

INCREASING STUDENT ENROLLMENT AND RETENTION

How the Built Environment Shapes
the Campus Experience

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 **University at Buffalo** The State University of New York



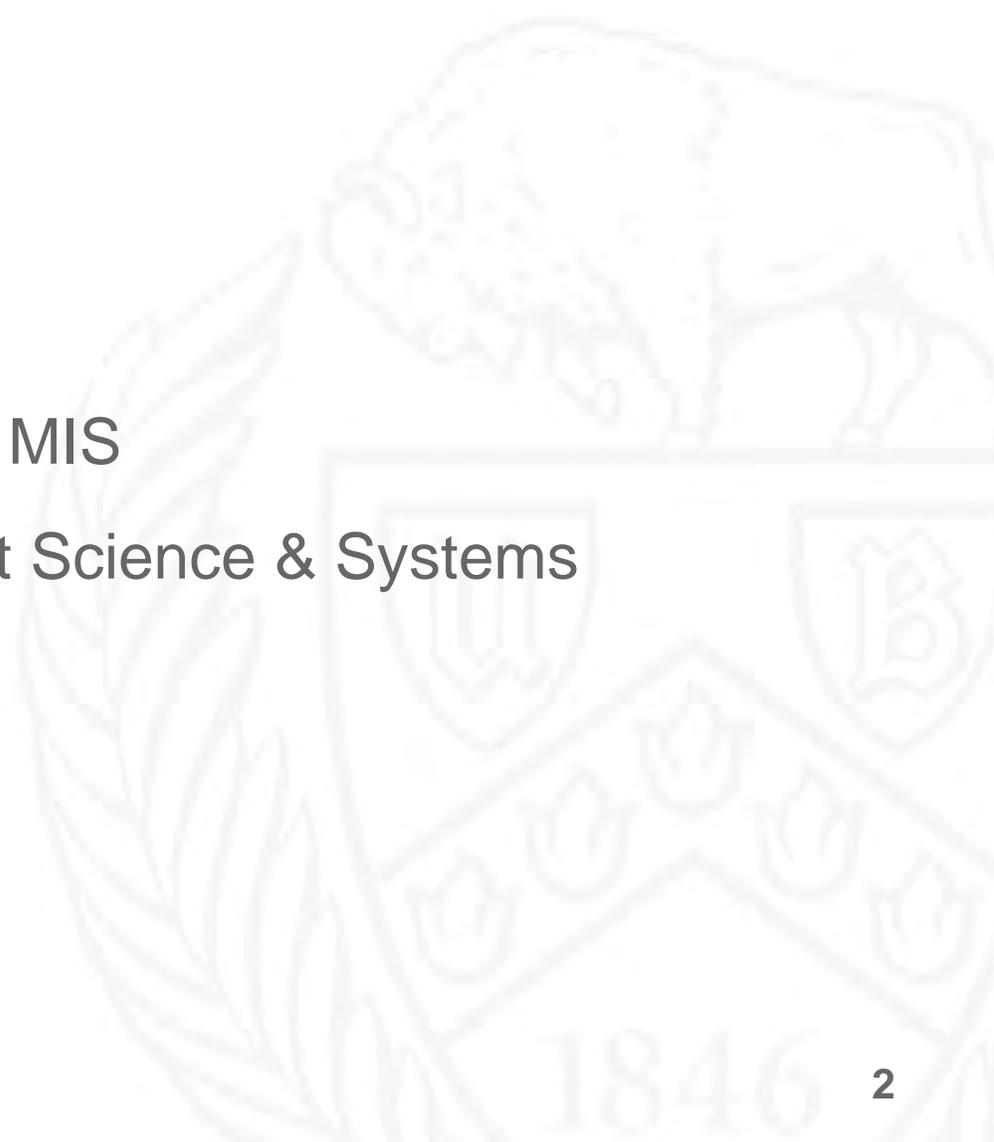


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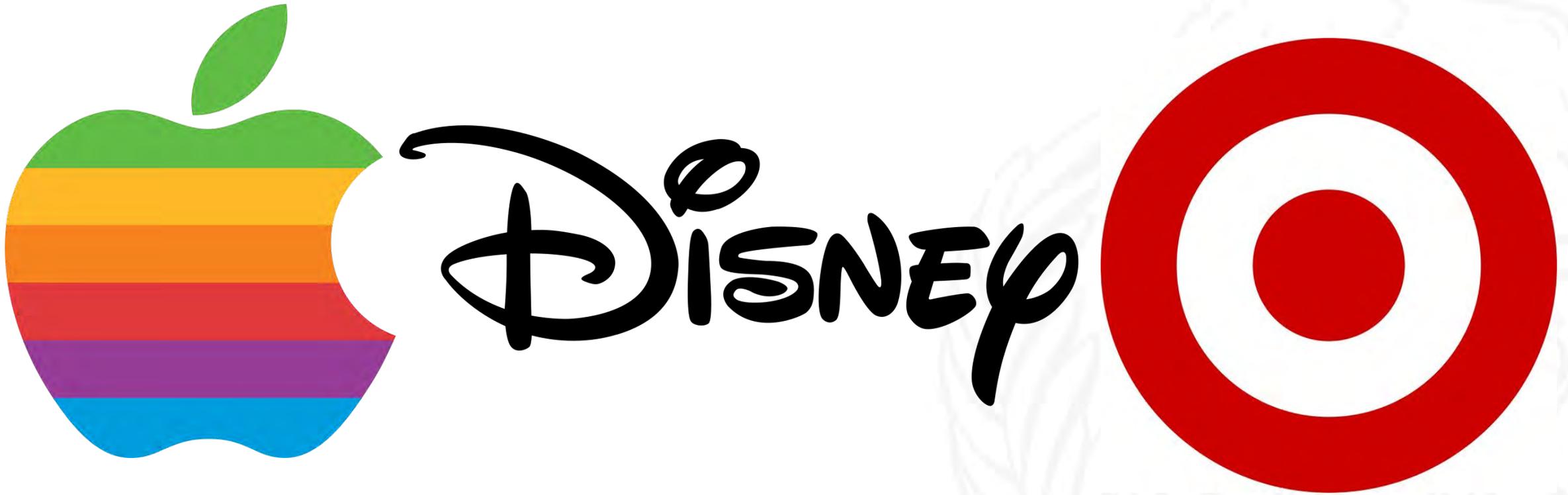
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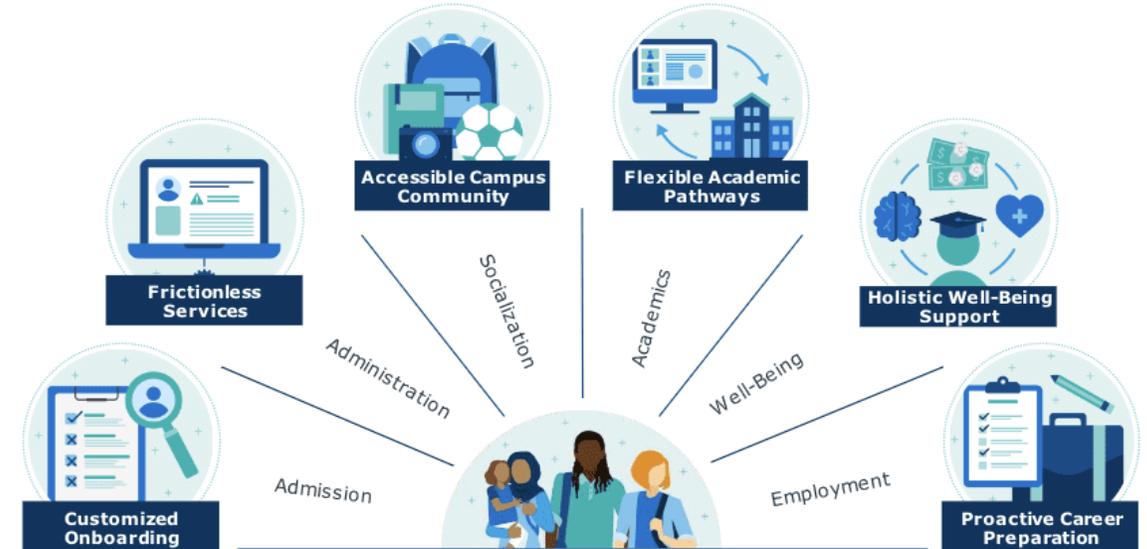
- Identify key institutional pressures affecting higher-education enrollment and retention, including demographic and financial trends.
- Evaluate how elements of the built environment impact student recruitment, engagement, success, and persistence.
- Apply benchmarking strategies and assessment tools to better understand the relationship between campus design and student outcomes.
- Integrate planning, facilities, and student-success strategies to improve institutional resilience and appeal.



Student Retention



- Today's students increasingly expect the personalized, seamless experiences they've grown used to in other facets of their lives.
- Colleges and universities must think holistically about the student experience and how they can improve students' outcomes by reducing their burdens.



