



Branding and Design Strategies That Build STEM Career Awareness

PERKINS+WILL





CASSANDRA ROBINSON
Bowie State University
Director of University Relations
and Marketing



PAUL HARNEY
Perkins+Will
Project Architect



KATIE JANSON
Perkins+Will
Branded Environments Designer

An aerial photograph of a modern university campus. On the left, a large, curved building with a glass facade reflects the sky. A paved walkway leads from the building towards a central green lawn. In the foreground, a tall, dark, cylindrical monument with a flame on top stands on the lawn. To the right, a brick building is partially visible, and a blue banner with the word "LEGACY" hangs from a lamppost. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. A black banner with white text is overlaid across the middle of the image.

RESHAPED THE LANDSCAPE



RESHAPED OUR APPROACH

LEARNING OUTCOMES

01.

Work with stakeholders to establish a facilities project's larger **vision**—for example, encouraging STEM career awareness and enthusiasm.

02.

Establish an interdisciplinary project team, including architects, graphic designers, and digital content providers, to help implement that vision in an **integrated and seamless planning and design** solution.

03.

Engage with faculty, students, and administrators to craft digital content for display technologies within the building that **builds excitement** about STEM studies and professions and **adds value** through strong branded messaging.

04.

Identify financial models for a STEM facility that support branded elements and describe how to **manage the maintenance** of display technologies.

WE ALL IN



BOWIE STATE UNIVERSITY MEN'S BASKETBALL

MORE THAN A MASCOT

BSU
WOMEN'S BASKETBALL

ENERGY

EFFORT

EXEC



MIAMI FOOTBALL

SINCE 1888



MORE THAN A MASCOT





MORE THAN A MASCOT



THE POWER OF BRANDED ENVIRONMENTS



THE POWER OF BRANDED ENVIRONMENTS

HISTORY

*"Know by test,
and state the facts."*

LEADERSHIP

THOUGHT LEADERSHIP

1,000
YEARS
FOR SAFETY

PROGRESS

THE POWER OF BRANDED ENVIRONMENTS

OD-GLOBAL

OD-PEOPLE

OD-PRODUCTS

OD-PROCESS

OD's customer
help reduce
and ensure
Our award
operation
the top lo
company r
IW 500 ran

Partnering with a logistics provider that
knows its way around the world is more
important than ever. And whether your
global strategy requires complex
OD can provide a team to help
your promises to your customers.

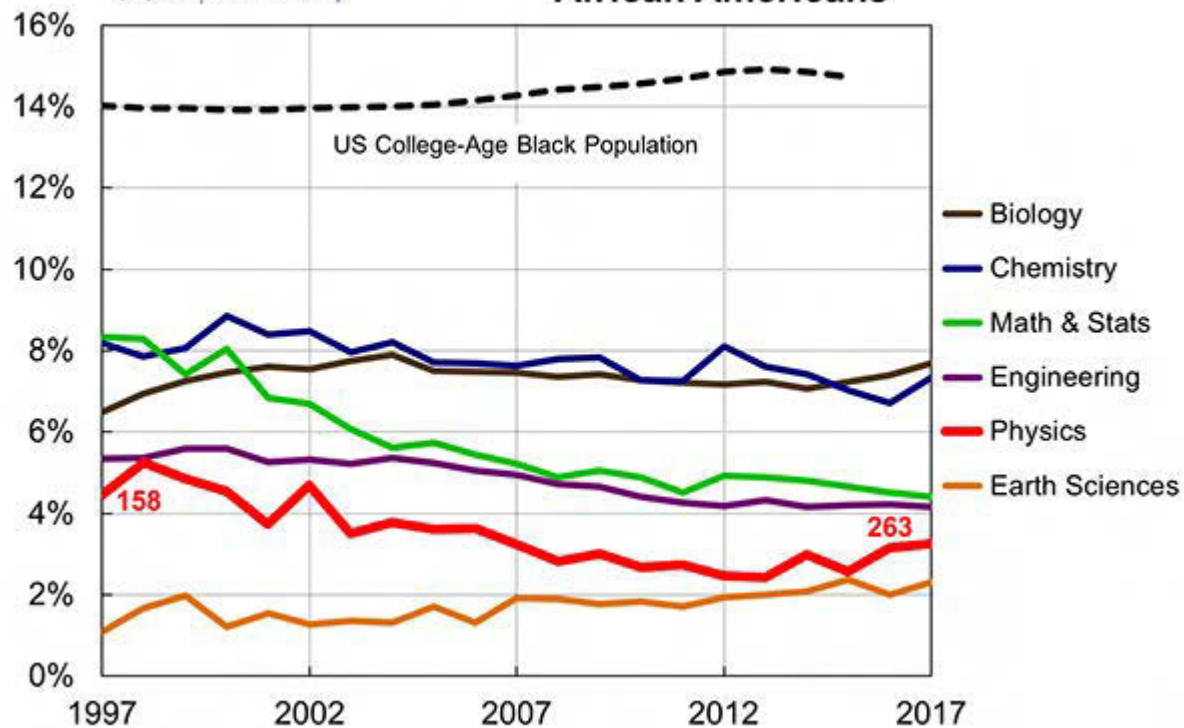




THE POWER OF STORY



Bachelor's Degrees Earned by African Americans





K-20 PIPELINE



IT MATTERS TO BOWIE STATE

A woman with long dark hair, wearing a dark blazer, stands at the front of a classroom, gesturing with her hands as she presents. She is positioned next to a desk with a computer monitor and a leopard-print bag. The classroom is filled with students sitting at white desks, some using laptops. The room is set up like a hospital ward, with hospital beds and medical equipment visible in the background. A projector is mounted on the ceiling. The text "IT MATTERS TO BOWIE STATE" is overlaid in white on a dark horizontal bar across the center of the image.

IT MATTERS TO BOWIE STATE





149,000
gross sf

\$102 mm
project cost

6,000sf
Commons

125-seat
"Beacon"

23 research &
instructional
labs

14 flexible
classrooms

05 active
learning
classrooms
& labs

01 greenhouse

01 nursing
simulation
wing



CAPITAL BELTWAY

UNIVERSITY OF MARYLAND
COLLEGE PARK
(YOU ARE HERE!)

