



Golden Gate University

SF Remodel Project - Phase 7: Master Planning & Programming | **06.18.12**

MKTHINK

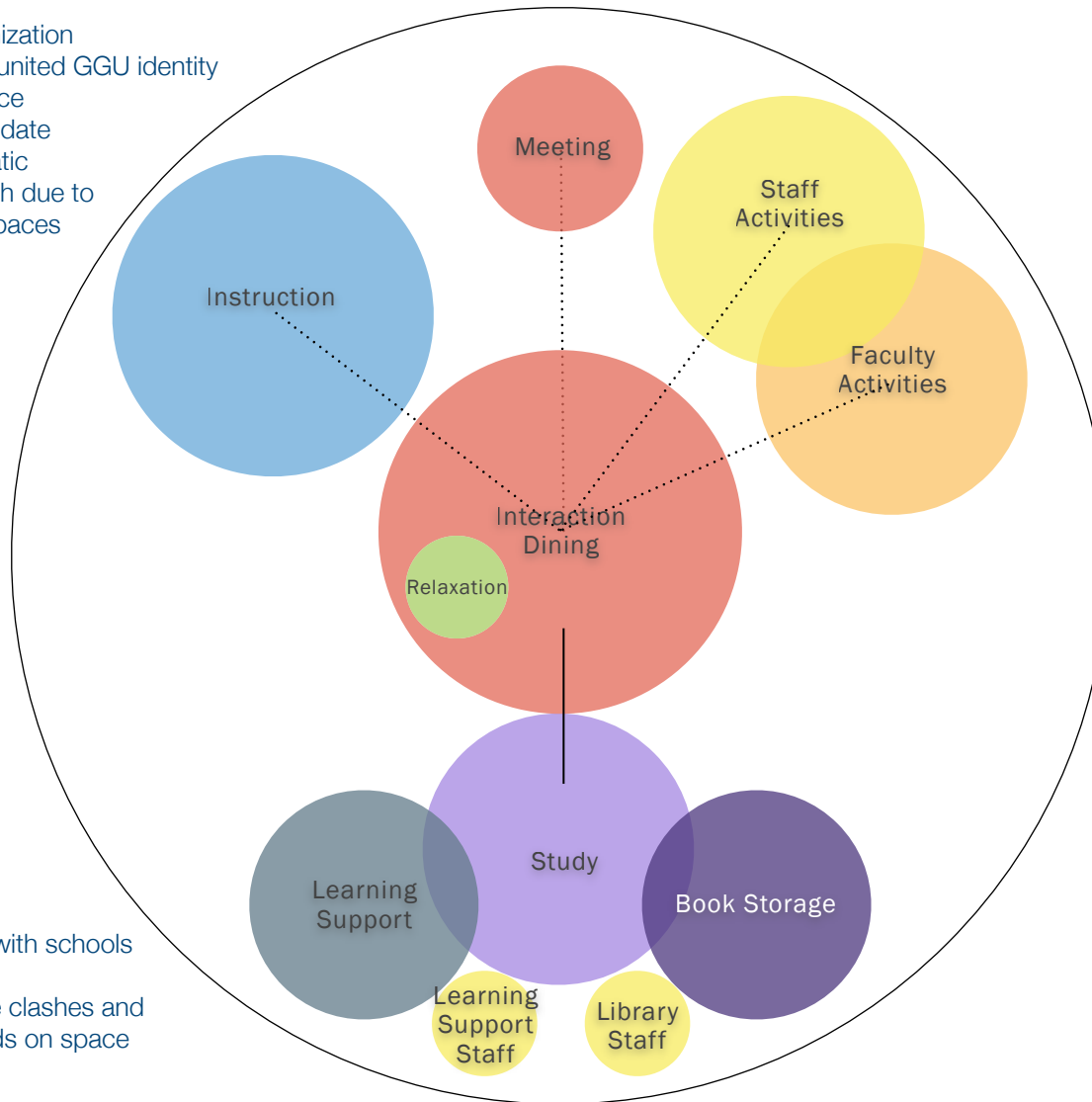
Conceptual Organizational Model Workshop

- Conceptual Organization Model Workshop
- Administrative updates
 - Survey closed on Friday - thanks for all of your help promoting it!

