Conference

Capital Projects and Space Planning for:
Student Life
Learning Spaces
Improved Utilization
Flexibility
Collaboration

May 4-5
The Vinoy Renaissance Resort in St. Petersburg, Florida
Who Should Attend?

This conference is for:
- Capital Project Teams
- Project Managers
- Facility and Space Planners
- Facility Managers
- Construction Managers
- Architects
- Engineers
- Financial Officers
- Capital Planners
- Faculty
- Deans
- University Administrative Staff
- Product Suppliers

with interest in capital projects and space planning and management for higher education.

Attend this conference to get the latest project details, technologies, metrics, and outcomes for new and successful initiatives involving these priorities and more:

1. High space utilization models and metrics, data analysis, reporting, utilization tracking
2. Innovation hubs, entrepreneurship space, maker space, ideation, commercialization, community engagement
3. Revenue generation, enrollment forecasts, shared use of physical and financial resources, retail integration
4. Academic offices, “new academic workplace,” social hubs, communal space, campus destination space
5. Campus wellness, WELL building standard, recreation and mental health, community engagement
6. Active learning space, measuring classroom performance, utilization, student engagement
7. Hybrid, multi-modal, technology-based buildings, augmented and virtual reality, ideation
8. Immersive learning environments, campus spaces and locations, social, pedagogical, and physical needs
9. The new epicenter of campus activity, tech hubs as campus nexus, site selection, program offerings, operational protocols
10. “The Unified Digital Campus,” single system, campus space inventory, utilization, FM, student record management
11. Smart renovation strategies, high-demand student life spaces, maker spaces, e-gaming and innovation centers
12. Student services space, new gateway to campus, self-service kiosks and generalist desks, myriad of services.
13. Transformational spaces, traditional campus settings, capital investment strategies, alternative solutions
14. Construction cost forecast, construction labor markets, bid and purchasing strategies, reduced risk
15. New faculty workspace, reimagining traditional office space design, collaboration, affordability, better utilization
16. Residence hall construction, cost drivers, benchmarking, program influencers, case studies, market influencers
17. Strategic facility planning, integrated research and learning, benchmarking, macro-level planning
18. Active learning space, design and logistical challenges, capacity analysis, managing pedagogical shift
19. Space reduction, strategic relocation, new resource allocation model, building remodels and consolidations
20. Facilities Condition Assessment reports, multi-year capital plans, project budgeting, value, deferred maintenance strategy
21. Interconnected systems, responsive building technology, Internet of Things (IoT), space utilization data

“I was only able to attend one conference this year, and I chose Tradeline. I am glad I did! I share the overwhelming opinion of my fellow attendees of the value added.”

Errol Millington
Director, Office of Campus Planning
University at Albany, SUNY

Make this conference a top priority planning event for your capital project, campus real estate, space planning, and financial and academic stakeholders to set in motion your institution’s visioning, decision-making, courses of action, and execution of successful facility initiatives for a transforming world of higher education involving a spectrum of new space types and planning models.

We very much hope to see you in St. Petersburg this spring.
Special Pre-Conference Course

Sunday, May 3

Fundamentals of Space Planning and Space Management for Higher Education

7:30 a.m. Registration/Continental Breakfast  8:00 a.m. – 4:30 p.m. (a total of 6 hours of instruction)

Leaders:

Ayers Saint Gross
Lisa M. Keith – Principal, Space Analytics

SmithGroup
Alyson Goff M.Ed., MPA – Higher Education Strategist

What you will learn:

This course provides an introductory-level primer on planning and management of physical space for higher education. The course includes basic space planning and management vocabulary and concepts, and details the fundamental strategy, policies, processes, practices, analytical tools, and database management concepts involved in developing and implementing a space management plan.

Who should attend:

This course is open to all facility planners and designers, space planners and managers, facility managers, resource and space analysis managers, financial planners, real estate portfolio/campus managers, architects, engineers, and consultants.

Cost for this course:

$1,150  Fundamentals Course only
$1,090 with registration to two-day conference May 4-5
(Fees include course materials, continental breakfast, refreshment breaks, lunch)

Space is limited and enrollment is subject to approval.

"You brought excellent people to lead this course and the result was a great experience. I feel much more confident in talking with our programming team now."

