



# Enhancing and Maintaining Your Institution's Cultural Heritage

## 2009 Southern Regional Conference

OCTOBER 7-9, 2009

DOUBLETREE HOTEL • MEMPHIS, TN (USA)



SCUP'S  
SOUTHERN  
REGION

### United States

- Alabama
- Arkansas
- Georgia
- Florida
- Kentucky
- Louisiana
- Mississippi
- North Carolina
- Oklahoma
- South Carolina
- Tennessee
- Texas

### Outside North America

- Afghanistan
- Bangladesh
- Central America
- eastern Mexico
- India
- Pakistan
- Puerto Rico
- South America
- Virgin Islands
- Caribbean Countries
- Countries of the former Soviet Union
- Middle Eastern Countries (ex. Israel)

## Welcome to Memphis!

Your SCUP Southern Regional Council is very pleased to welcome you to this year's Southern Regional Conference, October 7-9, 2009, at the Doubletree Hotel Downtown in Memphis, Tennessee. The Doubletree is located just two blocks from world-famous Beale Street, with its many restaurants, bars, musical venues and shops, and across the street from the landmark Peabody Hotel, where resident ducks patrol the lobby daily, as well as AutoZone Baseball Park, home of the Memphis Redbirds. The Doubletree is only minutes from FedEx Forum, the entertainment arena and home of the NBA Memphis Grizzlies.

The theme for our 2009 conference is "Enhancing and Maintaining Your Institution's Cultural Heritage." Please share what you know with other attendees as we explore the many aspects of this fascinating subject from diverse higher education institutions. One pre-conference workshop, four plenary sessions and 20 concurrent sessions will provide you with ample opportunities to expand your understanding of this subject and learn how to apply that understanding in light of today's increased expectations, budget reductions and market pressures.

Lest you think your fellow "SCUPers" don't know how to have fun while learning, your conference planning committee and local host have included a number of Memphis-specific cultural outings and social/business networking opportunities each day. Don't miss Wednesday's mid-afternoon tour of historic Rhodes College, with its Collegiate Gothic architecture (especially lovely in the fall); Thursday's evening reception at the enlightening Center for Southern Folklore, and afterward, our nearby "Dine-around" restaurant choices, featuring a variety of Memphis cuisine; and last, but certainly not least, ending on Friday afternoon with our very own tour of Graceland, the storied home of the other King, Elvis Presley.

The legendary culture, history, blues, rock n' roll and pure soul make Memphis on the Mississippi (aka "The River City") an ideal location for our 2009 Regional Conference. Get into the groove of Memphis and join the fun at our annual SCUP Southern Regional Conference this week!

**Tom Woodward**  
Conference Chair

**Todd Dolson**  
Conference Vice Chair  
Program Chair

**Tom Nenon**  
Local Host Chair

Please note—On Wednesday, registration will be held at the Doubletree Hotel, with all other events on Wednesday held at the University of Memphis FedEx Institute of Technology. On Thursday and Friday, all events will be held at the Doubletree Hotel.

# Wednesday, October 7, 2009

11:00 AM–6:00 PM

Pre-Function, Ground Floor, Doubletree Hotel

## Conference Registration

## OPTIONAL WORKSHOP

NOON–3:00 PM

University of Memphis FedEx Institute of Technology—  
Fishbowl

### Sustainable Practices in New and Existing Buildings

Dan Estes, President, Weaver Cooke Construction; Robert Gunn,  
Principal, Clark Nexsen Architecture & Engineering

Attendees will gain an understanding of how sustainable practices can be implemented in programming, design, construction, and operation in both new and existing buildings whether or not the project is applying for LEED Certification. Using case studies from major regional public universities like the University of North Carolina at Wilmington and Virginia Tech and private universities like Duke University, specific applications and outcomes will be addressed. The LEED EB (Leadership in Energy and Environmental Design—Existing Buildings) process will also be explored through a new comprehensive approach that is being developed by a private consortium of design and construction professionals in association with non-profit energy audit organizations. Since USGBC and the LEED Certification System are becoming the industry standard for independent performance measurement, all avenues of LEED in higher education including LEED for New Construction, LEED for Existing Buildings, LEED for Core and Shell, and LEED for Commercial Interiors.

