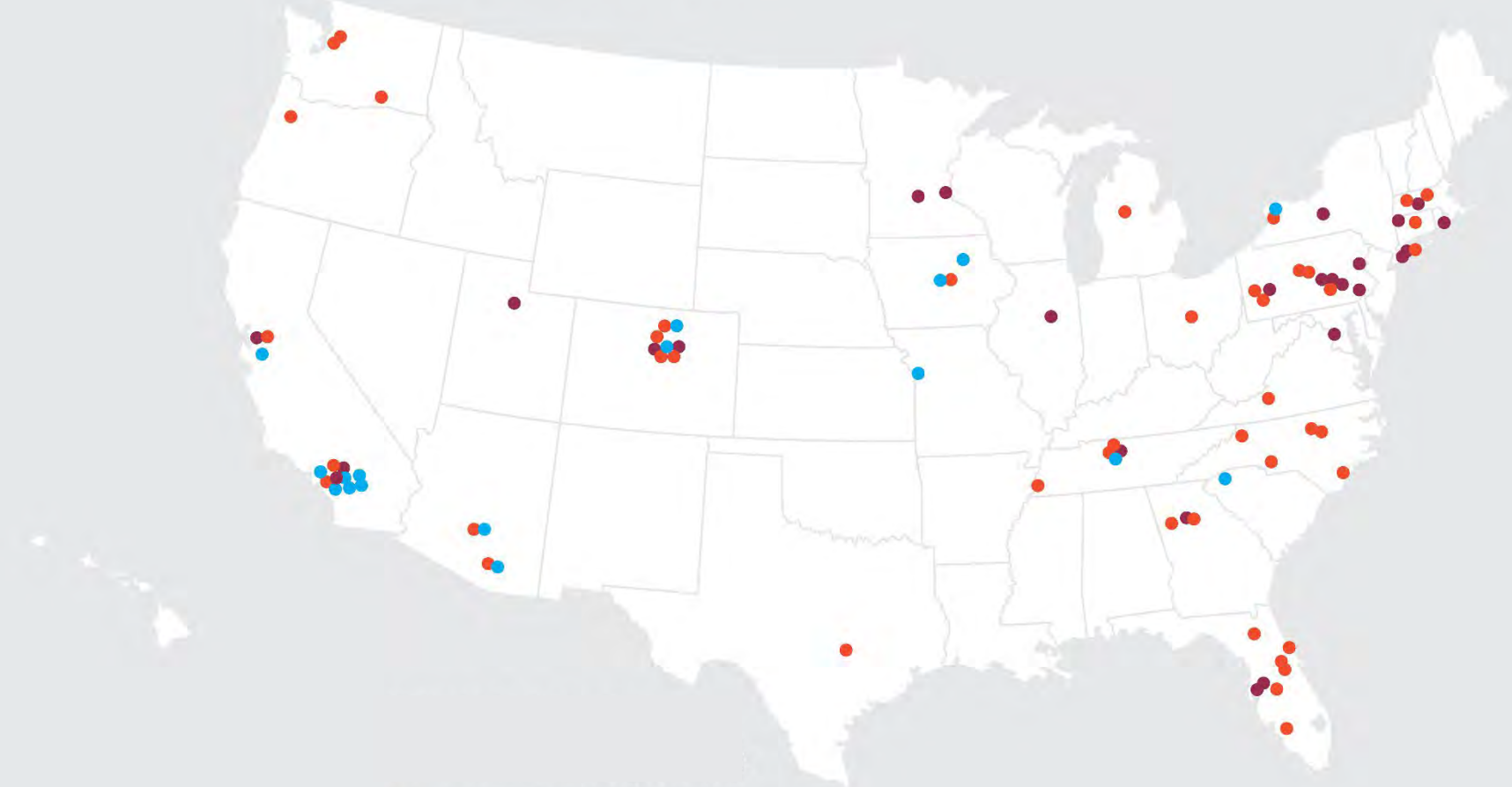Architecture Engineering Planning Interiors

