

SAN JOSE STATE UNIVERSITY

FINDINGS AND PRINCIPLES



WHAT TO EXPECT

- › Review findings and design principles
- › Solicit feedback
- › Discuss next steps and sacred cows
- › Brainstorm: What's in a name?

PROJECT GOAL

Develop design concepts for a space that inspires students to strive for academic success, and the associated tools to help achieve it.



RESEARCH METHODS

We spent several days on campus observing and talking with students and faculty to better understand the University from their perspective.



Interviews

- Professors
- Students
- Student Support
- Man on the Street

Group Discussions

Campus Tour

Fly-on-the-Wall

Analogous Observation

Internal 'What Do You Know'

WHAT WE SAW

Several themes emerged from our conversations on campus, which we distilled into these four design principles.



FIT MY NEEDS

Give students and faculty flexible spaces to support different modes of interaction. Make it accessible and open when they need it.



FIT MY NEEDS



SUPPORT MULTIPLE MODES

“(We need) a multi-functional facility as opposed to just straight studying.”

“The library’s too quiet, the Union is too loud.”



MAKE SPACES AVAILABLE AT RELEVANT TIMES

“I study at Santa Clara University because they’re open until 2AM.”



ENABLE SPONTANEOUS & FLEXIBLE USE

“It would be nice to have a space for faculty to meet with multiple students ...in our department, we have a closet that we turned into a ‘conference room.’”

Consider...

FIT MY NEEDS



Small scale flexibility, soft boundaries, & alternative postures as in this children's classroom.



Simple niches and hideaways that can accommodate a range of spontaneous uses.

LET ME KNOW

Create constant awareness
of the vast amount of
resources available at SJSU.



LET ME KNOW



CREATE A CENTRAL PLACE (AND METHOD) TO GET INFORMED

"I think it's a really, really good school... a lot of students are missing out on what we have to offer because it's so hard to find out."



KEEP INFORMATION CURRENT, CLEAR, & CONSISTENT

"I felt I got the wrong information from Advising more than once, so now I just ask other students to be sure."

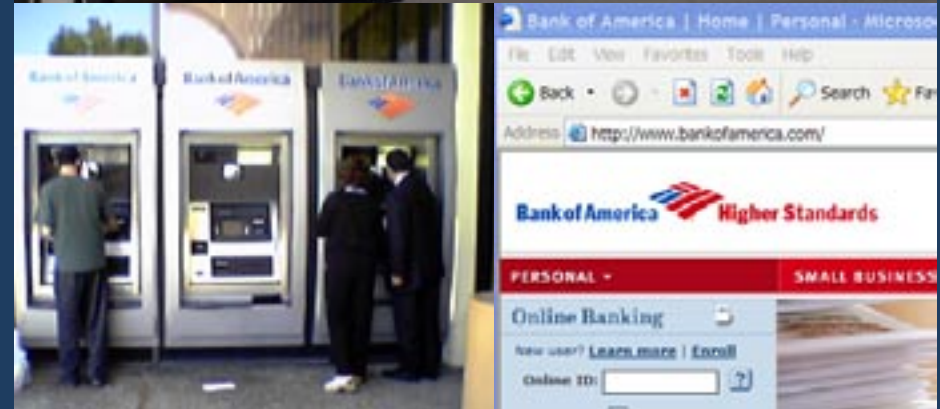


PROMOTE AND SUPPORT DIFFERENT COMMUNICATION CHANNELS

"When I was a freshman, no one really guided me- you have to learn things through trial and error."

Consider...

LET ME KNOW



Concierge-type services with knowledgeable staff, and "Town-Crier" moments to spread the word on a regular basis.

Support multiple access points and modes of communication with a consistent brand message as in the banking industry.

HELP ME CONNECT

Establish an overall sense of SJSU Community that builds upon the pockets that currently exist on campus.



HELP ME CONNECT



FACILITATE PEER CONNECTIONS BEYOND SOCIAL NETWORKS

“You have to join a club or organization in order to find community at San Jose State.”



PROVIDE SPACES TO GROW GROUPS AND COMMUNITIES ORGANICALLY

“College is more than academics, its about being involved and connecting with others.” Students and faculty crave cross-disciplinary interaction but lack means, know-how, or space to foster it .



CREATE A MAGNET TO FOSTER GATHERINGS AND PROMOTE A SENSE OF COMMUNITY

“If the university made a bigger effort to get people involved...make people want to stay on campus... then you’ll get a different feel, and change how everyone feels about the school.”

Consider...

HELP ME CONNECT



Casual, comfortable cafe spaces to extend outside and promote dialogue.



Magnetic spaces that draw you in and host special events.



