

PLANNING AND REVITALIZING YOUR CAMPUS HOUSING

October 17-19, 2011
Irvine, CA



ACADEMIC IMPRESSIONS

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OVERVIEW

Whether your institution is planning to build new residence halls or renovate existing ones, revitalizing student housing is a complex endeavor. How do changes in student needs, community-building, learning, and sustainability options translate into program and design choices?

Join us at the University of California's Irvine campus to learn how one institution utilized renovation projects, new construction projects, and public/private partnerships to revitalize its campus housing stock. This hands-on institute will provide you with an integrated and practical approach to student housing planning and design.

WHO SHOULD ATTEND

Vice presidents for student affairs and housing, executive directors of housing, directors of residential life or housing, associate directors of residential operations, facilities management directors, chief financial officers, residential education coordinators, and others involved in the student housing planning process will learn how to approach a housing revitalization project. This program is ideal for institutions that are in the early phases of planning their campus housing improvements.

LEARNING OUTCOME

Following this conference, participants will be able to successfully plan for a campus-wide housing revitalization project.

AGENDA

MONDAY, OCTOBER 17, 2011:

COMPONENTS OF THE HOUSING PLANNING PROCESS

Starting with an explicit overview of the conference agenda and learning outcomes, Day I will focus on the foundational components of the campus housing planning process.

1:00 – 1:15 p.m. **Opening Comments and Introductions**

1:15 – 2:15 p.m. **Understanding Your Campus Constituents**

We'll kick off the conference with an overview of trends and insights on today's college students, their expectations, and the needs that housing administrators should consider as they work on developing new campus projects. Representatives from American Campus Communities will also highlight some of the market research they conducted on University of California's Irvine campus and how that information impacted their building design decisions.

2:15 – 2:30 p.m. **Afternoon Break**

2:30 – 4:00 p.m. **Dreaming Up Design**

This second afternoon session will include a series of interactive activities designed to allow you to brainstorm what your ideal residence hall should look like. Attendees will be encouraged to work in teams with colleagues from their institutions or with colleagues from like institutions in attendance at the event.

Is your school
planning
a housing
renovation
or building
project in the
next five years?



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AGENDA

MONDAY, OCTOBER 17, 2011 (CONTINUED)

- 4:00 – 5:00 p.m. **Creating a Housing Master Plan: Case Study**
In this session, you will learn how one institution examined its available housing mix and created a plan for revitalizing and updating its stock, including both renovation and new construction. You will gain a solid understanding of this process from start to finish, including who was involved in various planning and implementation stages and key issues to be aware of while proceeding through the planning, design, and construction process.
- 5:00 – 6:00 p.m. **Networking Reception (included in registration)**

TUESDAY, OCTOBER 18, 2011: **CONSIDERATIONS FOR NEW HOUSING PROJECTS**

Building on Day 1, the focus of Day 2 will be to outline various considerations for new housing projects, whether they are retrofit/renovation projects or new construction initiatives. Following the outlining of sustainability considerations, including considerations for successful living-learning communities and maintenance staff, Day 2 will conclude with a campus tour of the new and renovated projects at University of California's Irvine campus.

- 8:30 – 9:00 a.m. **Breakfast (included in registration)**
- 9:00 – 9:45 a.m. **Considerations for Sustainability Options**
Providing a brief overview of the sustainability options that are currently available, this session will highlight some of the options to consider as you work through your housing revitalization plan.
- 9:45 – 10:30 a.m. **Considerations for Living-Learning Community Design**
As campuses move more toward integrated learning in and outside the classroom, living-learning design becomes increasingly critical. Conference faculty will walk you through important factors they considered within their living-learning design plans.
- 10:30 – 10:45 a.m. **Morning Break**
- 10:45 – 11:30 a.m. **Considerations for Facilities and Maintenance Staff**
Once construction is completed, maintaining new properties becomes the responsibility of the facilities staff on campus. This session will talk through practical tips for collaborating with these individuals throughout the entire planning and construction process and creating a plan for successful maintenance once the buildings are on-line.
- 11:30 a.m. – 12:15 p.m. **Working Session: Aligning Considerations with Housing Vision**
- 12:15 p.m. – 1:15 p.m. **Lunch (included in registration)**
- 1:15 – 4:00 p.m. **Campus Tour: University of California, Irvine's New and Renovated Projects**
The campus tour on the afternoon of the second day will showcase some of UC Irvine's new construction and renovation projects currently in progress, highlighting housing options for both undergraduate and graduate students.
- 4:00 – 5:00 p.m. **Debrief Conversation of Campus Tours**
Day 2 will conclude with an hour debrief conversation of the afternoon's campus tours. You will have an opportunity to discuss likes and dislikes of the projects you toured within both small- and large-group settings.
- 5:30 p.m. **Return to Hyatt Regency Irvine**

AGENDA

WEDNESDAY, OCTOBER 19, 2011: **RESOURCING YOUR CAMPUS PROJECTS**

Uniting the content of Day 1 and Day 2, Day 3 will outline resourcing considerations for institutions ready to embark on large-scale campus housing revitalization efforts.