Everyone at UB is part of
Student Retention

- Common reading
- Convocation
- Developmental education
- Early alert systems
- Experiential learning
- First-year academic advising
- First-year gateway courses
- First-year seminars
- General education
- Leadership programs
- Learning communities
- Mentoring by campus professionals
- Peer education
- Placement testing
- Pre-term orientation
- Residential programs or initiatives
- Service-learning
- Student success center
- Study abroad
- Summer bridge
- Undergraduate research
- Writing-intensive coursework

The UB FYE Inspiration: Baird Point Pillars

- Academic
- Social
- Financial
- Career
- Well-Being



UB FYE from the Student Perspective: First-Year Capabilities

Well-Being

Stay healthy, balanced, supported through
Time Management, Self-Care, Mental health, Resilience, and Help-Seeking

Academic

- **Find** the right major
- **Learn** good study habits
- **Use** UB Resources
- **Work** with Advisors/Coaches
- **Engage** Professors
- **Explore** Research and Study Abroad
- **Plan** degree to career

Social

- **Make** friends, mentors
- **Join** clubs & groups
- **Feel** at home at UB
- **Celebrate** UB traditions
- **Handle** conflicts
- **Take** on leadership roles
- **Volunteer** and give back
- **Build** cultural awareness

Financial

- **Plan** how to pay for college
- **Understand** aid and bills
- **Stay** on top of deadlines
- **Balance** work and class
- **Build** budgeting skills
- **Know** GPA impact on aid
- **Apply** for scholarships
- **Manage** money confidently
- **Understand** loan and debt

Career

- **Explore** career options
- **Connect** with CDC
- **Build** resume and LinkedIn profile
- **Gain** work experience
- **Network** with alumni & employers
- **Practice** communication skills
- **Plan** for grad school
- **Search** for jobs

UB FYE from the Institutional Perspective: First-Year Experiences

Well-Being

HIPs: Success Coaches, Peer Mentoring, Wellness Services, Counseling, Resilience Training

Academic

HIPs

First Year Seminar
Learning Communities
Advising for all
Writing-Intensive
Courses
UG Research
Study Abroad
Tutoring & Academic
Support
Library & Info Literacy
Capstone Prep

Social

HIPs

LLCs
Co-curricular activities
Common Intellectual
Exps
Peer Mentoring
Clubs & Orgs
Leadership Workshops
Community Service
Diversity & Inclusion

Financial

HIPs

Financial Aid advising
Scholarship Advising
Financial Literacy
Workshops
On-Campus
Employment
Work-Study
Financial Coaching
Budgeting tools
Emergency Grants
Parent/Family Financial
Orientation

Career

HIPs

Career Design & Prep
Internships
Service Learning
UG Research
Networking
Job Shadowing
Career Tools
Development
Employer Site Visits

UB FYE from the High Impact Student Outcomes Perspective

Well-Being

Outcomes: Managed time, Self-Care, Motivation, Mental Health Literacy, Help-Seeking, Resilience

Academic

Outcomes

Major-Career Fit
Resource Fluency
Academic Integrity
Effective Study Habits
General Education Awareness
Experiential Learning Awareness
Critical Thinking Skills
Academic Planning Confidence

Social

Outcomes

Sense of Belonging
Strong Relationships
Conflict Resolution Skills
Inclusive Community Values
UB Pride & Identity
Leadership Development
Cultural Competence
Civic Engagement

Financial

Outcomes

4-Year Financial Plan
Aid & Billing Fluency
Work-School Balance
Budgeting Skills
Understanding GPA/Aid Impact
Scholarship Awareness
Annual Aid Renewal Awareness
Confidence Managing Money
Understanding Debt & Loans

Career

Outcomes

Career Goals
Articulation
Resume Readiness
Professional Communication
Networking Confidence
Grad School Awareness
Clarity of Degree Purpose
Internship/Job Search Skills
Alumni & Employer Connections

Factors that Contribute to Learning and Memory

Multi-Sensory Activities
or Spaces



Happiness

Engaged Learning Strategies
(not just reading or listening)
— Active Learning



Interest in Content

Exercise



Familiarity in Content

“The New Science of Learning: How to Learn in Harmony With Your Brain.”
Terry Doyle and Todd Zakrajsek.

