

Gensler

DANA MULLER, AIA, LEED AP, JULY 2023

13

Years with
Gensler



200

Clients



Studio Director of
Gensler Tampa

20+ YEARS

OF PUBLIC AND PRIVATE K-12, COLLEGE AND
UNIVERSITY EXPERIENCE



Gensler



EDUCATION ENGAGEMENT INDEX

NATIONAL RESEARCH AND DIAGNOSTICS TOOL FOR STUDENT AND EDUCATOR EXPERIENCE

JULY 2023

A LIFELONG
LOVE OF
LEARNING



RETHINKING THE FUTURE OF HIGHER EDUCATION

LEADING THE INDUSTRY JULY 2023



#1
in Education & Cultural
Design
- Interior Design Magazine

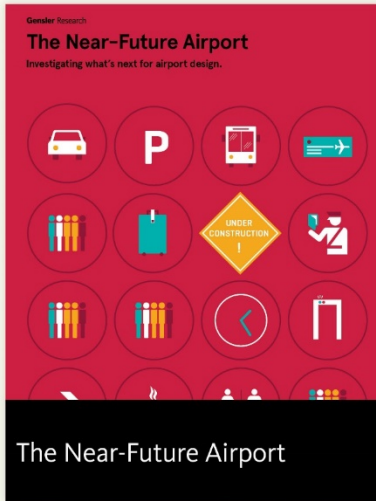
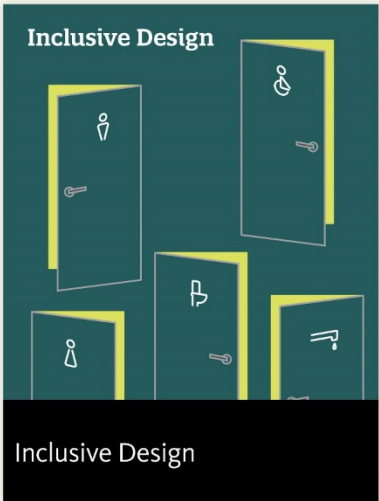
50+
Design Awards for
Education Projects

100+
Education Clients in the U.S

#1
University Architect
- Building Design + Construction

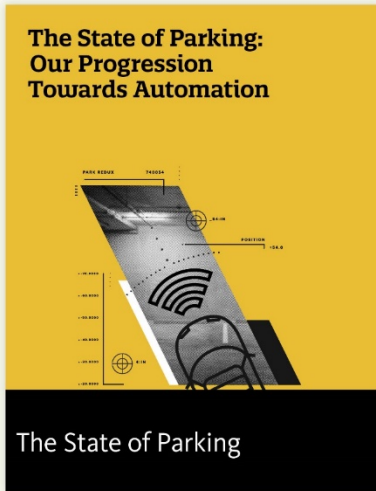
RETHINKING THE FUTURE OF HIGHER EDUCATION

GENSLER RESEARCH INSTITUTE



250+
Research Grants Awarded Since
2009 by the
Gensler Research Institute

192
Research Grant Proposal
Submitted Reflecting Gensler's
Innovation Focused Culture



IMPACT
The Campus of the future will affect a variety of
needs, especially bringing people together.



“ THE HIGHER AMOUNT OF ENGAGEMENT A STUDENT HAS WITH THE INSTITUTION, THE MORE LIKELY THEIR SUCCESS RATE IS GOING TO BE.”

DR. BRIAN RALPH WILLIAM PEACE UNIVERSITY



EDUCATION Engagement Index

RETHINKING THE FUTURE OF HIGHER EDUCATION

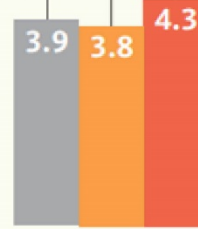


WE MEASURED EFFECTIVENESS OF THE LEARNING EXPERIENCE ACROSS SIX FUNDAMENTAL ACTIVITIES OR LEARNING MODES

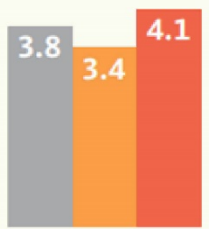
Acquire
Learning from instructors



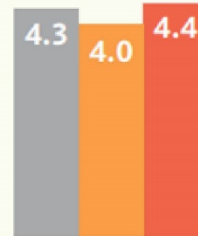
PRE-COVID MARCH 2021 MAY 2022



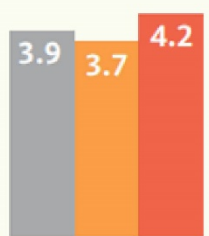
Experience
Learning through hands-on activities