STU

120 Interviews

85 Institutions

1.6 Million
 Students Represented

DLR Group

HIGHER EDUCATION
ENGAGEMENT

- COMMUNITY COLLEGE
- 4-YEAR PUBLIC
- 4-YEAR PRIVATE

STU

Agenda

The Research

What We Heard

    Vulnerability

    Equity

    The Student Experience

    Pedagogy

    Carbon Footprint

    Resiliency

    Planning

    Design

Using the Dashboard

Opportunity

Q+A

The Research

Vulnerability

A Spotlight on Vulnerabilities

LINSEY

The pandemic has exposed certain vulnerabilities that many institutions face.

- Rising Costs
- Aging Business Models
- Inefficiencies
- Access and Equity
- Lack of Resiliency Planning
- Social Learning

With no other option, institutions quickly learned the benefits to being nimbler, more adaptable, and more proactive.

1 Institution interviewed had a pandemic plan

" If you gave us 6-months to move to virtual delivery, we would have failed, but the fact that we had to do it in two weeks was our key to success."

Dean of Students, 4-Year Public

Brand and Value of Institutions

LINSEY

Many financial models are tied to on-campus participation, and brands lean heavily on the physical campus experience.

Online education has become the great equalizer.

Unknowns of enrollment heading into the fall:
- Loss of many international students
- Enrollment trends may shift as student weigh their options for the fall:
    - Transfer to attend school closer to home (state schools and community colleges)
    - Transfer to institutions with robust online programs
    - Debate a gap year

" The cost of tuition will be even more important if classes will be held online."

Student, 4-year Public

Moving Forward…

LINSEY

"I'm worried that once the crisis passes people will fall back into their bad habits, and all of this will be lost."

Vice President, 4-Year Private

"Biggest take away regarding resiliency is there is no excuse next time. It will be harder to earn forgiveness."

Director of Housing and Residence Life, 4-Year Public

LINSEY

Equity

Supporting the Whole Student

LINSEY

Students rely on the campus for much more – such as technology, housing, and other basic needs.

Many institutions are now delivering more than curriculum; they are filling in the gaps to support their students with anything from technology, a textbook, or needed emergency funding.

" There's an immense amount of pressure to take care of our students and the community in which we reside."

President, 2-Year Public

Access Does Not Equal Equity

LINSEY

Providing academic instruction and support services online has the increased access to education, especially for non-traditional students.

Institutions have recognized that it is possible to deliver quality education and support to all students, no matter their location, circumstance, or preference, but investments must be made to ensure equitable experiences.

"University would like as many people on campus as possible, but to be resilient, we should look at a hybrid model."