John Olsen
Associate Dean of Academic Affairs
Rhodes College
Facility Site Tour

Wednesday, May 6

University of South Florida Health Morsani College of Medicine and Heart Institute

Check in at tour desk in hotel lobby at 8:45 a.m.; Departs hotel at 9:00 a.m.; Bus continues on to Tampa International Airport for drop at terminals at 12:15 p.m.; Returns to hotel by 1:15 p.m.

The USF Health Morsani College of Medicine and Heart Institute will bring approximately 1,800 students, faculty and staff to live, work and study along the downtown Tampa waterfront as a key anchor at Water Street Tampa. Within a mile of its primary teaching hospital Tampa General Hospital, USF will attract the brightest students and faculty, and increase federal research dollars to fight heart disease. The 395,000 sq. ft., 13-story high rise tower includes a 400-seat auditorium (that can split to two 200-seat lecture halls), teaching labs, smaller classrooms, and research laboratories.

“

It was a valuable experience for me to participate in this conference, and I was impressed at how organized and well-thought-through the conference was. It is no wonder that Tradeline conferences have the reputation that they do among higher education professionals.”

Debby Carr, AICP LEED GA
Senior Planner, Capital Renewal
MIT

Important Site Tour Notes:

• YOU MUST SIGN UP IN ADVANCE (SEE REGISTRATION FORM) AND HAVE WRITTEN CONFIRMATION FROM TRADELINE IN ORDER TO ATTEND THE TOUR(S).

• Site tour attendance is limited. Space on the site tour(s) will be filled on a first-registered, first-served basis.

• No more than 5 people per organization will be confirmed on a tour.

• Failure to check-in at the tour desk in the lobby 15 mins. prior to departure time may result in your seat being forfeited to those on the stand-by list.

• All tour participants must arrive at the site on the tour bus with the tour group. For security reasons, no one may meet the group at the tour site.

• A $50 bus transportation fee will be charged to your registration fee. This fee is non-refundable for cancellations made within two weeks of the tour date.
Conference Participants

Speakers
- Ayers Saint Gross
- brightspot
- CO Architects
- Demonica Kemper Architects
- Ennead Architects
- EYP Architecture & Engineering
- George Mason University
- GWWO Architects
- Hastings+Chivetta Architects, Inc.
- HDR
- HGA Architects and Engineers
- Illinois State University
- Jacobs
- Morgan State University
- Northeastern University
- Princeton University
- RATIO Architects
- Sasaki
- SmithGroup
- Stantec
- Teeple Architects
- The Clark Enersen Partners
- TreanorHL
- University of Kansas
- University of Missouri
- University of Virginia
- Vermeulens

Exhibitors
- American Epoxy Scientific
- AST Icetech, Inc.
- Polar King International
- Irisys, True Occupancy

Special Event Host
- Strobic Air Technologies
Agenda at a Glance

Special Events and Features:

Hosted Pre-Conference Reception
Sunday; May 3, 7:30 p.m. Light appetizers, desserts and beverages. Attendees may sign in and pick up their conference materials at this time. Guests welcome.

Hosted Reception
Monday; May 4, 4:45 p.m. - 5:45 p.m. Guests welcome.

Food and Beverage
Registered attendees will be provided with lunch and refreshment breaks on both meeting days.

A continental breakfast will be served on the first meeting day and a full breakfast will be served on the second meeting day.

Please Note The Following
Dress for this conference is business casual. It is our goal to maintain the temperature of the meeting rooms at an acceptable level for all attendees. However, for your maximum comfort we suggest that you plan to dress in layers.

Audio or video recording devices are not permitted at this conference.

Sunday, May 3

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Registration Sign-in/Continental Breakfast for Fundamentals Course</td>
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<tr>
<td>* Fundamentals of Space Planning and Space Management for Higher Education</td>
<td>8:00 a.m. – 4:30 p.m.</td>
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<tr>
<td>Hosted Reception; Registration Sign-In</td>
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Monday, May 4

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<tbody>
<tr>
<td>Registration Sign-in/Continental Breakfast</td>
<td>8:00 a.m. – 8:30 a.m.</td>
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<tr>
<td>General Session</td>
<td>8:30 a.m. – 10:55 a.m.</td>
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<tr>
<td>Conference Overview</td>
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<tr>
<td>Speakers: George Mason University; University of Missouri; University of Kansas; Jacobs/Demonica Kemper Architects</td>
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<th>Concurrent Forum Sessions</th>
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<td>C. The new epicenter of campus activity: The transition from student centers to technology hubs as the campus nexus</td>
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| Hosted Luncheon                                                      | 12:05 p.m.           |