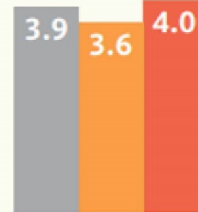
Reflect
Doing individual work



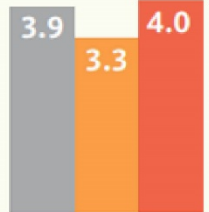
Convey
Presenting work



Collaborate
Working with a group

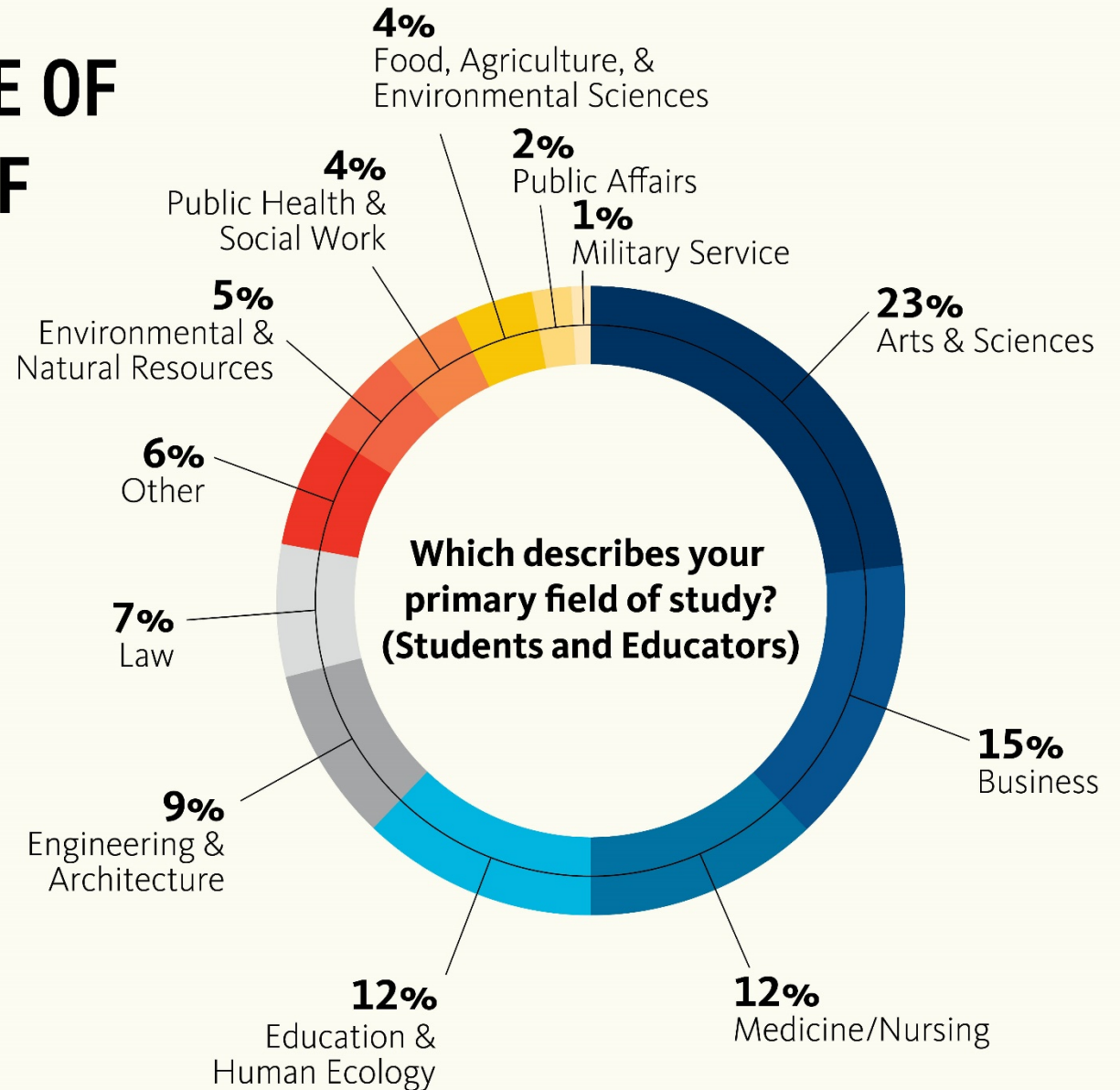


Socialize
Socializing with other students





WE CAPTURED A BROAD SAMPLE OF STUDENTS, EDUCATORS, & STAFF ACROSS THE U.S.





EMERGING TRENDS IN EDUCATION

TREND 1



INSTITUTIONAL CULTURE IS A KEY DECISION FACTOR FOR TOP TALENT

TREND 2



HYBRID IS THE PREFERRED FUTURE— FOR LEARNING & WORKPLACE

TREND 3



COLLABORATION IS THE TOP DRIVER FOR BEING ON CAMPUS

TREND 4



INCREASED FOCUS ON STUDENT HEALTH & CAMPUS WELLBEING

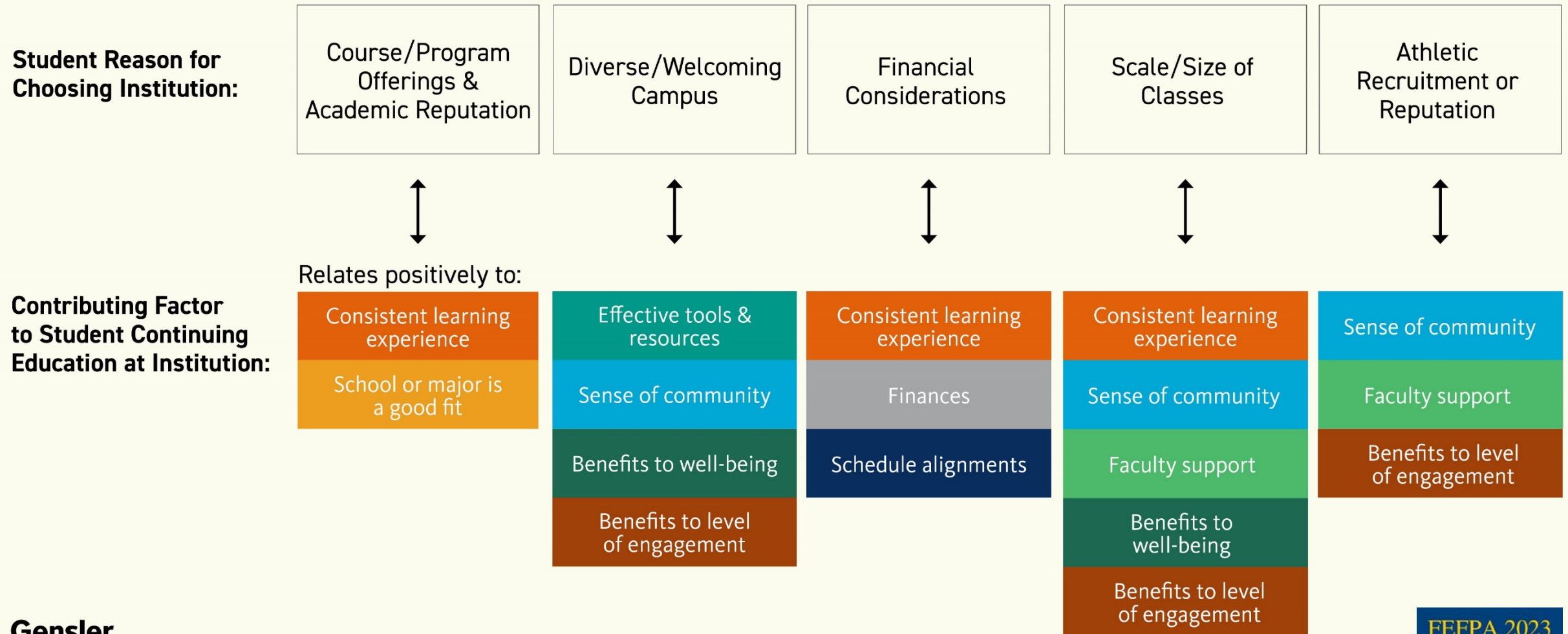
TREND 1

INSTITUTIONAL CULTURE IS A KEY DECISION FACTOR FOR TOP TALENT





TO MAINTAIN ENROLLMENT, SCHOOLS MUST ALIGN THEIR EDUCATION EXPERIENCES WITH THEIR VALUE PROPOSITIONS TO THEIR AUDIENCES.





TO MAINTAIN ENROLLMENT, SCHOOLS MUST ALIGN THEIR EDUCATION EXPERIENCES WITH THEIR VALUE PROPOSITIONS TO THEIR AUDIENCES.