BOWIE STATE UNIVERSITY

MARC/AMTRAK NORTHEAST CORRIDOR

Washington

Google

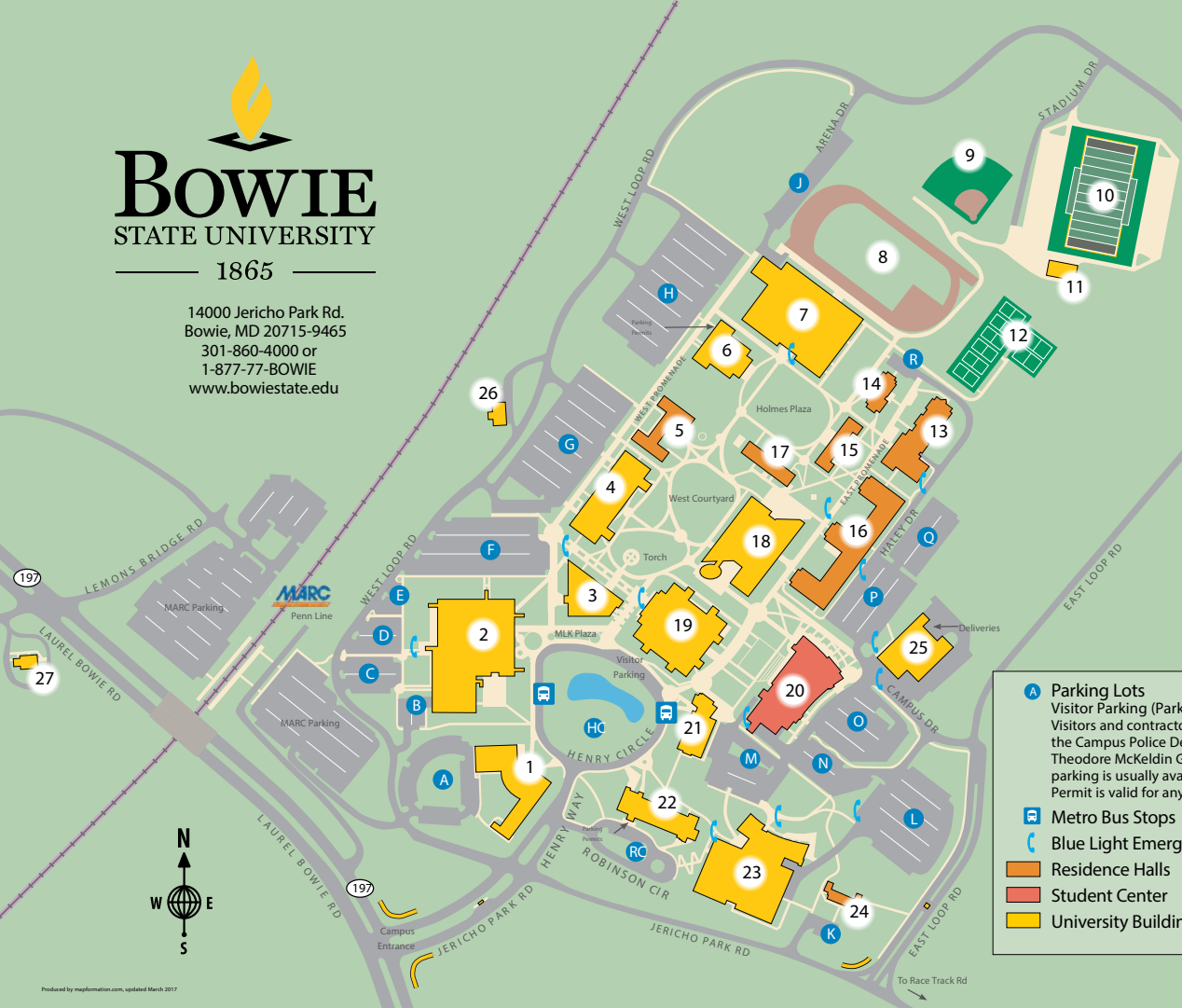


BOWTIE

STATE UNIVERSITY

1865

14000 Jericho Park Rd.
Bowie, MD 20715-9465
301-860-4000 or
1-877-77-BOWIE
www.bowtiewe.edu



- 1 Center for Business and Graduate Studies
BOWIE BUSINESS INNOVATION CENTER
COLLEGE OF BUSINESS
THE GRADUATE SCHOOL
- 2 Martin Luther King Jr. Communication Arts Center
BSU-TV
SAMUEL L. MYERS AUDITORIUM
- 3 William E. Henry Administration Building
ADMISSIONS
FINANCIAL AID
STUDENT ACCOUNTS
UNIVERSITY ADMINISTRATION
- 4 James E. Proctor Jr. Building
COLLEGE OF EDUCATION
COLLEGE OF PROFESSIONAL STUDIES
- 5 Harriet Tubman Residence Hall
- 6 Theodore McKeldin Gymnasium
CAMPUS POLICE
PARKING PERMITS
- 7 Leonidas S. James Physical Education Complex
- 8 Track and Field
- 9 Softball Field
- 10 "Bulldog" Football Stadium
- 11 Field House
- 12 Tennis and Basketball Courts
- 13 Alex Haley Residence Hall
- 14 Towers Residence Hall
- 15 Dwight Holmes Residence Hall
- 16 **Christa McAuliffe** Residential Community
HENRY WISE WELLNESS CENTER
- 17 Lucretia Kennard Residence Hall
- 18 Center for Natural Sciences, Mathematics and Nursing
- 19 Thurgood Marshall Library
- 20 Student Center
BOOKSTORE
CAREER CENTER
CONFERENCE SERVICES
- 21 Computer Science Building
COLLEGE OF ARTS AND SCIENCES
- 22 Charlotte Robinson Hall
CAMPUS POLICE
HUMAN RESOURCES
MARYLAND CENTER
PARKING PERMITS

A Parking Lots
Visitor Parking (Parking Permit Required)
Visitors and contractors must obtain a parking permit from the Campus Police Department in Charlotte Robinson Hall or in Theodore McKeldin Gymnasium (#22 or #6 on the map). Visitor parking is usually available on Henry Circle. A Visitor Parking Permit is valid for any non-reserved space in all lots.

B Metro Bus Stops

C Blue Light Emergency Phones

D Residence Halls

E Student Center

F University Buildings

- 23 Fine & Performing Arts Center
- 24 Goodloe Apartments
- 25 Facilities Management Building
DELIVERIES
PROCUREMENT
- 26 Central Steam Plant
- 27 Goodloe House
ALUMNI RELATIONS