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<td>H. Faculty workspace: Reimagining traditional approaches to the organization and design of office space</td>
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<td>I. + Esports arenas are coming soon to your campus: The planning factors you need to know</td>
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| General Session                                                      | 3:45 p.m. – 4:45 p.m. |
| Speakers: brightspot; Illinois State University                      |                         |

| Reception Hosted by (Guests Welcome)                                 | 4:45 p.m. – 5:45 p.m.  |

* Additional cost to attend  + Presented at this time only.
### Tuesday, May 5

**Hosted Breakfast**  
7:15 a.m. – 8:00 a.m.

**Concurrent Sessions**  
8:05 a.m. – 9:00 a.m.

- **A.** Frameworks for student engagement in building design: High-value workshops, charrettes, immersive experiences
- **H.** Faculty workspace: Reimagining traditional approaches to the organization and design of office space
- **J.** + Construction cost forecast and timing decisions for university capital projects

**General Session**  
9:15 a.m. – 10:10 a.m.

Speakers: Northeastern University; Princeton University

**Concurrent Forum Sessions**  
10:35 a.m. – 11:30 a.m.

- **E.** An armchair tour of the new hybrid, multi-modal, technology-based buildings for medical & health sciences education
- **K.** + Planning for multidisciplinary mashups and melting pots: Campus and academic building case studies
- **L.** + Strategic facility planning for the new face of integrated medical research and learning

**Concurrent Forum Sessions**  
11:45 a.m. – 12:40 p.m.

- **B.** Residence hall construction cost control: Program influencers, budget levers, and market risk mitigation
- **M.** + Active learning space planning: Measuring higher ed classroom performance, utilization, and ROI
- **N.** + Measuring success: Conducting rigorous post-occupancy evaluations

**Hosted Luncheon**  
12:40 p.m.

**Concurrent Forum Sessions**  
1:45 p.m. – 2:40 p.m.

- **C.** The new epicenter of campus activity: The transition from student centers to technology hubs as the campus nexus
- **D.** The new planning model for STEM environments: Beyond physical laboratory space to total immersive learning environments
- **G.** Balancing past and future: Adding transformational spaces in traditional campus settings

**General Session**  
2:55 p.m. – 3:40 p.m.

Town Hall Knowledge Roundup

**Adjourn**  
3:40 p.m.

### Wednesday, May 6

- **Facility Site Tour (must be pre-registered to attend)**  
9:00 a.m. – 1:15 p.m.

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* Additional cost to attend  
+ Presented at this time only.
Core Campus Project raises the bar for academics, community, experience, wellness, and agility

George Mason University
Cathy Pinskey-Wolfe – Facilities Program Director

A state-of-the-art academic building is the heart of the Core Campus Project transforming the center of George Mason University’s Fairfax campus into a vibrant, globally connected hub for intellectual exploration. Cathy Pinskey-Wolfe examines space plans and programming strategies for a six-story, 218,000-sf replacement facility with modern classrooms, workplaces, community space, an innovation hub, and technology to carry GMU’s academic programs into the future with maximum teaching and learning flexibility. She also sets out decision-making rationales for related investments in campus infrastructure modernization, the expansion and redesign of a central plaza, and the addition of green space.

Space reduction and strategic relocation year three update: New resource allocation model

University of Missouri
Gerald J. Morgan, Registered Architect in State of Missouri – Architect / Director

University of Missouri’s space reduction and relocation plan will reduce overall campus facility square footage by 750,000 gsf by 2023 by strategically targeting and eliminating buildings that are low-performing, high in deferred maintenance, not good candidates for renovation, or sub-optimally located. Gerald Morgan delivers a progress update, and tools being wielded to great effect including space chargebacks, space use inventory surveys, registrar-controlled space, and stakeholder communication methods. He illustrates rationales for buildings that have been demolished, academic and administrative units that have been relocated to “receiver” buildings, and buildingremodelsand consolidations that have resulted in better space utilization campus-wide.

What to expect from P3: Academics, funding, infrastructure, and project delivery

University of Kansas
James E. Modig – University Architect

KU’s $180 million large-scale public-private partnership (P3) for inter-disciplinary campus development is breaking new ground in funding models, integration, management structure, and fundraising activities. Jim Modig sets out the “great leap forward” academic and research program goals, design decisions, space allocations, programming, and critical infrastructure upgrades, as well as findings on project delivery. He identifies best practices, caveats, and lessons learned to-date on P3 dynamics and key stakeholder engagement.