Conceptual Organizational Model: Option 1

Opportunities

- Simple, clear organization
- Easy promotion of united GGU identity
- Efficient use of space
- Ability to accommodate shifting programmatic priorities and growth due to colocation of like spaces

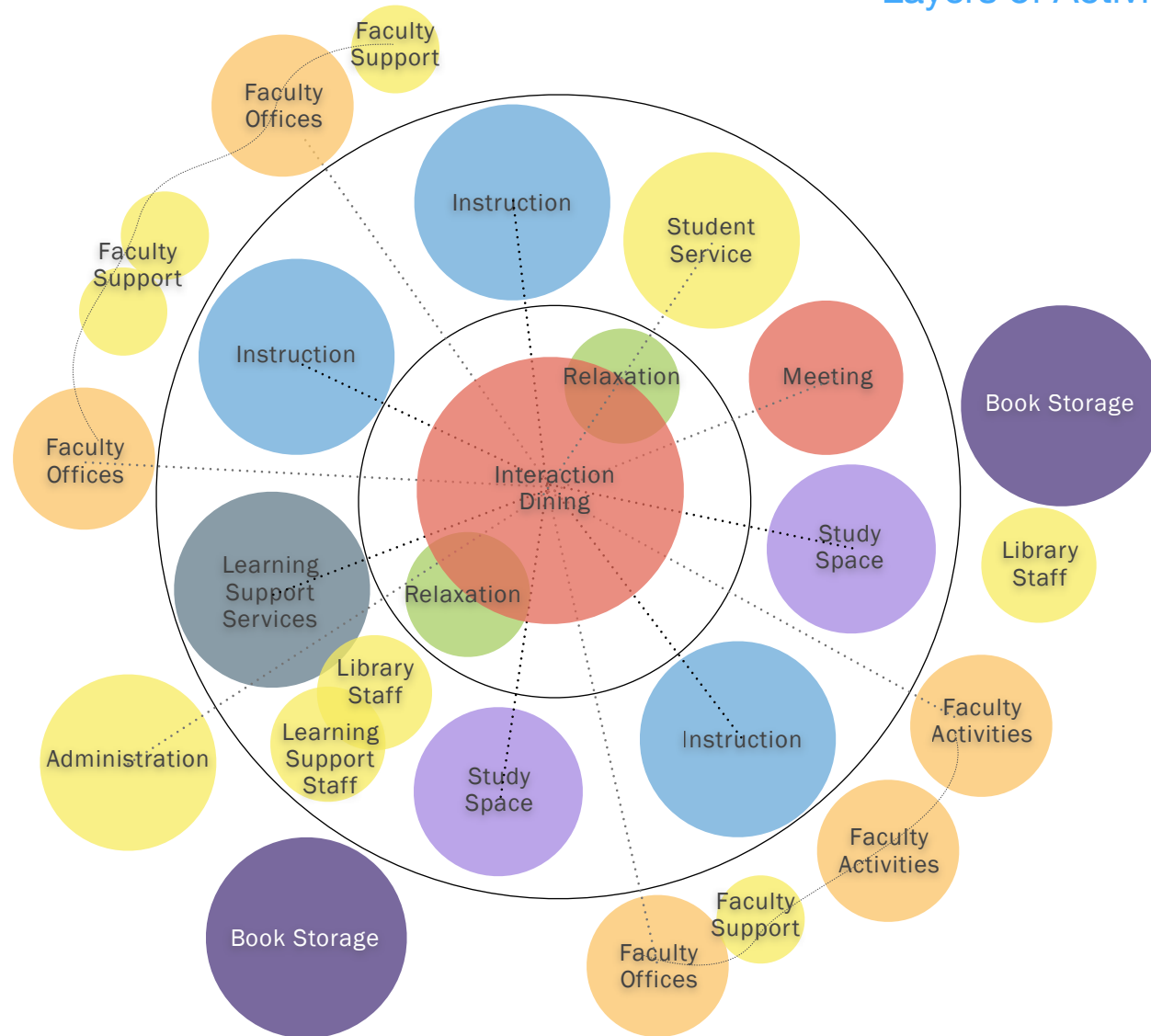


Challenges

- Less identification with schools and programs
- Potential for culture clashes and competing demands on space