Cross-discipline discussion alcoves for intellectual debates and forums.

MOTIVATE AND INSPIRE ME

Provide the means and the venues to highlight achievement and foster a sense of campus pride.

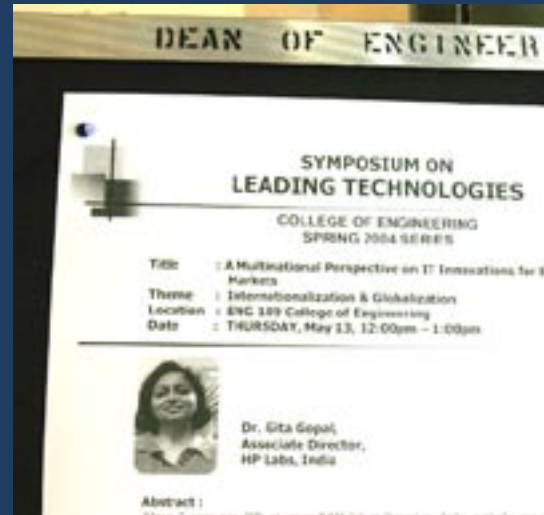


MOTIVATE AND INSPIRE ME



SHOWCASE EXCELLENCE AND CELEBRATE ACCOMPLISHMENTS

There is a desire for venues that generate pride and celebrate achievements of SJSU students, faculty and alumni.



CONNECT TO STUDENTS' HEROES AND ROLE MODELS

Create spaces and programs that enable student interaction with alumni and professionals in their field.



EXTEND THROUGHOUT THE CAMPUS AND BEYOND

Broadcast the message and identity of SJSU, and foster connections between SJSU and the community.

Consider...

MOTIVATE AND INSPIRE ME



Storefront type spaces that celebrate current events and changing exhibits



Famous Alumni/Faculty trading cards.

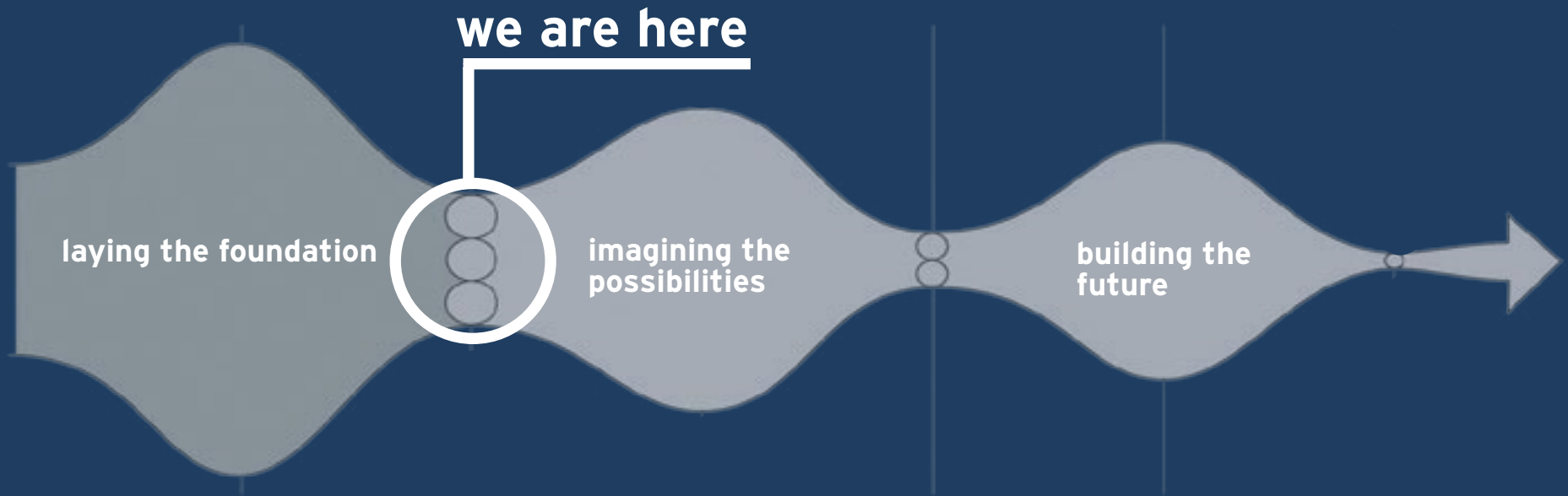


Hosted speaking events with local heroes and/or alumni.

WHAT IT MEANS

The space should be a starting point - a hub that connects the various campus resources. It becomes the credible source for support, information and inspiration.





NEXT STEPS

The next step is to take these principles and this framework as the foundation for generating design concepts.

QUESTIONS?