New active learning space in a fully occupied building: Instructional change starts from within

Jacobs
Burcu Kuscu – Project Manager
Demonica Kemper Architects
Dominick Demonica, AIA, LEED AP – Principal

The insertion of a large new highly flexible, engaging, active learning environment into the heart of Rush University’s fully occupied academic building will change the way instruction is delivered for years to come. Burcu Kuscu and Dominick Demonica illustrate the space utilization studies and capital decisions underpinning a two-story interior infill project delivering the kind of space needed to introduce a completely new pedagogy for the university. They set out solutions for design and logistical challenges during construction to ensure the surrounding building remained operational, and strategies for successfully managing the pedagogical shift.
Higher education trends to consider before expanding or renewing your space

**brightspot**
Elliot Felix – Founder & CEO

Recent shifts in higher education are impacting space, services, and departmental organization. Their roles on campus are changing, the interactions they facilitate are broadening, and how research, teaching, and learning are supported is shifting. Elliot Felix examines six trends reshaping campuses, and how to plan for them: community connections, collaboration, interdisciplinary projects, experiential learning, student wellness, and workplace transformation. He delivers key findings from more than 20 schools of architecture, business, education, engineering, law, and policy initiatives, and he identifies best practices for developing densification and expansion plans to compete with peer schools and catch up to aspirant schools.

**Esports programs: Space planning strategies for a dynamic growth trajectory**

**Illinois State University**
Rob Bailey – Director, Student Affairs Information Technology

Campuses are under pressure to rapidly scale up collegiate esports programs to compete with peer institutions, recruit and retain student populations, add industry partnerships, and grow technology-related academic disciplines. Rob Bailey charts the esports momentum at Illinois State University and other leading institutions, and how campuses are delivering the associated space needs. He examines decisions on site selection, branding, supporting A/V, technology and furniture, and ties to academic disciplines. He scopes out start-up, conservative and “mega” esports facility benchmarks to know about, and how future esports developments may impact space planning.

**You just received your Facilities Condition Assessment Report — Now what?**

**Northeastern University**
Joseph M. Lalley, MBA, ATP – Associate Vice President for Facilities Operations

The long road to obtaining a facilities condition assessment is over. RFPs sent, assessment team contracted, someone in your organization spent hours getting them around campus and into spaces you did not know existed, and the final report is in-hand. Now what? Joseph Lalley relates Northeastern University’s experience incorporating facility condition assessment data into a deferred maintenance strategy and multi-year capital plan, and he provides advice to get the most value from the process. He identifies key must-do details for data validation, cost adjustment and project budgeting, understanding “Replacement Costs,” and marketing the result while piggybacking on programmatic projects.

**The Learning Spaces Initiative at Princeton: Campus-wide classroom upgrades standardizing user experience**

**Princeton University**
Susan Collins, MA Ed. – Manager, Learning Space Support

The Learning Spaces Initiative at Princeton University aims to overhaul educational spaces on campus, keep Princeton on the leading edge of evolving pedagogies and learning styles, provide continuity in user experience, and engage students. Susan Collins sets out academic and technological program drivers and what it has taken to put the plan in motion. She shares the transformational results to-date in terms of technology standardization, approaches in furniture and lighting collaborations, along with flexibility strategies to raise space efficiency and effectiveness. She outlines an ongoing refresh and upgrade cycle for classroom technologies – a game-changer for faculty and students to enhance teaching and learning – including decision-making processes, staffing, and project execution.

**Town Hall Knowledge Roundup**

**Facilitator: Tradeline, Inc.**
Derek Westfall – President

This closing session is where key ideas, new developments, and findings that have been revealed over the course of the entire two-day conference (including sessions you may have missed) get clarified, expanded upon, and affirmed or debated. This is also the opportunity to get answers from industry leaders and the entire audience to specific questions on key and challenging issues.
A. Frameworks for student engagement in building design: High-value workshops, charrettes, immersive experiences

**HGA Architects and Engineers**
Bryan Cannon, AIA – Vice President
Amin Mojtahedi, PhD – Design Anthropologist / Researcher
**University of Virginia - Office of the Architect**
Jennifer Wise – Facilities Planner

A robust framework of student engagement in facility visioning and design can dramatically improve project outcomes, long-term facility relevance, student retention, and recruiting initiatives. Session leaders illustrate the student engagement strategies employed in the programming and conceptual design of a new performing arts facility for the University of Virginia. They identify key success factors for workshops, charrettes, innovative on-line journey mapping exercises, and immersive empathy experiences to probe and test underlying space needs and broader cultural and institutional goals. They demonstrate how “big” data, “thick” data, ethnography, and design thinking can be leveraged to reconcile space requirements of disparate groups.