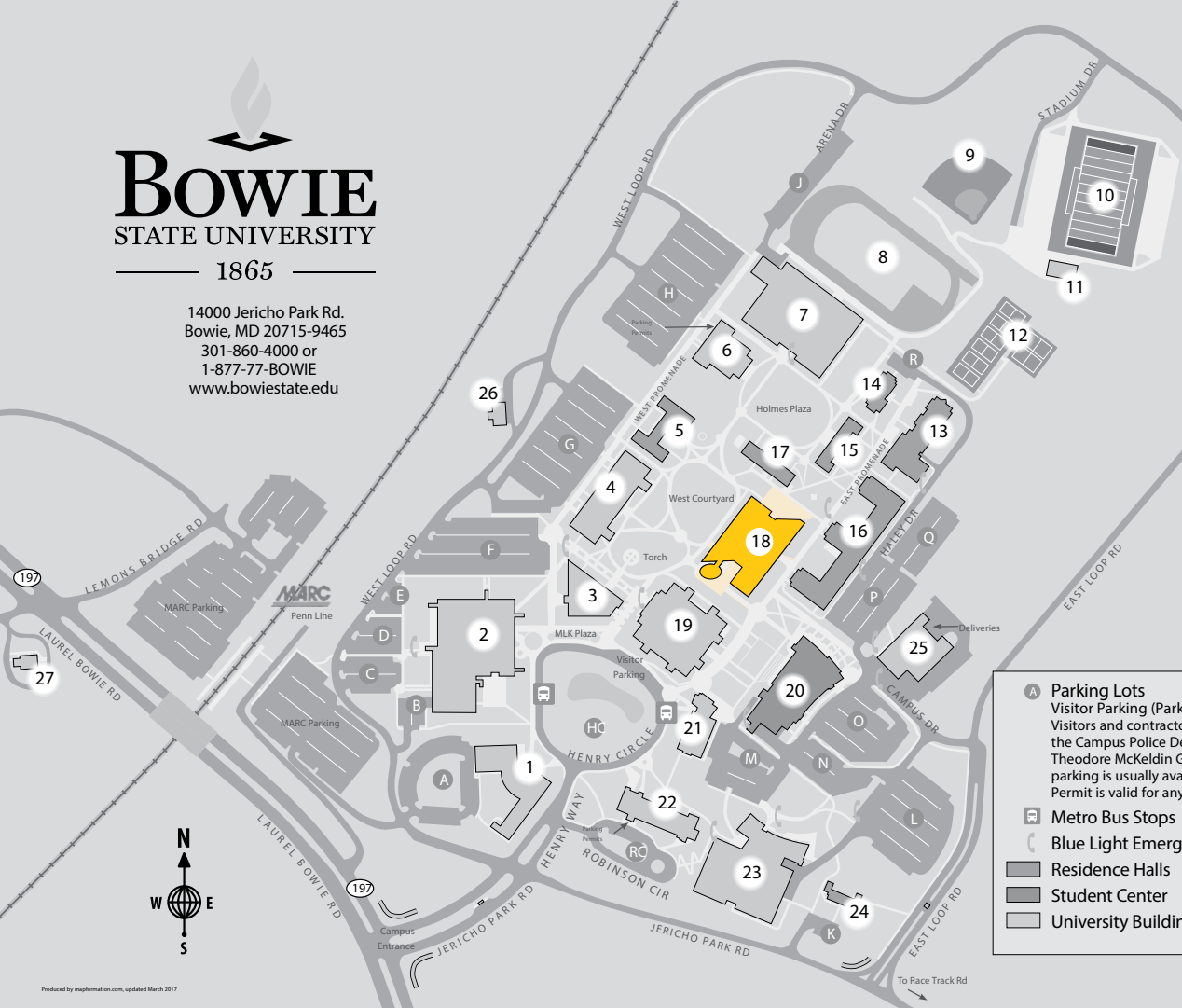


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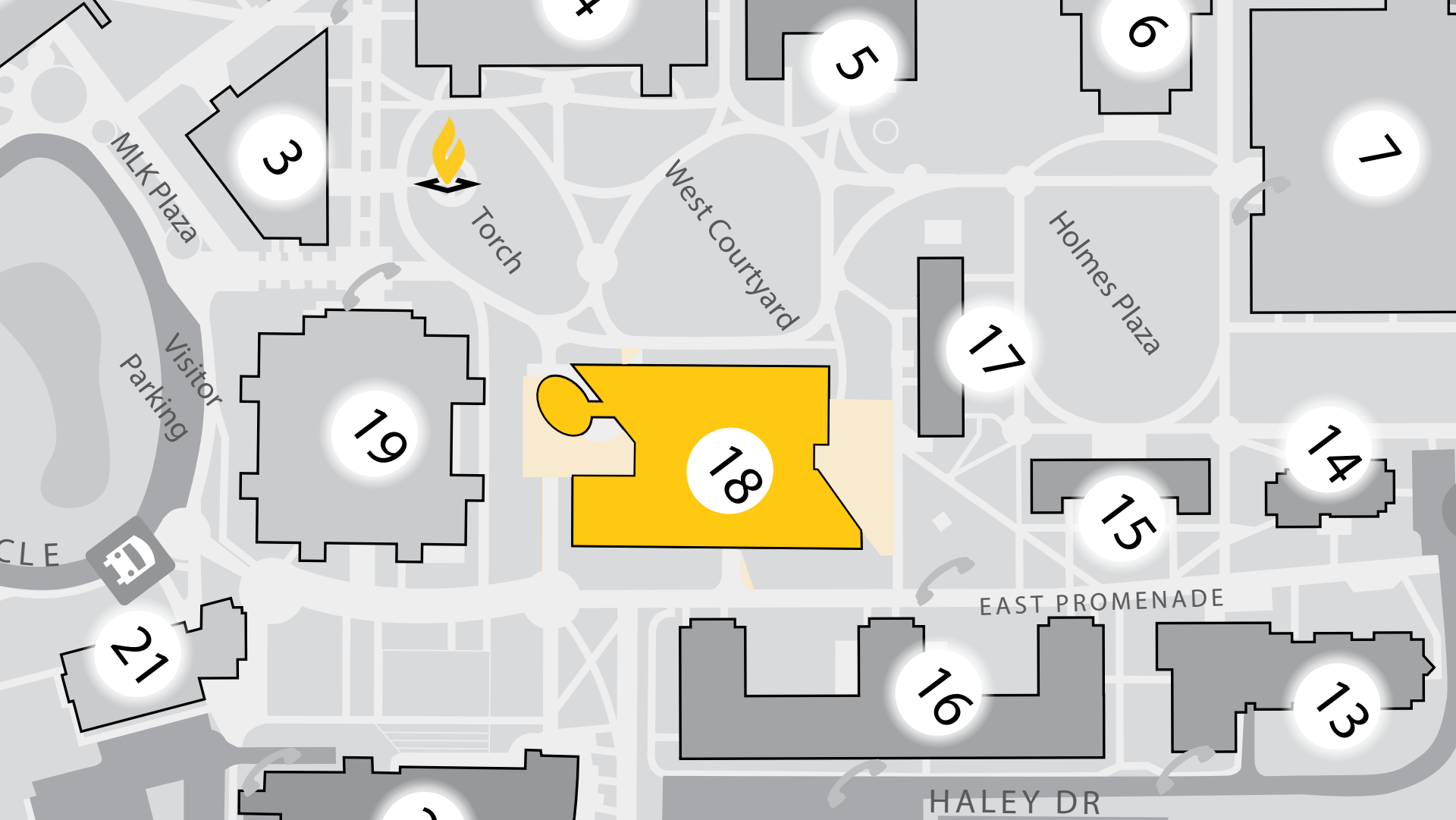
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F University Buildings