Student Reason for Choosing Institution:

Course/Program Offerings & Academic Reputation

Diverse/Welcoming Campus

Financial Considerations

Scale/Size of Classes

Athletic Recruitment or Reputation



Relates positively to:

Contributing Factor to Student Continuing Education at Institution:

Consistent learning experience
School or major is a good fit

Effective tools & resources
Sense of community
Benefits to well-being
Benefits to level of engagement

Consistent learning experience
Finances
Schedule alignments

Consistent learning experience
Sense of community
Faculty support
Benefits to well-being
Benefits to level of engagement

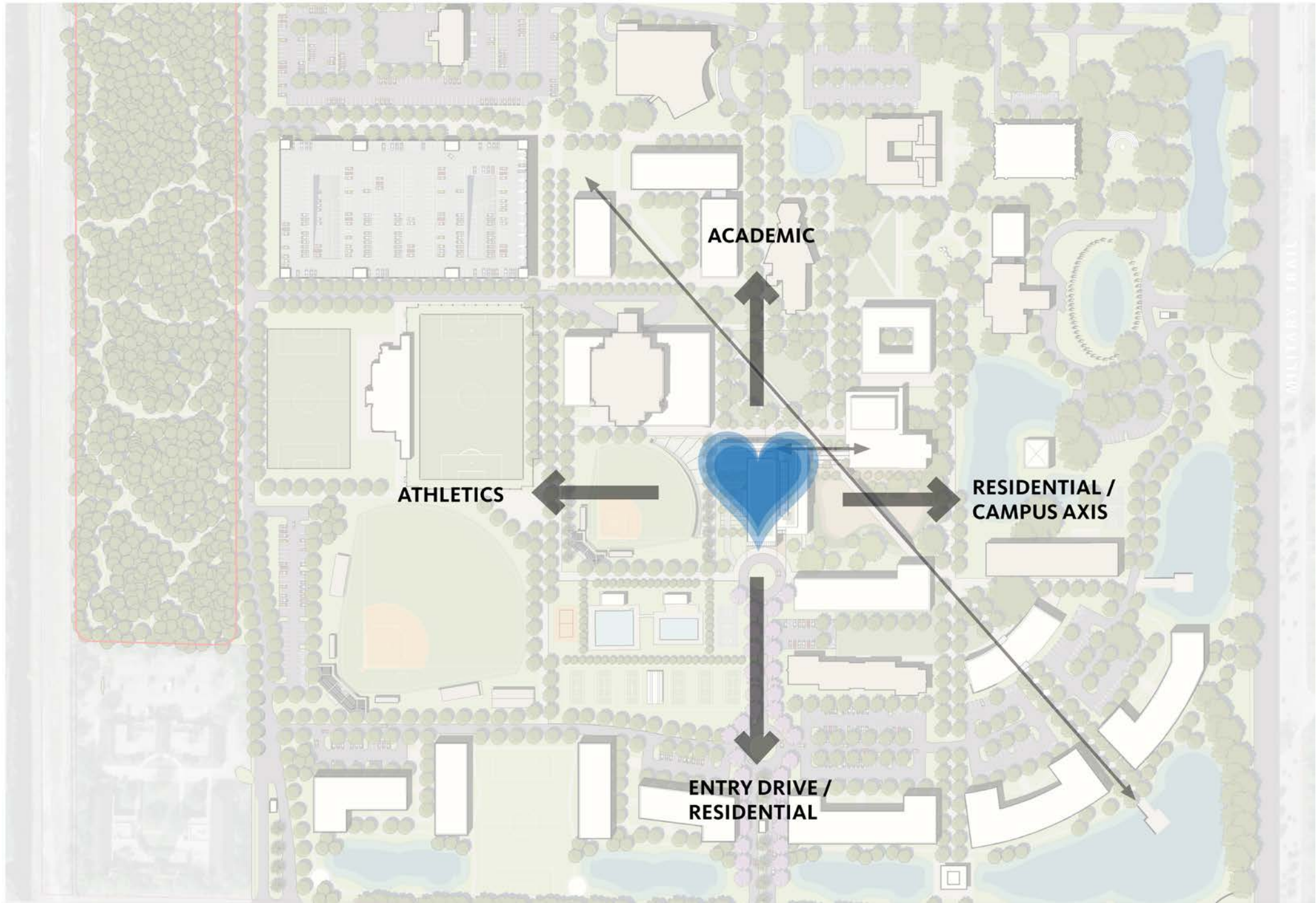
Sense of community
Faculty support
Benefits to level of engagement

THE CHRISTINE E. LYNN UNIVERSITY STUDENT CENTER

LYNN UNIVERSITY

BOCA RATON, FLORIDA





ACADEMIC

ATHLETICS

**RESIDENTIAL /
CAMPUS AXIS**

**ENTRY DRIVE /
RESIDENTIAL**



Irving and Barbara Gutin Living Room

Sheldon S. Lusk University Center
1990 University Avenue
Coral Gables, FL 33134
305.345.2000

