



Golden Gate University

SF Remodel Project - Phase 7: Master Planning & Programming | **03.19.12**

MKTHINK

March 19th Meeting Agenda

- Review revised Strategic Guidance
- Review 40 Jessie existing conditions floor plans and update 536 Mission plans
- Revised revised Engagement Road Map and Discovery Phase approach
- Open Forum
- Looking ahead
 - Next week: Existing Conditions Quantitative Findings

- **Above all else, focus efforts on the needs of students**

Brand and Identity

- Design for the *future* faculty, staff, and students of GGU
- Enhance and celebrate the unique specialization of GGU on Law, Taxation, Accounting, and Business education
 - Acknowledge the unique identity of each school and program as the primary affiliation, identifier, and differentiator for students
 - Create a singular identity for the entire university as the cultural “whole” that is greater than the sum of its parts
 - Reinforce educational values and student professional development through communications and experiences
- **Acknowledge and provide for the distinct needs of each and every student group/ program cluster:**
 - Full-time in-person international students of business, tax, and accounting
 - Part-time in-person domestic students of business, tax, and accounting (some online)
 - Part-time online students of business, tax, and accounting (some in-person)
 - On-line only business, tax, and accounting students
 - Full-time in-person domestic students
 - Full-time in-person law students (day/twilight)
 - Part-time in-person law students (twilight/evening)
 - Part-time, Full-time, online and in-person Undergraduate Programs students

Technology and Relationships

- **Maintain technology as an integral element of the learning environment**
 - Embrace use of technology as a means to deliver a high-quality education and related support services to students
 - Be inspired by industry advances and remain at the forefront of technological innovation while minimizing the potential of technology to distract from learning
 - At the Ageno School of Business and elsewhere as applicable, continue to serve the student population through a blended approach, which combines in-person and online formats
- **Engage in an inquiry about the relevancy of the “work anywhere” concept for GGU faculty, staff, and administration and the “learn anywhere” concept for GGU students**
 - Prioritize the quality of human relationships (in-person interactions) within the university; define the characteristics of a high-quality relationship
 - Embrace use of technology as one means to connect faculty, staff, and students

Physical Space

- Leverage the excellent physical location of GGU to maximize student attraction and retention
- Understand and define pedagogical and operational goals and priorities; then use them to answer questions about physical space
 - Optimize the use of physical assets of the University through shared use and flexible spaces
 - Serve students first; then leverage physical assets as a means to enhance connections with professional associations, partner businesses, and the community at large
 - Consider expanding the number of hours per day students have access to secured facilities (such as group meeting and study space)

- Where possible, reduce costs
- Campus must be urban and proximate to Embarcadero and Montgomery BART and Muni stations, and the Transbay Terminal
- Programmatic needs must be accommodated within current building envelopes
- Design space for flexibility, shared use, and a feeling of openness and transparency while accommodating the need for confidentiality
- Enable the facilities to accommodate a variable range of faculty, staff, and students
 - Plan for 2% annual growth in enrollment overall
 - Refer to the 3 and 5 year plans for planned change in faculty, staff, and administration
- Provide classrooms to accommodate a range of class sizes (50 - 80 for lecture classes, an average of 22 for most, and as small as 10 for seminars)
- Maintain diversity of student population
- Provide space for adjunct faculty
- Remain true to the criterion established in the *San Francisco Remodel Plan Phases 1 through 10*:
 - Establish and employ space standards; remain mindful of the very finite space envelope
 - Prioritize sensible functionality and adjacencies
 - Offer a collaborative environment
 - Instill the sense that GGU is a professional business and legal institution
 - Provide aesthetically pleasing designs while continuing to embrace the existing brutalist architecture
 - Remain mindful of timing and costs