Monday 11:10 a.m. – 12:05 p.m. | Tuesday 8:05 a.m. – 9:00 a.m.

B. Residence hall construction cost control: Program influencers, budget levers, and market risk mitigation

**TreonorHL**
Joe Stramberg, AIA, LEED AP – Principal, Student Life
**Vermeulens, Dallas**
Blair Tennant, LEED AP – Associate Principal, Construction Economist

Getting what you want out of every dollar isn’t simply a product of smart residence hall programming and design – recognizing cost drivers from inception through construction is crucial to controlling your budget when the unexpected happens. Using case studies from three recent residence hall projects at top-tier institutions, Blair Tennant and Joe Stramberg will examine cost drivers, benchmarking, program influencers, cost control tools, and market influencers. They will demonstrate how these factors intersect and determine financial success; evaluate the decisions that influence construction costs; and show how this data ties into financial pro formas and affordability.

Monday 11:10 a.m. – 12:05 p.m. | Tuesday 8:05 a.m. – 9:00 a.m.

C. The new epicenter of campus activity: The transition from student centers to technology hubs as the campus nexus

**HDR**
Diego Samuel, AIA, NCARB, LEED AP – Design Director

Data, robotics, and virtual and augmented reality are reshaping the future of academic programs, and hubs for data-crunching, hacking, making, and computational sciences are emerging as the natural nexus of student activity and industry engagement. Diego Samuel reveals institutional plans that are raising the profile and accessibility of campus tech space and technologically driven disciplines, and he illustrates how this is shifting the epicenter of campus activity. Through a case study of the Brendan Iribe Center for Computer Science and Innovation, he demonstrates how site selection, program offerings, operational protocols, and design decisions are coalescing to form the next campus hubs.

Monday 11:10 a.m. – 12:05 p.m. | Tuesday 1:45 p.m. – 2:40 p.m.

D. The new planning model for STEM environments: Beyond physical laboratory space to total immersive learning environments

**EYP Architecture & Engineering**
Melissa Burns, AIA, LEED AP BD+C – Academic Planning & Design
Brian Tucker, AIA, LEED AP BD+C – Academic Planning & Design
Justin Shultz, PhD – Building Performance Analyst

To achieve lasting success in science, technology, and engineering programs, universities must now refocus efforts towards learning and research that actively occur in the broader institutional environment and community – outside physical lab space. Session leaders demonstrate new planning and design principles that support program outcomes in very different campus spaces and locations and respond to occupants’ social, pedagogical, and physical needs. They examine how leading institutions are enhancing community, mentorship, and engaged academics. They illustrate strategies for using buildings as sophisticated machines for learning and research, while promoting energy efficiency and sustainability.

Monday 1:10 p.m. – 2:05 p.m. | Tuesday 1:45 p.m. – 2:40 p.m.

“No doubt, Tradeline is the gold standard for conferences that focus on facilities issues, especially in the science and research arena. You’ve created a welcoming and engaging environment that encourages openness and willingness to share information – information that we have used extensively in our projects to build better buildings and save lots of money.”

Mark Wells
Assistant Dean for Facilities
University of Wisconsin, School of Medicine
E. An armchair tour of the new hybrid, multi-modal, technology-based buildings for medical & health sciences education

**CO Architects**
Jonathan Kanda, FAIA, LEED AP BD+C – Principal
Scott Kelsey, FAIA – Managing Principal
Tanner Clapham, AIA – Senior Associate

Medical and health science education facilities are entering a second wave of innovation with a new emphasis on emerging technologies, ideation, multi-purpose space, and an increased focus on institutional culture, community, equity, and wellness. In this session, the CO Architects team provides an armchair tour of newly constructed facilities that exemplify the leading ideas and best practices in learning, training, and advanced work environments. They illustrate the project outcome impacts of augmented and virtual reality technologies, and identify key utilization metrics, space allocation models, and building efficiency measures.

Monday 1:10 p.m. – 2:05 p.m. | Tuesday 10:35 a.m. – 11:30 a.m.