Bobby Campbell Dining Commons



THE CHRISTINE E. LYNN UNIVERSITY STUDENT CENTER

LYNN UNIVERSITY

BOCA RATON, FLORIDA



TREND 2

HYBRID IS THE PREFERRED FUTURE— FOR LEARNING & WORKPLACE

NORTHWESTERN UNIVERSITY

Gensler

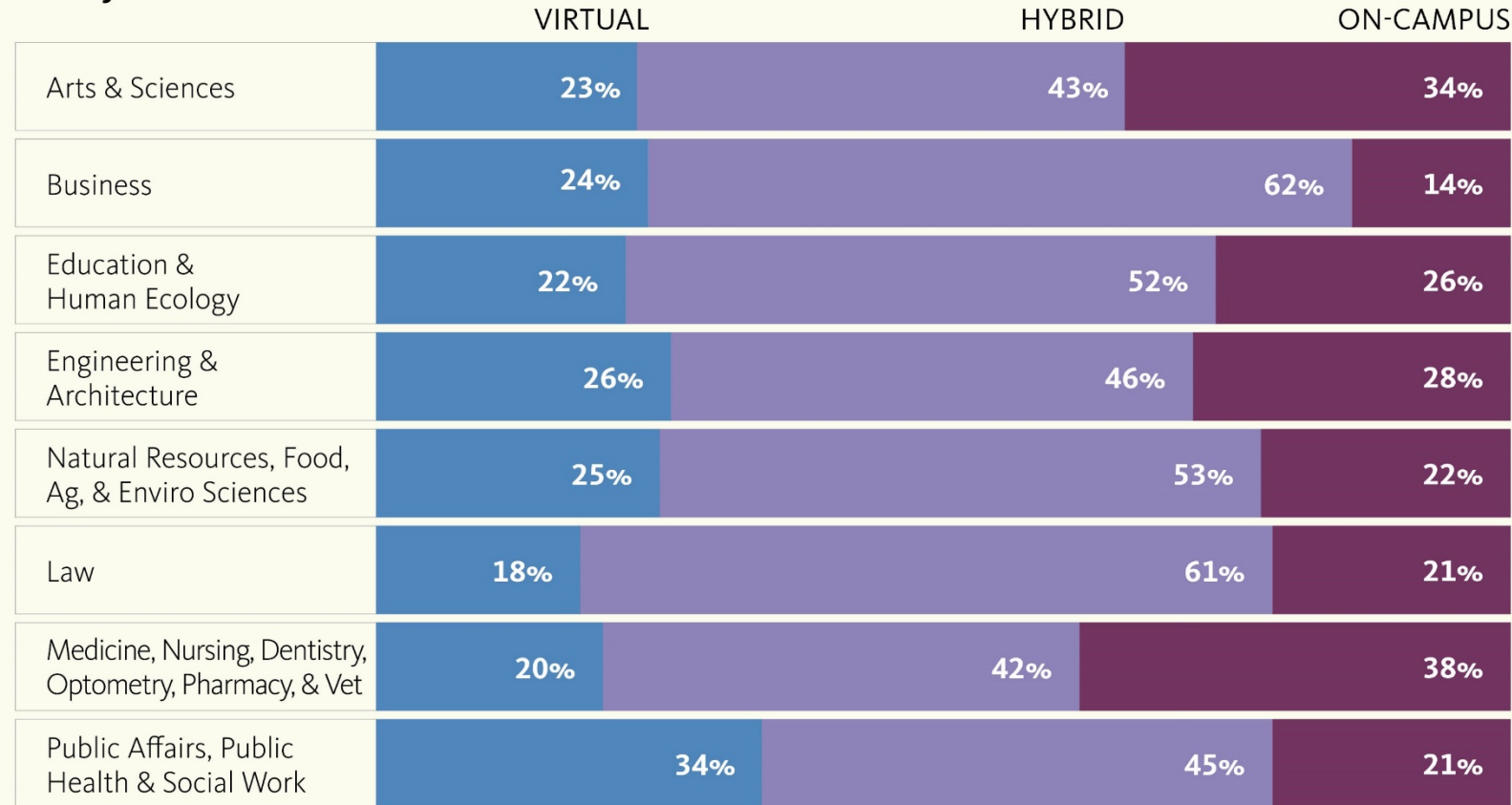
FEFPA 2023



EDUCATION ENGAGEMENT INDEX

PREFERENCES TOWARD PARTICIPATION MODELS HAVE SOME VARIATION BY AREA OF STUDY.

In the future, ideally what type of learning experience would you like to have?

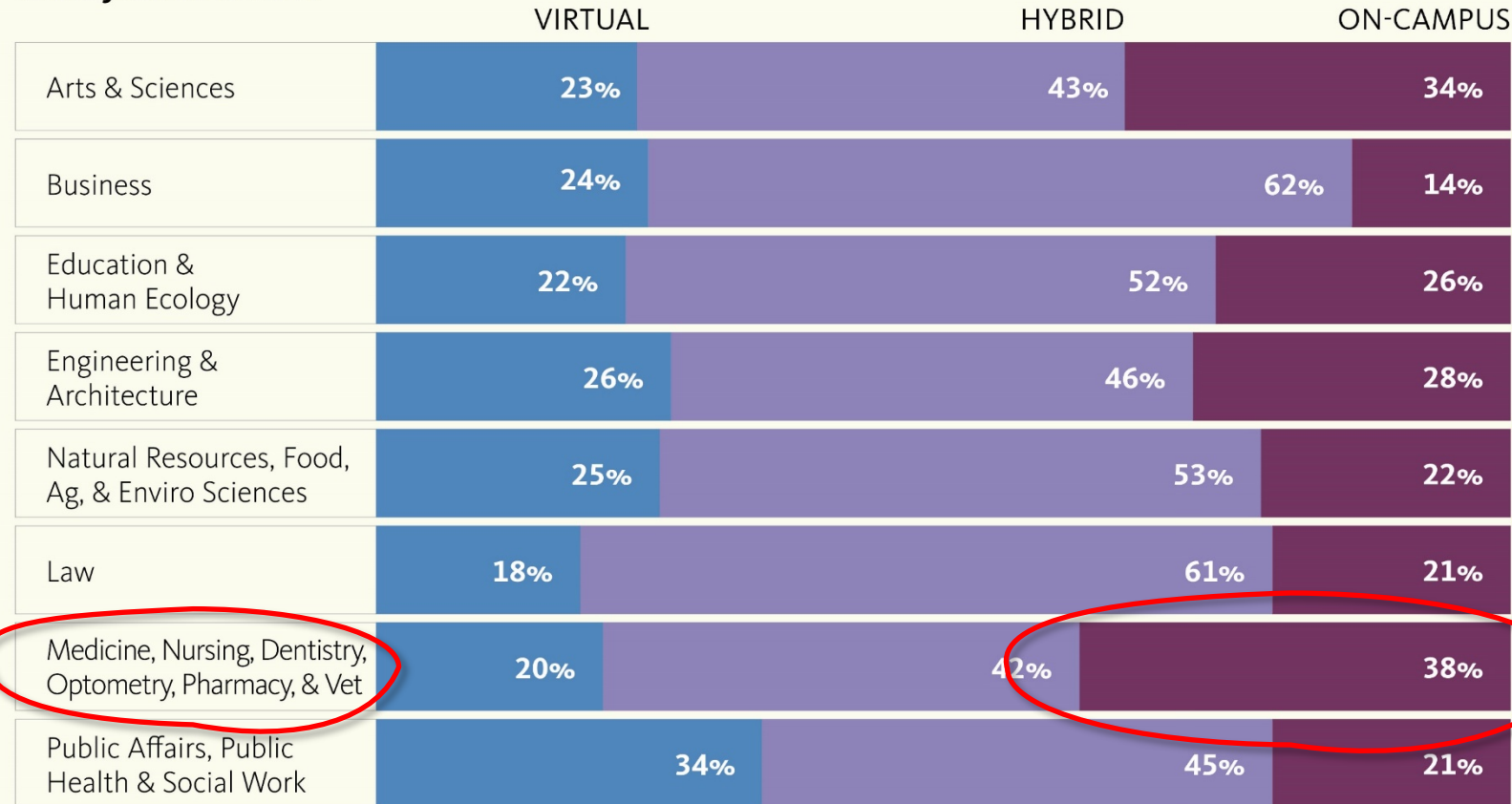


Differences in preference for a fully remote learning model were not statistically significant. Ideal participation model among students in each primary field of study group.

