BORA

UNIVERSITY OF COLORADO, BOULDER

# Leveraging the on campus admissions experience

SCUP PACIFIC REGIONAL CONFERENCE

MARCH 28, 2019

# LEVERAGING THE ON-CAMPUS ADMISSIONS EXPERIENCE TO SHOWCASE INSTITUTIONAL VALUES

**The Context and Evolution of the Project**

University of Colorado Boulder

Wayne Northcutt,
CU Boulder Facilities Planner and Architect

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**Refining and Evolving the Prospective Student Experience**

University of Colorado Boulder

Katie Dawn Holdgreve-Resendez,
Associate Director, Office of Admissions CU Boulder

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**Design Solution that Served Institutional Priorities**

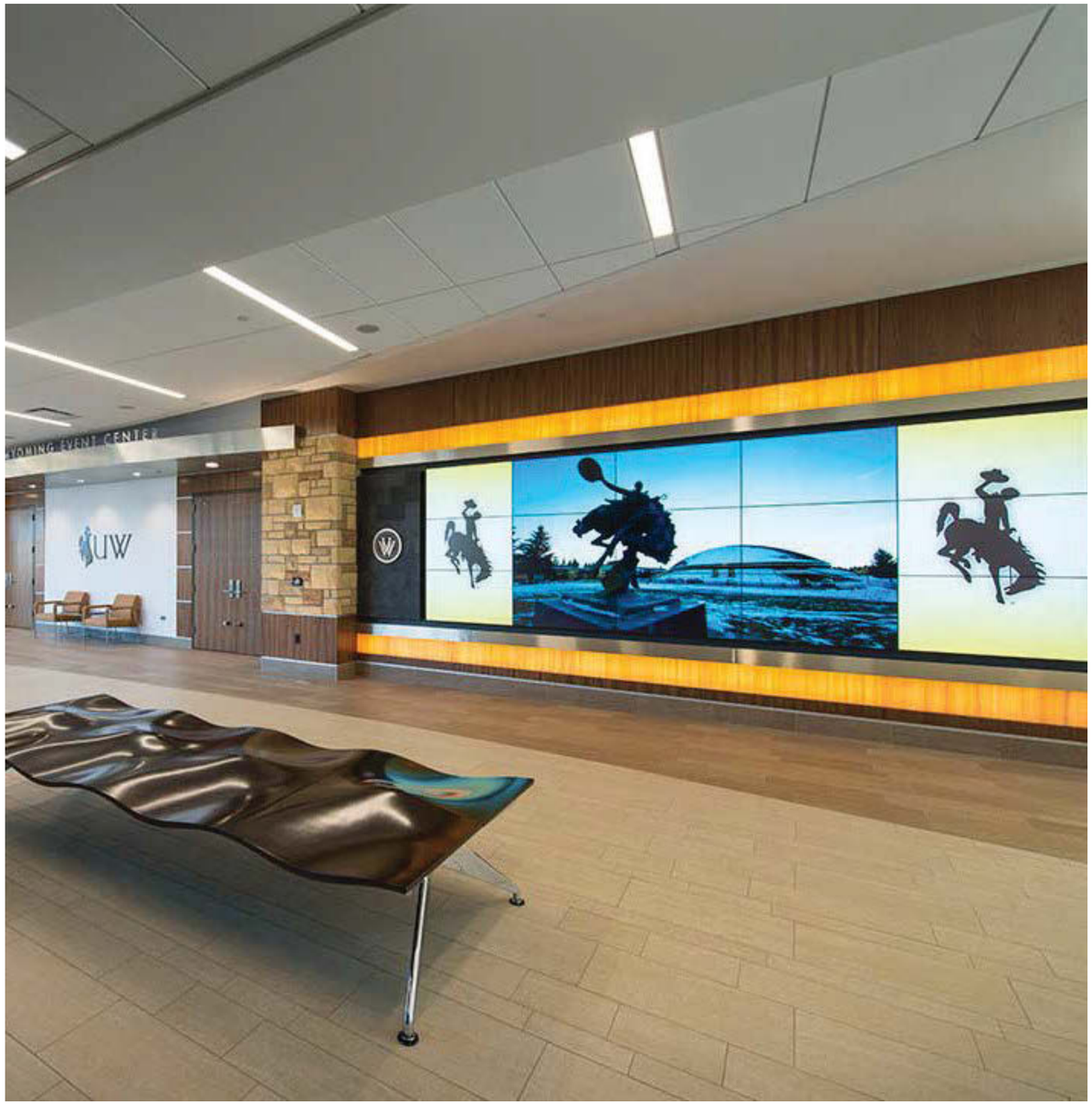
BORA

Michael Tingley,
Principal, BORA Architects

