

Space proxemics: Mixed-use strategies for improved student outcomes



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Everyone Is Talking About 'Belonging'

What does it really mean?

STUDENT BELONGING & SUCCESS

- Belonging, or a sense of connectedness and the feeling that you matter translates into⁽¹⁾:
 - Stronger academic performance
 - Persistence
 - Engagement
- And even through the pandemic, a sense of belonging has remained an important predictor of student mental health⁽²⁾.

"The role of housing has changed over time, what was once called dorms meant to provide access to campuses are now vibrant living-learning communities that facilitate engagement and wholistic support of the active learners they contain." -Carl Dieso

1. Gopalan, M., & Brady, S. T. (2020). *College Students' Sense of Belonging: A National Perspective*. *Educational Researcher*, 49(2), 134-137. <https://doi.org/10.3102/0013189X19897622>

2. Gopalan M, Linden-Carmichael A, Lanza S. *College Students' Sense of Belonging and Mental Health Amidst the COVID-19 Pandemic*. *J Adolesc Health*. 2022;70(2):228-233. doi:10.1016/j.jadohealth.2021.10.010

UC HOUSING BACKGROUND

MARIAN S. ENCKER HALL

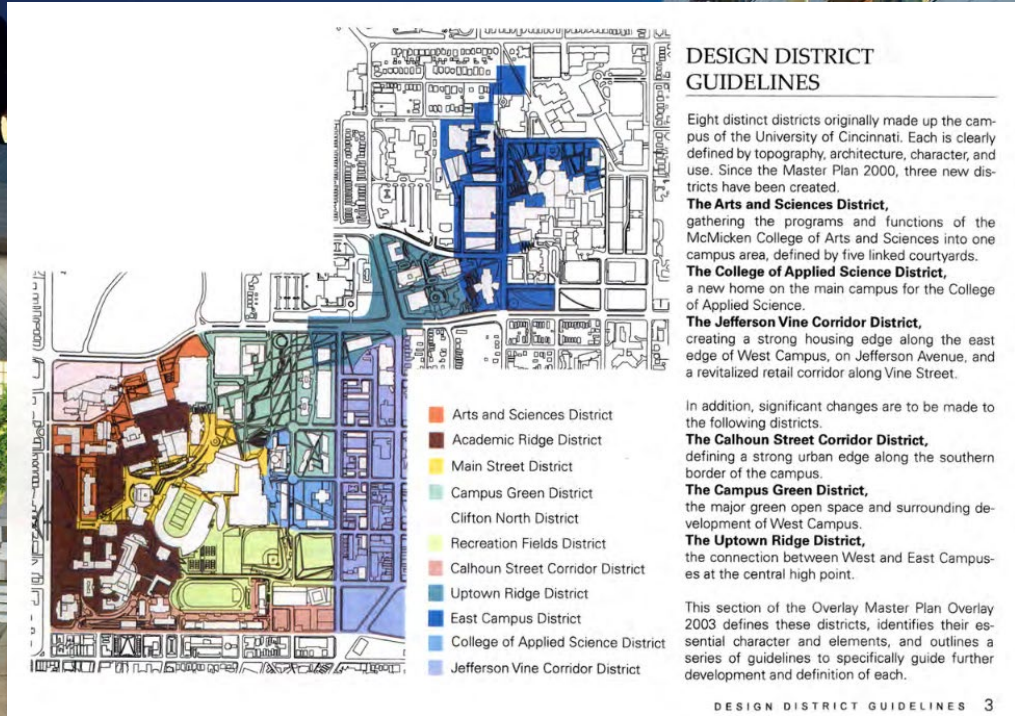


If you build it....

The Master Plan, Update I, and Master Plan 2000 (Update II) have facilitated substantial progression in transforming the physical environment of the University. This Overlay demonstrates the University's ongoing commitment to the goals and objectives of the Master Plan, with a particular emphasis on the refinement of Master Plan 2000 (Update II) in accordance with shifts in the needs of students, faculty, deans, university staff, and the surrounding community.