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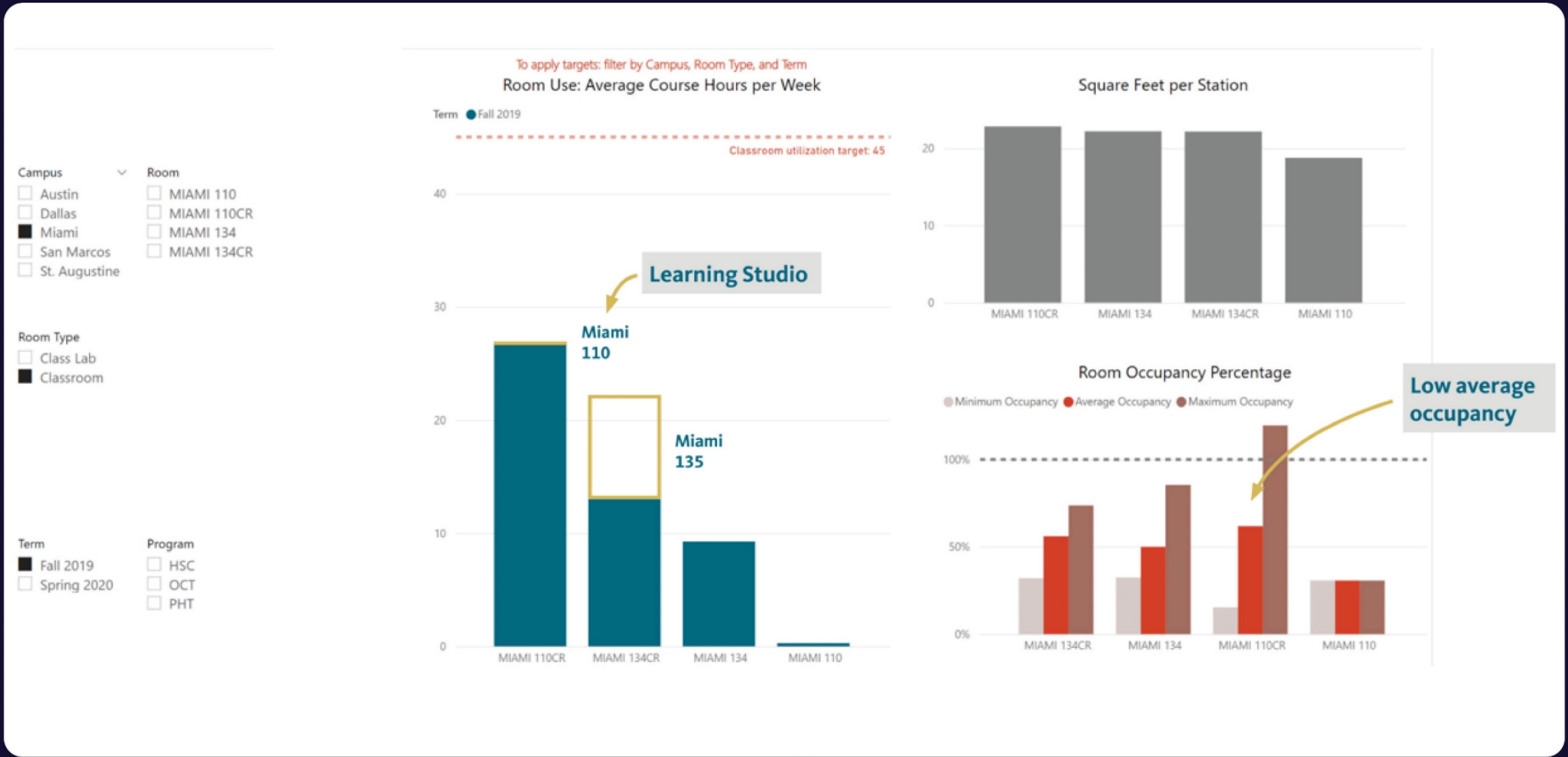


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THE UNIVERSITY OF ST. AUGUSTINE FOR HEALTH SCIENCES



THE UNIVERSITY OF ST. AUGUSTINE FOR HEALTH SCIENCES



THE UNIVERSITY OF ST. AUGUSTINE FOR HEALTH SCIENCES

Additional Space Needed

	Number of Rooms	Net Square Feet
PRIMARY	Anatomy Lab	0
	Clinic	0
	Lecture	0
	Modalities Lab	0
	Musculoskeletal Lab	0
	Skills Lab	1
SECONDARY	ADL & Community	270
	CICP	480
	Library & Testing	810
	Recording Studio	220
	Storage	200
	Student Lounge/Study/Commons	1,100
	Office & Office Support*	1,500
	TOTAL	10,330

