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"

A = traditional
B = network
C = virtual
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

“Do not disturb”
“Off the radar”

Collecting big data about campus use, based on positioning of user devices (source: Rob Braggaw, 2017/2018)
To connect and support campus users

Campus of the future: lectures

Lectures without distractions (~ laptops & smart phones)
Technology supported lectures
MOOCs: Massive Open Online Courses

10% ?
80% ?
10% ?

Campus of the future: restaurants

faculty coffee bar
food trucks on campus
off-campus bars & 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

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