8:30 – 9:00 a.m. **Breakfast (included in registration)**

9:00 – 10:00 a.m. **Stakeholders' Panel**

Soliciting insights from a wide variety of stakeholders, this session will include insights from the campus architect and interior designer, students, resident assistants, and maintenance personnel for a comprehensive discussion on the impact of improved housing facilities across campus.

10:00 – 10:15 a.m. **Morning Break**

10:15 – 11:15 a.m. **How Do the Numbers Work?**

This final session will talk through prioritizing, funding, and soliciting the resources needed to complete these projects.

11:15 a.m.–12:00 p.m. **Q&A Panel, Closing Comments**

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INSTRUCTORS



Wendell C. Brase, Vice Chancellor for Administrative and Business Services, University of California, Irvine

Wendell C. Brase chairs the University of California's Climate Solutions Steering Group and leads an award-winning sustainability program in his role as vice chancellor for administrative and business services at the University of California, Irvine. Under his direction, Irvine received the Governor's Environmental and Economic Leadership Award for Climate Change in 2008; and since then, the campus has earned numerous accolades for sustainability, including a 2009 EPA Environmental Achievement Award and more LEED-NC Gold awards than any U.S. campus. In 2010, the campus ranked sixth on the Sierra Club's list of greenest campuses. Wendell has been on campus since 1978. In 2002, the National Association of College and University Business Officers (NACUBO) recognized him with its Distinguished Business Officer Award. Mr. Brase holds two degrees (S.B., S.M., 1970) from the Sloan School of Management, Massachusetts Institute of Technology.



Dr. David P. Jones, Associate Vice President for Student Affairs & Enrollment Management, Minnesota State University Mankato

David Jones is the chief student affairs officer responsible for managing enrollment growth and providing excellent student services including campus housing, campus recreation, student health, student union, campus security, and admissions. Prior to joining MSU, Mankato, David led one of the fastest-growing campus housing systems in the country, having constructed nine residence halls housing over 3,400 students in the past six years that totaled 300 million in capital bonds. With more than 18 years of housing experience, he has been an active leader in the housing field as a past president of the Southeastern Association of Housing Officers, committee member with the Association of College and University Housing-International Benchmarking Services, editorial board member of *The Journal of College and University Student Housing*, and is an editor for the new *Journal of Learning Spaces*.



Katie Karp, Project Manager, Brailsford & Dunlavey

At B&D, Ms. Karp applies her expertise in campus planning processes such as master planning, budget planning, strategic planning, and organizational development, enabling clients to develop their campus vision and meet their campus goals. She has worked with many higher educational clients around the country with a strong focus in student housing planning and program management. Ms. Karp joined the B&D team in August 2006, and brings with her a wide range of student affairs, student service, and higher education experience, as well as a passion for enriching the student experience. Prior to joining the firm, she worked in the Office of the Vice President for Student Affairs at DePaul University, where she was responsible for budget planning and special projects for the Division of Student Affairs. In this role, she oversaw 26 departmental budgets and worked directly with the associate vice presidents on numerous campus quality-of-life issues. While at DePaul, she also served on its budget and master planning committee, the University Strategic Planning Committee, and the North Central Accreditation Committee, and she was the budget advisory chair for the university's Staff Council. Ms. Karp received a B.A. in industrial/organizational psychology and a M.S. in public services management – higher education administration, both from DePaul.



Melissa Plaskonos, Associate Director of Property Operations and Planning, University of California, San Diego

Melissa Plaskonos comes to UC San Diego from Princeton University, where she was the deputy director of housing. A LEED accredited professional, Mrs. Plaskonos' resume includes a B.S. in systems engineering from the U.S. Naval Academy and a Masters of Science in construction engineering and management from Stanford University. She has received Naval achievement awards for her civil engineering work as a leader in a Navy Seabee Battalion and on military installations in Iwakuni, Japan and San Diego.