Student, 4-Year Private

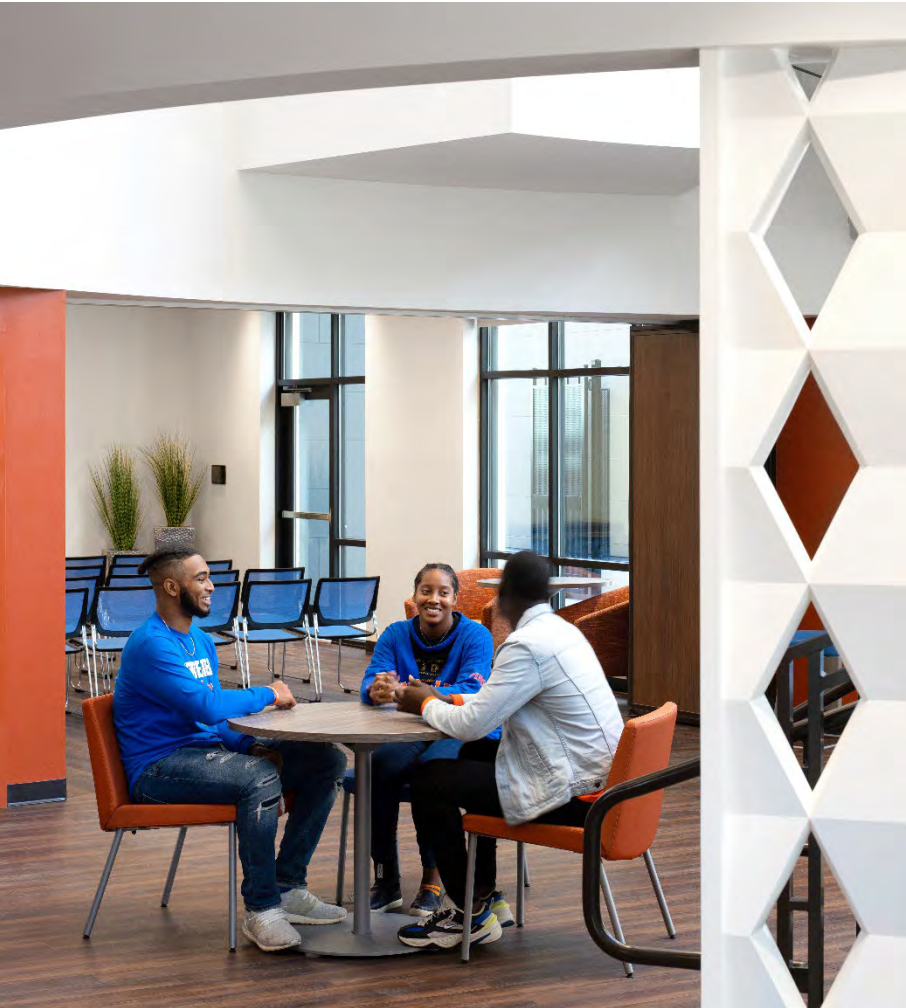# The Student Experience

The Student Experience

There's a Comfort in Being Together.

Higher Education is rooted in **connection.**
Across all stakeholders there's a desire to connect:
    physically,
    virtually,
    emotionally,
and to connect in a **safe, efficient**, and **genuine** way.
Through connection, we elevate the student experience.
When we elevate experience, we elevate education.

NICOLE

Live, Learn, Play

Live

"Students want to gather. Dining is a social aspect. As an institution we will create guidelines for safety and modify seating layouts, but student behavior will dictate implementation."

Director of Auxiliary Services, Community College

1x

Housing
Double occupancy reduced to single occupancy; 50-75 percent
Protocols for 'checking-in' and registering your health to others
Contracting with vacant hotels to expand room offerings
Elevator access creates a weak point in safety guidelines
Previous demand for student housing now in question
Holding a floor or entire dorm building for future health concerns

Dining
No salad bars or buffet-style self-serve; pre-packaged food increase
Increase in smart markets / expanding vending
Automats – a retro idea to proceed with caution
    Requires more infrastructure & equal staff
Dining layout vs. student behaviors
Robot / drone food delivery
Food trucks

NICOLE

Live, Learn, Play

Learn

" How do we create connection without contact? We are so used to being physically connected – so how do we maintain that comfort? Our goal was to support our students and stay connected."

Director of Student Affairs, 4-Year Public

Services Supporting the Whole Student
Multicultural Diversity Affairs: Creating virtual equity
    Continuing mission with "connection without contact"
Advising: Short-term barriers in high-traffic person-person services
    Increased security = decreased comfort?
Assistance: Food options / food pantry to combat insecurities
Financial Aid: Assistance to access virtual education

Students' Long-term Concerns
Emotional & social health and well being
    AR & VR tech for virtual mental health sessions
Connectivity / access to tech as a necessity

Live, Learn, Play

Play

" Institutions that find a way to retain on-campus experiences will attract more students and better faculty."