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ALUMNI RELATIONS





3

5

6

7

MLK Plaza

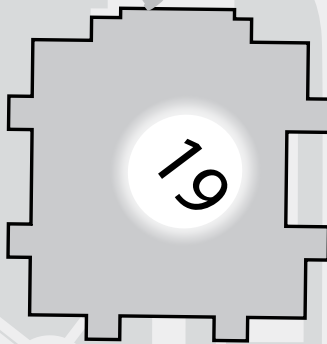


Torch

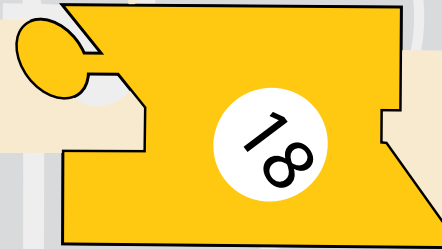
West Courtyard

Holmes Plaza

17



19



18



15



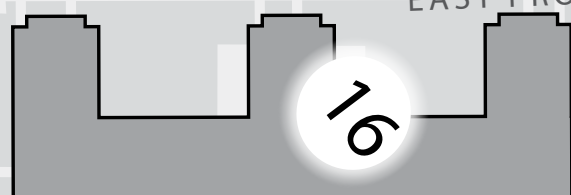
14

CLE



21

EAST PROMENADE



16



13

HALEY DR



3

5

6

7



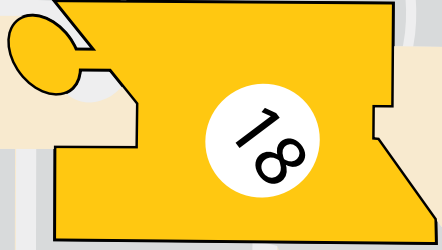
Torch

West Courtyard

Holmes Plaza

17

19



18

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15

EAST PROMENADE

21

16

13

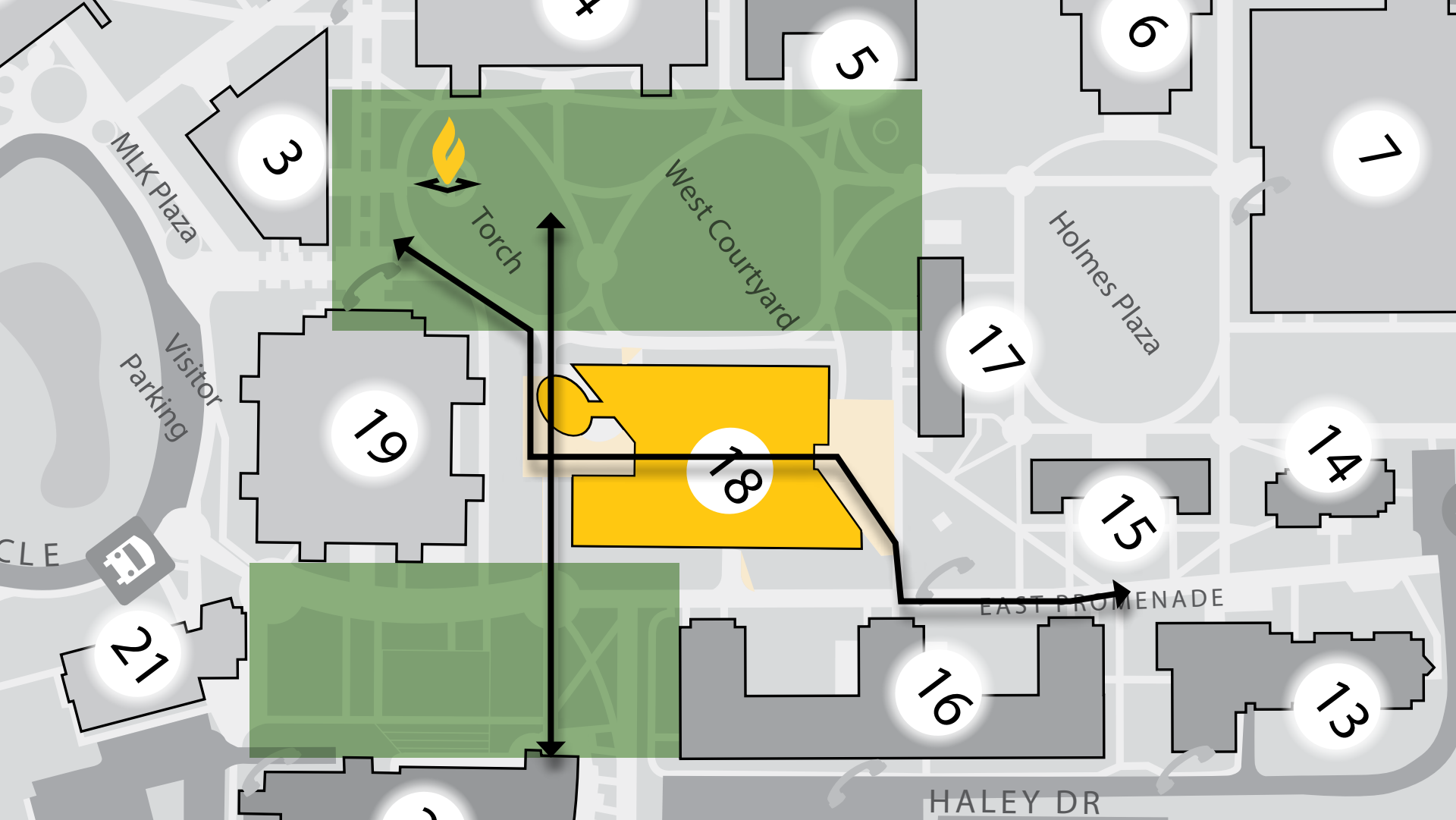
HALEY DR

MLK Plaza

Visitor Parking

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CLE



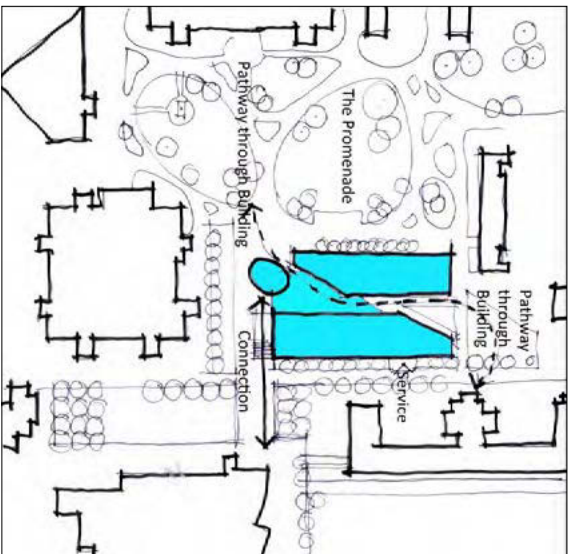
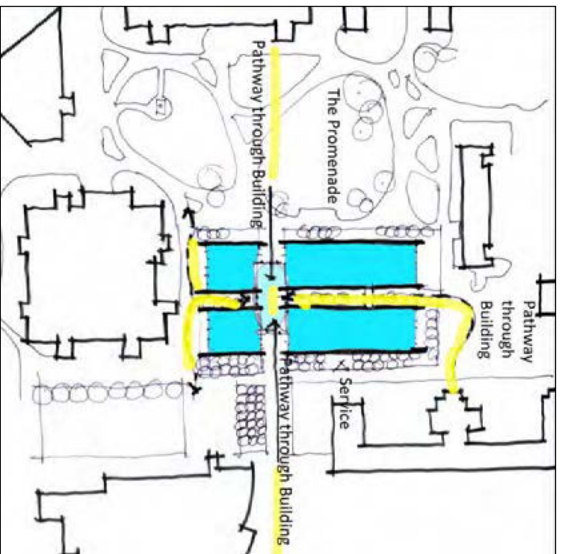
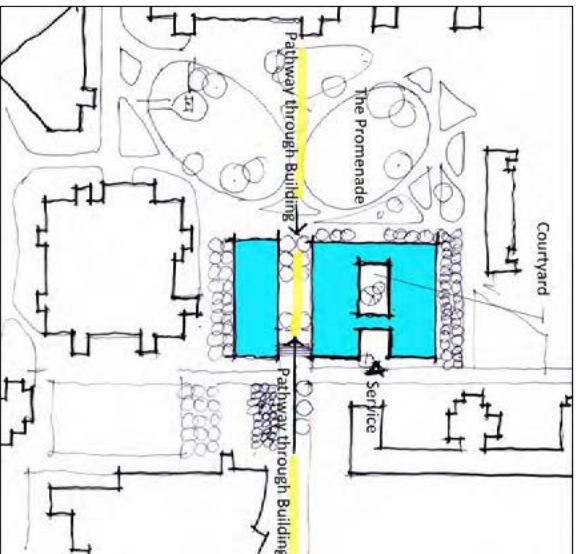
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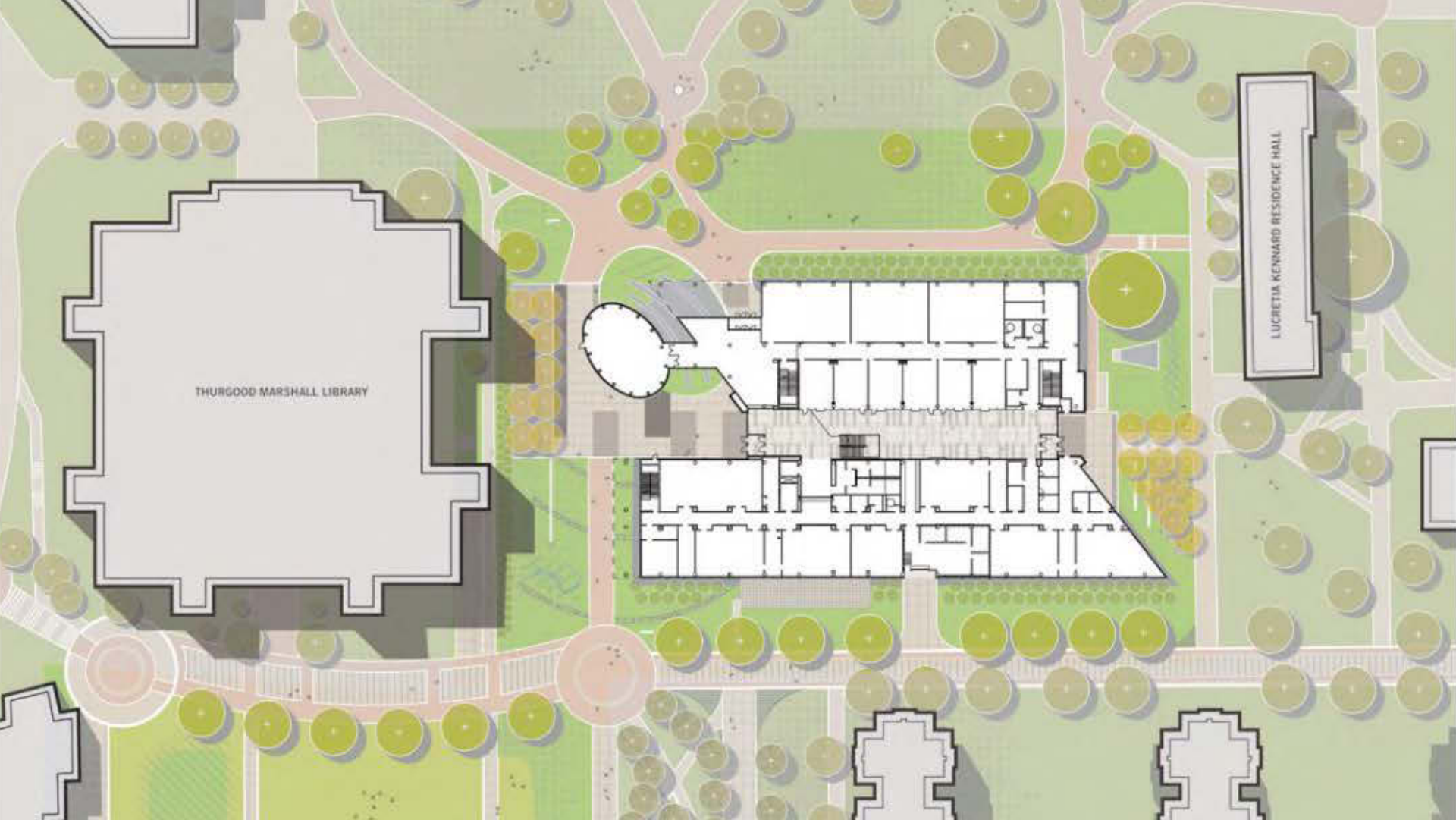
EAST PROMENADE

16

13

HALEY DR





THURGOOD MARSHALL LIBRARY

LUCRETIA KENNARD RESIDENCE HALL





A BEACON, A SYMBOL





COMMUNITY

A photograph of a classroom or workshop where several students are seated at white tables, focused on writing or reading documents. The students are wearing casual clothing like hoodies and jackets. In the background, there are whiteboards and other people standing. The lighting is warm and yellowish. A semi-transparent black box with the text 'ACTIVE LEARNING' is overlaid in the center of the image.

ACTIVE LEARNING

SEAT 1



TEACHING LABS



A medical simulation scene in a clinical setting. A female student in a white lab coat and glasses is using a pink stethoscope on a dark-skinned mannequin. A male doctor in a white lab coat is observing her. The mannequin is lying on a gurney. The background shows orange curtains and medical equipment.