Hargreaves Associates, Planners
Cambridge, MA
San Francisco, CA
New York, NY

The University Architect
The University of Cincinnati
Cincinnati, Ohio



START – INCREASED DENSITY



University of Cincinnati, cir. 1966



University of Cincinnati, cir. 2024

SHIFT – COMMUTER TO RESIDENTIAL



University of Cincinnati, cir. 1986

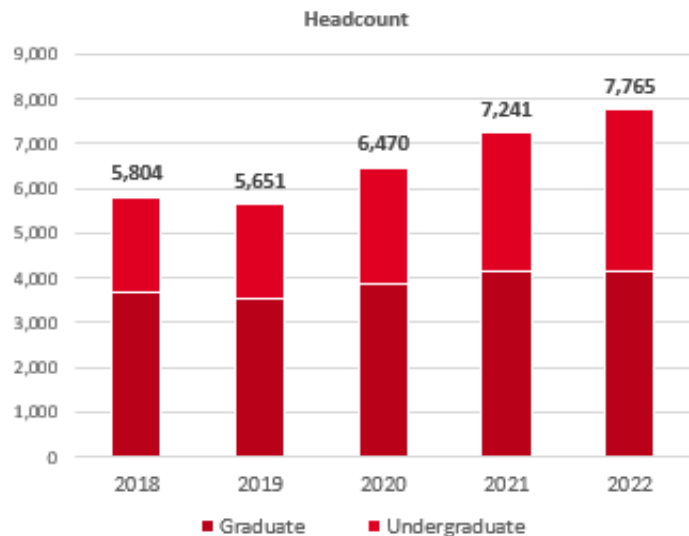


University of Cincinnati, cir. 2023

DRIVE – FILL THE CAMPUS

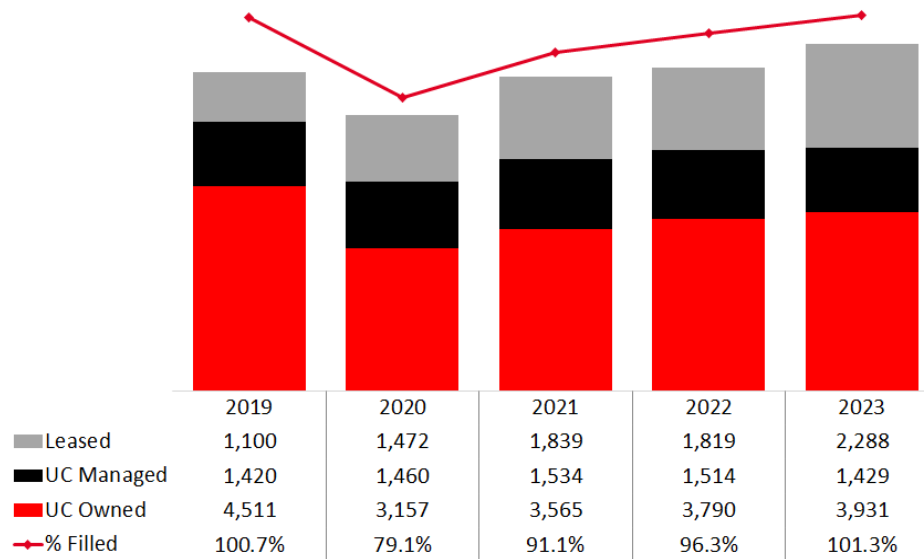
Enrollment Growth

Since 2018, headcount has increased 34%



Residential Growth

Since 2018, capacity has increased 9%



GUIDING PRINCIPLES FOR CAMPUS HOUSING

- Housing will not be the barrier to achieving enrollment growth goals
- Continue growth to meet demand = leasing capacity
 - F13 = 142 leased beds
 - F24 = +2,500 leased beds
- F30 shows an opportunity for more than 10,000 beds