## OPTIONAL TOUR

3:30 PM–5:00 PM

### Rhodes College Tour

Rhodes was founded in 1848 as Masonic College in Clarksville, TN. It moved to Memphis as Southwestern University in 1925 and was renamed Rhodes College in 1984. The Memphis campus has four original buildings constructed in 1925. It consists of approximately 100 acres in a residential neighborhood of midtown Memphis adjacent to Overton Park and the Memphis Zoo. There are now approximately 50 buildings; each one (including the guard shacks at the entrances) is constructed of Arkansas field stone, carved limestone, and Vermont slate in Collegiate Gothic style. The campus is enclosed by an iron fence, and all entrances are controlled. Thirteen buildings and two permanent gateways are on the National Register of Historic Places. Influential campus architects include Henry Hibbs, Charles Kaudner, H. Clinton Parent, and more recently the firm of Hanbury, Evans, Wright, and Vlattas.

Departs from Doubletree hotel and will end at the University of Memphis in time for the New Member reception and the Opening Plenary. Please note that the Rhodes College Tour costs \$30.

## AIA Continuing Education Credits



SCUP is a registered provider of continuing education units from the American Institute of Architects. As an AIA member, you are eligible to earn continuing education units for attending selected plenary and concurrent sessions at this conference. AIA forms for this conference will be available at the SCUP registration desk.

## NEW MEMBER RECEPTION

5:00 PM–6:00 PM

University of Memphis FedEx Institute of Technology—  
Methodist Presentation Theater

## OPENING PLENARY SESSION

6:00 PM–7:00 PM

University of Memphis FedEx Institute of Technology—  
The Zone

Shirley Raines, President, University of Memphis

Dr. Raines will discuss how a leader links language and planning to bring change to the culture of an institution.

## WELCOME RECEPTION

7:00 PM–8:30 PM

University of Memphis FedEx Institute of Technology—  
The Zone Lobby

Enjoy hearty hors d'oeuvres and a cash bar while greeting old friends and welcoming new SCUP members and visitors.

Drink tickets, for beer and wine at the reception, will need to be purchased in advance when you check in at registration at the Doubletree. Drink tickets will not be sold at the reception since monetary transactions are prohibited on the campus of the University of Memphis.

## PROGRAM AT-A-GLANCE

### Wednesday, October 7, 2009

11:00 AM–6:00 PM	Conference Registration
NOON–3:00 PM	Optional Workshop
3:30 PM–5:00 PM	Optional Tour
5:00 PM–6:00 PM	New Member Reception
6:00 PM–7:00 PM	Opening Plenary Session
7:00 PM–8:30 PM	Welcome Reception

### Thursday, October 8, 2009

7:30 AM–4:30 PM	Conference Registration
7:30 AM–8:30 AM	Continental Breakfast
8:30 AM–9:45 AM	Interactive Plenary Session
10:00 AM–12:15 PM	Concurrent Sessions
12:15 PM–2:00 PM	Lunch and Leadership Panel
2:15 PM–4:30 PM	Concurrent Sessions
5:00 PM–7:00 PM	Reception (at Center for Southern Folklore)
7:00 PM	Dine-Arounds

### Friday, October 9, 2009

7:30 AM–2:30 PM	Conference Registration
7:30 AM–8:30 AM	Continental Breakfast
8:30 AM–NOON	Concurrent Sessions
NOON–2:00 PM	Lunch and Closing Plenary
2:00 PM–5:00 PM	Optional Tour

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# Thursday, October 8, 2009

All events on Thursday will take place in the Doubletree Hotel.