F. Student services: The new physical and metaphorical gateway to campus at Morgan State University

**Teeple Architects**
Stephen Teeple, OAA, FRAIC – Principal

**GWWO Architects**
Alan Reed, FAIA, LEED AP – President & Design Principal

**Morgan State University**
Kim McCalla – Associate Vice President, Facilities, Design and Construction

The Morgan State University Calvin & Tina Tyler Hall is a leading example of innovation in the delivery of student services that enrich student experience and boost recruitment and retention. Session leaders demonstrate facility strategies that deliver an all-inclusive experience where services are easier to access with a one-stop core. They illustrate new technology and design solutions that draw students in, guide them to self-service kiosks and generalist desks, and help them tap into a myriad of services. They demonstrate how HBCUs and historically underfunded institutions can leverage planning and construction of all building types to strengthen strategic goals.

Monday 1:10 p.m. – 2:05 p.m.

G. Balancing past and future: Adding transformational spaces in traditional campus settings

**Ennead Architects**
Alex O’Briant, AIA – Associate Principal

How can your campus move beyond the constraints of tradition to stay on the leading edge and leverage more advanced ways to work, learn, and discover? Alex O’Briant examines the current era of campus upheaval, and the forces now reshaping institutional capital investment strategies. He sets out contextual clues to look for that can pave the way for more relevant and innovative facility designs. He profiles alternative solutions being adopted at higher ed institutions to blend traditional contexts with transformational architecture, and the early stakeholder engagement strategies that are raising expectations and opening up new possibilities.

Monday 2:20 p.m.- 3:15 p.m. | Tuesday 1:45 p.m. – 2:40 p.m.

H. Faculty workspace: Reimagining traditional approaches to the organization and design of office space

**Sasaki**
Lan Ying Ip – Principal
Stacey Chapman – Senior Associate

Got your attention? We thought so. Many campuses have dedicated 25-30% of space to offices – far exceeding the 10-15% typically dedicated to instructional space. These numbers are unsustainable; something has to give. Session leaders demonstrate new strategies for re-envisioning faculty offices that are more flexible, collaborative, affordable, and better utilized. They examine workspace planning and design solutions at University of Nebraska that are enabling a shift between private focused work and collaboration with peers, boosting engagement with students, improving adjacencies, and creating more dynamic and productive interactions. They profile strategies for breaking one-size-fits-all and hierarchy-based office models, and they deliver lessons learned.

Monday 2:20 p.m.- 3:15 p.m. | Tuesday 8:05 a.m. – 9:00 a.m.
I. Esports arenas are coming soon to your campus: The planning factors you need to know

Hastings+Chivetta Architects, Inc.
Christopher Chivetta, PE, LEED AP BD+C – Principal/President
William Schenck, AIA, LEED AP BD+C – Associate/Project Designer

Universities are ramping up facility investments and recruiting efforts for the next sports craze – esports – to boost institutional reputation, create leading-edge new academic programs, and promote (surprisingly) student wellness. Competing for space on campus are esports arenas packed with state-of-the-art equipment like virtual reality headsets and high-performance gaming computers, hefty monitors, and thematic lighting. Chris Chivetta and Will Schenck survey recent esports facility initiatives at leading institutions and detail five high-priority planning issues that must be considered. They will also illustrate an array of space funding and program ownership solutions, space and equipment configurations, infrastructure requirements, and desirable adjacencies.

Monday 2:20 p.m. – 3:15 p.m.

J. Construction cost forecast and timing decisions for university capital projects

Vermeulens, Boston
James Vermeulen, POS, LEED AP, Construction Economist – Managing Principal

Vermeulens, New York
Vikrant Parikh – Senior Project Manager

Mounting pressure on construction costs will impact all higher education projects on the drawing boards, both new construction and renovations. Attend this session to get better pricing and more accurate budget figures, and better understand construction cost drivers for different academic programs. James Vermeulen and Vikrant Parikh deliver up-to-date construction cost forecasts based on the latest employment data, government spending trends, commodity prices, and cost data from more than 100 projects. Using analyses of equities, GDP, and construction labor markets, they illustrate regional construction pricing targets for the next two years and demonstrate bid and purchasing strategies that lock in costs and reduce risk.

Tuesday 8:05 a.m. – 9:00 a.m.