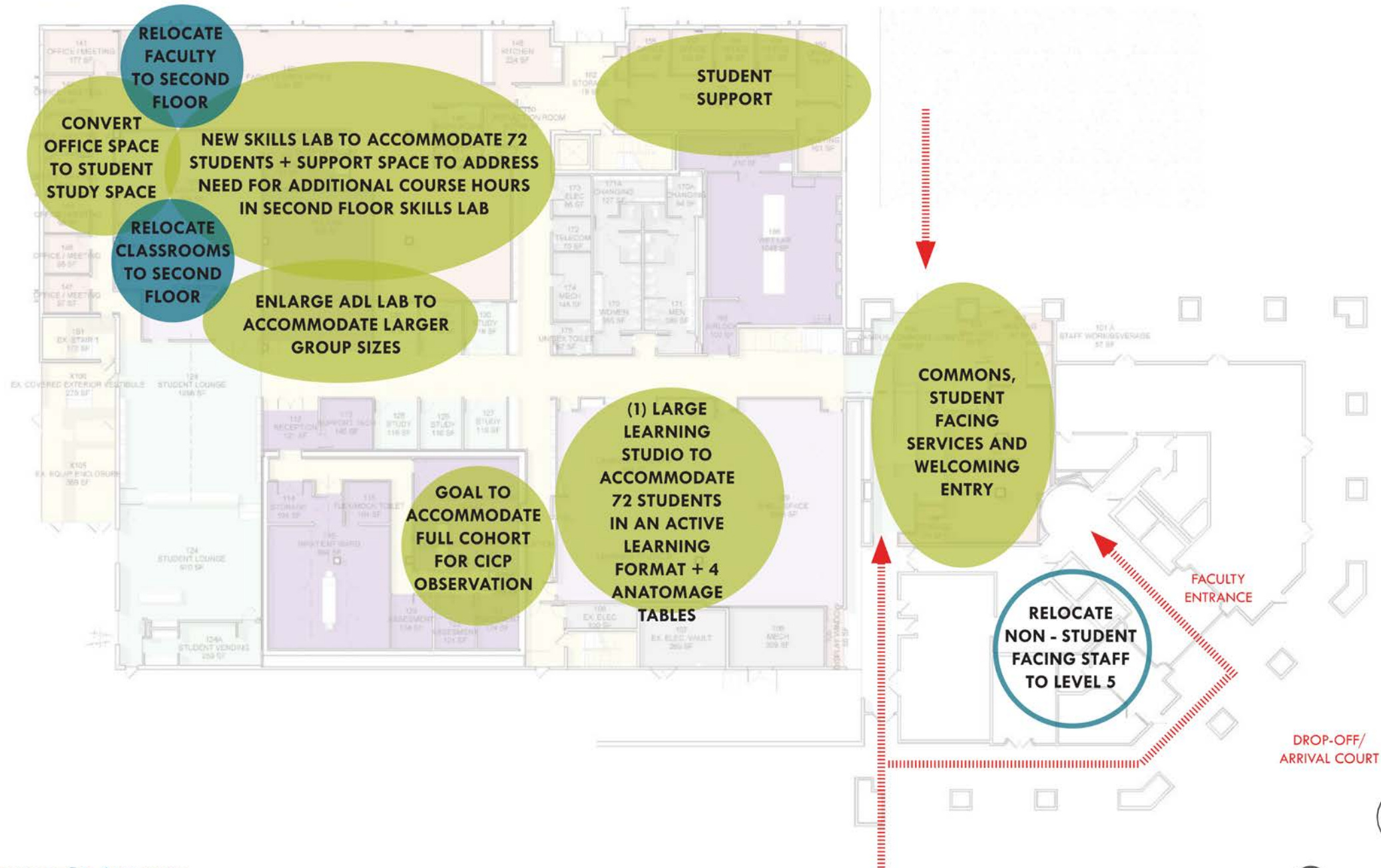
Lab Space Daily Utilization Targets



Our analysis shows that the existing lab spaces are able to absorb projected enrollment growth while still maintaining the utilization targets illustrated above. Our analysis assumes that all lab spaces can be scheduled for instructional time up to 35 hours per week, which allows for 7 hours of instructional time per weekday and 7 hours of unscheduled student study/practice time.

**Additional office & office support space is based on results from test-fit and programming analysis and may not reflect current ratio of square footage per student.*

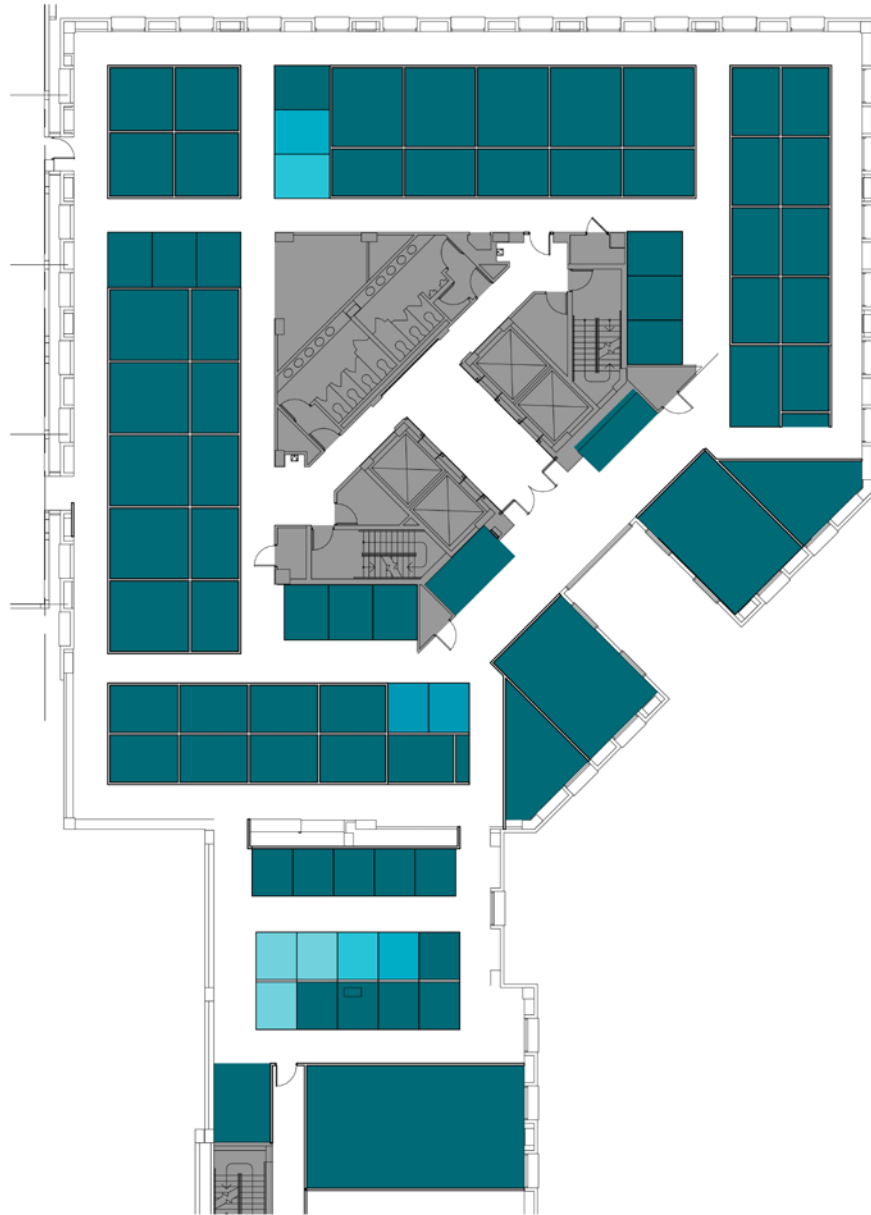
LEVEL 1 - INTERVENTIONS





TEST FIT NORTH TOWER - GROWTH

LEVEL 02



LEVEL 05



TEST FIT LEGEND

- 2022
- 2023
- 2026

COLLABORATION IS THE TOP DRIVER FOR BEING ON CAMPUS





EDUCATION ENGAGEMENT INDEX

IN GENERAL, STUDENTS AND EDUCATORS AGREE ON THE EFFECTIVENESS OF LEARNING ACTIVITIES, HOWEVER STUDENTS RANK ASSESSMENT ACTIVITIES AS LESS EFFECTIVE ON AVERAGE THAN EDUCATORS.

Based on my current or my students' current experiences, the following are effective ways to learn:

RANK	STUDENT	EDUCATOR
1	Live in-class discussion	Live in-class discussion
2	Individual projects	In-person live lectures
3	In-person live lectures	In-person presentations, critiques or review
4	Textbooks, articles, and other reading material	Individual projects
5	Document-based learning materials	Textbooks, articles, and other reading material
6	Virtual/remote live lecture	Papers or essays
7	Pre-recorded lectures	Document-based learning materials

Student respondents in community college, undergraduate, and graduate programs were mostly aligned on their perceptions of different learning activities' effectiveness.