7:30 AM–4:30 PM  
Pre-Function, Ground Floor  
**Conference Registration**

7:30 AM–8:30 AM  
Adams/Beale, Ground Floor  
**Continental Breakfast**

## INTERACTIVE PLENARY SESSION

8:30 AM–9:45 AM  
Adams/Beale, Ground Floor

### **Institutional Culture—**

#### **How to Identify, Change, and Celebrate**

K. Watson Harris, Director, Academic Technology Planning & Projects  
ADA Campus Coordinator, Middle Tennessee State University  
Institutional culture is often defined as organizational structure, enacted environment, values, and traditions of the institution. Each institution may have various cultures, but one will tend to be dominant. Understanding these institutional cultures helps us make sense of what is going on around us and why leaders do what they do. Once understood, we can communicate and make decisions in ways to complement or change the institutional culture. Those who choose to ignore these clues are often unsuccessful in their efforts, may feel disconnected from the institution, or may be terminated. Join us in this interactive plenary to identify your institution's dominant culture, explore characteristics of four culture groups, and discover strategies to prosper in each.

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9:45 AM–10:00 AM BREAK AT PRE-FUNCTION, GROUND FLOOR

## CONCURRENT SESSIONS

10:00 AM–11:00 AM  
Desoto, Mezzanine

### **Adopting The National Incident Management System (NIMS): One University's Experience**

Teresa Hartnett, Director, Administration & Business Analysis, The University of Memphis; Shelby Slater, Emergency Preparedness Coordinator, University of Memphis

The University of Memphis has made a significant commitment to comprehensive emergency management. A key component of this program is the incorporation of the National Incident Management System (NIMS), which has become the standard for emergency management across the country. After a brief discussion of the university and its cultural heritage, this session will introduce participants to NIMS and discuss lessons learned from the integration of this highly structured approach with the decentralized, collegial culture that typifies a university.

Convener: Charles Abraham, Director, Programming, Broaddus & Associates, Inc.

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Continuing Education Credits: AIA/HSW 1.0 unit

10:00 AM–11:00 AM  
Gayoso, Second Floor

### **Engaging the Past as the Key to the Future: Texas A&M University-Kingsville's Heritage**

Stephen Coulston, Vice President, Planning, Broaddus & Associates, Inc.; Marilyn Fowle, Vice President, Finance & Administration, Texas A & M University-Kingsville; Christopher Rice, Director, Planning, Broaddus & Associates, Inc.

As one of the oldest and most famous state universities in South Texas, Texas A&M University-Kingsville (TAMUK) is undergoing a process of cultural rediscovery in order to reinvent itself as a world-class institution. Alongside other University initiatives, the recently completed Campus Master Plan is providing TAMUK an opportunity to reconnect with its local community and regional stakeholders, relearn its distinctive, proud traditions, and utilize its rediscovered heritage as both a compass and springboard for future development.

Convener: Felita Williams, Assistant Vice Chancellor, Academic Planning, Board of Regents of the University System of Georgia

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11:00 AM–11:15 AM BREAK AT PRE-FUNCTION, GROUND FLOOR

11:15 AM–12:15 PM  
Chelsea, Ground Floor

### **Clark Atlanta University—Cultural Roots**

Lily del Berrios, Principal, Sizemore Group; Michael Lacour, Vice President, Management Services, Clark Atlanta University  
Clark Atlanta University's rich culture is rooted in its background as a private historically black university supported by the United Methodist Church. It has reinforced that heritage at the heart of its mission and culture: education, research, social work, media and music. Further, it reaches out through community programs, one of the best jazz stations in the city, and a nationally recognized marching band. CAU lives and carries into the community the culture it teaches. This session will illustrate why, what and how they do it.

Convener: Jolene Knapp, Executive Director, Society for College and University Planning

11:15 AM–12:15 PM  
Gayoso, Second Floor

### **Preserving a College's Legacy Can Inform Its Commitment to Sustainability**

Sean Garman, Perkins+Will; Eddie Hueston, Director of Facilities, Richland College; Richard Miller, Associate Principal, Perkins & Will Inc.  
Richland College has always been keenly aware of its unique natural environment and its inherent responsibility to serve as an environmental steward. Join us for an in-depth look at three issues shaping Richland College's campus commitment to sustainability through its new registered LEED Platinum science building:

- Embracing change without changing; 1960's era modern campus vernacular re-imagined in new sustainable practices,
- Establishing sustainable tenets; what is important to you.
- Managing your budget; making smart choices early realizes sustainable success.