Facilities Administrator, 4-Year Private

Events / Large Student Gatherings
Virtual student unions streaming events:

Trivia nights

Dance parties

Recreation classes

Limited capacity / assigned seating

Virtual attendance subscriptions

Health checks for event entry

Rec Center & Student Physical Activities
High concerns for returning to internal recreation areas

Revised policies for cleaning and equipment use
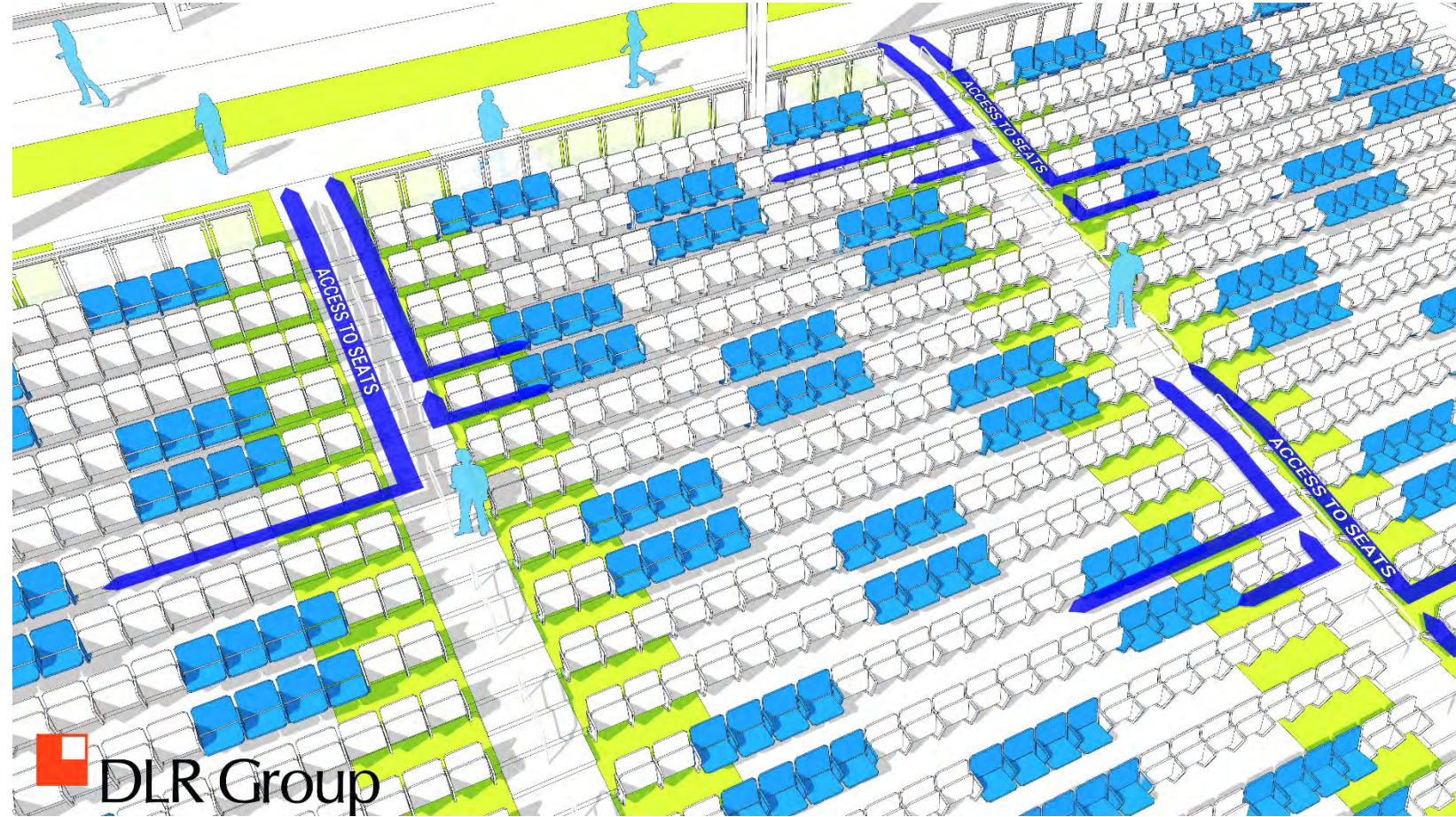
Leveraging technology for "check-out" of equipment

NICOLE

Live, Learn, Play

Play

" Institutions that find a way to retain on-campus experiences will attract more students and better faculty."

