### **Perkins&Will**

## College Unions: A Study in Now & Next

02.07.20

### Perkins&Will

Creatingcommonground.com



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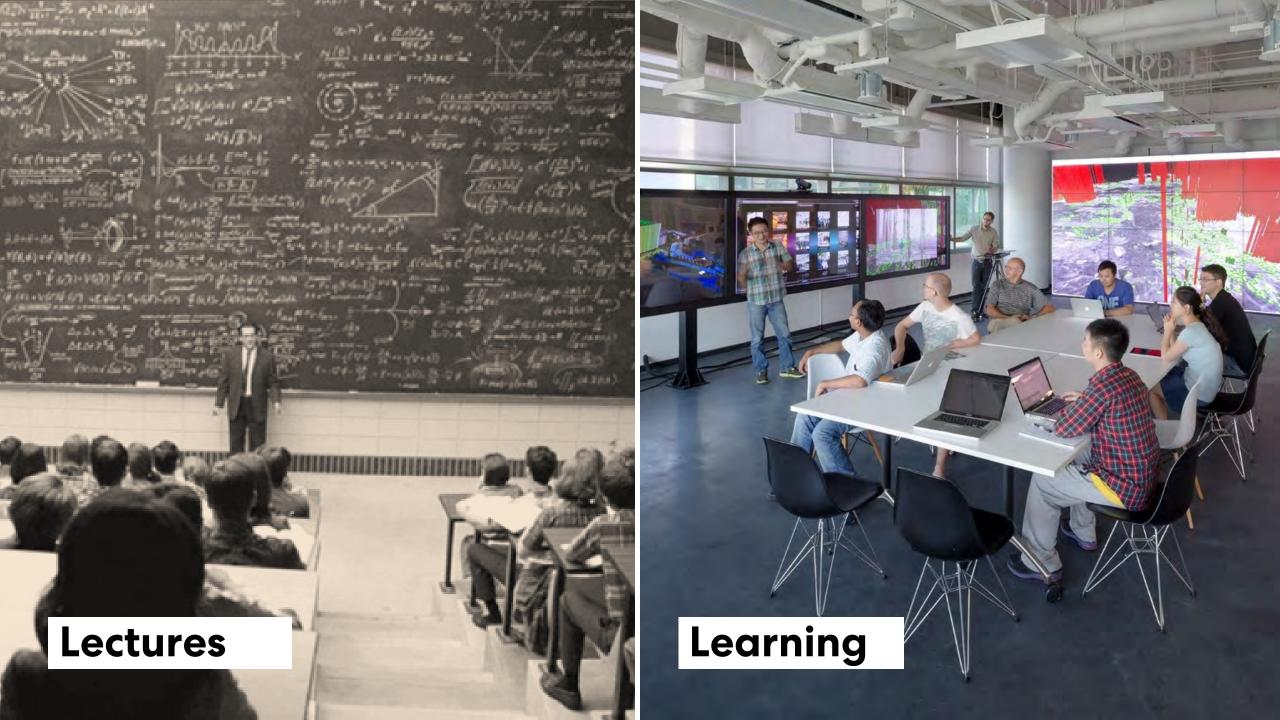
# WHY A SURVEY? Understand the Future

STUCENT CENTER

# WHY A SURVEY? Design Better Buildings

STUCENT CENTER

"Student Centers only have one job: To be everything for everyone." – Dean Smith, East Carolina University