Convener: Shawn Sowers, Project Architect, Flad Architects

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Continuing Education Credits: AIA 1.0 unit

11:15 AM–12:15 PM

Desoto, Mezzanine

### **Three Campuses, One Mission:**

#### **Planning for M.D. Anderson Cancer Center**

Stephen Coulston, Vice President, Planning, Broaddus & Associates, Inc.; Susan Lipka, Associate Vice President for Capital Planning & Asset Management, The University of Texas M.D. Anderson Cancer Center; Christopher Rice, Director, Planning, Broaddus & Associates, Inc. The University of Texas M.D. Anderson Cancer Center (MDACC), among the world's leading cancer treatment and research institutions, most recently responded to its growing space needs with its Mid and South Campus Master Plans. This major expansion is a part of MDACC's growth and evolution over many years, and poses a difficult question: How does an institution retain its character and connectivity while accommodating growing support and research functions on two separate tracts of land outside its traditional Main Campus?

Convener: John Russell, Director, Facilities Planning & Construction, Angelo State University

Continuing Education Credits: AIA/HSW 1.0 unit

## **LUNCH AND LEADERSHIP PANEL**

12:15 PM–2:00 PM

Adams/Beale, Ground Floor

### **Lunch and Leadership Panel:**

#### **The Role of Cultural Heritage in Higher Education**

Pat Clubb, Vice President, University Operations, The University of Texas at Austin; Gary Hauk, Vice President & Deputy to the President, Emory University; Michael Johnson, Associate Vice Chancellor, Facilities, University of Arkansas Main Campus; Mark Stansbury, Senior Vice President, Institutional Advancement, LeMoyné-Owen College; Claire Turcotte, Society for College and University Planning (Moderator) This panel will discuss the cultural heritage of their respective institutions and how it shapes and defines the institution. Participants will identify their institutions' celebrated cultural heritage and discuss their efforts to maintain their unique cultural heritage even in the face of economic and societal challenges. How does that heritage define the identity of an institution or provide a sense of place and continuity regardless of time? How does this heritage resonate in school pride and school spirit? How is this pride maintained, encouraged and demonstrated within the culture of the institution? How does an institution maintain its culture in the face of construction which may threaten or change historic resources? How does new leadership come to understand the heritage and its significance within the university community and the community at-large?

Continuing Education Credits: AIA/HSW 1.5 units

### **2:00 PM–2:15 PM BREAK AT PRE-FUNCTION, GROUND FLOOR**

#### **BRING SCUP'S PLANNING INSTITUTE TO YOUR CAMPUS**

Learn how the process of integrated planning can change your institution. Soon you'll be agreeing with campuses that reported learning . . .

- how to create collaboration and teamwork . . .
- more wholistic planning . . .
- how to implement change . . .

Find out how your institution can benefit from the planning institute!

Contact Phyllis Grummon at [phyllis.grummon@scup.org](mailto:phyllis.grummon@scup.org).

## **CONCURRENT SESSIONS**

2:15 PM–3:15 PM

Chelsea, Ground Floor

### **Building a Greek Community—**

#### **Embracing a Campus' Cultural Heritage**

Henry Cantwell, Project Manager, Niles Bolton Associates; Christopher Fortner, Landscape Architect, Niles Bolton Associates; Melanie McClellan, Vice President, Student Affairs & Enrollment Management, and Dean of Students, University of West Georgia The University of West Georgia looked to improve the university experience for its commuter and residential students by changing the perception that UWG was just a place where you attend classes. One way they combated this perception was by creating a Greek Village that brought together diverse Greek organizations that were once dispersed across the campus and the city.

Attendees will gain knowledge on how institutions can bring together various organizations with differing backgrounds and bring them together, improving the university experience for the entire student body.