Facilities Administrator, 4-Year Private

DLR Group

Seating options are assisting clients in making decisions on whether opening large venues at 15, 30, or 50 percent capacity is even a viable option financially.

NICOLE

Pedagogy

NICOLE

Pedagogy

The Unexpected Pivot

The Quality of E-Learning

In-Person vs. Remote Instruction Long-term

Equitable Access to Learning

" This is a bigger change that is going to take time to live into. We're looking at years before we are ready to know."

Professor, 4-Year Public

Pedagogy

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The Quality of E-Learning

Pivoting Online

What is the quality trade-off between in-person and on-line instruction?

Cost / Value / Brand Resiliency

What is the reality of institutions have the money and time to improve the technology in their existing classrooms?

Transformational switch of teaching modalities across all campus

Unanticipated Outcome at Access Institutions:

Increased Summer Enrollment for Online Education **20-40 percent** Anticipated Fall Enrollment (hybrid) of **10k Students**

→

Space Concerns = Scheduling Innovation

Asyncronous   Syncronous

Pedagogy

NICOLE

In-Person vs. Remote

" Hands-on is here to stay. Working on safety policies to ensure safety. "

Senior Administration Member, Community College

Pivoting Online

What is the time trade-off between in-person and on-line instruction?

What is the quality trade-off between in-person and on-line instruction?

Financial Aid – access to virtual education; access to hardware and internet

Hands-on / Experiential Learning – career tech to career forward

First Responder Programs – never fully offline during pandemic

Increased community demand on Health Science Certified Professionals

Increased community demand on career tech programs – expand space to maintain safety guidelines

Overall increased demand of authentic learning environments – possible trade-offs with general classroom spaces into sim labs

Pedagogy

NICOLE

Access to Learning & Support

Creating Access to the Masses
Financial assistance for hardware and internet

Virtual connection to faculty; virtual office-hours

2nd and 3rd shift classes?

Quality of education

" Could more online offerings help increase enrollment to offset other costs? We're not-for-profit; We're for-community and for-education. We should leverage this model, make it accessible, and increase equitable access to education where we can. "

AVP of Finance, Community College

LEIGH ANNE

Carbon Footprint

Unprecedented Optimism

LEIGH ANNE

"The difference is visible from space!"

Auxiliary Services, 4-Year Public

People are enjoying the outdoors – 2 for 1: reduced carbon footprint / increased fitness

Change - permanent or temporary

Can WFH be the opportunity for long term impact

Single use products showing up again (food service)