PROJECTS



Renovations

Morgens (Apts) 2013 beds = 479

Scioto (Apts) 2016 beds = 471



New

Marian Spencer (Jr Suite) 2018 beds = 328

PROJECTS



Renovations

Calhoun (Traditional rooms) 2023 beds = 800



Future

Siddall (Traditional rooms) 2024 beds = 500



PROJECT DETAILS



DOWNTOWN
CINCINNATI

Mt. Auburn

LEASED
HOUSING

MARIAN
SPENCER
HALL

UC MAIN
CAMPUS

LEASED
HOUSING

Burnet
Woods

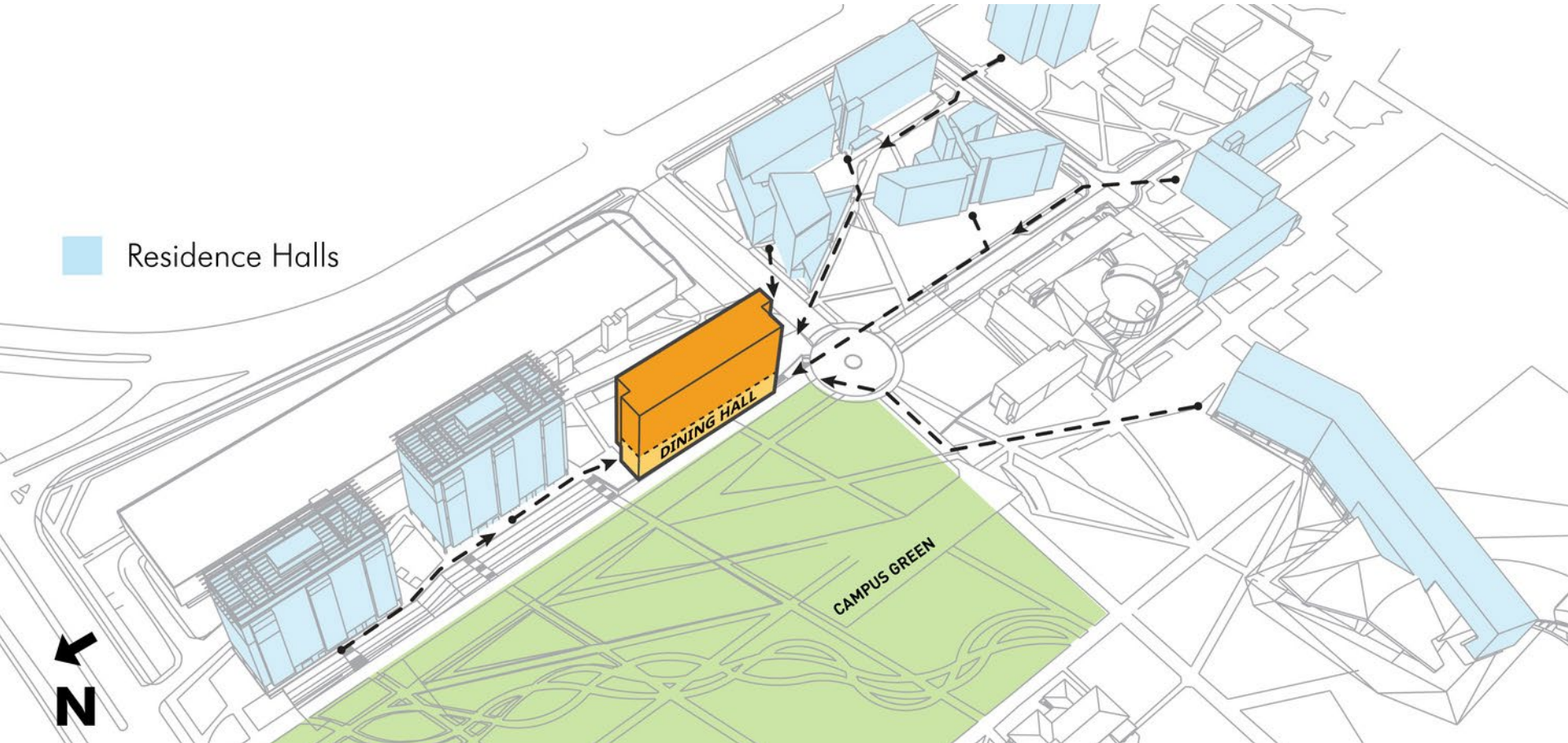


CAMPUS CONTEXT & PLANNING

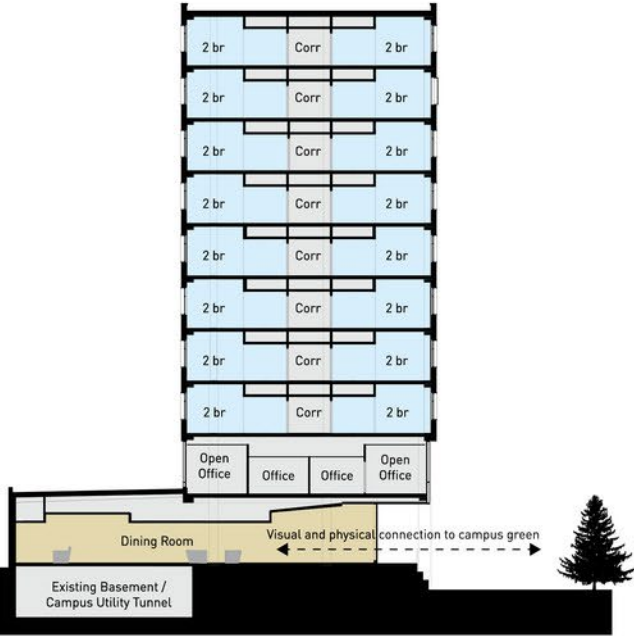
 Residence Halls

DINING HALL

CAMPUS GREEN

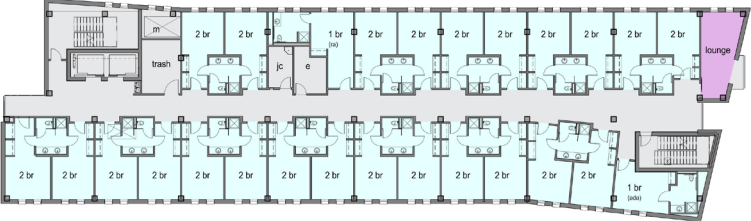


BUILDING ORGANIZATION

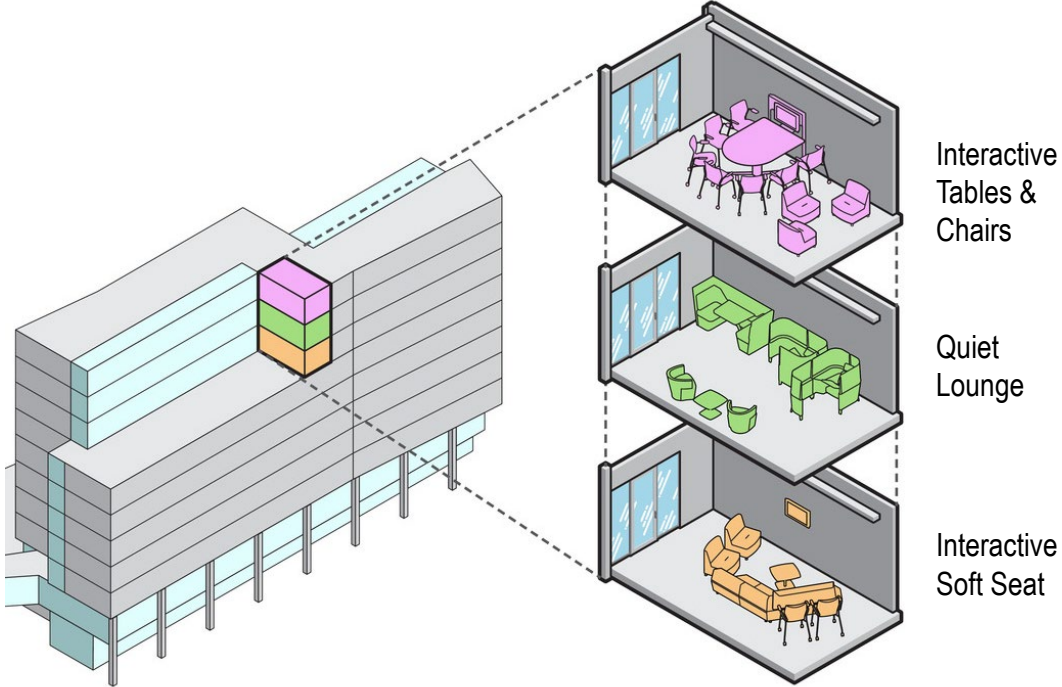


COMMON SPACE STRATEGY

3rd-7th Flrs



8th-10th Flrs



COMMON SPACE TYPES



- Gaming
- Recreation
- Watch Parties
- Working Out



Casual or Focused



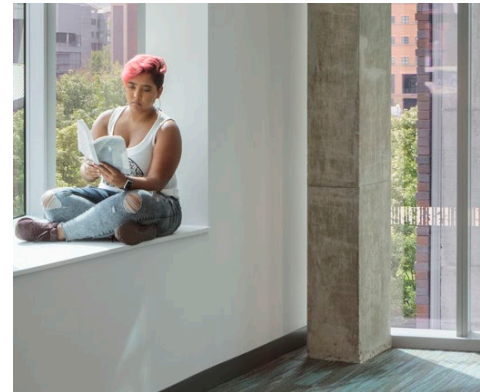
- Deeper Conversation
- Shared Work
- People Watch
- Dining