Convener: Bill Bland, Vice President, Choate Construction Company

Continuing Education Credits: AIA/SD 1.0 unit

2:15 PM–3:15 PM

Desoto, Mezzanine

### **Educator, Patriot, American Statesman:**

#### **The Sam Houston [State University] Story**

Marie Hoke, Principal, WHR Architects; Douglas Kozma, Principal, JJR; Walter Woodward, Curator of Collections, Sam Houston Memorial Museum

Sam Houston State University is realigning its physical resources for a culturally sustainable future. This session will explore the integrated master plan for the Huntsville campus through the lens of history, cultural traditions, unprecedented enrollment pressure, and facilities expansion. How is the university balancing its heritage and identity with the second largest growth rate in the state of Texas? The presentation will discuss the historic and cultural ramifications of facilities growth, program demands and expectation to maintain campus/community traditions.

Convener: Cynthia Holt, Marketing and Communications Consulting

Continuing Education Credits: AIA/HSW/SD 1.0 unit

2:15 PM–3:15 PM

Gayoso, Second Floor

### **Integrated Planning at an Urban University:**

#### **Balancing Approaches to Change**

David Cox, Executive Assistant to the President, The University of Memphis

The University of Memphis has transitioned from a normal school with a focus on workforce training to a Carnegie classification research university. The challenges of that transition and the institution's changing role required the balancing of region-critical workforce training needs with research, and incorporated internal/external change strategies. After a brief discussion of the university and its history, this session introduces participants to the planning processes at the UofM and discusses lessons learned as the planning challenges continue to be addressed.

Convener: Nancy Nusbaum, Associate Vice President, Finance & Support Services Planning, Texas State University-San Marcos

### **3:15 PM–3:30 PM BREAK AT PRE-FUNCTION, GROUND FLOOR**

3:30 PM–4:30 PM

Desoto, Mezzanine

### **Campus Heritage of Service Learning and Sustainability— Warren Wilson College**

Paul Braese, Director of Facilities Services and Technology  
Warren Wilson College in Swannanoa, NC, has a unique place in higher education. One of the few institutions that require all students to work on campus as well as in the community, they also practiced sustainability before it was a word. Learn how this sustainability heritage has led to “Leading School for Waste Reduction and Recycling” in NWF Campus Ecology’s “Campus Environment 2008: A National Report Card on Sustainability in Higher Education” ranking as well as many LEED Certified buildings.

Convener: Robert Gunn, Principal, Clark Nexsen Architecture & Engineering

Continuing Education Credits: AIA/HSW/SD 1.0 unit

3:30 PM–4:30 PM

Chelsea, Ground Floor

### **Georgia Tech’s Award Winning Landscape Master Plan & New Cistern/Irrigation Master Plan**

Anne Boykin-Smith, Master Planner, Georgia Institute of Technology;  
W. Robinson Fisher, Ecological Designer, Robinson Fisher Associates  
Ecological Design; Howard Wertheimer, Director, Capital Planning &  
Space Management, Georgia Institute of Technology  
Georgia Tech’s Landscape Master Plan was recently recognized by the Georgia Chapter of the ASLA and the SCUP National Design Awards Committee for its environmental and ecological significance, with additional recognitions from the National Wildlife Federation and the Princeton Review. A Cistern Master Plan is currently underway, adding to our sustainability repertoire. Tech’s architectural heritage and traditions lend itself to being a leader in sustainability. Learn more about Georgia Tech’s strategic vision for the future and its path for implementation.

Convener: Jamie Collins, SCE

Continuing Education Credits: AIA/HSW/SD 1.0 unit

3:30 PM–4:30 PM

Gayoso, Second Floor

### **Old Tradition, New Dimension:**

#### **Growing a Multi-Disciplinary Health Science Program**

Charles Abraham, Director, Programming, Broaddus & Associates, Inc.;  
Barbara Covington, Senior Planning Consultant, Broaddus & Associates,  
Inc.; Nancy Nusbaum, Associate Vice President, Finance & Support  
Services Planning, Texas State University-San Marcos

At this time in our nation, there is unprecedented growth in the need for training of professionals in health sciences. Texas State University-San Marcos has a long tradition of educating health professionals. The challenge to meet today’s professional and clinical needs of the many healthcare disciplines is daunting. However, Texas State-San Marcos has risen to that challenge. They’ve expanded their offerings in the health sciences by starting a new nursing program. We’ll explore how the institution has built on the strengths of their health science program to add this new dimension.