More data on real energy savings
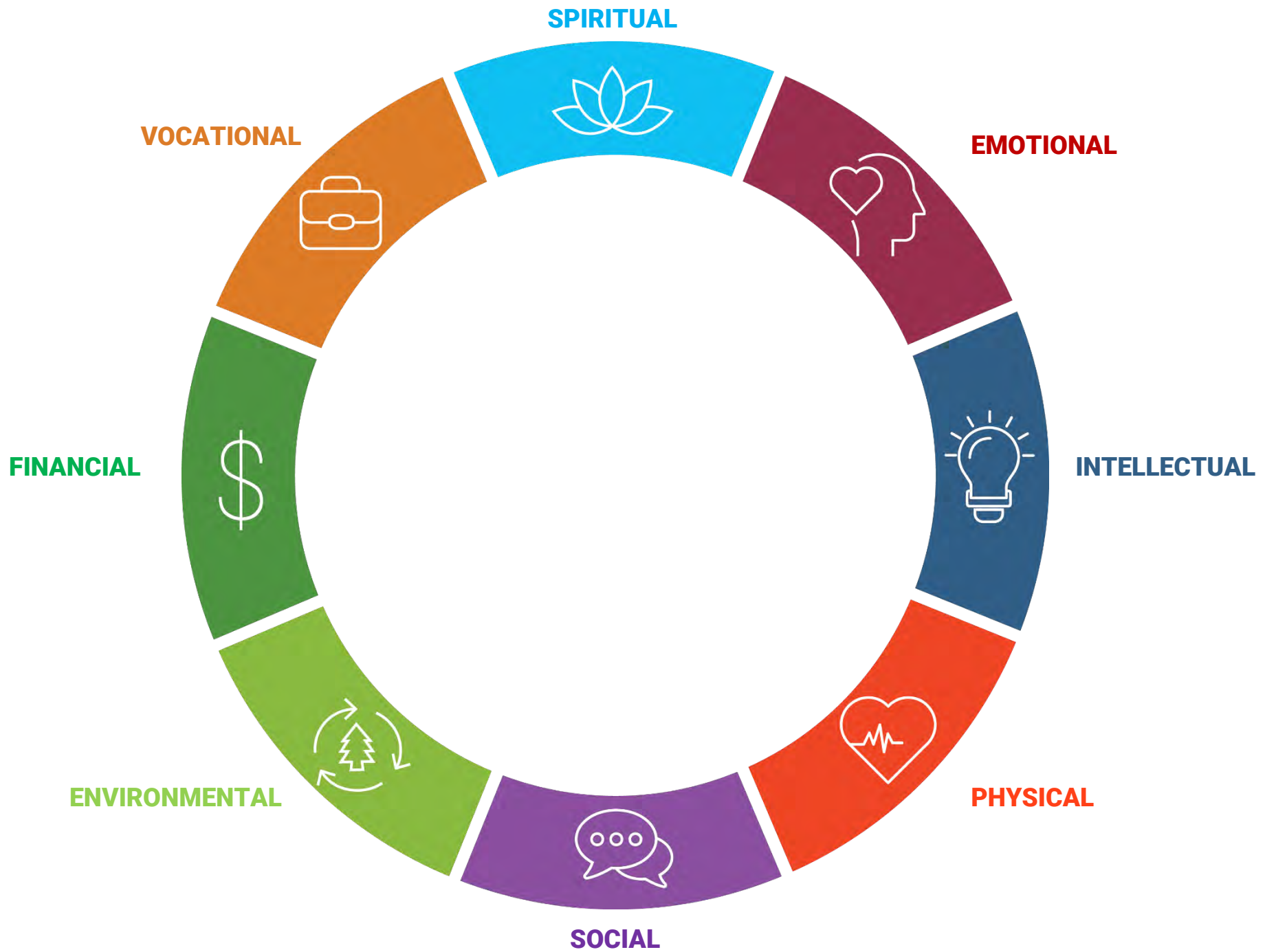
Opportunity for major impact

Equity aspect – not equal opportunity for WFH / reduced carbon footprint

Funding, Funding, Funding

LEIGH ANNE

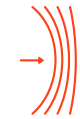- Planning for uncertainty
- Can quickly adapt when no other option
- Patience and forgiveness now – not likely next time
- Funding, funding, funding

- More need for scenario planning
- Flexibility & adaptability – quickly
- Now, near, far planning
- Equity in the resiliency planning

"What exactly do we have to make provisions for?"