Conceptual Organizational Model: Option 2

Layers of Activity v.1



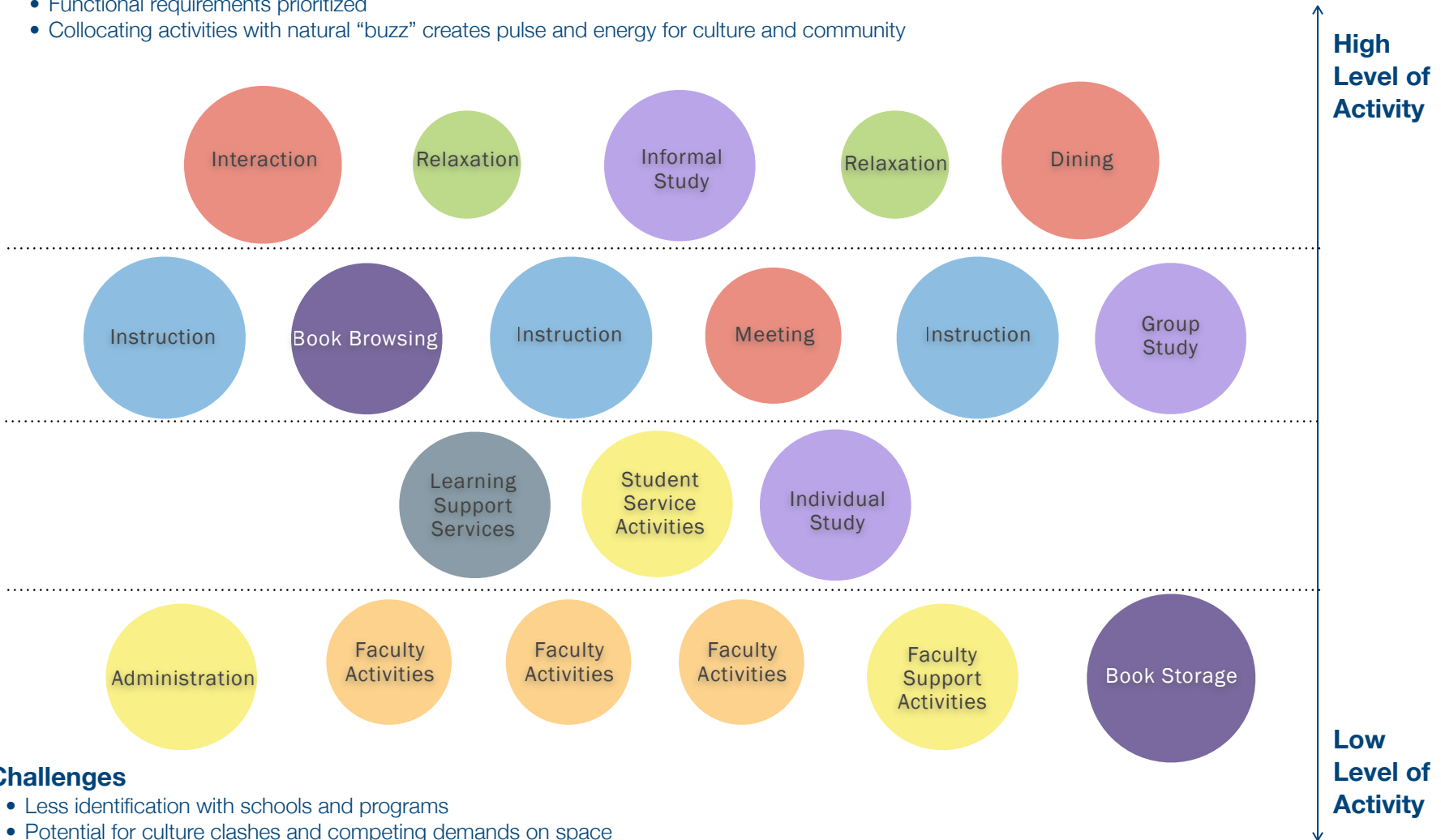
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Conceptual Organizational Model: Option 2

Layers of Activity v.2

Opportunities

- Noisy and quiet activities naturally separated
- Functional requirements prioritized
- Collocating activities with natural “buzz” creates pulse and energy for culture and community



Challenges

- Less identification with schools and programs
- Potential for culture clashes and competing demands on space
- Potential for confusion when navigating through spaces