- Social Groups
- Chats
- Informal Meetups
- Dining



- Preparation
- Meditation
- Relaxation



ANALYTICS - benefits

- **Pereto Principle**
 - 80-20 rule
- **Planning Efficiency**
 - Historical data
 - Pertinent information
- **Nimble**
 - Raw data to action
 - Quickly study ramifications
- **Predictive**
 - Over time more accurate
 - Student success to planning

THE CHRONICLE OF HIGHER EDUCATION We All Need to Be Data People

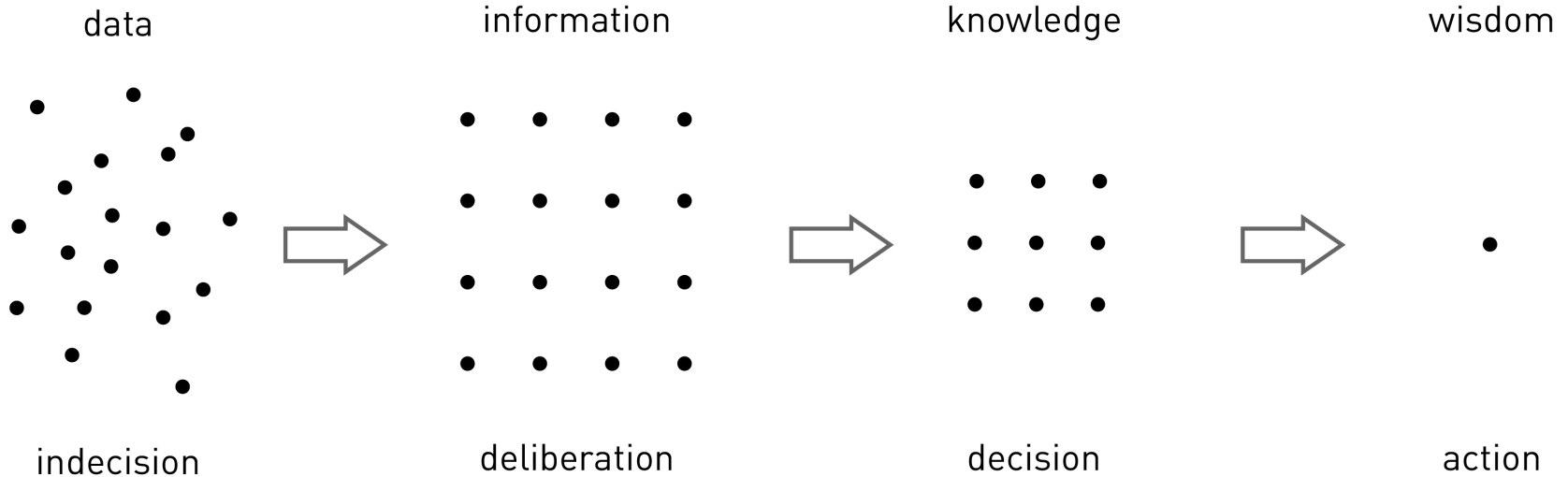
By Archie P. Cubarrubia | OCTOBER 13, 2019 ✓ PREMIUM



