



CONFERENCE

# REVITALIZING YOUR STUDENT LIFE FACILITIES

November 13 - 15, 2017

Austin, TX



VMDO

[vmdo.com](http://vmdo.com)

KSS

[kssarchitects.com](http://kssarchitects.com)

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[asg-architects.com](http://asg-architects.com)

**ai** ACADEMIC  
IMPRESSIONS



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*Learn how you can set achievable goals for revitalizing your student life facilities.*

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## OVERVIEW

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Student life facilities—including residence halls, recreation facilities, and student unions—can help your institution build community while integrating student learning and social experiences. This three-day event will combine architectural and institutional perspectives to give you the latest in student life facility:

- Master Planning
- Integrated Programming
- Stakeholder Involvement
- Funding Models
- Usage and Trends

Working time has been incorporated throughout the event to help you apply the concepts you learn. You will leave with a comprehensive workbook with conference materials and resources that you can reference during the event and back on campus.

## SITE VISIT: UNIVERSITY OF TEXAS AT AUSTIN

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As part of this program, you will have the chance to visit the University of Texas at Austin. On this tour you will be able to visit a number of recreational facilities, tour the Student Activities Center, and participate in a discussion about the residence hall and dining facility currently being built.

## BRING YOUR TEAM AND SAVE

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Representatives from student affairs, student recreation, residence life, and facilities can all collectively learn how a holistic capital planning effort can ensure that student life considerations are top of mind when building the most impactful facilities possible on campus. When you register two people, a third can attend for 50% off!

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/conference/revitalizing-your-student-life-facilities-november-2017](http://www.academicimpressions.com/conference/revitalizing-your-student-life-facilities-november-2017)



## LEARNING OUTCOME

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After participating in this conference, you will be able to set planning goals to revitalize your student life facilities.

## CONTACT US FOR MORE INFORMATION

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Contact Michelle Sponholz, Program Manager at [michelle@academicimpressions.com](mailto:michelle@academicimpressions.com) or 720-496-4492 if you'd like additional information about the program.



## AGENDA

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### DAY 1

8:00 - 8:30 a.m.

#### **Registration and Continental Breakfast (included in registration fee)**

8:30 - 8:45 a.m.

#### **Introductions and Opening Remarks**

8:45 - 9:30 a.m.

#### **Current Trends in Student Life Facilities**

Colleges and universities continue to build state of the art student life facilities to help boost enrollment, stay competitive, and enhance the on-campus experience. This first session will set the foundation for the conference, by discussing key trends in student life facilities and how this can help set the stage for your master planning process. Our expert will outline 2-3 national trends regarding residence halls, student unions, dining, and recreation and wellness facilities.

9:30 - 9:45 a.m.

#### **Break**

9:45 - 10:45 a.m.

#### **Comprehensive Visioning Session: Assessing Current Facilities and Envisioning the Future**

In this visioning exercise, you and your team will have the opportunity to assess your current facilities and brainstorm how your ideal facilities can best address trends. Through the guidance of our experts on hand, we will guide your visioning session as you address:

- Where you are now in terms of trends in student life, master planning, and facility specific challenges as they apply to your own campus and tie to your strategic vision
- Student behavior trends—how students spend their time on campus
- Increased competitiveness—what prospective students are looking for
- Student retention—what students need to succeed academically
- A desire for campus community—what students need to succeed socially

10:45 - 11:45 a.m.

#### **Keys to Student Life Master Planning**

This session will lay out key factors to consider when adding to an existing student facility suite. From pre-project planning to facility proximity, this session will help ensure your planning efforts address key foundational elements, including:

- Addressing national trends in the context of your institution's growth aspirations
- Assessing current facilities in developing project scope
- Integrating existing facilities with current infrastructure
- Determining project placement and facility proximity

11:45 a.m. - 12:30 p.m.

#### **Working Session: Campus Context and Project Goals**

This working session will allow your team to discuss the morning's sessions in the context of your institution. Here, you will be able to address master planning and goals specific to your projects. Following will be an opportunity to share and compare thoughts with other attendees.