Among students and educators, the effectiveness of learning activities most to least agreed upon, rated on a five-point scale where 1=strongly disagree and 5=strongly agree. Activities are rank ordered by their average rating.

EDUCATION ENGAGEMENT INDEX

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WORKFORCE DEVELOPMENT

WTCC, HENDRICK CENTER FOR AUTOMOTIVE EXCELLENCE

RALEIGH, NC



BUILDING R
HENDRICK CENTER
AUTOMOTIVE EXCELLENCE
COLLEGE DESIGN AND REFINISHING



WAKE TECH
HENDRICK CENTER FOR
AUTOMOTIVE EXCELLENCE





72

Hendrick named General Sales Manager for the first time at Raleigh, NC.

E

'67



After high school, Hendrick pursued a co-op work-study program with North Carolina State University and Westinghouse Electric Company in Raleigh, NC.

'77



Based on his performance in Bensenville, Chevrolet bought Hendrick in a competition to buy City Chevrolet in Charlotte, NC. This was a large and accomplished franchise. Once again, Hendrick and his team were named by the Carlineers. City Chevrolet is this Raleigh location for the Hendrick Automotive Group and a tremendous proving ground for new leaders within the company. More than 20 General Managers have been trained at this location.

'84



In 1984, Hendrick bought Hendrick Motors in the form of the City Chevrolet dealer in Charlotte, NC. Hendrick Motors was the first of its kind in the South. By 1985, Hendrick Motors was the largest GM franchise in the South. Hendrick Motors was the first GM franchise to be named "Franchise 100" for 10 years in a row.

'85



The world's 8th largest automotive company, GM, acquired Hendrick Motors in 1985. Hendrick Motors was the first GM franchise to be named "Franchise 100" for 10 years in a row.

'86



Hendrick Motors was the first GM franchise to be named "Franchise 100" for 10 years in a row.

'87



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'88



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'89



Hendrick Motors was the first GM franchise to be named "Franchise 100" for 10 years in a row.

'90



Hendrick Motors was the first GM franchise to be named "Franchise 100" for 10 years in a row.



02



WORKFORCE DEVELOPMENT

WTCC, HENDRICK CENTER FOR AUTOMOTIVE EXCELLENCE

RALEIGH, NC

CAPITAL
AUTOMOTIVE GROUP

CAPITAL
LAB 01

TREND 4

INCREASED FOCUS ON STUDENT HEALTH & CAMPUS WELLBEING

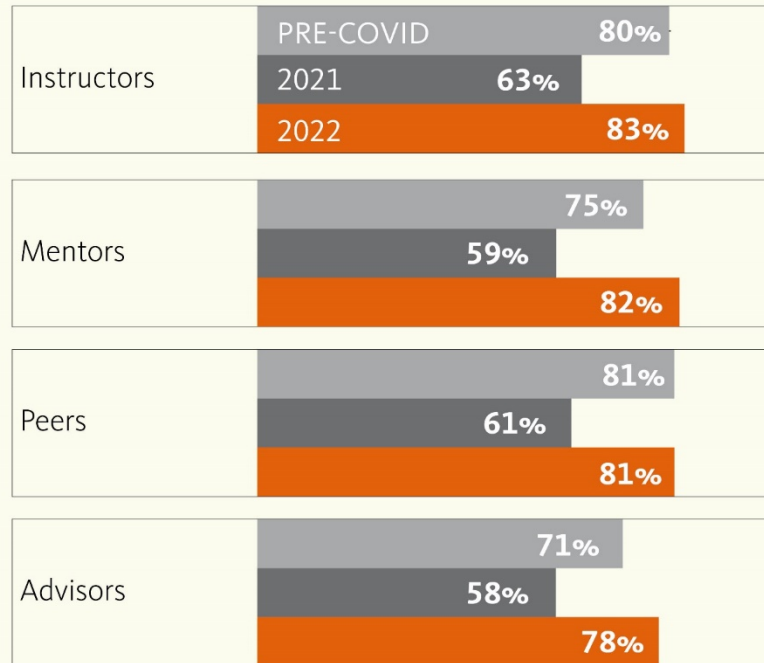


EDUCATION ENGAGEMENT INDEX

STUDENTS REPORT BETTER RELATIONSHIPS, MOTIVATION, AND WELL-BEING THAN ONE YEAR AGO, RETURNING TO PRE-COVID LEVELS.