Factors that Interfere Learning and Memory



Multitasking



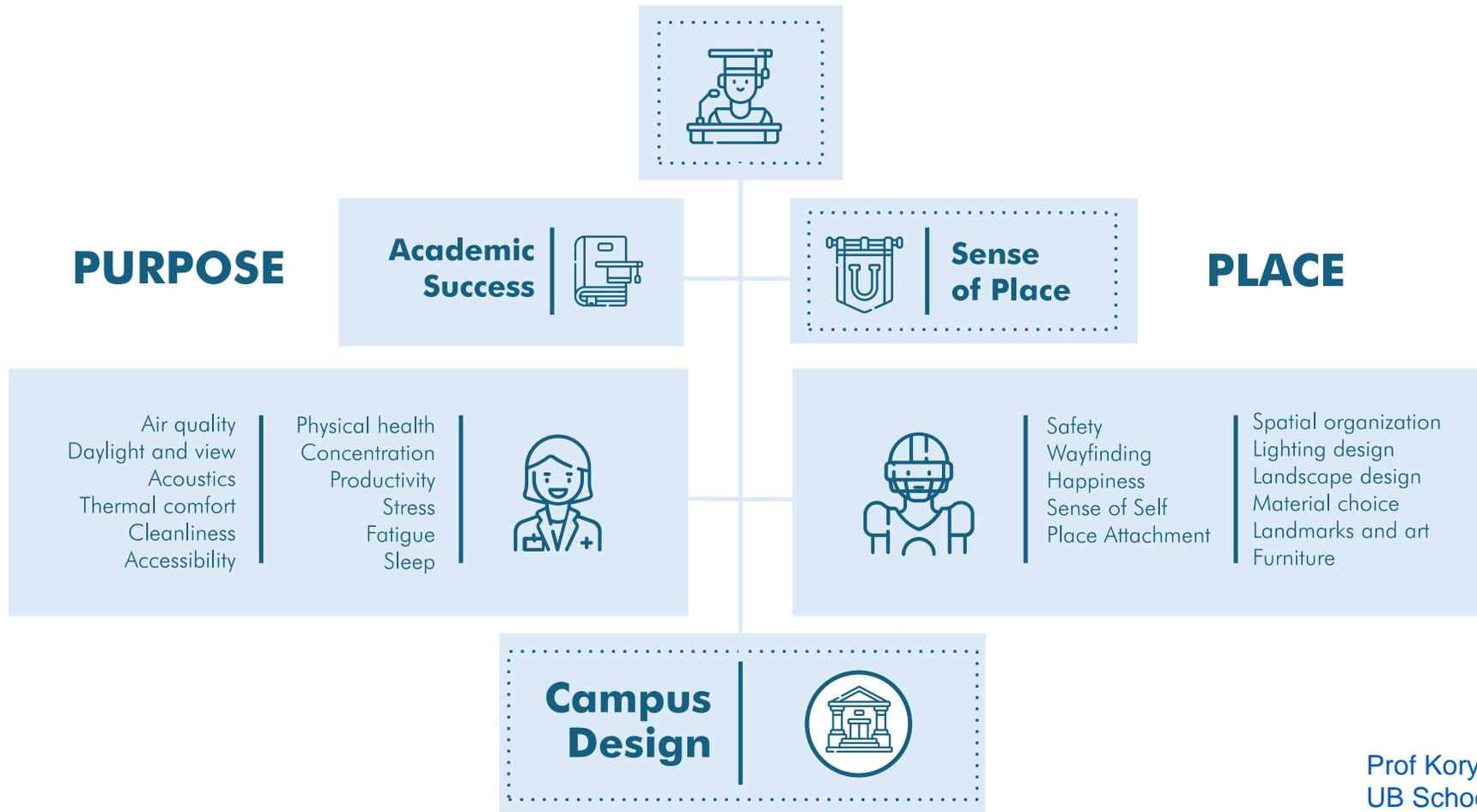
Poor Diet (Caffeine and Sugar)



Stress

“The New Science of Learning: How to Learn in Harmony With Your Brain.”
Terry Doyle and Todd Zakrajsek.

Impact of the Environment on Student Experience



LEARNING HAPPENS EVERYWHERE PLANNING PHILOSOPHY

UNIVERSITY AT BUFFALO



**Connecting
Program Spaces
with new
Learning
Landscapes.
Combining
Programmatic
Ideas into Project**



**Create
Learning Precincts
Programmatically
and Through Design**



**Emphasis of
location and
quality of
teaching spaces**



**Campus Design
Viewing the
campus as an
integrated
ecosystem with
spaces planned
and designed to
foster place
attachment**

Strategy 5: Create more spaces for students on campus (critical priority)