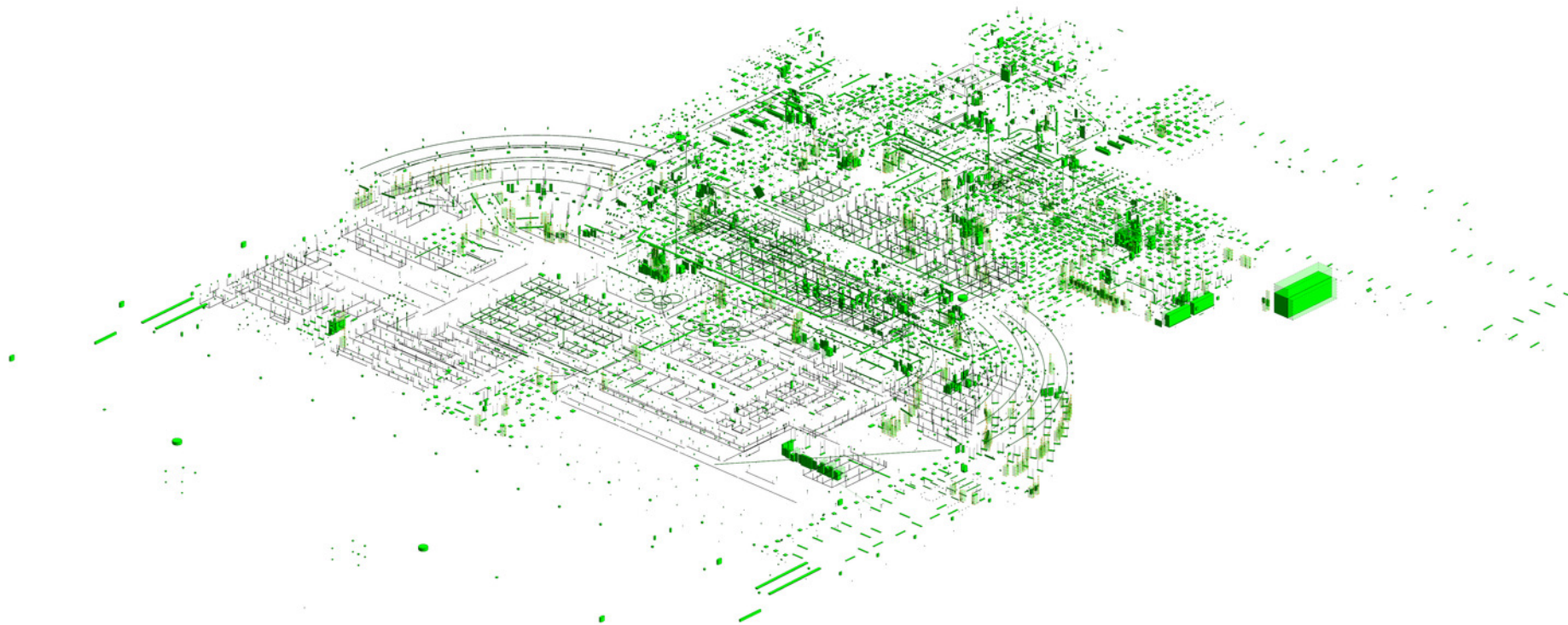
Lincoln Agnew for The Chronicle

TRADELINE

DATA to ACTION - DIKW



DATA / INDECISION



KNOWLEDGE / DECISION – MARIAN SPENCER HALL

Project Type

Renovation

Owner

Miami University

Primary Student Level

All

BuildingGSF

34363 118024

Construction Completion ...

All

Construction Type

All

Bed Count

132 355

Bed Type

All



LIVING

Average NSF

21.70K

0.39

COMMON SPACE

Average NSF

4.54K

0.08

BLDG SUPPORT

Average NSF

28.29K

0.52

Triples 9.02% Singles 10.04%



- Singles
- Doubles
- Triples
- Quads+

17.00M

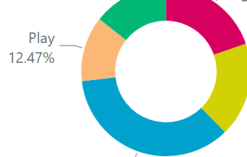
Average of Escalated Construction

Doubles 80.18%

81.57K

Average of \$/BED

Study 14.37% Be 19.68%

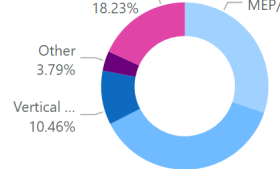


- Be
- Bond
- Gather
- Play
- Study

296.50

Average of \$/GSF ActualEscalated

Average of Progra... 18.23% MEP/T 30.17%



- MEP/T
- Circulation
- Vertical Circul...
- Other
- Average of Pro...

Fixture Count Average

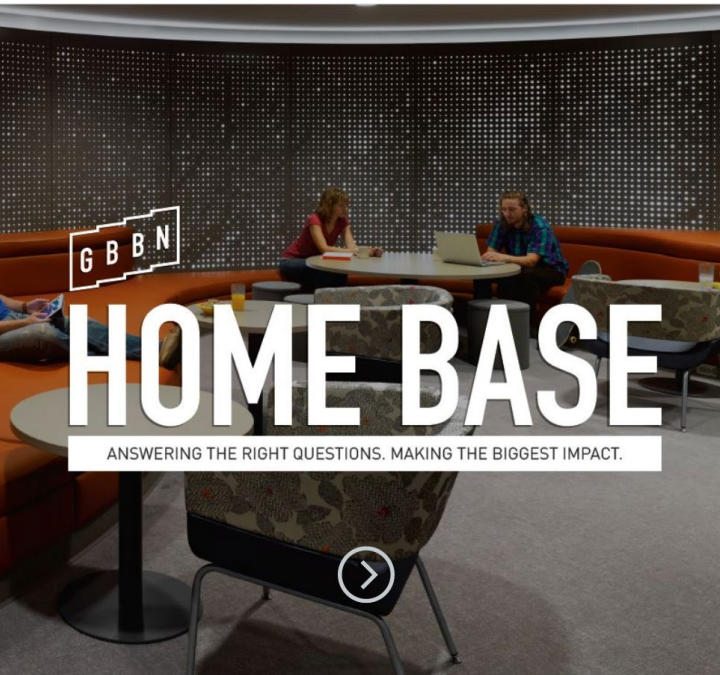
- LAV
- SH
- WC

42.62

32.69

34.62

WISDOM / ACTION – MARIAN SPENCER HALL



LIVING 57,915

	AREA	BED COUNT
TRADITIONALS		0
SEMI-SUITES	46,100	328
SUITES		0
APARTMENTS		0
TOTAL	46,100	328
ASSIGN. NSF/BED	141	
GSF/BED	269	

COMMON SPACE 3,650

	AREA
GATHER	0
BOND	1123.2
PLAY	0
QUIET	842.4
STUDY	842.4

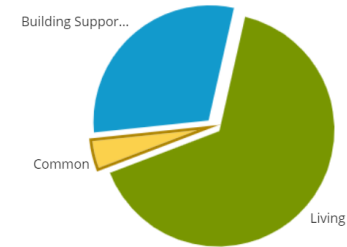
BLDG SUPPORT 26,640

# FLOORS	3
# HOUSES	10.4
NSF STANDARD SUPPORT	20,492
NSF RESTROOM	.#

ADD

%	GSF	
65.6	57,915	Living
4.13	3,650	Common
30.2	26,640	Building Support

88,205 Total GSF



LIVING

46,100 NSF

BEDS

328

TRADITIONALS

0

SEMI-SUITES

328

SUITES

0

APARTMENTS

0

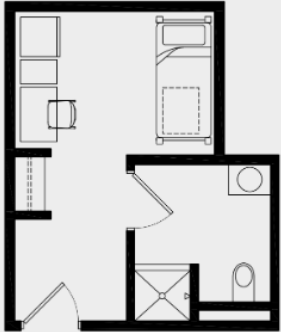
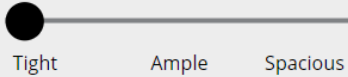
SEMI-SUITES