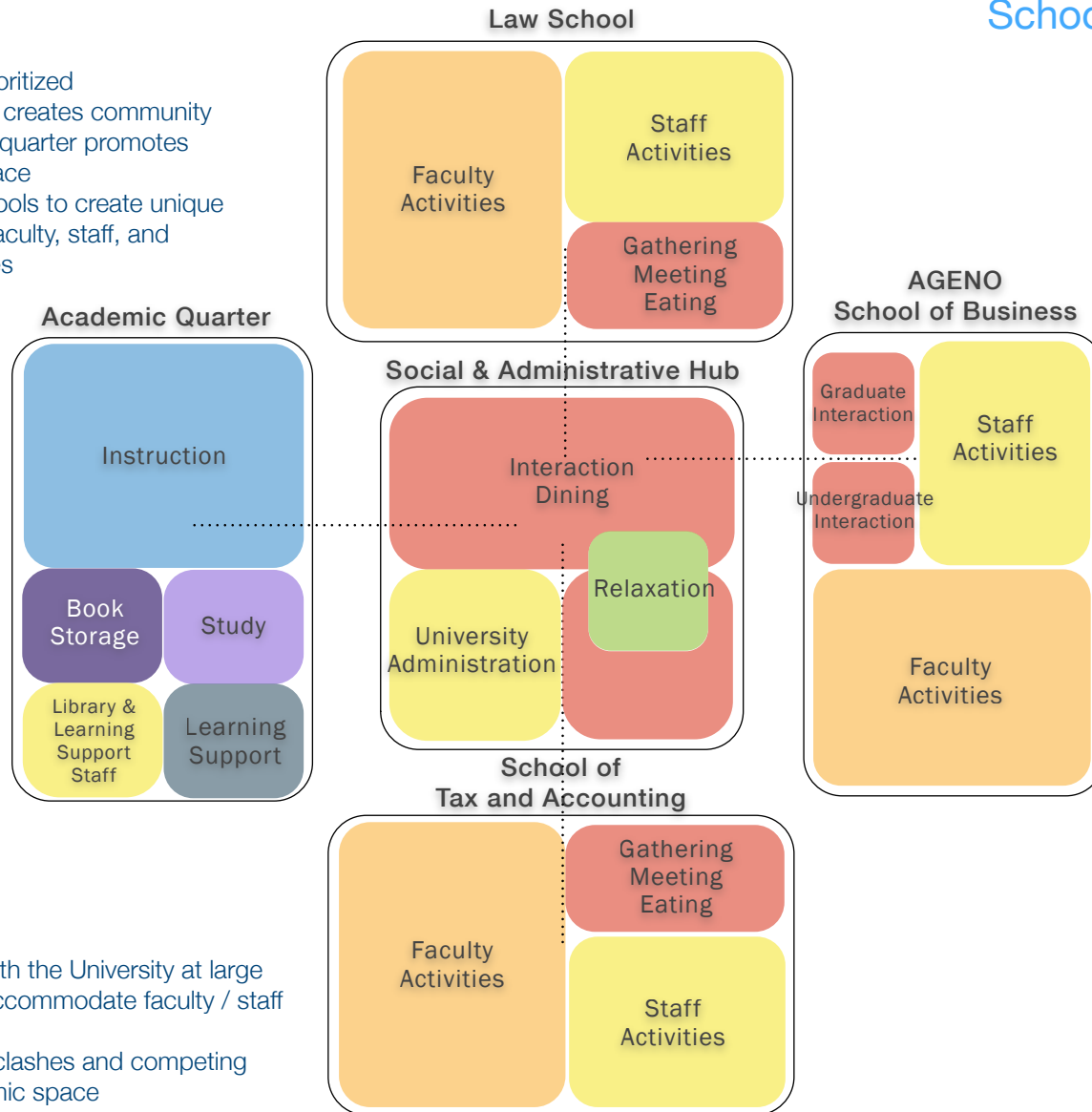
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Conceptual Organizational Model: Option 3

School Focus A

Opportunities

- School identity prioritized
- Central social hub creates community
- Shared academic quarter promotes efficient use of space
- Autonomy for schools to create unique atmospheres for faculty, staff, and interaction activities



Challenges

- Less identification with the University at large
- Reduced ability to accommodate faculty / staff growth
- Potential for culture clashes and competing demands on academic space

