Campus of the future
Trends and strategic choices

Campus NL – “many more users on same m²”

22% more students, 4% more employees, many more visitors (> dynamic)
accommodated on 4.4 million m², just like in 2006

quality improvement: from 36% to 49% in good condition

Campus NL – examples of projects

centrally shared facilities  
new life for heritage  
sustainable transformations

less m², more quality  
outdoor space + univer-city  
less private, more public

Today’s Campus – remaining problems

“claiming space and not using it” (or not its full capacity)

“top 10 holiday frustrations” campus frustration scarce facilities are most claimed

Today’s Campus – remaining problems

reality: still often underutilized  
“inefficient” perception: full, noisy

Content presentation based on

- Campus NL - past, present & future
  14 Dutch universities assessed in 2006 and 2016, commissioned by all universities
- Dissertation “Managing the university campus” (2011)
- Case study research:
“the search for a quiet place to study”

“students queue up < 9am”

Campus of the Future – smart tools

“low-tech” solutions

Research “high-tech” solutions

Smart Campus Tools NL (2016)
Smart Tools anywhere (2018)

Campus of the Future – collecting big data

GPS-Tracking
Using Eduroam/WiFi
GPS-Navigation
Smart campus tools
based on REAL use
(not on scheduled use)

Source: TU Delft research on TU Delft campus - searching for use patterns

Campus models A-B-C as basis

A = traditional
exclusive & territorial

B = network
interactive & shared

C = virtual
place independent & individual

assumed trend in 2006
real trend in 2016, 10 years later

"Campus of the future = combination “solid, fluid, gas”"
Next to innovations, we are also reinventing the past!

Reinventing the physical place as foundation of learning
Revaluing academic rituals

Bipolar campus strategy
reinventing the past + implementing innovations

Campus of the future: lectures
Lectures without distractions (lecture halls, classrooms)
Technology-supported lectures
MOOCs: Massively Open Online Courses

10% ? 80% ? 10% ?

Campus of the future: restaurants

Campus of the future: laboratories

Customized laboratories for one research group
Flexible laboratories to share
Laboratories to rent from (industry) partners
**Campus of the future: workplace**

- Individual territory 2.0 (quiet) cellular office
- Activity-based workplaces to share
- Workplaces off-campus like home...

**Campus of the future**

= combi to discuss with university community

A = traditional
B = network
C = virtual

More info: www.managingtheuniversitycampus.nl
Google: Campus Alexandra