Convener: Monica Hardy, Project Manager, Pfluger Associates Architects, L.P.

Continuing Education Credits: AIA 1.0 unit

## **RECEPTION**

5:00 PM–7:00 PM

The reception will be held off site, at the Center for Southern Folklore

The Center for Southern Folklore ([www.southernfolklore.com](http://www.southernfolklore.com)) is a private, non-profit organization dedicated to documenting and presenting the people, music and traditions of the Memphis/Delta Region. It provides an important cultural resource based upon the experiences, music, lifestyles, arts, and foods of the men and women, young and old, who’ve shared their stories with the Center since the early 1970s.

The Center has created films, recordings and exhibits, and produced festivals and events that provide snapshots of the changing South. It has collected images, sounds, and artifacts to preserve and share this heritage. It uses many venues and lots of equipment to make this happen: from 16 mm films to digital media, from long-playing records to sound files, from typewriters to computers. Yet, its goal has always been the same: to make “the South” available for access and understanding by future generations.

Join us for a fun social outing in downtown Memphis, near the Doubletree Hotel, and close to our restaurant “dine-around” choices.

## **DINE AROUNDS**

7:00 PM

Plan to informally meet and relax with fellow conference attendees and enjoy good food at one of downtown Memphis’ fabulous restaurants. Participants are responsible for their own transportation to and from the restaurant and for purchasing their own food and beverages during the evening. Make your plans today by visiting our Attendees’ Corner web site.

### **MARK YOUR CALENDARS FOR TWO SUSTAINABILITY-FOCUSED WEBCASTS**

October 21, 2009

**Celebrate Campus Sustainability Day 7 with  
“Sustainability Strategies for Vibrant Campus Communities”**  
1:00 PM EST

[www.scup.org/page/profdev/notravel/2009/csd/7](http://www.scup.org/page/profdev/notravel/2009/csd/7)

November 19, 2009

**Investigate cutting-edge learning environment projects—  
examples of carbon-neutral (and beyond) architecture—  
with “Carbon Neutral Campus Architecture:  
Climate Specific Design and Innovation”**  
1:00 PM EST

[www.scup.org/page/profdev/notravel/2009/carbonneutral](http://www.scup.org/page/profdev/notravel/2009/carbonneutral)



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# Friday, October 9, 2009

All events on Friday will take place in the Doubletree Hotel.

7:30 AM–2:30 PM  
Pre-Function, Ground Floor  
**Conference Registration**

7:30 AM–8:30 AM  
Adams/Beale, Ground Floor  
**Continental Breakfast**

## CONCURRENT SESSIONS

8:30 AM–9:30 AM  
Chelsea, Ground Floor

**A Commitment for the Next Century:  
Duke University and the Climate Change Initiative**  
Ruth Bonsignore, Senior Vice President Transportation Systems, Vanasse Hangen Brustlin, Inc.; Tavey Capps, Environmental Sustainability Director/Office of the Executive VP, Duke University  
As a signatory to the ACUPCC, Duke University is committed to undertake an inventory for University related greenhouse gas emissions (GHGs) and to then prepare a climate action plan (CAP) which outlines action steps to achieve carbon neutrality. As a key element of its CAP, Duke is evaluating its transportation systems so as to reduce GHG emissions. The session will present the process and methodology used in determining cost-effective GHG-reduction measures.

Convener: Michael Watson, Principal, Watson Tate Savory  
Continuing Education Credits: AIA 1.0 unit

8:30 AM–9:30 AM  
Desoto, Mezzanine

**Border Fence Challenge:  
Unpredictable Added Value of Broad Based Planning**  
Veronica Mendez, Assistant Vice President, Construction, The University of Texas at Brownsville; Wayne Moore, Special Assistant to the President, The University of Texas at Brownsville  
Administrators and planners will learn a practical and unpredictable value of establishing and implementing campus values and master planning guidelines based on faculty, student, and community participation.