SEMI-SUITE SINGLE

ROOMS	BEDS	%	AREA
16	16	4.88	3,200

SF/ROOM

200

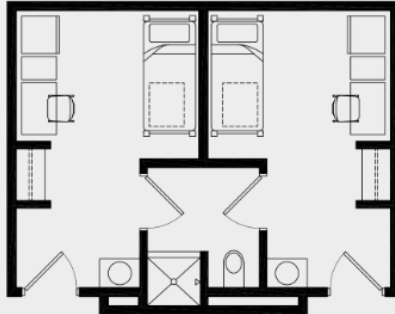


SEMI-SUITE DOUBLE

ROOMS	BEDS	%	AREA
#	0	.00	

SF/ROOM

400

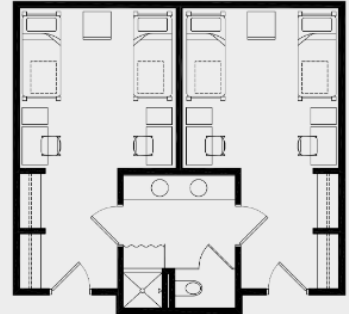
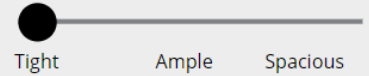


SEMI-SUITE QUAD

AREA	BEDS	%	AREA
78	312	95.12	42,900

SF/ROOM

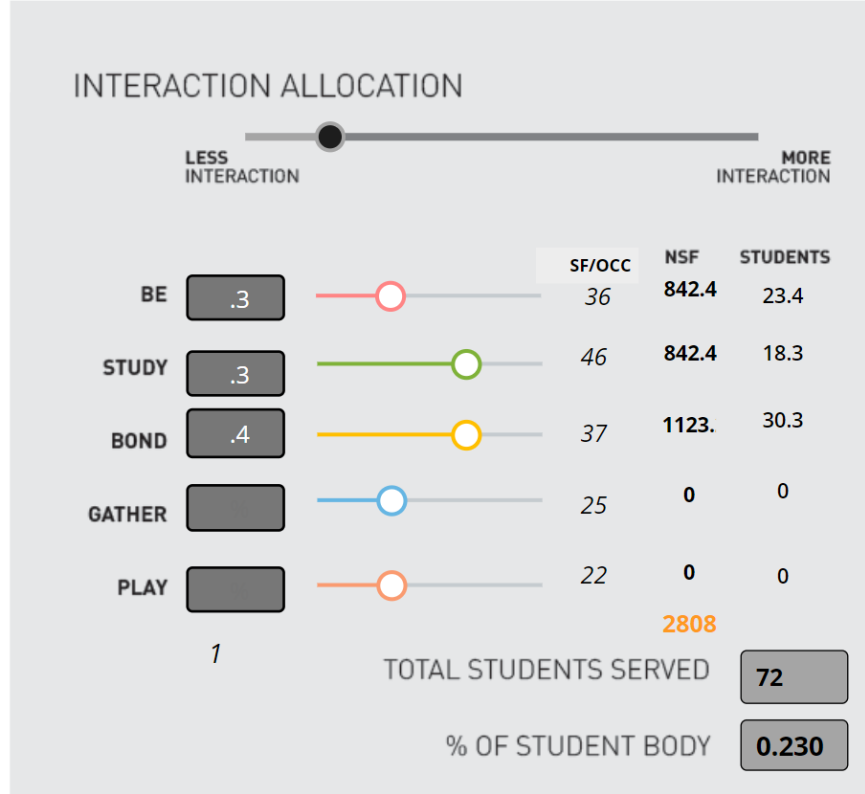
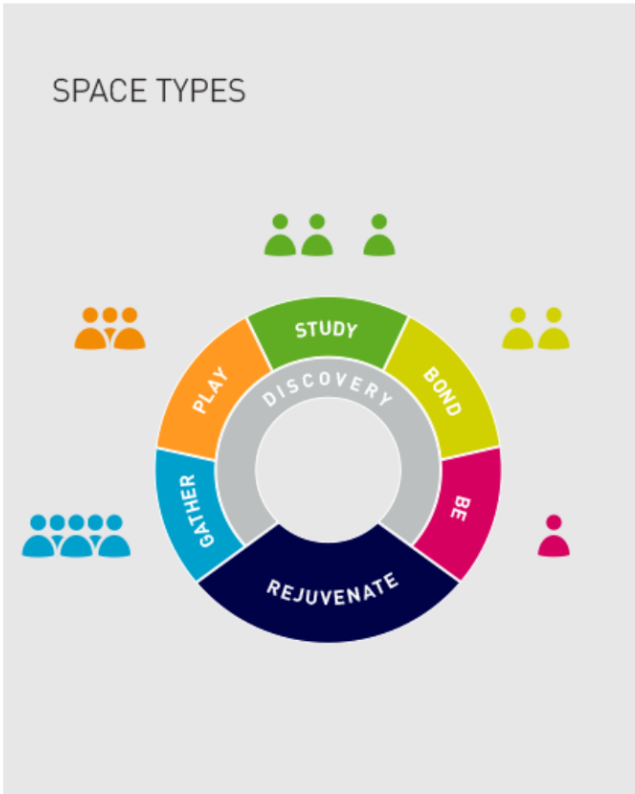
550



