The campus is a key asset in “the (global) Battle for Brains”

Ein guter Gebäudebestand (Arbeits- und Lernumfeld) ist attraktiv für Talente, ein schlechter kann sie abschrecken.

**CONTENT**

1. Vision der Management der Campusentwicklung (THEORIE)
   Vision on managing the university campus (THEORY)

2. Trends die den Campus der Zukunft formen (PRAXIS)
   Trends that shape the campus of the future (PRACTICE)

3. Die "Univer-city" (STRATEGIE)
   The "Univer-city" (STRATEGY)

**Why study abroad?**

**Reasons to go**

- academic reputation: 25%
- country / city / culture: 24%
- career development: 18%
- university services: 17%
- social life: 11%

**Reasons not to go**

- academic reputation: 58%
- city / culture: 18%
- social life: 10%
- university services: 10%

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http://www.managingtheuniversitycampus.nl
Each university goal can be frustrated by the physical campus

Jedes Ziel einer Hochschule oder Universität kann durch die baulichen Gegebenheiten des Campus konterkariert werden.

The European campus is a key asset in “the (global) Battle for Brains”

- for global competition in attracting talent
- for productivity – workplace for future student / faculty / staff
- for profitability – financial sustainability, resource-efficiency
- for sustainable development – footprint – m2 / user

Propositions

The Campus for Europe 2020

The European campus is a key asset in “the (global) Battle for Brains”

- for global competition in attracting talent
- for productivity – workplace for future student / faculty / staff
- for profitability – financial sustainability, resource-efficiency
- for sustainable development – footprint – m2 / user

Propositions

The Campus as an enabler

1. Universities as growth engines – place matters.

2. European knowledge economy accommodated in cultural heritage buildings.

Radical change working population in OECD countries

Urban economy more dependent on universities

Radical change working population in OECD countries

Urban economy more dependent on universities
Propositions: The Campus as an enabler

3. European universities considered attractive places to live, work, be.

Propositions: The Campus as a disaster


2. Low utilisation rates, high vacancy rates in offices, laboratories, classrooms.

3. Campus costs about 5% to 15% of university budget, affecting their financial sustainability.

Introduction

What?

European Union
28 member states in 2014

Challenges are the same in many countries...
How to use cultural and industrial heritage
content

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programm für den campus der Zukunft

- AKADEMISCH
  Klassenzimmer, Büros, Hörsale
  Laboratorien, Bibliothek, ...

- WOHNEN
  Studentenwohnungen, Hotels, ...

- unternehmen
  neues Unternehmen, Industry, ...

- Freizeitangebot
  Sport, Kultur, Kaffee, ...

- Infrastruktur

propagation (PhD defence)

The campus of the future is a city

Der Campus der Zukunft ist eine Stadt.

Academisch: Bildung & Forschung

functions

Academic - Education & Research
- class rooms and study spaces (small groups)
- lecture halls (for large groups)
- office space faculty
- laboratoires
- office space support staff
- study places for individual use / small groups
- library
- special places for ceremonies (graduation)
- special conference facilities
- special educational facilities (dance, ministries, arts)
- academic hospital
- medical school

Campus der Zukunft:
- flexibele akademische Arbeitsplatz
  > < 20% Arbeitsplätze benutzt jeden Tag

Campus der Zukunft:
- transparency of processes
to inspire and learn from each other
Campus der Zukunft:
- transparency of processes: to support image of faculties and university

Campus der Zukunft:
- sustainable solutions
- CO₂ neutrale Campus

Campus der Zukunft:
- shared laboratories and other expensive facilities

Campus der Zukunft:
- intensive and flexible use of high quality facilities

Stimulate social interaction & intellectual interaction

students and academic staff sharing workspace → reducing the footprint, improving interaction

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Hierarchy of needs

- Inspiring
- Attractive
- Social
- Safe
- Healthy

Maslov (translated for) learning and working environment


Maslow’s Hierarchy of Needs:
- Physiological needs
- Safety needs
- Love and belonging needs
- Esteem needs
- Self-actualization needs

The European Campus
Heritage and Challenges

Studentenwohnheim
Studentenwohnungen
Hotels

Leisure:
- Freizeitangebot
- Sport
- Kultur
- Kaffee

Hotel facilities
- Short stay apartments for visiting professors

Residential
- Student housing / national
- Student housing / international - after stay
- Alumni housing / young potentials, creative class
- Faculty housing
- Housing for support staff
- Private

Retail & leisure
- Sport facilities
- Sport stores
- Coffee bars
- Student associations and societies / committees
- Restaurants (funch)
- Restaurants (dinein)
- Bars
- Theaters
- Jazz clubs
- Cultural centre
- Dry cleaning, day care centre, supermarkets

Ziel: “Community building”

Campus der Zukunft:
- Begegnungsraum / öffentlicher Raum

Photos: DUWO
Campus der Zukunft:
Studentenwohnheim

Campus der Zukunft:
- mehr Qualität, weniger Quantität
- neues Leben für altes Gebäude

(PhD) Studentenwohnungen – neues Leben für altes Gebäude (photo: DUWO)

http://www.managingtheuniversitycampus.nl
Der Campus der Zukunft ist eine Stadt
Die Stadt der Zukunft ist einen Campus (Univer-City)

1. use heritage for branding – students* become tourists
2. reduce the footprint – densely populated areas contribute to innovation
3. less private, more public use of space – showcase, open, 24/7 access
4. urban meeting rooms – to merge urban and university communities
5. regional alignment – planning in a public-private network

* and other knowledge workers

(content)

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(die Anforderungen an)
das Gebäudeprogramm der Univer-city:
“Teilen oder verschwinden” (“Teilen oder verschwinden”?)

Der Campus ist ein Netzwerk

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LESIONS

#1 Design the building – and the campus – as a city
#2 Reduce m2 - trade quantity for quality of space
#3 Invest in visible quality – “window dressing” / “distractions”
#4 Embrace academic history – use heritage for branding
#5 Avoid individual territory ("no names on the door")
#6 Implement flexible concepts – mixed use – but avoid standardization and "open plan"
#7 Make it feel like home – ("home away from home")
#8 Allow students + staff to decorate their working environment
#9 Make it a showroom (with the best products of students + staff)
#10 Make sure people can see each other work (for security, community building, serendipity → innovation)

Follow me on Twitter: @alexandra_dh

für Forschung und Bücher:
http://managingtheuniversitycampus.nl
(DOWNLOADS für hand-out)

http://www.managingtheuniversitycampus.nl