Facilities Group, Community College

JACLYNN

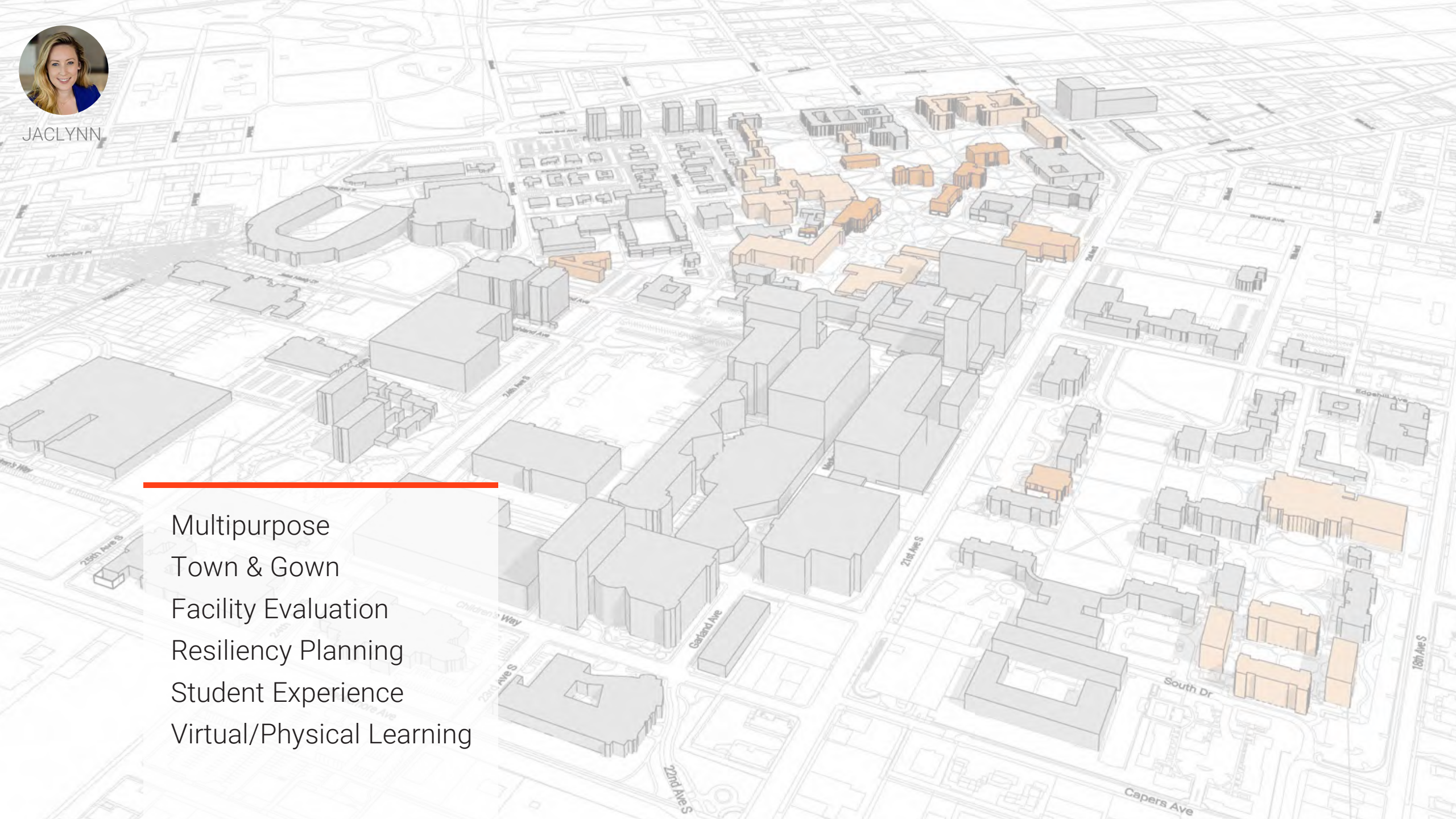Planning:
the physical campus
as a support network

"...taken center stage –
planning on steroids!"