Mrs. Plaskonos currently heads property operations and planning for the UC San Diego department of Housing • Dining • Hospitality; a \$100,000,000 program with a total of approximately 9,000 undergraduate and transfer student beds. Recently commissioned buildings at UCSD include the Village East apartment community, The Bistro restaurant, and Tamarack Apartments, all LEED rated. The new Charles David Keeling apartments, located on the Revelle College campus, are currently tracking LEED Platinum. HDH also administers year-round Graduate student and staff housing and an approximately \$5,000,000 summer conference service program with an average annual attendance of 25,000.

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James E. Wilhelm, III, Executive Vice President, Public Private Transactions, American Campus Communities

Jamie spearheads the ACC's American Campus Equity (ACE) program. Since joining ACC in 2007, Jamie has been responsible for overseeing ACC's on-campus business development efforts. During the past four years, the on-campus team has been engaged to develop or complete 17 on-campus transactions totaling 17,299 beds and nearly \$1.65 billion in total development cost. These transactions have been completed as both "third-party" tax-exempt bond finance projects and as ACC direct investments under the ACE program.

Prior to joining ACC, Jamie specialized in higher education and related nonprofit finance. During an investment banking career that spanned nearly two decades, he participated in the origination of more than \$2.0 billion of debt and derivative transactions for more than 80 higher education institutions and nonprofits. He also served as the investment banker for more than \$350 million of ACC projects. Jamie joined ACC from RBC's public finance department where he served as the managing director of the higher education sector. Prior to RBC, he was a managing director with Banc One Capital Markets (currently JPMorgan Capital Markets) and held positions at McDonald & Company Securities (currently KeyBank Capital Markets) and The Ohio Company (currently Fifth Third Markets).



Jason Wills, Senior Vice President, On-Campus Development, American Campus Communities

Jason Wills is the senior vice president of the on-campus business development segment for American Campus Communities, one of the largest developers, owners, and managers of high-quality student housing communities in the United States.

Jason began his career in student housing in 1993 as a resident assistant at The University of Texas at Arlington. He continued his career in student housing operations when he joined American Campus Communities in February 1997. He served in increasing capacities with ACC and moved to the development team in 1999. In 2003 he was selected to lead the on-campus development department, which has developed more than \$1 billion in on-campus student housing, totaling more than 20,000 beds. In August 2004, under the leadership of Jason and other members of senior management, ACC was listed with the NYSE as the nation's first publicly traded student housing company.

HOTEL RESERVATIONS

The conference will be held at:

Hyatt Regency Irvine
17900 Jamboree Road.
Irvine, CA

To reserve your room, call 888.421.1442. Please indicate that you are with the Academic Impressions group to receive the room rate of \$139 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of October 16-18, 2011. Reservations must be made by September 26, 2011. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Fly in for your meeting and leave yourself some time to explore all that the Hyatt Regency Irvine's prime location has to offer. Play a memorable round of golf at nearby Pelican Hill or Oak Creek golf courses. Check out the rides at Disneyland and Knott's Berry Farm. Cheer on the Angels at Anaheim Stadium, shop at exclusive boutiques, glide across the bay on a water taxi to picturesque Balboa Island, or simply kick off your shoes and walk along the water's edge at some of the most beautiful beaches in California. Complimentary shuttle service to and from John Wayne International Airport, which is just minutes away. You'll be just 3 miles from University of California's Irvine campus.



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Attend as a team – remember, if you register as a group, every fourth registrant is free. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you. **Register online at www.academicimpressions.com**

REGISTRATION FEES

Your registration fee includes: full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Postmarked on or before September 30, 2011

Planning and Revitalizing Your Campus Housing _____ \$1095 USD
(For registrations postmarked after September 30, 2011, an additional \$100 fee per registrant applies)

Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) _____

CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Name Preferred for Badge _____

Job Title _____ Institution/Organization _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Fax _____ Email _____

For registration confirmations and pre-conference communication. (FOR ADDITIONAL REGISTRANTS, PLEASE COMPLETE ADDITIONAL FORMS.)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

Emergency Contact Name _____ Emergency Contact Phone (day) _____

(In case of emergency, we will contact this person on your behalf) (evening) _____

FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

- Sign me up for HEI: Daily Pulse** – impactful news, trends, and practices, sent daily
- Sign me up for HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays
- Sign me up for HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

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My check is included and covers _____ registration(s)

Check # _____

Please invoice me

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by July 22, 2011. A \$100 processing fee will be assessed. After July 22, 2011 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.