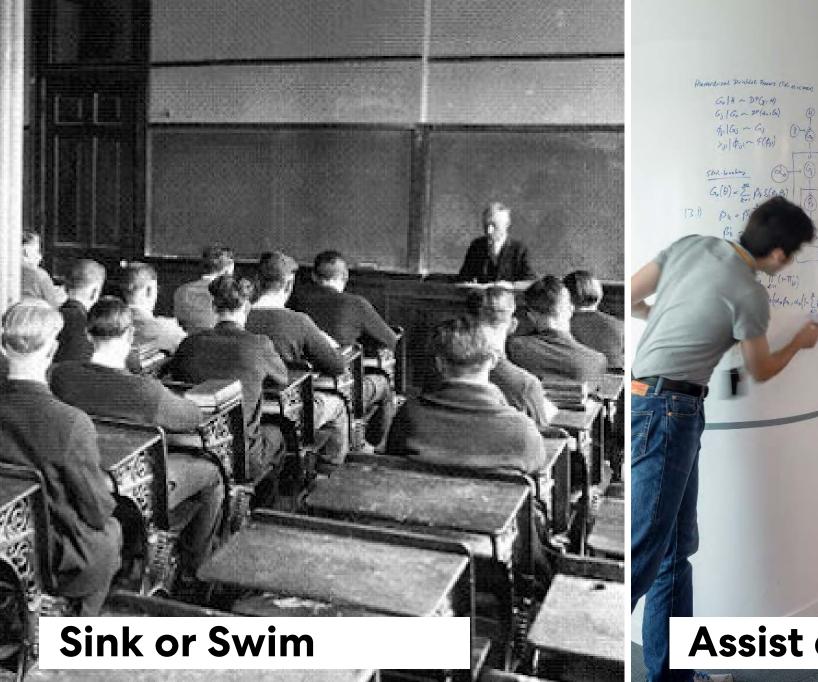
### **One Size Fits All**

### **Custom Everything**



### A Place to Connect

### A Place to Be



Gil Go - 20 (2015.)  $\phi_{11}|_{G_0} - G_0$  $\chi_{11}|_{\phi_{01}} \sim F(\phi_0)$ Stiel-beeching  $G_{n}(\theta) = \sum_{i=1}^{n} p_{i} S(\theta, \theta_{i})$ 

### **Assist and Guide**





### Participation

TEILE FÜR

CE-STADTFAHRZELIC

### Distinguished By Etiquette, Not By Punction

**Plymouth State University Student Commons** 

### Transactional

CHOPT

University of Texas Union

### Experiential

The states

University of Alaska – Fairbanks Student Union

tre-

### Environment

18

University of Alaska – Fairbanks Student Union



Multi-Use

00

University of Washington Husky Union Building



### Living Room

Tt=1

Roger Williams University Living Commons

### Recreation

100-005

BARY

10

Clarkson University Student Center



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Clemson University Watt Family Innovation Center



### **Pass Through**

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375 SPX INDEX 1967.

Bentley University Student Union

Sit, Eat, Chat, Play, Work, Study, Repeat...

18

P.

University of North Texas University Union

### Will Today's Facilities Suffice?

### Who has the premier student union?

University of Wisconsin — Madison (25) The Ohio State (16) University of Kentucky (8) Oklahoma State (7) University of Maryland (6)



### Wisconsin Union



What did you like about the UW Madison Union

outdoors historical focus knowpeopleprogressive waterfront crear music prega nected 5 brats qual sudents developn del <sup>2</sup> thinking Skid-friendly ssion ms **tradition**patio case Ne waterfootball spaces Icave outdoor community variety lakes beauty centered ages cased patio cased ages ball spaces comfortable SS sense traditionalcave



### **Ohio Union**



#### What did you like about the Ohio Union?

terrace natura lobby operation areas group IC moderr scarlet reputation campus school othing Epee clear budget jeff slo /spride



### UK Gatton Student Center



### What did you like about the UK Gatton Student Center?







# Space Usage

# What programs, activities, or organizations have ended recently?

#### **Movie Showings**

### **Outdated Pop-Culture Events**

— Ninja Warriors, Carnivals, Humans v. Zombies

### **Holiday Themed Activities**

— Pumpkin Carving, Easter Egg Hunts, Holiday Art Market

### **Concerts/Musical Events**

----- Large Scale, Local Unknown Artists, Battle of the Bands

#### **Arts Events**

— Comedy, Theater, Musical

# What nontraditional facilities or programs do you have in your union?

Art Spaces Wellness Spaces Most Unique

- Workspace/Makerspace with Kiln
- The World's Largest Jayhawk Collection
- The UPB Hour Daily Event Series Allows for Unique Programs, such as Weird Fruit Friday
- ----- IdeaHub Student Organization Co-Working Space
- The Clothing Closet