- There is a pressing need to create more spaces, throughout campus, that address student needs and also bring students into greater contact with those members of the campus community who can help them become more integrated into academic and social life at UB. The overall configuration of campus spaces is not student-oriented. This is a very visible problem, especially for commuter students who do not live near campus. In addition, current campus design sends subtle signals to students on whether or not they belong in different spaces and the communities associated with them. It is clear that the strongest communities are built through in-person interaction, but campus spaces do not facilitate spontaneous interactions among and between students, faculty and staff.
 - Efforts to create more student-centered spaces, such as the One World Café, can partly address concerns around space. But they cannot be viewed as a substitute for creating a more welcome spatial environment for students throughout campus.
- Summer 2021: Request that all decanal units and departments offering courses to first-year students assess whether their current spaces can be adapted to immediately provide more inviting spaces for students throughout the campus (for fall 2021).
- Summer 2021: Provide resources (e.g., tents, furniture, etc.) for more effective use of campus outdoor spaces in the fall semester.
- Fall 2021: Develop a plan to incorporate student space needs as part of overall planning for reallocations of space and campus renovations.
- Fall 2021: Convene a committee of key stakeholders, including a diverse selection of students, to develop recommendations on priorities for redesigning campus spaces to be more student-oriented, and to help integrate students into the UB community from their first days on campus.

Strategy 6: Redesign spaces to showcase UB as community (high priority)

- Re-envision campus spaces to encourage pride in being a member of the UB community. Campus indoor spaces are quite generic overall and outdated in some cases. Moreover, the UB community is not visible within them.
- Campus outdoor spaces also do not signal the presence of the UB community on the whole. Campus spaces should undergo a systematic overhaul to make the UB community present wherever possible, whether this is through increased visibility of UB “stories” (about people affiliated with the university), traditions and activities, or through the use of artwork and examples of research created by members of the UB community to enliven campus spaces.
- *While we rate this as a “high priority” in general, we would like to emphasize that it may be critical to do some work on this issue in fall 2021, as we prepare to welcome new and returning students back to the campus for in-person learning.*
- Summer 2021: Convene a committee of key stakeholders, including a diverse set of students, to develop a plan to survey existing campus spaces, and to identify ways for campus spaces to showcase the UB community.
- Fall 2021: Convene focus groups of students to explain their patterns of space usage on campus during the course of a week, and travel with them on campus to gain a comprehensive sense of the impact of campus spaces from the student perspective.
- Spring 2022: Develop a prioritized plan for renovating campus spaces, keeping in mind the need to showcase the UB community.