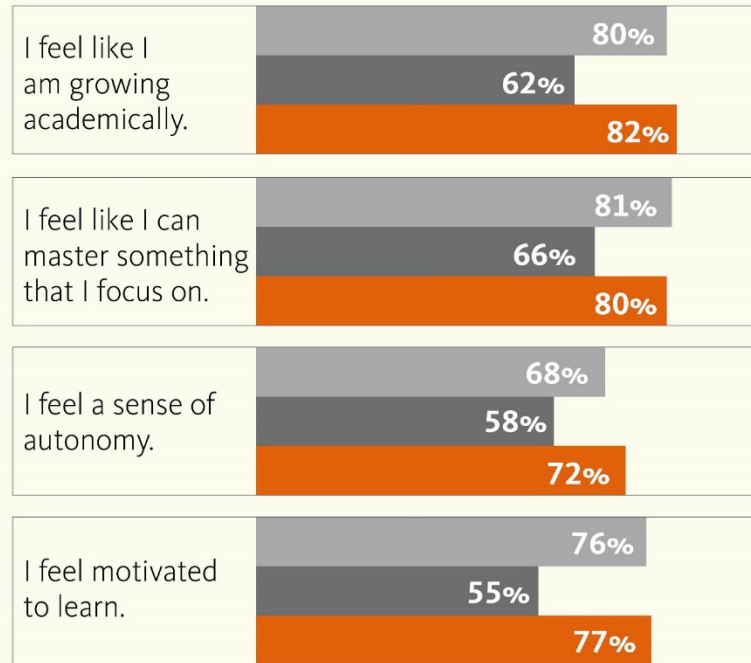
RELATIONSHIPS

CONSIDERS QUALITY OF STUDENT RELATIONSHIP WITH SEVERAL GROUPS



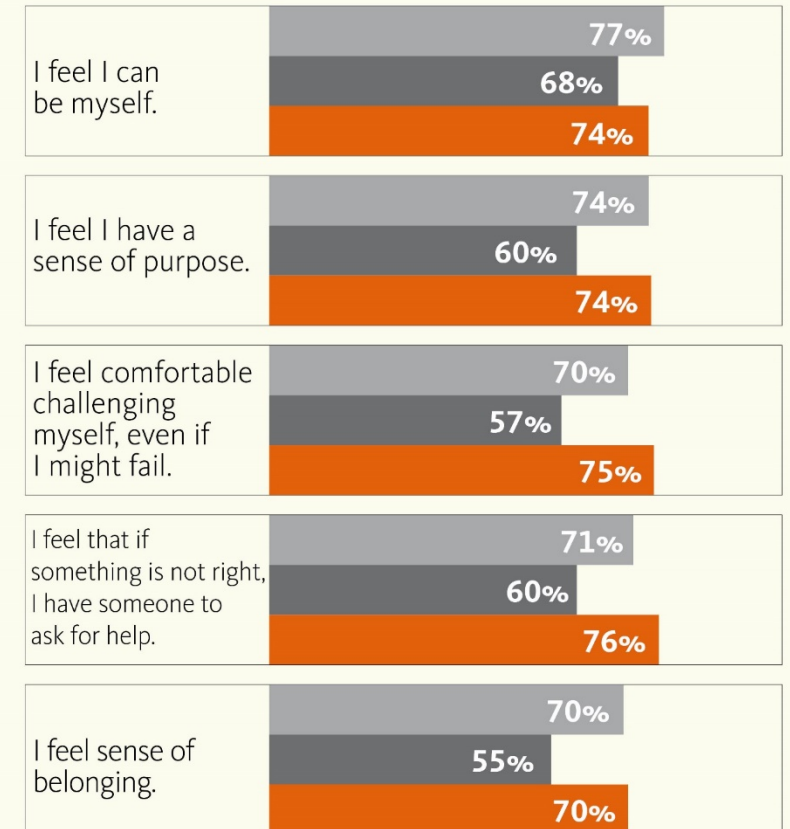
MOTIVATION

CONSIDERS INTRINSIC MOTIVATION & DRIVE



WELL-BEING

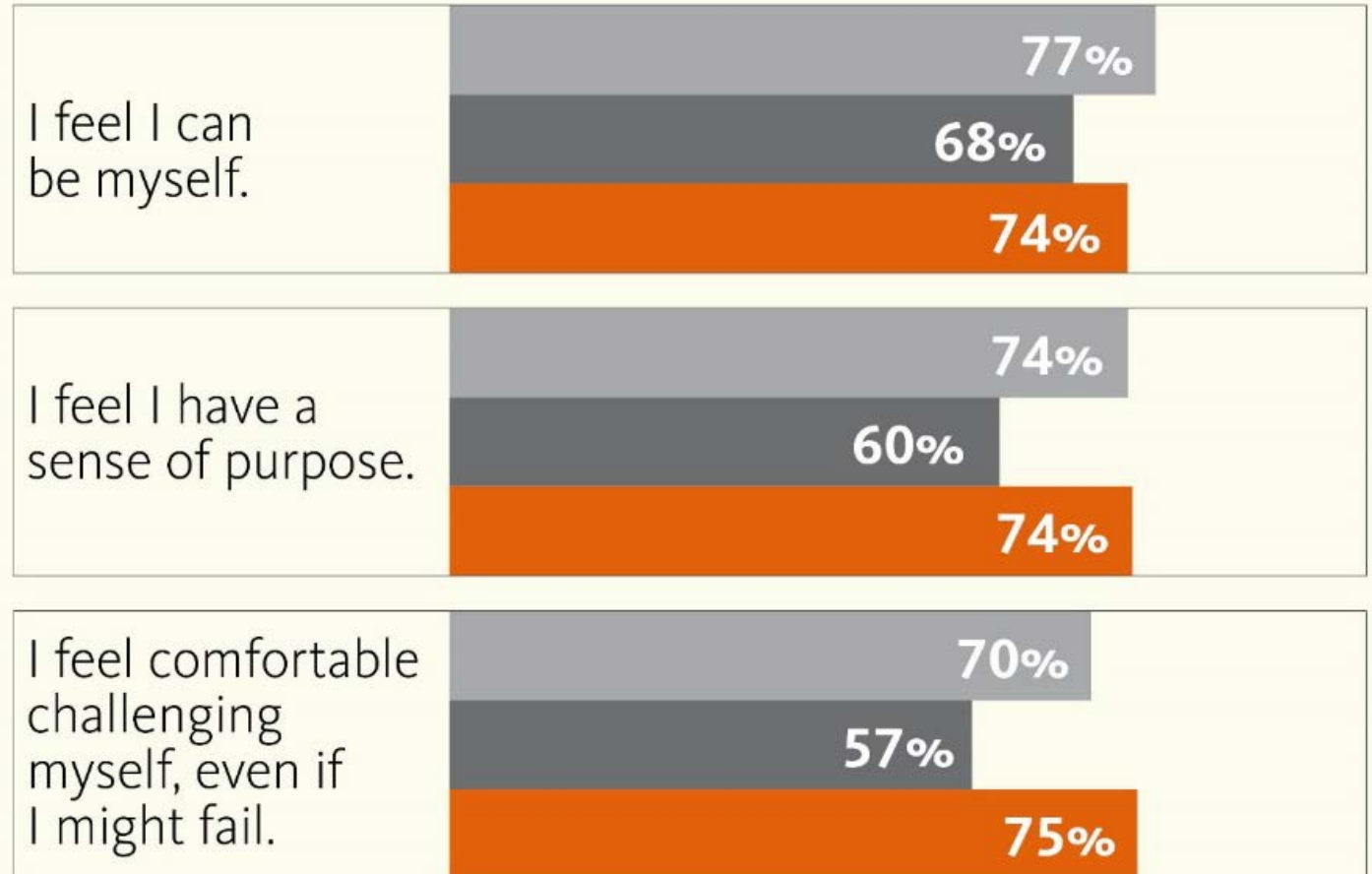
CONSIDERS SOCIAL, EMOTIONAL, AND INTELLECTUAL WELL-BEING



The percentage of students who report having a positive relationship with each type of person ("Relationships with") or agree with each statement ("Motivation" and "Well-Being") before the COVID-19 pandemic, in March 2021, and at the time of this survey.

WELL-BEING

CONSIDERS SOCIAL, EMOTIONAL, AND
INTELLECTUAL WELL-BEING





RESIDENCE HALL

LYNN UNIVERSITY

BOCA RATON, FLORIDA





HERBERT W. PERKINS SCHOOL OF BUSINESS

HERBERT W. PERKINS SCHOOL OF BUSINESS



RESIDENCE HALL

LYNN UNIVERSITY

BOCA RATON, FLORIDA





A woman is sitting in a blue chair, reading a book.

Another woman is sitting in a blue chair, looking out the window.

A woman is sitting at a table, working on a laptop.

Two women are sitting on a grey sofa, talking. A woman is sitting at a table with a laptop, and a man is sitting on the sofa.

LYNN
Imagine



CHRISTINE E. LYNN UNIVERSITY