The presentation focuses on the challenges of maintaining the campus culture and mission reflected in the master planning guidelines in the face of a proposal by the Department of Homeland Security to build an 18 foot steel fence on a bi-national/bicultural campus located on the border of Mexico and a National Historic Site.

Convener: Joan Creviston, Director, Business Development, HDR CUH2A

8:30 AM–9:30 AM  
Gayoso, Second Floor

### **Celebrating the Cultural Landscape Heritage of Mills College**

Robert Sabbatini, Planner & Designer, Robert Sabbatini AICP ASLA  
How do campus planners identify which historic resources are important for guiding future campus improvements? The use of significant historic resources is integral to sustainable planning and design. This landscape heritage plan for Mills College, funded by the Getty Foundation, identifies the values of the College founders and how these were expressed by nationally recognized landscape architects and architects over 150 years. The result is a campus environment that expresses the unique identity of the institution.

Convener: Mary Ann La Fleur, Director, Institutional Research & Planning, University of the Virgin Islands

Continuing Education Credits: AIA/HSW/SD 1.0 unit

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### **9:30 AM–9:45 AM BREAK AT PRE-FUNCTION, GROUND FLOOR**

9:45 AM–10:45 AM  
Gayoso, Second Floor

### **Culture and Heritage Used as a Catalyst for Academic Change**

Carol Brown, President, North Country Community College; Terry Hajduk, Vice President for Learning Environments Education Studio, HKS, Inc.

Eastfield Community College of Dallas, Texas began creating its future on February 5, 2009 by opening its new Learning Center. Applying the core belief that “Human beings are designed to be learning machines” (Buckminster Fuller), the college community and architectural team challenged and examined the 30-year-old Eastfield culture and heritage. Planners, designers and academics will be exposed to the process and outcomes of this transformational project. The attendees will be engaged in assessing this unique learning environment.

Convener: Anne Boudreau, Associate, HKS Architects, Inc.

Continuing Education Credits: AIA 1.0 unit

9:45 AM–10:45 AM  
Desoto, Mezzanine

### **Family, Culture and History— A New Student Life Philosophy for UTB/TSC’s Campus Housing Master Plan**

Veronica Mendez, Assistant Vice President, Construction, The University of Texas at Brownsville; Christopher Rice, Director, Planning, Broadus & Associates, Inc.

Rich in Hispanic culture and historic buildings, UTB/TSC looked to meet the demands for additional student housing by expanding their campus while maintaining the architectural character and tradition of the campus. This presentation will focus on the decisions made during the master planning process that helped the University establish a new student life philosophy and create a vision that connected it both historically and physically to the campus, while reflecting the cultural precedence set by the historic downtown district of Brownsville.

Convener: Wanda Dunaway, Director, Business Development, Balfour Beatty Construction

Continuing Education Credits: AIA/HSW/SD 1.0 unit

9:45 AM–10:45 AM  
Chelsea, Ground Floor

### **The Power of Place on Campus**

Earl Broussard, President, TBG Partners

Colleges and universities are products of history and tradition—and so are their campuses, within which there are places of extraordinary significance. These special, transformational and even sacred spaces on the campus landscape should never be overlooked, for their role in bonding students to universities is highly influential. The audience will learn how to identify on-campus sacred spaces, enhance them and even create new ones, and their pertinent role in conveying and enhancing university culture.

Convener: Glenn Thompson, Business Development Manager, W. M. Jordan Company, Inc.