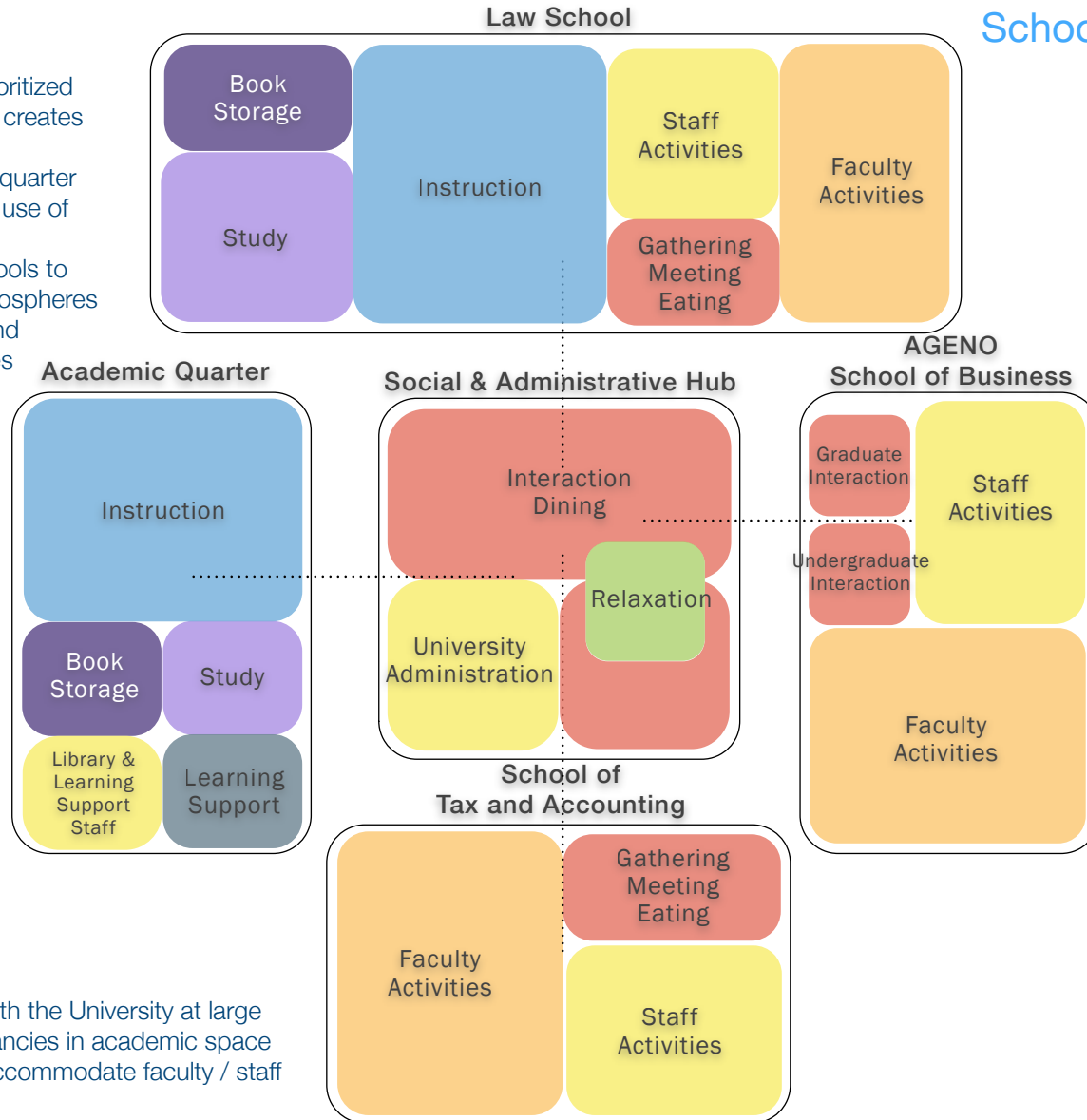
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Conceptual Organizational Model: Option 4

School Focus B

Opportunities

- School identity prioritized
- Central social hub creates community
- Shared academic quarter promotes efficient use of space
- Autonomy for schools to create unique atmospheres for faculty, staff, and interaction activities
- Distinct space for Law School



Challenges

- Less identification with the University at large
- Potential for redundancies in academic space
- Reduced ability to accommodate faculty / staff growth