K. Planning for multidisciplinary mashups and melting pots: Campus and academic building case studies

Stantec
Alex Wing, AIA, NCARB – Principal
Gregory Berndt, AIA – Senior Associate

To improve learning outcomes, spur innovation, and optimize capital investments, higher ed is turning to macro-level planning that connects programs and people in new ways. From campus-scale projects to individual buildings that mix diverse programs within buildings, the payoffs are clear – mashups provide platforms for innovation, break down boundaries, and avoid unnecessary duplication of space and resources. Through application of melting pot principles to design a series of projects ranging from health sciences to engineering, education, and advanced manufacturing programs, session leaders show how such facilities reinforce institutional missions and bring people together in new ways, and the metrics for measuring the very real performance improvements they bring.

Tuesday 10:35 a.m. – 11:30 a.m.
M. Active learning space planning: Measuring higher ed classroom performance, utilization, and ROI

RATIO Architects
Kristen Ambrose, AIA, LEED AP BD+C – Principal, Director of Research and Development

As the benefits of active learning pedagogy become evident, traditional learning spaces are going to the wayside – but what is the right mix of spaces, capacity, and utilization rates that deliver high ROI for new learning space initiatives? In this session, Kristen Ambrose explores how TERP (Teach, Engage, Respond, Participate) active learning classrooms are performing at the University of Maryland (UMD) with findings from the classrooms’ design and post-occupancy use. She summarizes best practices to support student engagement in general education courses, demonstrates the ROI, performance, utilization, and learning outcomes assessment through student and faculty surveys, and establishes criteria to measure active learning effectiveness.

Tuesday 11:45 a.m. – 12:40 p.m.

N. Measuring success: Conducting rigorous post-occupancy evaluations

brightspot
Elliot Felix – Founder & CEO

Colleges and universities are evolving to be more data-driven, architects and engineers are embracing lean design, and sustainable, high-performance buildings are gaining prominence. Post-occupancy evaluations (POEs) are needed now more than ever to evaluate the effects on project outcomes, but most institutions lack the key components: a consistent, rigorous methodology for conducting POEs, baseline data for comparison, benchmark data for context, and the culture of assessment and continuous improvement. Drawing from a variety of case studies from brightspot POEs, Elliot Felix offers an overview of assessment and analysis methods, a flexible process and principles any institution can adopt, and advice on implementation learned the hard way.

Tuesday 11:45 a.m. – 12:40 p.m.
Registration:

**Conference Registration Fees***
Registration fees with payment by 4/3/20
$1,950 for single registration
$1,800 each for groups of 2 or more
Registration fees after 4/3/20
$2,150 for single registration
$2,000 each for groups of 2 or more

Registration fee includes:
All general sessions, selection of forums, two receptions, two lunches, two breakfasts, refreshments breaks, and a conference workbook guide. Presentations will be made available for download to attendees.

**Team Discounts!**
For groups of 5 or more, please call Tradeline for additional discounts available.

**Pre-Conference Training**
Fundamentals of Space Planning and Space Management for Higher Education
$1,190 Stand-alone course
$1,050 with full conference participation

**Facility Site Tour**
$50 Transportation Fee

**Registration Information**
Make checks payable to:
TRADELNE, INC.
Federal Tax I.D. #95-297-2863

**Policy on Cancellations, Changes and Refunds**
All cancellations and changes to registrations must be received by Tradeline, Inc. in writing.
You may make substitutions at any time; please notify us as soon as possible.

Full refunds will be given for cancellations received in writing 14 days or more prior to the event. A $500 service fee will be charged for cancellations received between 14 and 6 days prior. No refunds will be given for cancellations received within 5 days of the event.

Hotel and Travel Information:

**Room Reservations**
Tradeline has reserved a block of sleeping rooms for this event at The Vinoy Renaissance Resort. For registrations received by April 9, 2020 Tradeline will handle and confirm room reservations [based on availability] according to your instructions on the registration form.

**After April 9 please call Tradeline for room availability.**

**Changes:** All room reservations and changes must originate through Tradeline, Inc. to obtain the special rate. If you contact the hotel directly, you may be informed that they are sold out, or you may be charged a higher rate.

**Room Rate**
The discounted room rate for this event is $229 + $15 resort fee/night, single or double occupancy. (Resort fee includes: free high-speed internet throughout the resort, 2 complimentary cocktails per stay, 2 bottles of water in room per day, 3 hr. bike rental, spa and retail discounts.)

This is a non-smoking hotel.