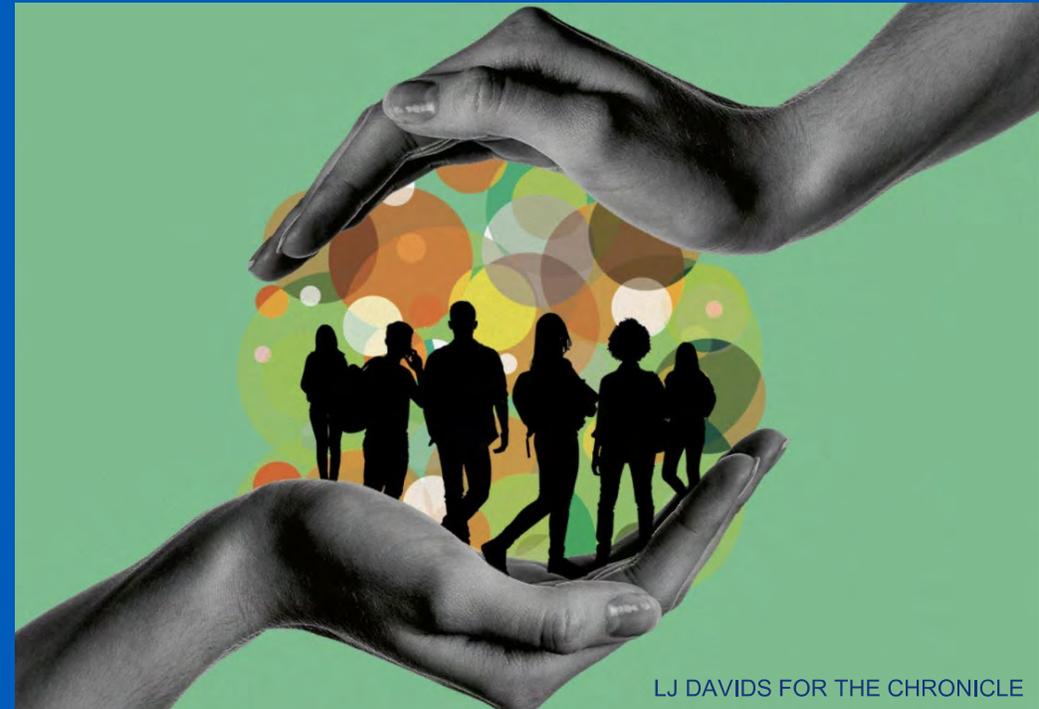


Creating a Student-Centric Campus

TRANSFORMING OUR CAMPUS INTO A STUDENT CENTRIC SPACE



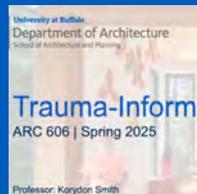
OPTIMIZED HOLISTIC EXPERIENCE



LJ DAVIDS FOR THE CHRONICLE

SENSE OF BELONGING

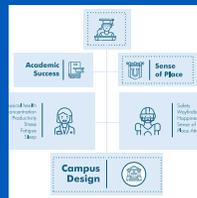
CREATING A STUDENT CENTRIC CAMPUS INFLUENCES



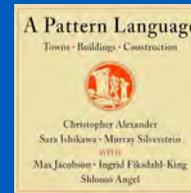
Trauma Informed Design
Korydon Smith, PhD



"Mickey's 10 Commandments"
Michael Lingerfelt, FAIA



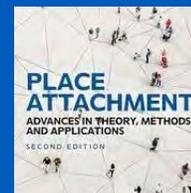
"Impact of Built Environment on Student Experience"
Korydon Smith, PhD



"A Pattern Language"
Christopher Alexander, FAIA



"Poetics of Space"
Gaston Bachelard

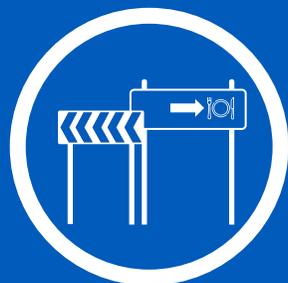


Place Attachment Theory
David Seamon, PhD

CREATING A STUDENT CENTRIC CAMPUS



Create a Holistic Experience



Find Your Way



Make a Good First Impression



Enhance Learning Environments

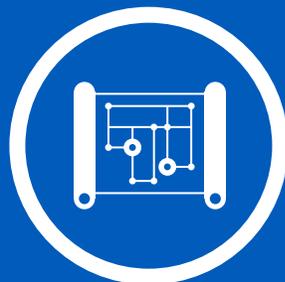


Create Third Spaces

CREATING A STUDENT CENTRIC CAMPUS



Come Together



Design Matters



Inside Out



Incorporate Wellness



Celebrate UB!

List of Students ADMITTED to UB but Enroll Elsewhere

- Research Institutes
- Based in the Northeast
- Many are Public Institutions or have Public Programs

1. University at Binghamton
2. University at Stony Brook
3. University at Albany
4. Syracuse University
5. Pennsylvania State University
6. Rutgers University
7. University of Connecticut
8. The Ohio State University
9. University of Rochester
10. University of Pittsburgh



Create a Holistic Experience

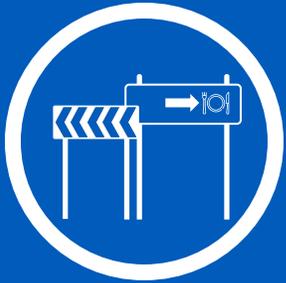
Organize Spaces and Pathways Around the Whole Student Experience

- Color Palette
- Cleanliness
- Branding
- Flow
- Reflecting Pedagogy
- Reflects University's Vision
- Unique to Institution