#### Do you have any of these spaces?

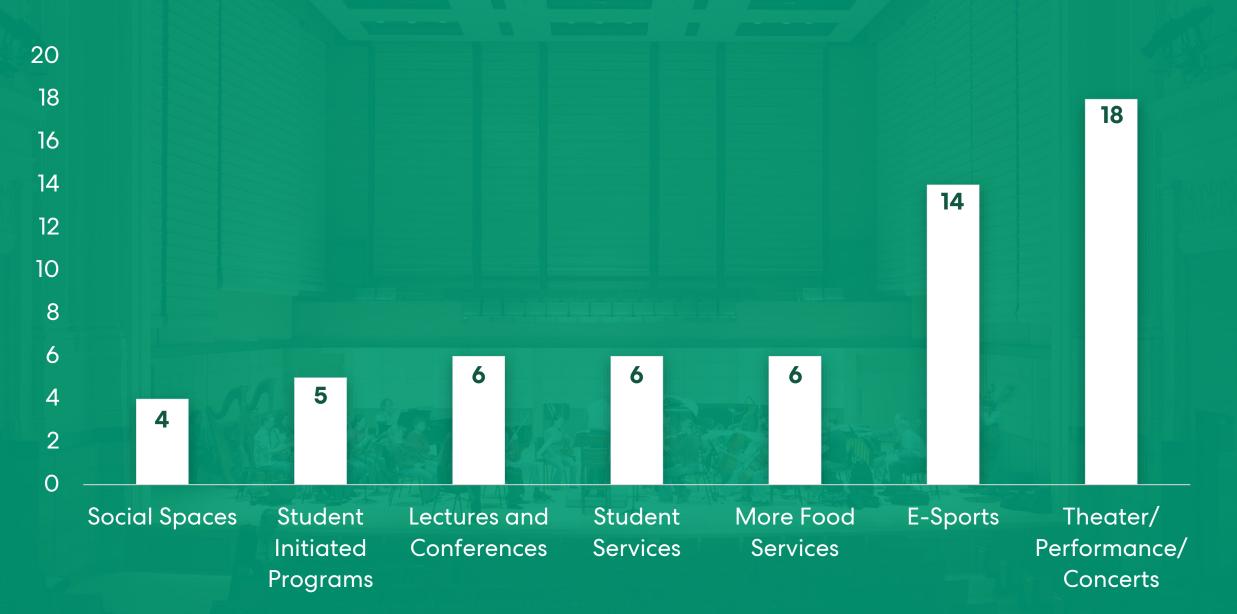
28 Universities



#### **Your Most Requested Space?**



## If you had more space, what would go in it?

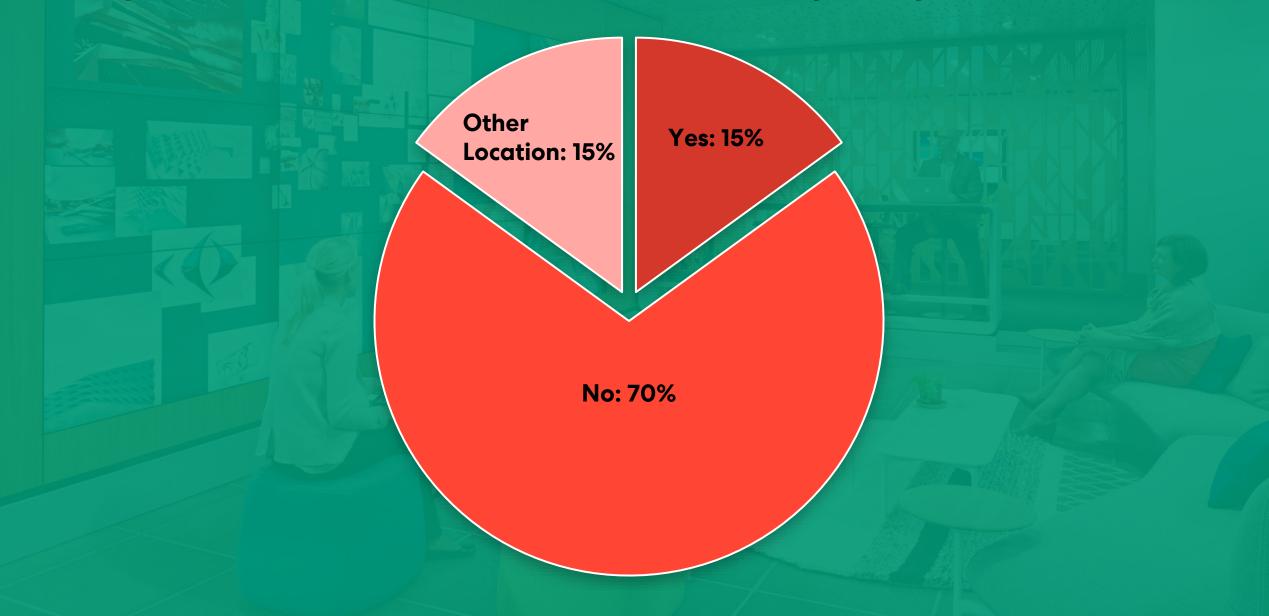


#### **New Programs**

E-Sports / Gaming Awareness Programs Affinity / Cultural Programs Crafting Programs Pinterest & Popcorn; Crafts & Snacks; Cats, Crafts, & Cameras

**Most Popular Programs? E-Sports Arts and Crafts Concerts, Late Night** Performances Lectures **Dance Marathon** 

## Do you have an e-sports facility in your union?



# Operations

#### What are your biggest operational challenges?



Structure

Challenges

Spaces

and Aging Infrastructure

### What are the biggest financial challenges?



# What successful strategies have you developed to overcome these challenges?

# What are your most effective ways to selfgenerate revenue?



# What are your most effective non-traditional partnerships for revenue generation?



# What other successful strategies have you used to self-generate revenue?

# What's Next

ane

Married Married

What are the biggest changes you've seen in student expectations? Immediate and 24/7 service Individualized attention Shift in Accountability – "Conflict Resolution is Not My Problem" **More Hand-Holding** Involvement is a mile-wide and inch-deep Technology, Technology, Technology **Entitlement** Entrepreneurship

# What are the biggest surprises you've had regarding programs or activities?

#### **Low Level of Engagement and Participation**

"The rising number of student no-show when they have RSVP'd to attending an event or program."

Lack of Leadership/Volunteering Rise in E-Sports and Gaming Popularity of Programs Linked with Academic Departments