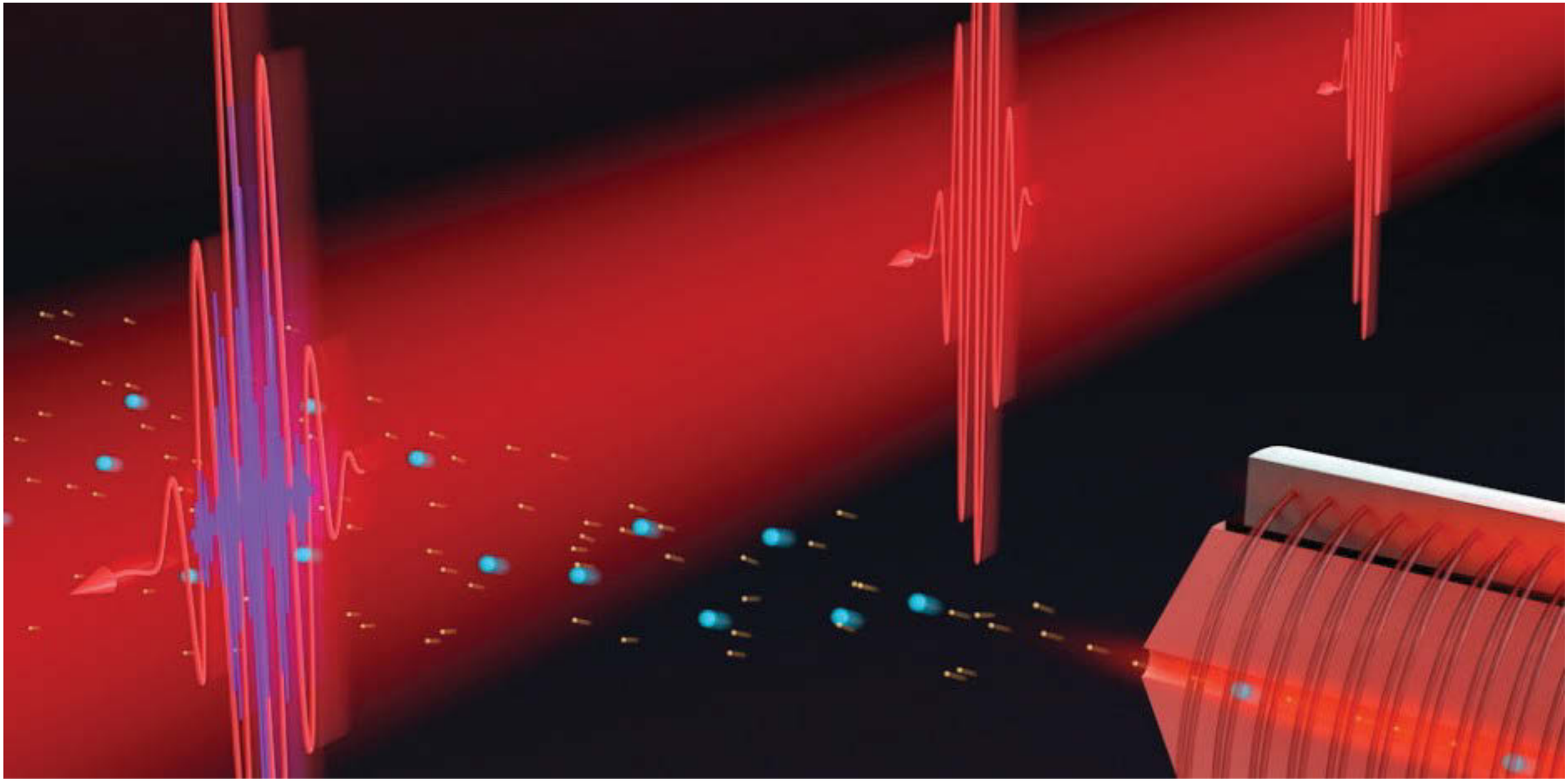
# Context
# Evolution

# WHAT WAS THE CAMPUS' NEED? **Attracting the best & brightest students!**

# THE COMPETITION IS FIERCE!



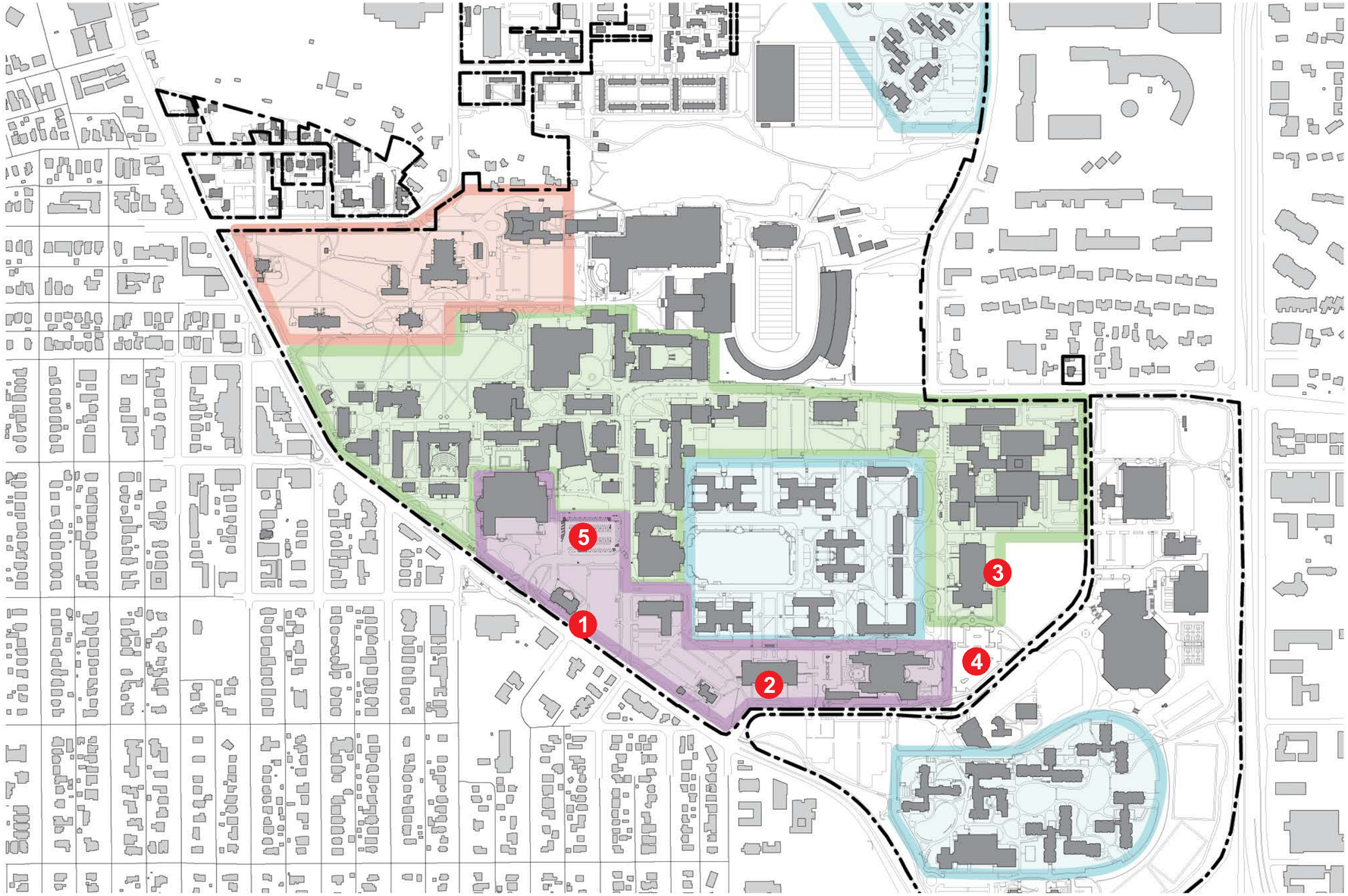
# SHOWCASING OUR ACADEMIC & RESEARCH STRENGTHS…



# DEMONSTRATING OUR ACADEMIC SUPPORT SERVICES…

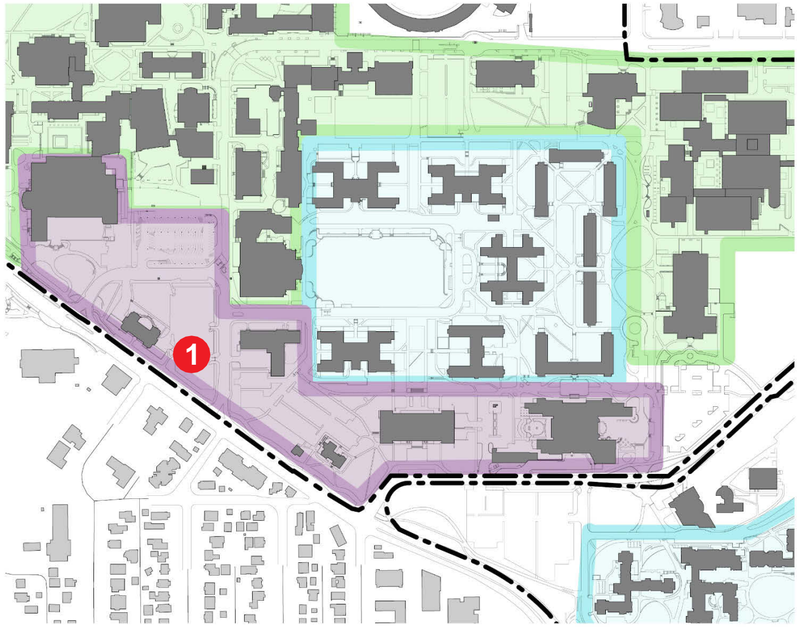
# AND SHOWING WHAT A BEAUTIFUL PLACE CU IS TO  LIVE!