COMMON SPACE

2,808 NSF

STUDENT INTERACTION



BLDG SUPPORT

20,492 NSF

METRICS

	SF	QTY	NSF
LOBBY	500	1	500
MAIL ROOM	150	1	150
DELIVERY	100	1	100
JANITOR (CENTRAL)	100	1	100
SGL RESTROOMS	80	7	560
RD OFFICES	150	1	150
STORAGE	300	1	300
LAUNDRY	300	7	2100

	SF	QTY	NSF
STAFF BREAK RM	200	1	200
ELEVATOR LOBBY	100	7	700
JANITOR (FLOOR)	300	7	2100
TRASH	300	7	2100
MEDICAL RR/SH	300	1	300
STAIRS	250	7	1750
ELEVATORS	126	7	882
ELECTRICAL	300	1	300

	SF	QTY	NSF
MECHANICAL	5000	1	5000
TELECOM (CENTRAL)	500	1	500
TELECOM (FLOOR)	100	7	700
MISC	2000	1	2000

20,492

PLUMBING FIXTURE RATIOS

	RATIO	QTY	NSF
WC	1/4	0	0
LAV	1/6	0	0
SHOWER	1/4	0	0

.#

A photograph of two young women sitting on a rooftop terrace. The woman on the left is a Black woman with long dark hair, wearing a black long-sleeved top and a pink patterned skirt, sitting on the floor with her legs crossed. The woman on the right is a white woman with blonde hair in a ponytail, wearing a red t-shirt and black leggings, sitting on a blue yoga mat with her legs crossed. They are both smiling and looking at each other. The background shows a cityscape with various buildings and a clear sky. The text "STUDENT SATISFACTION" is overlaid in the center of the image.

STUDENT SATISFACTION

Resident Satisfaction Survey

New & Renovated Halls start to impact the overall student experience

They score higher on:

- Satisfaction
- Safety and Security
- Staff Impact
- Community Environment
- Diversity/ Inclusivity

More importantly, students recommend living on campus to other students at higher rates = more demand!

Q111 // Overall Evaluation // Regarding your on-campus housing experience, to what degree: Will you recommend living in on-campus housing to new students?

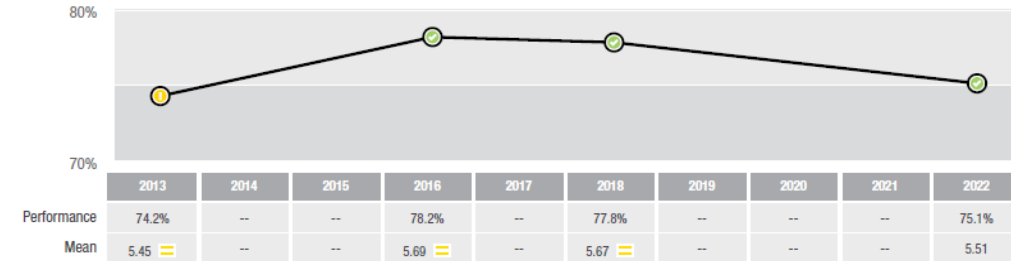
A summary of Q111 is provided. Please visit Skyfactor's Online Reporting to understand how different populations perceive this question.

A comparison of your institution's results with your external benchmarking groups is shown below. In addition to current performance, Skyfactor reports the range of means across the external benchmarking groups and the rank of your institution within those groups.

EXTERNAL BENCHMARKING									
	N	MEAN	STD DEV	MEAN RANGE		RANK	STAT SIG	PERFORMANCE	
				MIN	MAX				
Your Institution	196	5.51	1.52	--	--	--	--	75.2%	✓
Select 6	4,667	5.59	1.70	4.40	6.11	4/7	=	76.5%	✓
Carnegie Class	47,787	5.39	1.74	4.78	6.14	18/50	=	73.2%	!
All Institutions	183,492	5.47	1.71	4.26	6.46	116/271	=	74.5%	!

0 ----- PERFORMANCE ----- 100%

LONGITUDINAL TREND



STUDENT BELONGING & SUCCESS

Fall Term: 2021
 Primary College: (All)
 Award Objective: (All)

Housing by Building: MSpencer Hall
 Housing Owner: UC Owned Housing
 Confirm status: (All)

Retention Status
 ■ Not Retained
 ■ Retained at UC

Retention- UC Housing vs Not UC Housing



Fall Term: 2022
 Primary College: (All)
 Award Objective: (All)

Housing by Building: MSpencer Hall
 Housing Owner: UC Owned Housing
 Confirm status: (All)

Retention Status
 ■ Not Retained
 ■ Retained at UC

Retention- UC Housing vs Not UC Housing



97%

of first-year students who felt valued by their colleges in 2020 said they intended to return the following year.