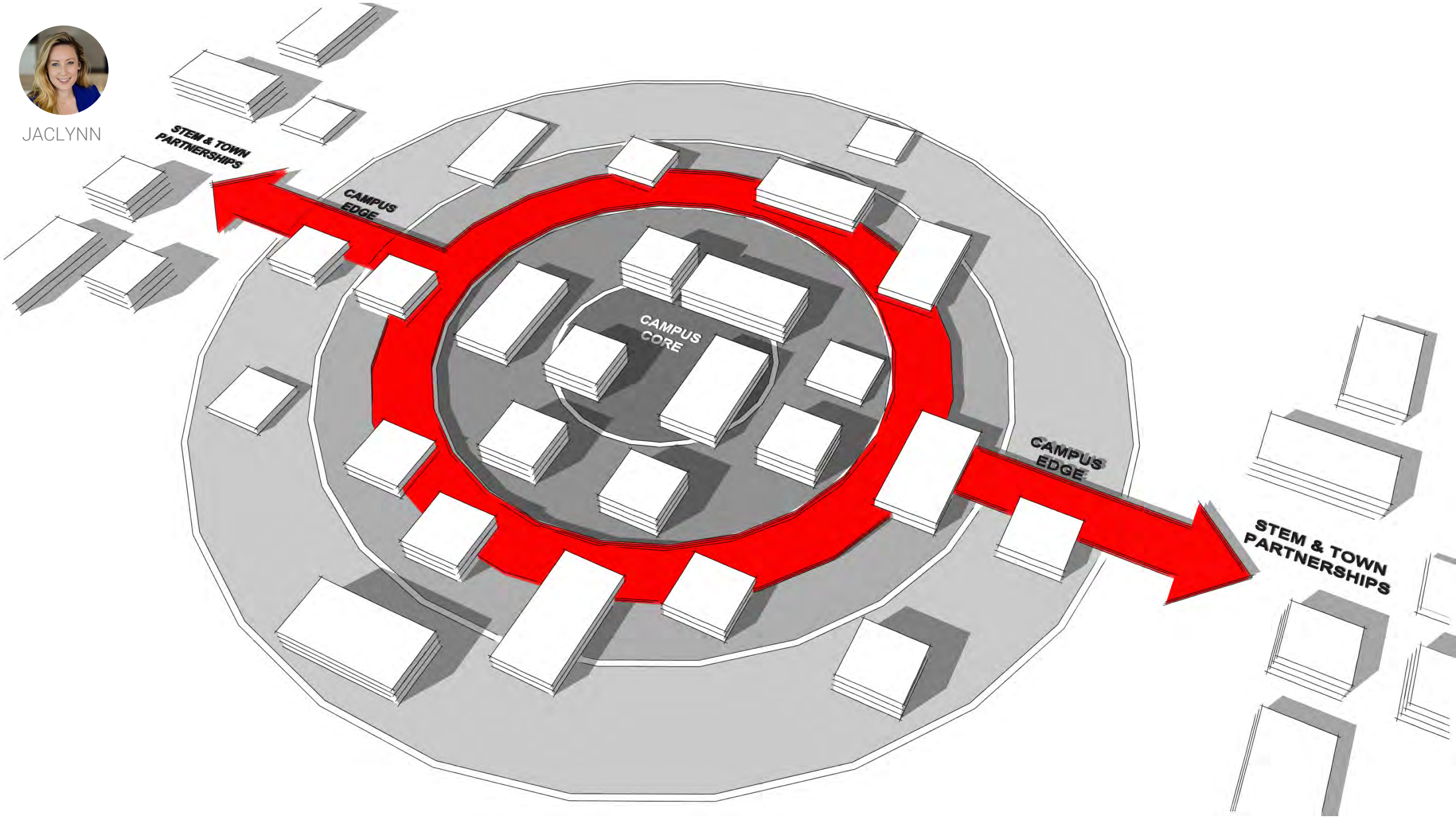JACLYNN

Multipurpose

Town & Gown

Facility Evaluation

Resiliency Planning

Student Experience

Virtual/Physical Learning

STEM & TOWN PARTNERSHIPS

CAMPUS EDGE

CAMPUS CORE

CAMPUS EDGE

STEM & TOWN PARTNERSHIPS

Decentralizing support spaces for convenient and visible access…

JACLYNN

JACLYNN

Design:
laser focus

- Promote positive change

- Maximize future potential

- Scenario planning

- Reimagine the utilization of public spaces

- Outdoor environments for academic, recreation and social events

- Campus policies for common areas

JACLYNN

- Scale up or down

- Transform existing buildings

- Convert into remote-ready space

- Plug-and-play configurations

- Multipurpose

CORY

Using the Dashboard

Opportunity