**Room Payment**
Tradeline does not accept payment for room reservations. Hotel charges are paid to the hotel directly upon checkout.

**Travel Information**
Airport-to-Hotel Transportation
The Vinoy Renaissance Resort is 22 miles from Tampa International Airport. Taxis or shuttles are readily available from all airport terminals. Taxi fares will run $50 – $60 each way.

*International Attendee Discount*
A $250 discount will be applied to the 2-day full conference registration fee for non-U.S. residents traveling from outside of the U.S.

Use promo code INTL2020 if registering online
1. Please Type or Print Clearly (or register online at TradelineInc.com)

- Conference registration is not complete until confirmed by Tradeline, Inc.
- Please confirm airline reservations only after confirmation of registration.
- Only one registrant per form.

Name ___________________________ First Name for name badge ___________________
Title/Position ___________________________________________________________________
Institution _____________________________________________________________________
Address _________________________________________________M/S __________________
City___________________________________ State ____________  Zip Code _______________
Country _________________________ Phone __________________Fax ___________________
Attendee Contact Email ___________________________________________________________
Alternate Contact Email ___________________________________________________________

2. Register with payment before April 3 and Save $200!

   Payment by 4/3/20* Full price*
   Single Registration    ❑ $1,950    ❑ $2,150
   Team Registration Discount**    ❑ $1,800/Attendee    ❑ $2,000/Attendee

**Name of other team registrant(s) ___________________________________________________

3. Conference Meals

   Special meal requests must be made in advance to ensure availability. Please indicate your requirement for the conference meals below. The hotel is able to provide the following meal options:
   ❑ Gluten free   ❑ Vegetarian   ❑ Vegan
   ❑ I am allergic to _______________________________________________________________
   ❑ I do not require a special meal.

4. Conference Add-Ons:

   Sunday, May 3
   Fundamentals of Space Planning and Space Management for Higher Education
   ❑ $1,190   ❑ $1,050 with registration to the full 2 day conference May 4-5

   Wednesday, May 6
   ❑ $50 Tour – University of South Florida Health Morsani College of Medicine and Heart Institute

5. Select a Method of Payment

   To receive early discount, payment must accompany registration. Payment or P.O. # must be received by conference date in order to attend.
   ❑ Visa    ❑ Mastercard    ❑ AmEx    Name on Card ___________ Exp. Date ___________ Security Code _________
   Card # ___________________________________________ (If different from above)
   ☑ CHECK: Make payable to TRADELINE, INC. Check # ______________________
   ☑ INSTITUTIONAL P.O. number (not eligible for early discount) ____________________

6. Hotel Reservations

   Please do not call the hotel directly. The special room rate below is available at The Vinoy Renaissance Resort through Tradeline only.
   ☑ Yes, please reserve a room for me. Arrival Date: ___________ Departure Date: ___________
   ☑ Single occupancy ($229 + $15 resort fee/night +13% room tax)
   ☑ Double occupancy ($229 + $15 resort fee/night +13% room tax)
   Special Requests***: ______________________________________________________
   ☑ No, I will not require a hotel reservation.

Questions?
Call 925.254.1744 ext. 112
From outside the U.S.
1.925.254.1744 ext. 112

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*International Attendee Discount: A $250 discount will be applied to the 2-day full conference registration fee for non-U.S. residents travelling from outside of the U.S.

**Team Discount pricing above applies to groups of 2 or more. For teams of 5 or more please call Tradeline for additional discount availability.

***All requests will be honored based upon availability at hotel upon time of arrival. Tradeline will inform the hotel of your preferences but cannot guarantee any special requests.

All room reservations are guaranteed. For changes or cancellations, please notify Tradeline at least 72 hours prior to your scheduled arrival. No-shows and cancellations within 72 hours of arrival are subject to a charge equal to one night’s stay.
Tradeline’s 2020 Conferences

**University Facilities for the Sciences and Advanced Technologies 2020 – Spring**
April 20-21 in Scottsdale, Arizona

**Research Facilities 2020**
April 23-24 in Scottsdale, Arizona

**University Facilities 2020**
May 4-5 in St. Petersburg, Florida

**Animal Research Facilities 2020**
October 15-16 in Austin, Texas

**Space Strategies 2020**
November 9-10 in St. Petersburg, Florida

**University Facilities for the Sciences and Advanced Technologies 2020 – Fall**
November 12-13 in St. Petersburg, Florida

Register with payment by April 3 and Save $200
TradelineInc.com