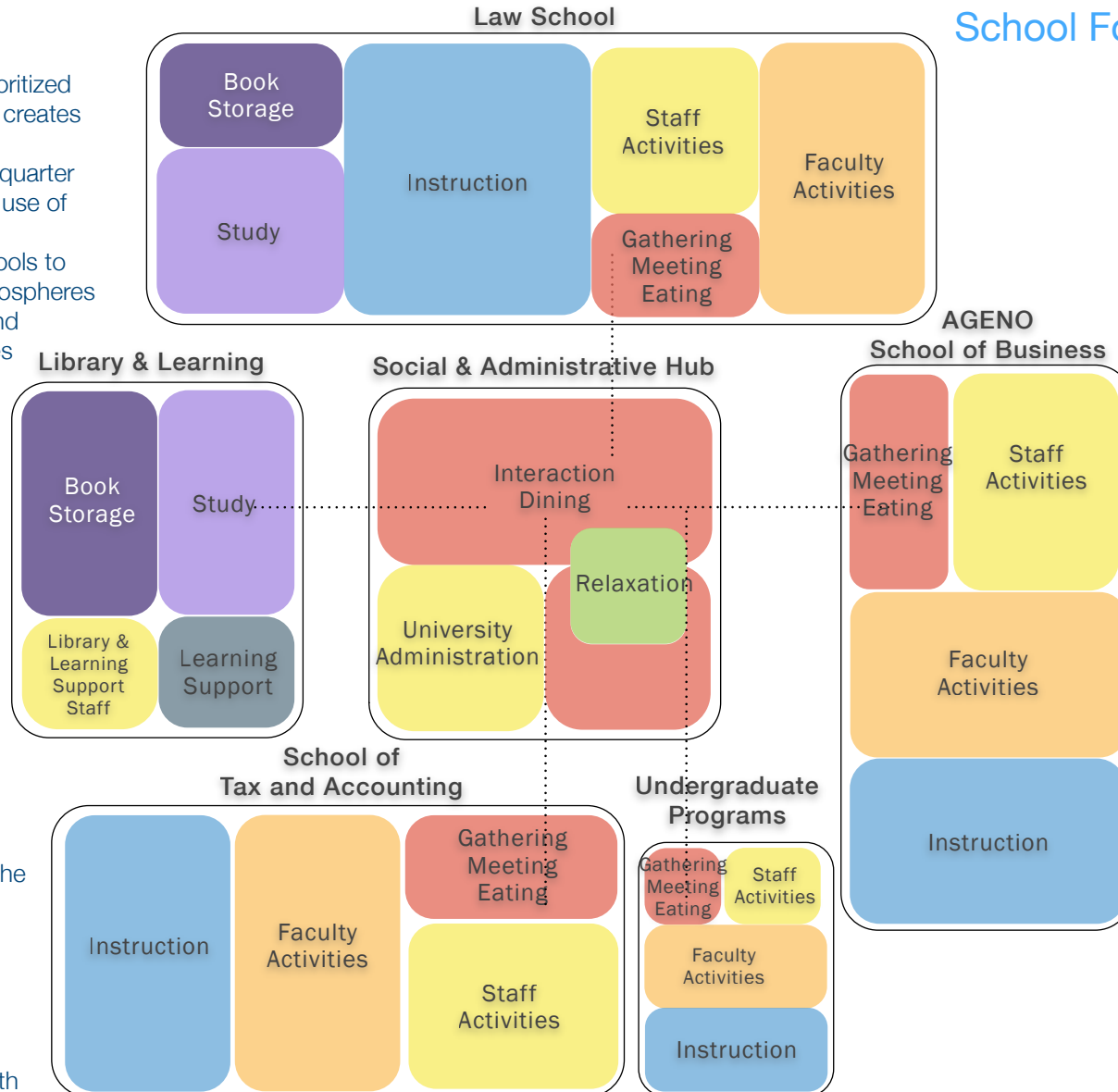
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Conceptual Organizational Model: Option 5

School Focus C

Opportunities

- School identity prioritized
- Central social hub creates community
- Shared academic quarter promotes efficient use of space
- Autonomy for schools to create unique atmospheres for faculty, staff, and interaction activities
- Distinct space for Law School



Challenges

- Much less identification with the University at large
- Potential for redundancies in all spaces
- Reduced ability to accommodate faculty / staff growth

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