SIMULATION



GREENHOUSE





GATHERING COMMONS



A modern office interior with glass walls, showing people working in meeting rooms. The word "TRANSPARENCY" is overlaid in a dark box. The office features a wooden slat ceiling, long linear lights, and a patterned carpet. People are seen sitting at tables in meeting rooms, and one person is standing near a whiteboard in a room with orange walls. The overall atmosphere is bright and open.

TRANSPARENCY



CULTURE

ARISE.

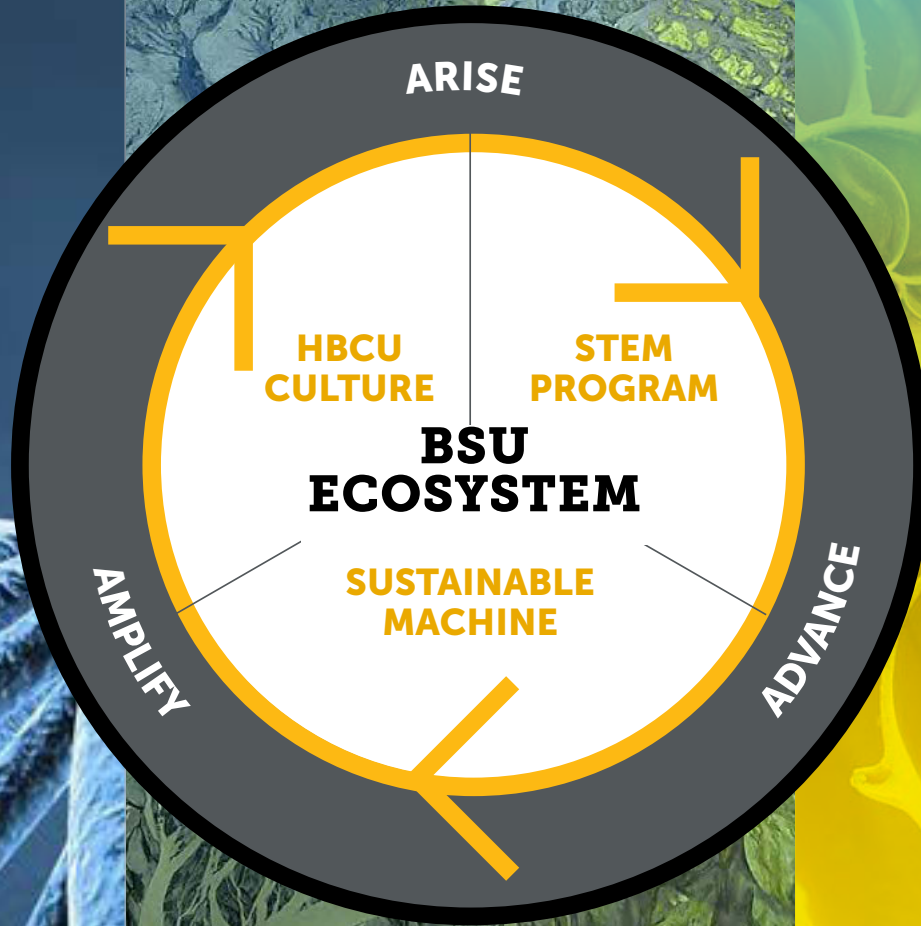
CALL TO ACTION. CHALLENGES EMBRACED.
RISING TO THE OCCASION.

ADVANCE.

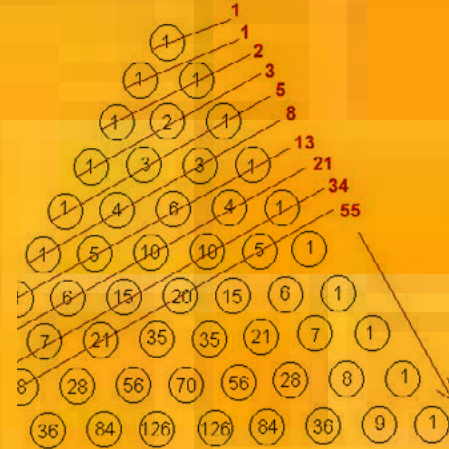
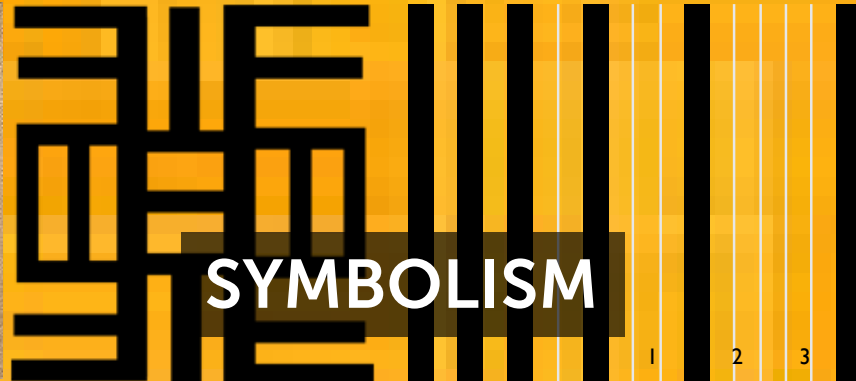
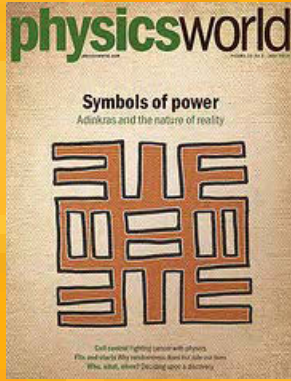
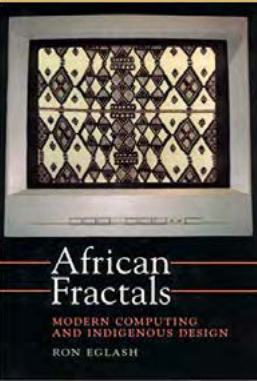
TEACHING. LEARNING. GROWING.
PROGRESS. FORWARD. FUTURE.

AMPLIFY.

A VOICE. ACTION. AFFECT.
IMPACT. CHANGE. GIVING BACK.



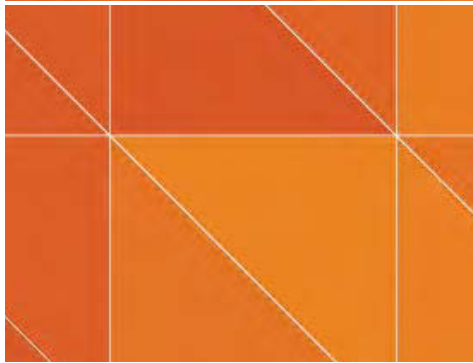
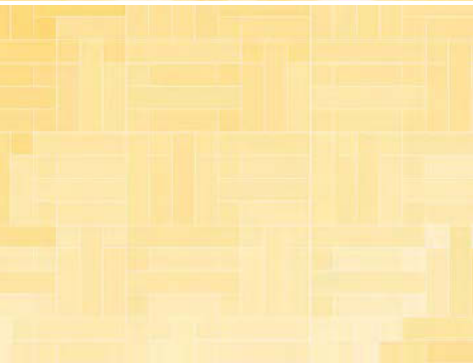
**A BSU
ECOSYSTEM
UNIFIED
THROUGH
FRACTAL
GEOMETRY.**