12:30 - 1:30 p.m.

#### **Lunch (included in registration fee)**



## AGENDA

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### DAY 1 (CONTINUED)

1:30 - 2:30 p.m.

**Working Title (University Dining: The Future of Dining is Now)**

Long gone are the days of bland institutionalized cafeteria style dining, as colleges and universities have recognized the need to create forward thinking and vibrant spaces that promote healthy eating and socialization. Hear from our expert speaker on current campus dining trends and how food needs to fit into the context of the whole campus.

2:30 - 2:45 p.m.

**Break**

2:45 - 4:00 p.m.

**Blending Student Life and Academics in a Reimagining of the Clemson Core Campus**

Following a planning decision to demolish and replace three major buildings in the heart of its campus, Clemson University set out to fundamentally re-imagine the entire Core Campus precinct. Professionals from Clemson University and VMDO Architects will demonstrate how 700 new beds of housing, a 10,000 sf Honors College, and a new 1200 seat dining hall creates an intense and dynamic center that blends social, residential and academic experiences.

4:00 - 5:00 p.m.

**Networking Reception (included in registration fee)**

### DAY 2

8:00 - 8:30 a.m.

**Continental Breakfast (included in registration fee)**

8:30 - 9:30 a.m.

**Planning Collaboratively: Integrating Key Stakeholders in Student Life Facility Revitalization**

Student life facilities demand the attention of several critical stakeholders to ensure success, including residence life, student union, recreation and wellness, dining, facilities planning, and capital planning. All departments have different perspectives and ideas surrounding campus projects, and this session will provide you keys for entering into shared and productive conversations to move your projects forward.

9:30 - 10:30 a.m.

**Working Session: Shared Perspectives on Stakeholder Involvement**

You will work with peer groups to map out your campus and community stakeholders. This will also include identifying involvement strategies for each group and a planning exercise.

10:30 - 10:45 a.m.

**Break**

10:45 a.m. - 12:00 p.m.

**Student Life Facilities Showcase**

This session will give you an opportunity to hear from an institution or architect about the design and function of a Student Life facility. This will be a visually rich presentation, to show different types of spaces, furniture, and function.

12:00 - 1:00 p.m.

**Lunch (included in registration fee)**



## AGENDA

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### DAY 2 (CONTINUED)

1:00 - 3:30 p.m.

**Site Visit: University of Texas at Austin**

The University of Texas at Austin is the flagship campus of the University of Texas system. The University has a long history of providing a top notch education, but also of engaging students outside of the classroom. During the site visit you will have the opportunity to see a number of recreational facilities, tour the Student Activities Center and hear about the new residence hall and dining facility being built.

3:30 - 4:30 p.m.

**Panel Discussion**

Following the site visit, this time will be spent discussing key aspects of the planning process and project outcomes with the University of Texas at Austin stakeholders who were most intimately involved in the project's actualization. The UT Austin staff will also share information regarding a new residence hall and dining facility being built on campus.

### DAY 3

8:30 - 9:00 a.m.

**Continental Breakfast (included in registration fee)**

9:00 - 10:00 a.m.

**Considering Public-Private Partnerships for Your Projects**

This morning session is devoted to exploring P3 options for your campus projects. We will walk through key considerations for alternative project financing, as well as how you can best determine if a public/private partnership is ideal for your campus project. In addition, several case study examples will provide you with various contexts to consider.

10:00 - 10:15 a.m.

**Break**

10:15 - 11:30 a.m.

**Keys to Phasing Your Student Life Facility Projects**

While a single project plan would be ideal, the reality is that most institutions must phase-in their projects over time. Learn from our expert speaker how your institution can best position itself over time, through phased planning and intentional timelines. Included in this discussion will be:

- Addressing various modes of prioritization: financial, student need, or space limitations
- Benchmarking progress and reassessing capital project plans

11:30 a.m. - 12:00 p.m.