Continuing Education Credits: AIA 1.0 unit

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### **10:45 AM–11:00 AM BREAK AT PRE-FUNCTION, GROUND FLOOR**

11:00 AM–NOON  
Chelsea, Ground Floor

### **Motivating Faculty to Employ Course Redesign**

Joanne Gikas, Academic Technology Consultant, The University of Memphis; E J (Sandy) Schaeffer, Director, Advanced Learning Center, The University of Memphis; Steve Terry, Director, University Projects and Technology Utilization, The University of Memphis

This session will describe the “Summer Course Redesign Fellowship Program” that was recently initiated at the University of Memphis. This program has similarities to the national Pew funded Program in Course Redesign [www.center.rpi.edu/PCR.htm](http://www.center.rpi.edu/PCR.htm)

This new program at our university has already proven to be an effective way to motivate faculty to redesign “at risk” courses. Selected faculty worked with teaching and learning professionals to incorporate best practices in the use of new technologies and pedagogies to improve student success.

Convener: Lisa Roberson, Client Relations Manager, Newcomb & Boyd

11:00 AM–NOON  
Desoto, Mezzanine

### **Preserving Gothic Heritage on a Public and a Private University Campus**

Robert Gunn, Principal, Clark Nexsen Architecture & Engineering; Dixon Hanna, Associate Provost, Academic Planning, Resources & Space, Virginia Polytechnic Institute and State University

Duke University and Virginia Tech are two major research university campuses whose place in higher education has been defined to a large extent through the strength of its Gothic campus architecture. The preservation of two major Gothic structures on each campus through comprehensive renovation presented many challenges which were met through careful design, creative planning, and conscientious construction. This presentation will explore the issues faced and lessons learned by each institution and its design and construction team along the way.

Convener: William Dolson, Design Principal, Leo A Daly

Continuing Education Credits: AIA/HSW 1.0 unit

11:00 AM–NOON  
Gayoso, Second Floor

### **UTexas Stadium Growth as an Extension of the Campus Culture**

Pat Clubb, Vice President, University Operations, The University of Texas at Austin; Michael Holleman, Vice President, Heery International, Inc. Attendees will learn how a once small campus edge facility grows and is embraced by the historic campus to reflect the traditions and evolving culture of the University of Texas at Austin. The design concepts of noted campus architect Paul Cret and core campus planning elements are utilized to expand the physical environment of the campus while incorporating state of the art revenue generating fan friendly stadium requirements. A once 7 days a year facility is transformed into a stadium with multiple daily campus functions.

Convener: Thomas Woodward, Vice President, Heery International, Inc.

Continuing Education Credits: AIA/HSW 1.0 unit

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## **LUNCH AND CLOSING PLENARY**

NOON–2:00 PM  
Adams/Beale, Ground Floor

### **Crossroads to Freedom**

William Troutt, President, Rhodes College; Russ Wigginton, Vice President of College Relations, Rhodes College  
Crossroads to Freedom combines a digital archive of primary materials related to the Civil Rights era in Memphis with community engagement and education about this historical era.

The goals of the project are to:

- Involve the community in telling the story of the civil rights struggle in Memphis, while preserving the stories of the era.
- Foster conversation in the community about the impact of this era on race relations in Memphis today.
- Engage students in community-based learning that connects to academic learning, through their role in creating, maintaining and managing the archive.

The archive is managed and maintained by Rhodes students, thus providing them with the opportunity to learn about digital preservation while engaging meaningfully with Memphis cultural heritage.

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## **OPTIONAL TOUR**

2:30 PM–5:00 PM

### **Graceland Tour (Optional)**

Graceland, the storied Memphis home of Elvis Presley, is the perfect conclusion for our 2009 SCUP Southern Regional Conference. You will be sure to discover first-hand how Elvis Presley became the most celebrated entertainer in the world, so sign up for this optional tour today! This one-of-a-kind experience will take us on Elvis’s fascinating journey to superstardom through exciting videos, displays of authentic clothing, artifacts, personal mementos, an amazing showcase of Elvis’ gold and platinum awards, and more. While at Graceland, you can also enjoy shopping for Elvis gifts and dining at Elvis restaurants in Graceland Plaza.

Please note that the Graceland Tour costs \$45 USD.

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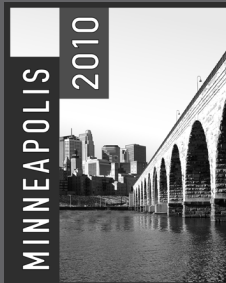
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