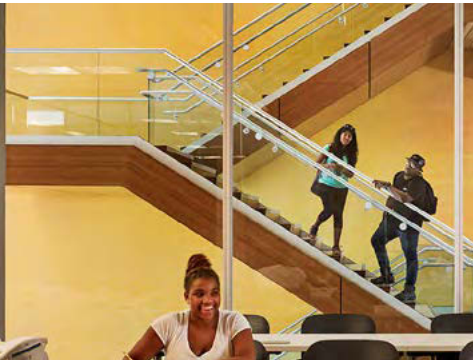


ADINKRA / NEA ONNIM NO SUA A, OHU / HE WHO DOES NOT KNOW CAN KNOW FROM LEARNING

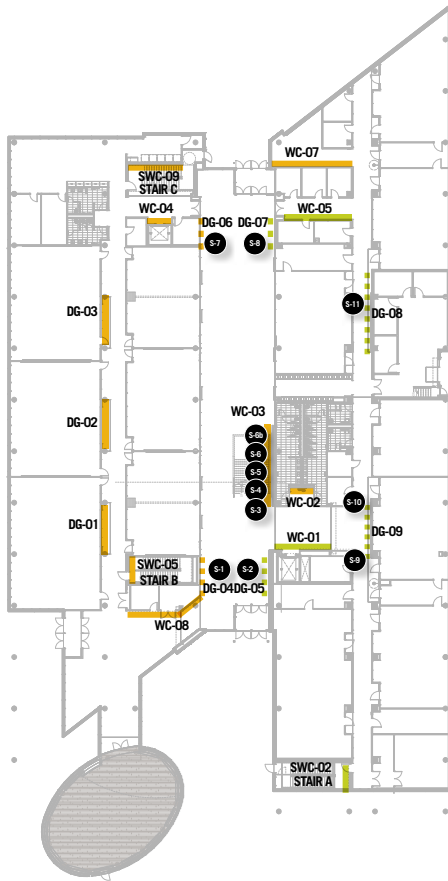
FIBONACCI SEQUENCE

**SYMBOL OF KNOWLEDGE,
LIFE-LONG EDUCATION AND
CONTINUED QUEST FOR KNOWLEDGE**

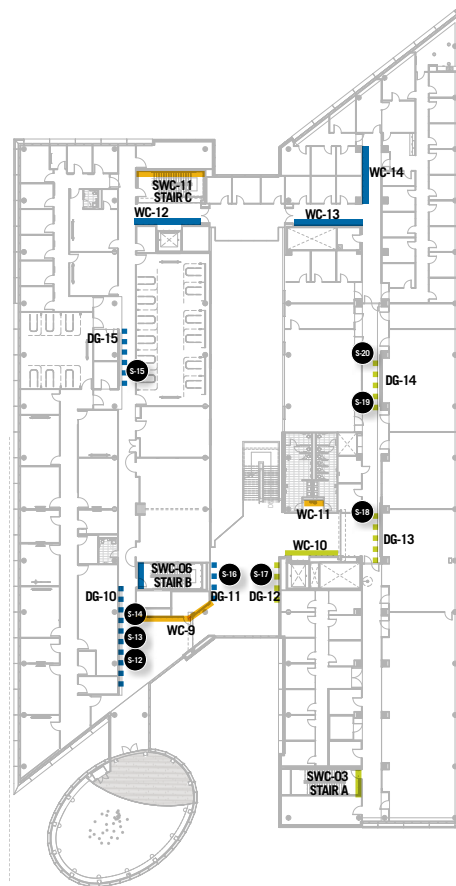




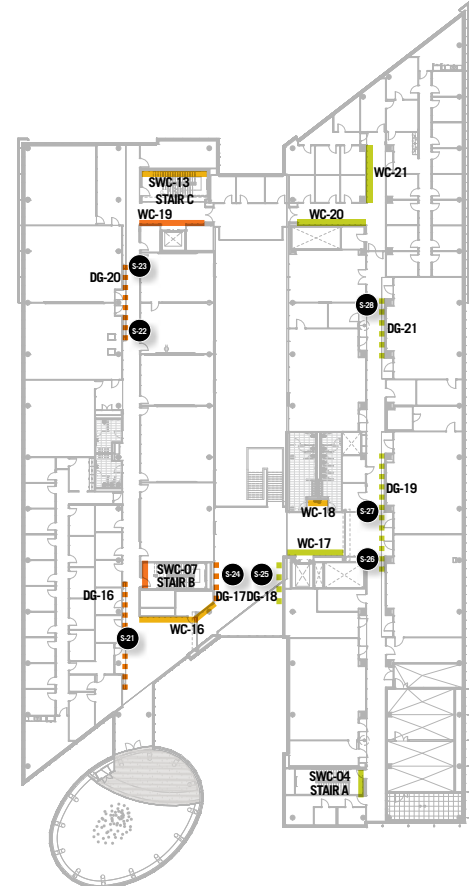




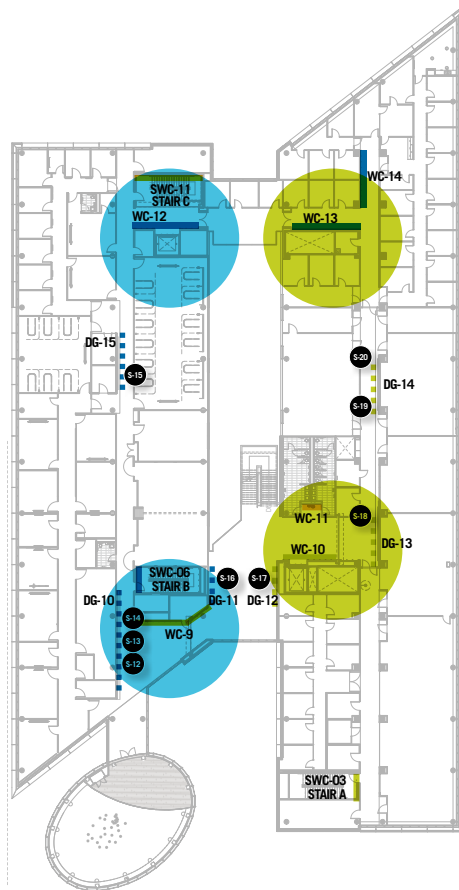
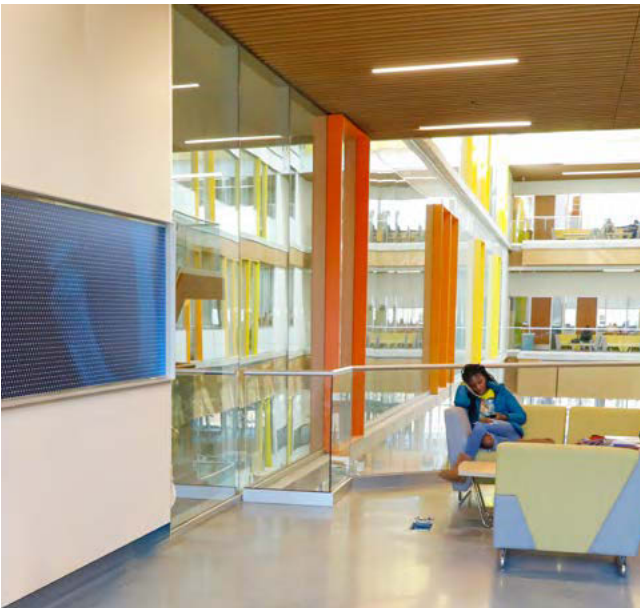
LEVEL 01