**Wrap-Up**



## INSTRUCTORS

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### **Joe Atkins, Principal, VMDO Architects**

Joe Atkins, AIA, LEED AP BD+C, is a principal of VMDO Architects and Co-Leader of the firm's Higher Education Studio. He has more than 25 years of experience designing iconic buildings and landscapes for college and university campuses—many integrating innovative programs into powerful and historic campus settings. His upfront planning and design efforts are instrumental in creating sites and structures that fit seamlessly with their surroundings, are carefully attuned to their use, and contribute to making lasting and meaningful places. Joe brings clear conceptual thinking, strong design vision, and diligent attention to detail to each of his engagements. He is particularly adept at distilling the needs and desires of a wide spectrum of stakeholders and responding with inspired architecture. By fusing the disciplines of engineering, campus planning, and landscape architecture, his teams translate inventive educational programs into built form.

### **Derek Jackson, Assistant Vice President Student Affairs and Director of Housing and Dining Services, Kansas State University**

Derek has more than 26 years of experience primarily in housing and dining services at Kansas State University as well as the University of Georgia. Recently promoted to the Assistant VP for Student Life with responsibility for the Health Center, Counseling Center, Child Care Center and Recreation Center. Has participated in more than \$200 Million in new construction and \$40 Million in renovations in the past 10 years. Served on the leadership team that lead the university master plan and north corridor university/city master plans. Actively involved in ACUHO-I having taught primarily facilities management topics at the CHO Institute, National Housing Training Institute, South African Housing Training Institute, and recently elected to the ACUHO-I Board as the Facilities and Physical Environment Director.

### **William Lasser, PhD, Executive Director of the Calhoun Honors College and Alumni Distinguished Professor of Political Science, Clemson University**

William was part of the design and construction of the new core campus at Clemson. He and his wife, Sue live in the building as part of the Faculty-In-Residence program. William is a graduate of Harvard University and the Massachusetts Institute of Technology, he is the author of numerous books and articles on law and American politics, including "The Supreme Court and Critical Realignment" (Journal of Politics) and The Limits of Judicial Power: The Supreme Court and American Politics (University of North Carolina Press). He has also written extensively for the Atlanta Constitution and other newspapers, and his opinions have been quoted in the Wall Street Journal, the Washington Post, the Christian Science Monitor, U.S. News and World Report, and the National Law Journal.

### **Michelle Mosley, LEED AP BD+C, Project Manager, Student Life Studio, Ayers Saint Gross**

Michelle brings ten years of experience in all phases of architecture, with expertise in programming and planning residence halls and dining facilities. Michelle's ability to collaborate with clients and communicate a campus vision through its housing master plan data and graphics has contributed to successful planning efforts on a wide-range of campuses. She has a deep understanding of the elements of residence halls and student life facilities which help to build a sense of community among students. Michelle authored an online course for ACUHO-I titled, "The Design and Construction Process: Realizing Your Vision," to guide residence life professionals through the design and construction process of student housing projects.





## INSTRUCTORS

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### **Eric Moss, AIA, LEED AP BD+C, Vice President and Principal, Student Life Studio, Ayers Saint Gross**

Eric is a national leader in the design of student life and academic facilities for higher education. With 26 years of experience, he is dedicated to the design of residential, dining, wellness, student union, and academic facilities on campuses across the country. His projects stretch from West Texas A&M University to Colby College, Clemson University and the Universities of North Carolina and South Florida. Eric undertakes strategic planning and programming for the student life facilities completed by the firm. He regularly lectures on student life facilities for the Association of College and University Housing Officers (ACUHO-I), Academic Impressions and other professional organizations.