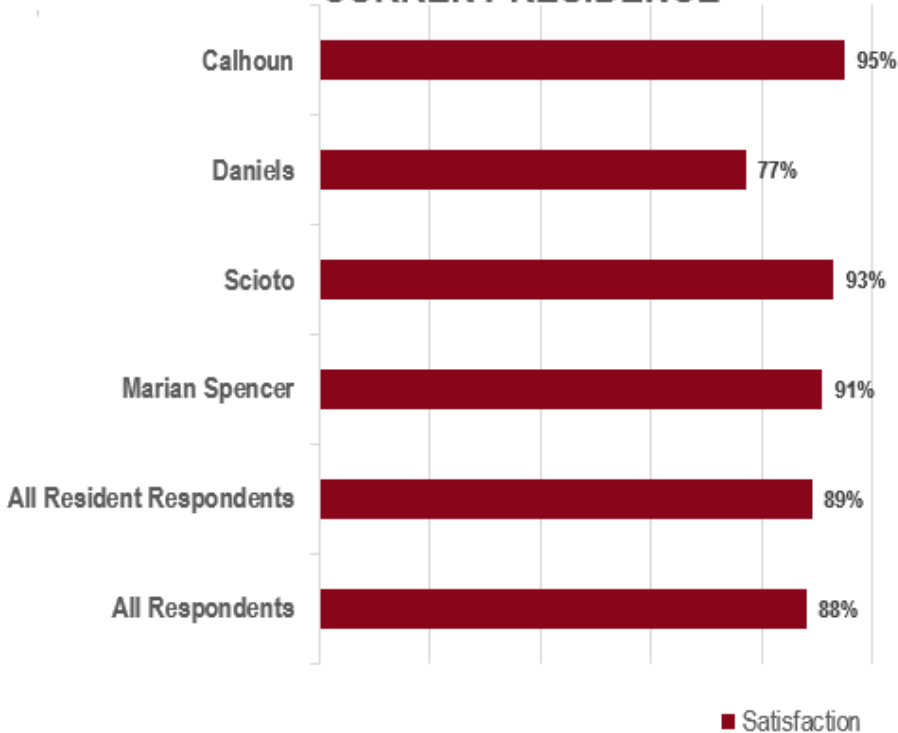
89%

of students who did not feel valued intended to return.

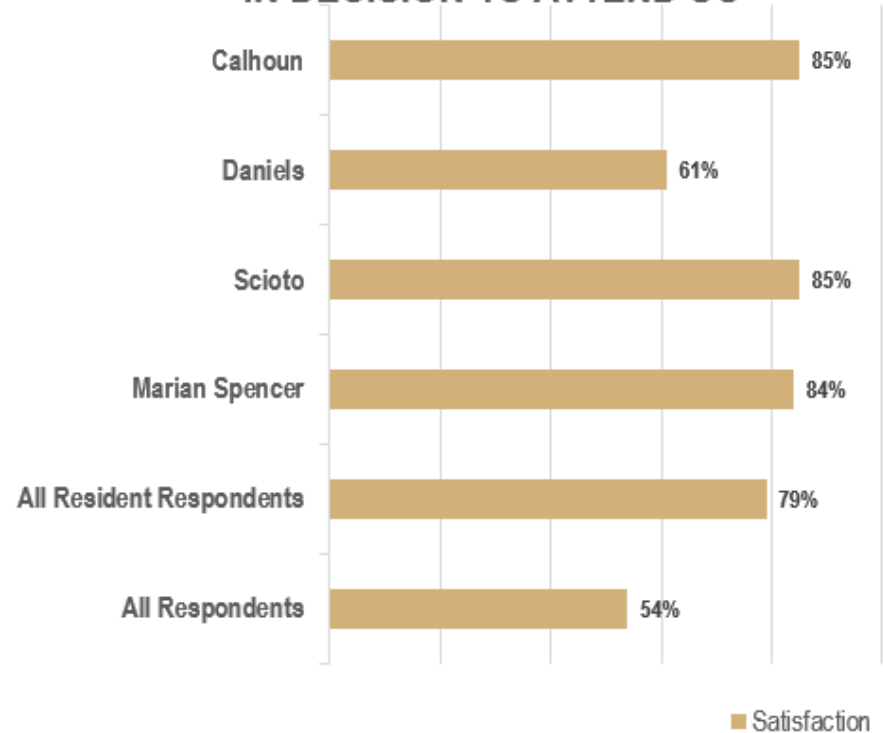
Source: National Survey of Student Engagement (2021). Building a sense of community for all. Engagement Insights: NSSE Annual Results 2020. Credit The Chronicle of Higher Education "Reimagining the Student Experience" 2022

OVERALL SATISFACTION SURVEY RESPONSES BY SELECT HALLS

OVERALL SATISFACTION WITH CURRENT RESIDENCE



IMPORTANCE OF ON-CAMPUS HOUSING IN DECISION TO ATTEND UC



IMPORTANCE + SATISFACTION SURVEY RESPONSES BY SELECT CATEGORIES & HALLS

OVERALL LIVING CONDITION

	IMPORTANCE	SATISFACTION	GAP
Calhoun	96%	90%	6%
Daniels	86%	62%	24%
Scioto	91%	87%	4%
Marian Spencer	95%	92%	3%
All UC-Residents	95%	84%	11%

ACCESS TO LOUNGES + SOCIAL SPACES

	IMPORTANCE	SATISFACTION	GAP
Calhoun	49%	89%	40%
Daniels	44%	73%	29%
Scioto	45%	73%	28%
Marian Spencer	33%	77%	44%
All UC-Residents	42%	67%	25%

OVERALL SENSE OF COMMUNITY

	IMPORTANCE	SATISFACTION	GAP
Calhoun	63%	57%	6%
Daniels	74%	71%	3%
Scioto	64%	60%	4%
Marian Spencer	46%	56%	10%
All UC-Residents	61%	59%	2%

ACCESS TO STUDY + QUIET SPACES

	IMPORTANCE	SATISFACTION	GAP
Calhoun	68%	86%	18%
Daniels	52%	66%	14%
Scioto	59%	65%	6%
Marian Spencer	41%	77%	36%
All UC-Residents	56%	66%	10%



THE TRADELINE 3

1. Longevity of Masterplan – accounting for growth
2. Turning Data into Action – DIKW model
3. Adjusting for Future Preferences – data testing for future

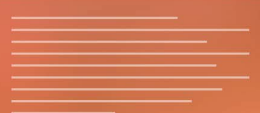
Thank You!

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