Create an Inclusive and Universal Campus

Syracuse University





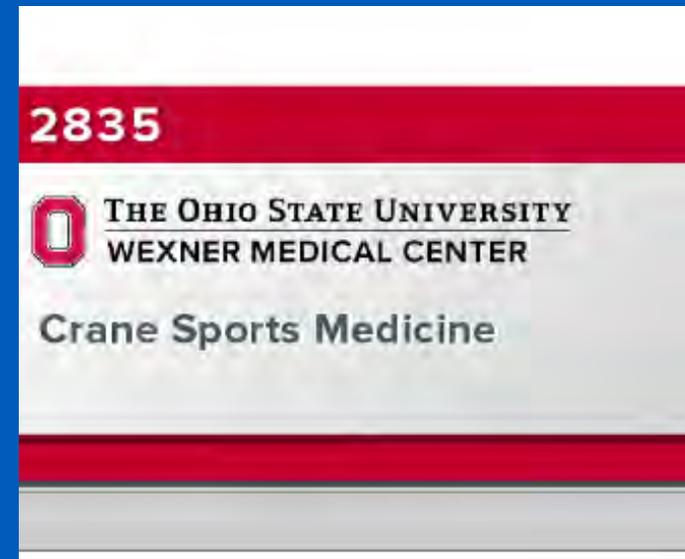
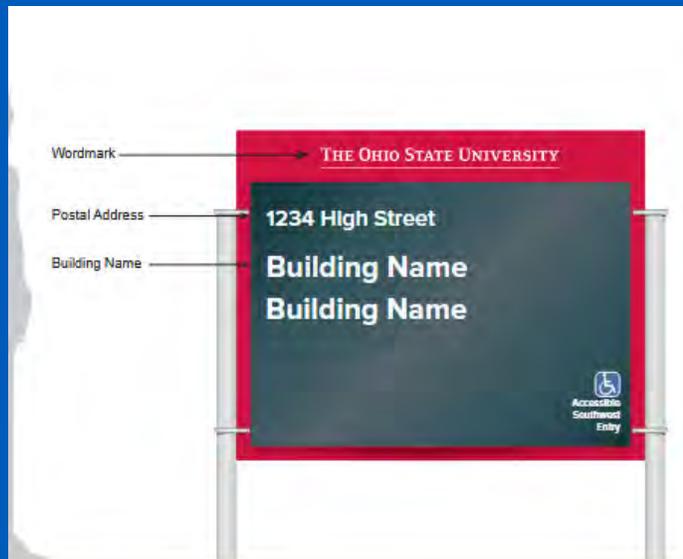
Find Your Way

Update signage
Develop a hierarchy of
signage and wayfinding

Interior and Exterior:

- Confusion creates lack of sense of belonging
- Creating sense of interest and calm
- Storytelling to reinforce sense of belonging

The Ohio State University





Welcome

Make a Good First
Impression

Create a welcoming entry:

- Legible entry
- Begins as one building
- Entry from all modes of transport (bus, auto, bicycle, pedestrian)
- Maintenance inside and outside entries
- Building signage
- Lighting
- Intuitive design at entry

Rutgers University

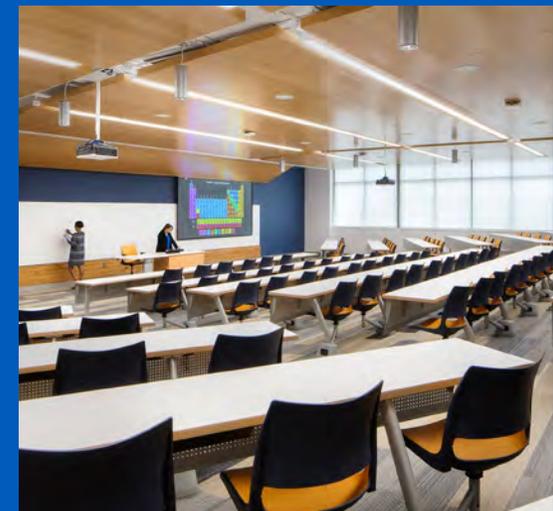




Enhance Learning
Environments

- Classrooms, labs, and studios as active learning opportunities, outdoor learning
- Consistent, predictable, interesting, clean and reflect pedagogy of unit
- Optimizing human senses comfort directly impact learning

University of Pittsburgh

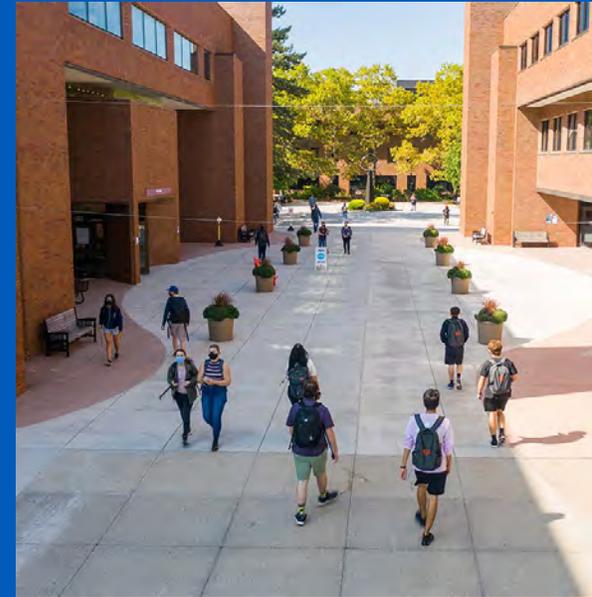




Create Third Spaces

- Create and enhance learning landscapes
- Learning Happens Everywhere
- Importance of third space
- Learning and social engagement reinforce sense of belonging
- Sense of calm