### **Linda Newman, Director, Advisory Services, The Scion Group**

Linda Newman applies her over 30 years of experience in residence life, dining services and housing administration, for the benefit of Scion's advisory clients. Prior to joining Scion, she served as Senior Director of Auxiliary Service and Director of University Housing at the University of Michigan, where she provided leadership in student life auxiliaries for student housing, information technology services, capital projects and marketing. In that role, Ms. Newman developed significant experience with large-scale facility master planning, renovations and new construction; over a seven-year period, she led the planning and implementation of over \$450 million of comprehensive renovations and \$250 million of new construction within the University's housing system, with a focus on updating or replacing heritage buildings to achieve state-of-the-art living and dining facilities while also creating spaces to support student learning.

Throughout her career, Ms. Newman has collaborated with academic units to develop and support student learning within the campus living experience. She has developed expertise in designing and implementing living-learning programs and other initiatives to create seamless learning environments for residential students. Her career also reflects a life-long commitment in support of diversity and inclusion, including peer mentoring and programs that support underrepresented students.

### **Jeff Panchavinin, Director, Advisory Services, The Scion Group**

Jeff Panchavinin has nearly a decade of experience directing student and multifamily housing operations, marketing and market analysis, most recently including campus housing market and demand analyses, operations planning for public-private partnerships and management consulting with a focus on marketing and occupancy management strategies in the U.S and Canada. In addition to directing Scion's west coast regional office, Mr. Panchavinin leads the operations and management focus area within Scion's advisory services practice.

Prior to joining Scion, Mr. Panchavinin was director of operations for AVS Housing Group, a joint venture executing a unique public-private partnership for campus housing, focusing on marketing, facility management and operations of the on-campus residence hall system at the University of Nevada, Las Vegas. During the first seven months in this engagement, he helped the University achieve a 40% occupancy increase, which improved net housing and dining revenue by nearly \$5 million. Mr. Panchavinin began his career with The Vista Group as a community relations development associate where he completed marketing and demand analysis for multi-family and commercial real estate ventures. Mr. Panchavinin has presented on public-private partnerships and marketing techniques at national and regional conferences such the Association of College and University Housing Officers - International, ACUHO - Business Operations and the National Association of College Auxiliary Services.





## INSTRUCTORS

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### **Suzanne Price, PhD, Director of Residential Learning, Clemson University**

Suzanne leads a dynamic team of full-time and graduate staff in academic success initiatives, recruitment and training processes, faculty engagement programs, student organization advising, and departmental assessment. She has worked at Clemson University for almost 20 years in a variety of positions including Orientation, Leadership Learning, Civic Engagement, and Student Government Advising. She also teaches in the Women's Leadership program and guest lectures for the I-LEAD program at Clemson University.

Suzanne collaborates with many areas across campus through her work on the Summer Reading Book Committee, University Creative Inquiry Committee, President's Commission on Women, Women's Leadership Academic Major Steering Committee, and the Student Affairs Inclusive Excellence Committee. She is the current editor of The Journal of College and University Student Housing for the Association of College and University Housing Officers - International (ACUHO-I). The publication is printed two times each year in addition to a digital special issue released once a year.

### **Pamela Lucas Rew, FAIA, Partner, KSS Architects**

Leading the robust higher education team at KSS Architects, Pam strives for architecture that reflects the history, place, and potential of each client and project. With over three decades of experience, Pam brings a clear understanding of the dynamics of contemporary life and the value of ritual to every project. Her design sensitivity has helped the firm produce award-winning buildings that surpass client expectations, with a reputation of excellence in campus design. Pam balances the needs and desires of the many constituents in an institution, administration, faculty, students, and the public. The result is a design that accommodates the client's program in a uniquely expressive space. Clients include Cornell College, Cornell University, Drew University, Ferris State University, Lafayette College, Lawrence University, Rutgers University, Sarah Lawrence College, the University of Pennsylvania, and Virginia Commonwealth University. A leader in defining design's response to student and campus landscapes, Pamela has spoken nationally on topics of student life, master planning, the campus walk, academic communities, and the expression of university identity through architecture.