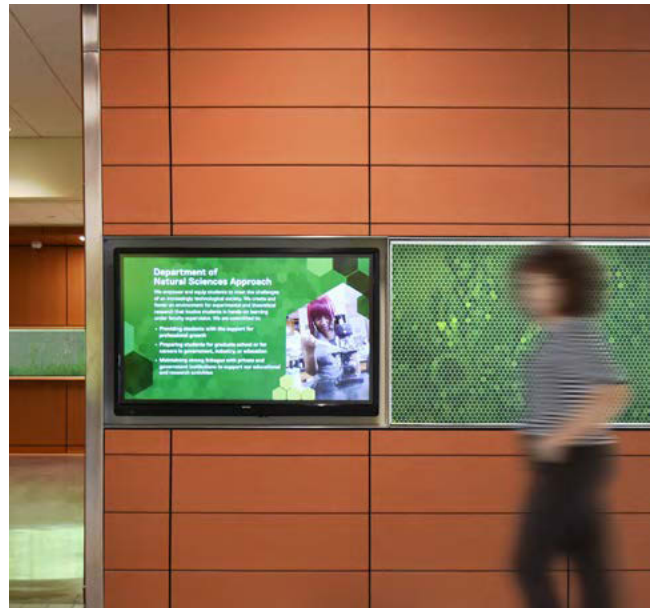
LEVEL 02

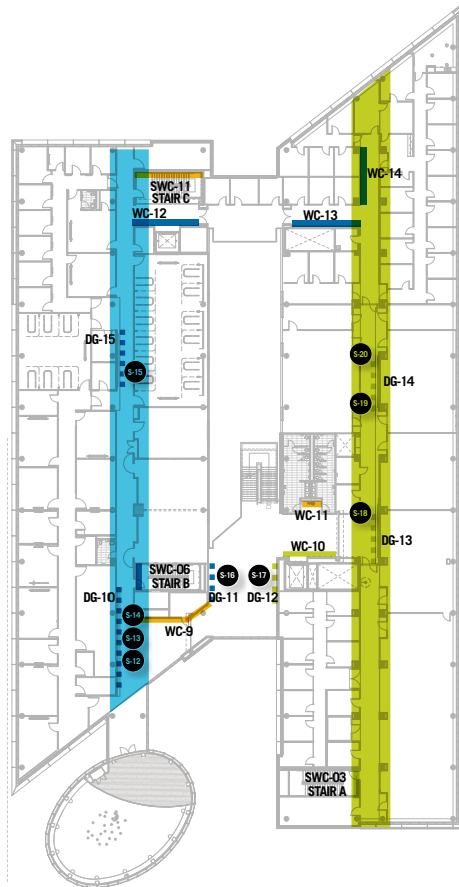
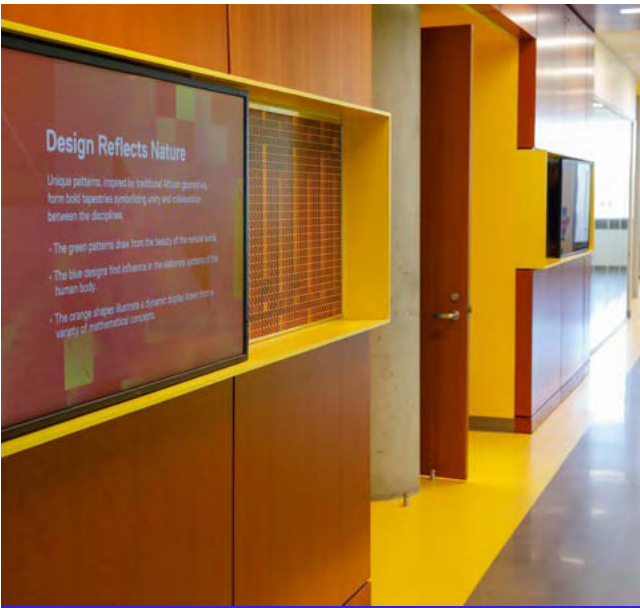
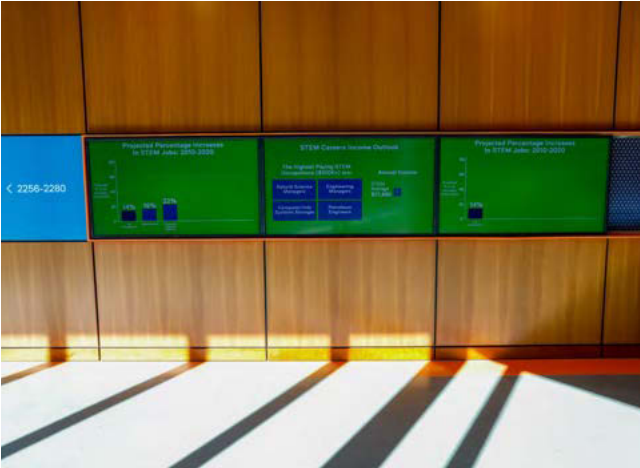


LEVEL 03

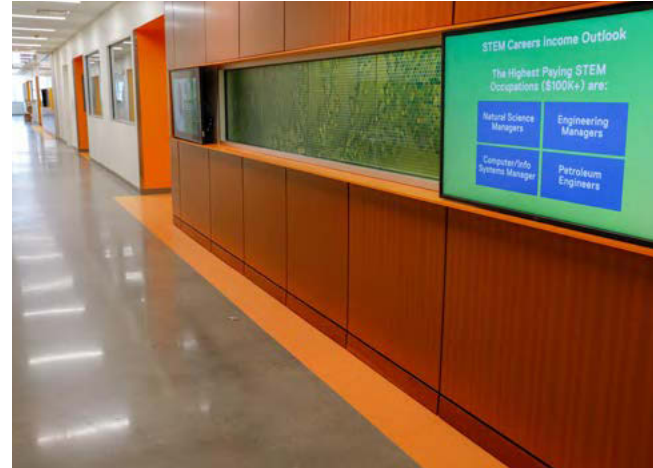


LEVEL 02





LEVEL 02




Design Reflects Nature

Unique patterns, inspired by traditional African geometries, form bold tapestries symbolizing unity and collaboration between the disciplines.

- The green patterns draw from the design of the human body.
- The blue designs find influence in the elaborate systems of the human body.
- The orange shapes illustrate a dynamic display drawn from a variety of mathematical concepts.

COMMITMENT TO DIGITAL





“My Natural Sciences professors were very instrumental in helping me become a better scientist. The Bowie State faculty are great allies and very supportive.”

Symone Jordan ('14)

Biology Major
Post-baccalaureate Researcher
NIH Vaccine Research Center

Careers in Mathematics

Information Security Analyst

Information security analysts plan and carry out security measures to protect an organization's computer networks and systems. Their responsibilities are continually expanding as the number of cyberattacks increases.

Most information security analysts work for computer companies, consulting firms, or business and financial companies.

Most information security analyst positions require a bachelor's degree in a computer-related field. Employers usually prefer to hire analysts with experience in a related occupation.

Employment of information security analysts is projected to grow 18 percent from 2014 to 2024, much faster than the average for all occupations.

Announcement

Minority Association of Pre-Medical Students Alumni Panel

Students from all majors are invited to hear from recent biology graduates about their experience in the Howard University College of Dentistry.

Wednesday, April 17, 2019, 3-5 p.m.
Student Center, Wiseman Ballroom B & C



“Where there's water on Earth you find life as we know it. So if you find water somewhere else, it becomes a remarkable draw to look closer to see if life of any kind is there, even if it's bacterial, which would be extraordinary for the field of biology.”

Neil deGrasse Tyson

Astrophysicist
Director of the Hayden Planetarium



| THEMES | | STORIES | NATURAL SCIENCE | NURSING | MATHEMATICS | UNIVERSITY |
|---------|--|---|-----------------|---------|-------------|------------|
| ARISE | CALL TO ACTION. CHALLENGES EMBRACED. RISING TO THE OCCASION. | OVERCOMING GREAT ODDS | | | | |
| | | PRIDE BUILDING STORIES | | | | |
| | | DOING MORE WITH LESS | | | | |
| | | MISSION/VISION | | | | |
| ADVANCE | TEACHING. LEARNING. GROWING. PROGRESS. FORWARD. FUTURE. | ACHIEVEMENTS OF CURRENT STUDENTS/FACULTY | | | | |
| | | NETWORKING OPPORTUNITIES | | | | |
| | | INNOVATIVE INITIATIVES | | | | |
| | | SUCCESSFUL LEADERS | | | | |
| AMPLIFY | A VOICE. ACTION. AFFECT. IMPACT. CHANGE. GIVING BACK. | CONTRIBUTIONS TO SOCIETY/ COMMUNITY/CHARITY | | | | |
| | | ALUMNI SUCCESS STORIES/ SOCIETAL IMPACTS | | | | |
| | | DONOR RECOGNITION | | | | |

**TO BE CONTROLLED
BY EACH DEPARTMENT
IN CONJUNCTION
WITH MARKETING**

Department of Natural Sciences Approach

We empower and equip students to meet the challenges of an increasingly technological society. We create and foster an environment for experimental and theoretical research that involves students in hands-on learning under faculty supervision. We are committed to:

- Providing students with the support for professional growth
- Preparing students for graduate school or for careers in government, industry, or education
- Maintaining strong linkages with private and government institutions to support our educational and research activities



DOLLARS & SENSE



**INSTITUTIONAL PRIORITIES ///
STUDENTS AND FACULTY IN STEM**



PROJECT
MGMT

OWNER

DESIGN

CONSTR.