University of Rochester



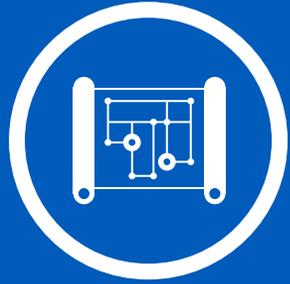


Come Together

- Provide Interior and Exterior Places to Gather in Large and Small Settings
- Incorporate Play!
- Wow factor spaces
- Active social spaces
- Academic and Social Programmed Activities

University at Albany

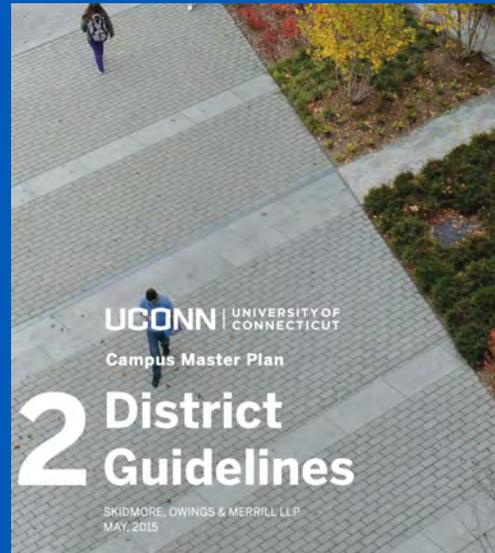




Design Matters

- Design Using the Highest Quality of Materials
- Natural Light
- Memorable Buildings and Spaces
- Reflects the quality of education of the institution
- Timeless
- Aspirational

University of Connecticut

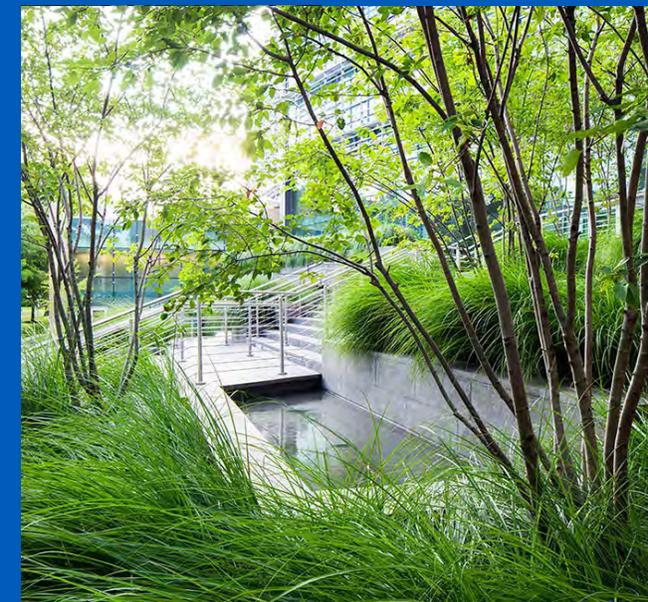




Inside Out

- We are a 4-season campus - let's celebrate our outdoor spaces
- Connect inside and outside implicitly and directly
- Make our outside assets easily accessible
- Visual connection inside from outside

University at Stony Brook





Incorporate Wellness

- People are happier, more productive, and engaged when they are healthy
- Biophilia
- Trauma Informed Design
- Neuro-diverency
- Acoustics, Natural Light, Thermal Comfort
- Spaces for Meditation
- Quality of Materials

University at Binghamton





Celebrate UB!

Reflect UBs Vision and Mission:

- Branding
- Global Citizen
- Selfie Moments
- Public Art
- Tradition ceremony
- Town/gown
- Celebrating work of UB students, faculty, staff
- Learning / research on display

Pennsylvania State University



- **Student Retention is Designed,**
Not Just Programmed
- **Students Experience Campuses Horizontally,** Not Organizationally
- The Built Environment Sends
Powerful **Belonging Signals**
- **Learning Happens Everywhere,**
Not Just in Classrooms
- **Wellness** is a Facilities Strategy
- **First Impressions** are Retention
Moments
- Capital Decisions Should Be
Retention-Smart
- **Facilities Professionals are
Central to Student Success**



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- UB

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Thank you!