### **Jim Smart, Executive Director, Housing and Residence Life, University of Miami**

Jim has worked in student affairs and student housing for nearly forty years. For the last twenty-six years, he has been at the University of Miami serving as an assistant and associate director in housing, as well as director of the Toppel Career Center, prior to returning to his "roots" in housing in 2009. For the last two years Jim has led a housing facilities strategic planning process in collaboration with a team of outside consultants and a collaborative team from within the university. Their efforts have recently moved into the design and permitting for the first phase of a three-phase, \$400 million housing renewal program.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		<b>Intimate, workshop-style event with personalized attention</b>
Many concurrent sessions; forcing choice		<b>One focused learning track</b>
Uneven sessions and less outcome-focused, driven by an open call for proposals		<b>Needs-driven</b> and meticulously planned with practical outcomes <ul style="list-style-type: none"> <li>Action plans and next steps to use upon returning to campus</li> <li>Carefully-vetted expert instructors that are also practitioners in the field</li> </ul>
Lecture-based		<b>Learner-centric</b> and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to <b>truly connect with colleagues</b> in the same position at other institutions
Some slide presentations posted online after the event		<b>200+ page workbooks</b> with references, worksheets, articles, templates, exercises, and planning documents

**96%**  
of past attendees would recommend an AI conference to a colleague

**250+**  
and growing of AI member institutions (AI Pro)

**15,000+**  
higher ed professionals served

AI Conference Experiences

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Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



## LOCATION

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November 13 - 15, 2017 :: Austin, TX

### HOTEL:

Austin Marriott South  
4415 South IH-23  
Austin, TX 78744

To reserve your room, please call 512.441.7900. Please indicate that you are with the Academic Impressions group to receive the group rate.

### ROOM RATE:

The rate is \$149 for single or double occupancy, plus applicable tax.

### ROOM BLOCK DATES:

A room block has been reserved for the nights of November 12, 13 and 14, 2017.

### RATE AVAILABLE UNTIL:

Make your reservations prior to Monday, October 23, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

### ADDITIONAL INFORMATION:

The Austin Marriott South places you in the center of the Live Music Capital of the World. Explore destinations near you including downtown Austin, South Congress and Franklin Park. With Austin-Bergstrom International Airport to the east and vibrant downtown destinations to the north, it's easy to access everything Austin has to offer. The hotel provides a complimentary shuttle service to downtown.

### TRANSPORTATION INFORMATION:

Austin-Bergstrom International Airport (AUS) is approximately 7 miles from the Austin Marriott South.

**Shuttle:** Fare is approximately \$12, per person, one-way. Visit SuperShuttle's website or call 800-258-3826 to make your reservation.

**Uber / Lyft:** Fare is approximately \$15 one-way. Rates will vary.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## PRICING (CIRCLE ONE)

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

### Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

A \$500.00 surcharge applies to registrants from corporations.

CONFERENCE
Revitalizing Your Student Life Facilities
\$1,395

### EARLY BIRD PRICING

Postmarked on or before October 27, 2017. For registrations postmarked after October 27, 2017, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## CONFERENCE REGISTRATION INFORMATION

Print Name | Job Title

Institution/Organization

What name do you prefer on your name badge? | Address

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

Telephone | Email

**IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.**

Empty space for dietary or accessibility needs.

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

## ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name | Contact Phone

Additional Contact Email | Additional Contact Title

## EMERGENCY CONTACT INFORMATION

Emergency Contact Name | Emergency Contact Phone



**PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259**

## PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

## CREDIT CARD



Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

**AMOUNT TO CHARGE:** \_\_\_\_\_

## CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s) Check # \_\_\_\_\_

Please invoice me, Purchase Order # \_\_\_\_\_ (PO # not required to receive invoice)

## HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

**DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.

**WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.

**DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you'd like to sign up: \_\_\_\_\_

Learn more or sign up to receive Higher Ed Impact at: [www.academicimpressions.com/news-sign-up](http://www.academicimpressions.com/news-sign-up)

*\*Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



## CANCELLATION AND REFUND POLICIES



### SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

### CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

### ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

### ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

### RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.