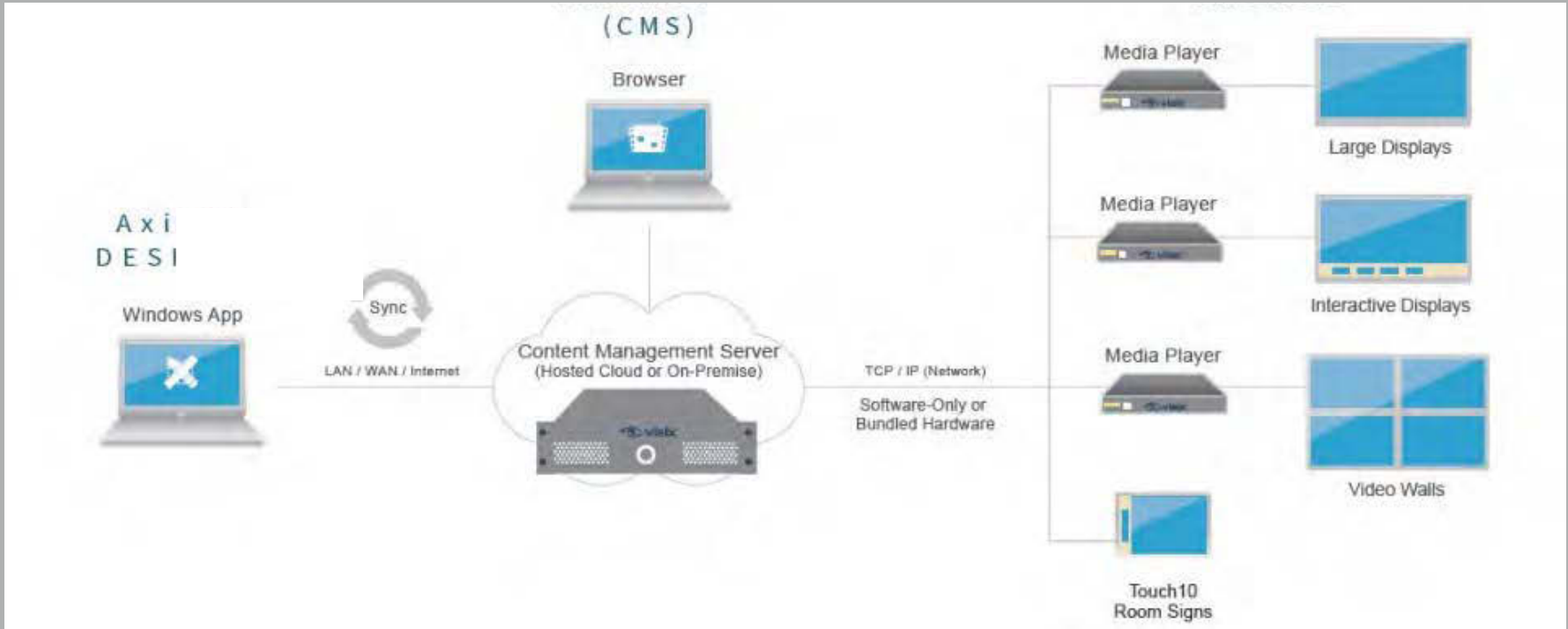
ELECTRICAL
ENGINEER

AUDIO / VISUAL
HARDWARE

SYSTEMS
INTEGRATE

CMS /
PLAYERS

CONTENT
DESIGN





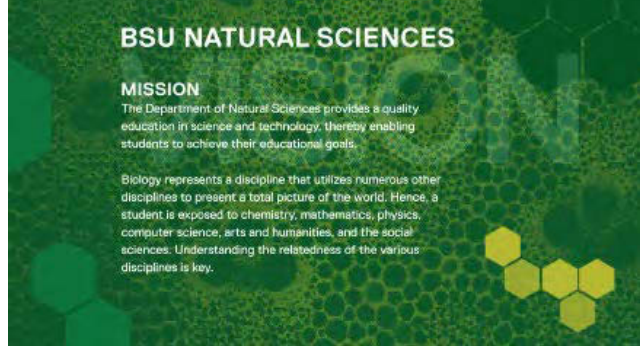
"The hands-on experience I've gained as a student at BSU has been critical to preparing me for a future as a scientist. BSU gives me a more well-rounded view of biology and science as a whole."

Kayla Rayford



"Where there's water on Earth you find life as we know it. So if you find water somewhere else, it becomes a remarkable draw to look closer to see if life of any kind is there, even if it's bacterial, which would be extraordinary for the field of biology."

Neil deGrasse Tyson



BSU NATURAL SCIENCES

MISSION

The Department of Natural Sciences provides a quality education in science and technology, thereby enabling students to achieve their educational goals.

Biology represents a discipline that utilizes numerous other disciplines to present a total picture of the world. Hence, a student is exposed to chemistry, mathematics, physics, computer science, arts and humanities, and the social sciences. Understanding the relatedness of the various disciplines is key.



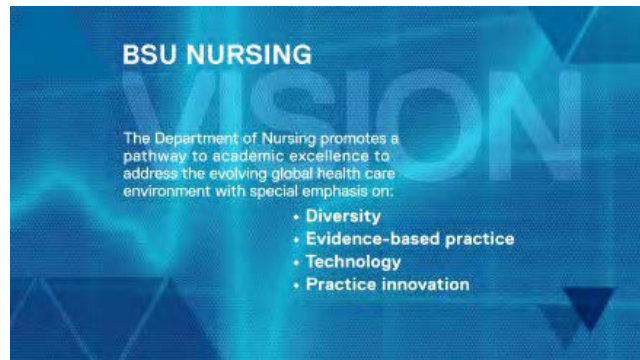
"It is my goal for my research to affect the lives of as many people as possible. Everyone fortunate enough to reach 35-40 years of age can potentially benefit from my research."

Dr. Tyesha Burks
2017 Emerging Scholar
Diverse: Issues in Higher Education



"America's nurses are the beating heart of our medical system."

President Barack Obama



BSU NURSING

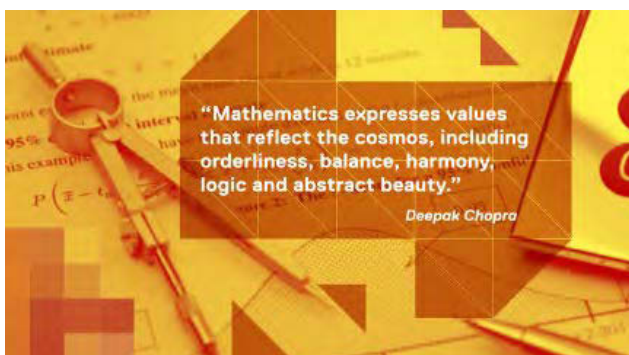
The Department of Nursing promotes a pathway to academic excellence to address the evolving global health care environment with special emphasis on:

- Diversity
- Evidence-based practice
- Technology
- Practice innovation



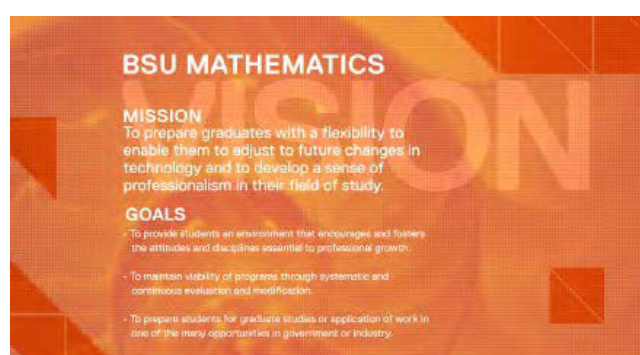
"When people have their biases and prejudices, yes, I am aware. My head is not in the sand. But my thing is, if I can't work with you, I will work around you. I was not about to be discouraged that I'd walk away. That may be a solution for some people, but it's not mine."

Annie Easley
Computer Programmer, Mathematician,
Rocket Scientist for NASA



"Mathematics expresses values that reflect the cosmos, including orderliness, balance, harmony, logic and abstract beauty."

Deepak Chopra



BSU MATHEMATICS

MISSION

To prepare graduates with a flexibility to enable them to adjust to future changes in technology and to develop a sense of professionalism in their field of study.

GOALS

- To provide students an environment that encourages and fosters the attitudes and disciplines essential to professional growth.
- To maintain viability of programs through systematic and continuous evaluation and modification.
- To prepare students for graduate studies or application of work in one of the many opportunities in government or industry.



Department of Natural Sciences



Department of Nursing

THE ROAD TO COMPELLING MESSAGING



Department of Mathematics



Center for Natural Sciences, Mathematics and Nursing

A modern office hallway with a glass-walled meeting room. The floor is polished and reflects the overhead lights. In the background, three people are walking away from the camera. The glass wall of the meeting room shows silhouettes of people sitting around a table. A black banner with white text is overlaid on the image.

A NEW STANDARD

STUDENTS ARE MORE EAGER TO
LEARN IN THIS NEW BUILDING.
**WE ARE ACTUALLY EXCITED TO
COME TO CLASS AND EXCITED
TO TALK WITH OUR PROFESSORS
AND LEARN THE MATERIAL.**

*LAUREEN DANIEL,
SENIOR BIOLOGY MAJOR*







BOWIE
STATE UNIVERSITY

— 1865 —

PERKINS+WILL