Current student expectations include individu		idance, and hand holding - ntext?	- how do college unions resp	oond to students in thi
"Relate" "Authentic conversations" "Tr	aining front line staff" "Le	earn from them." "With	care and patience" "Co	aching"
"One on one meetings and interactions with students about their work in school and their life beyond " "Engage." "Community care"				
"Treat students like adults; include them in diffici	ult conversations " "Partne	ers" "Less programming	; more being with students "	"Accountability"
"Student engagement/empowerment" "Lis	sten and support" "Empo	wer students " "Take th	e time to true know students'	"Mentor ship"
"jobs as a learning opportunity, student development outside of position" "Being attentive to their needs" "Communicating ckear expectations"				
"Engage outside of job description - advise, partie	cipate, relate" "Challenge	students; they will surprise ye	ou." "Listening" "	Challenge them."
"Challenge and support -" "Gamify education	onal interventions" "Guida	nce" "Mentorship"	"Empower students"	"Flexible"
"Multi-dimensional programs and service" "	Allow them to fail" "Co-cre	eating"		
"Provide support for challenging conversation"				
"relating to what's next with them and transferab	ility" "Make people feel sat	fe during conflict ""Tru	ue sense of belonging in the sp	pace"
"Developing more clear priorities for staff." "	Old programs dont work" '	'Let them make mistakes"	"Provide safe spaces"	"Review policies"

# What will be the role of the Student Union in 2040? 15% 21% 27% 27% 9%

NO CHANGE INCREMENTAL REVIVAL REDEFINED NO UNION CHANGE

#### Perkins&Will

# Discussion

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