# A NEW HOME FOR ADMISSIONS, but where?



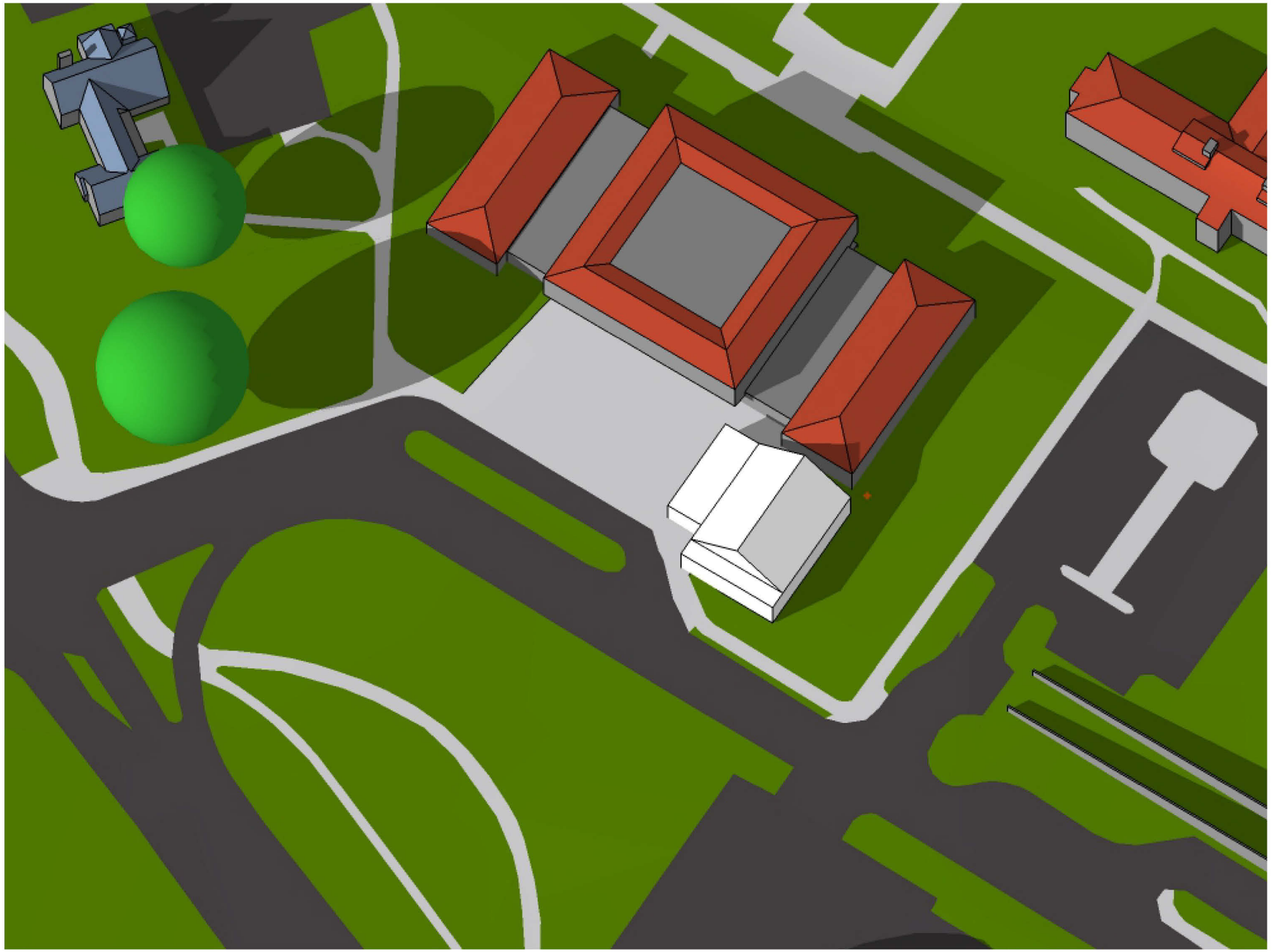

1. University Club
2. Regent Admin
3. School of Business
4. School of Business Parking Lot
5. Euclid Garage

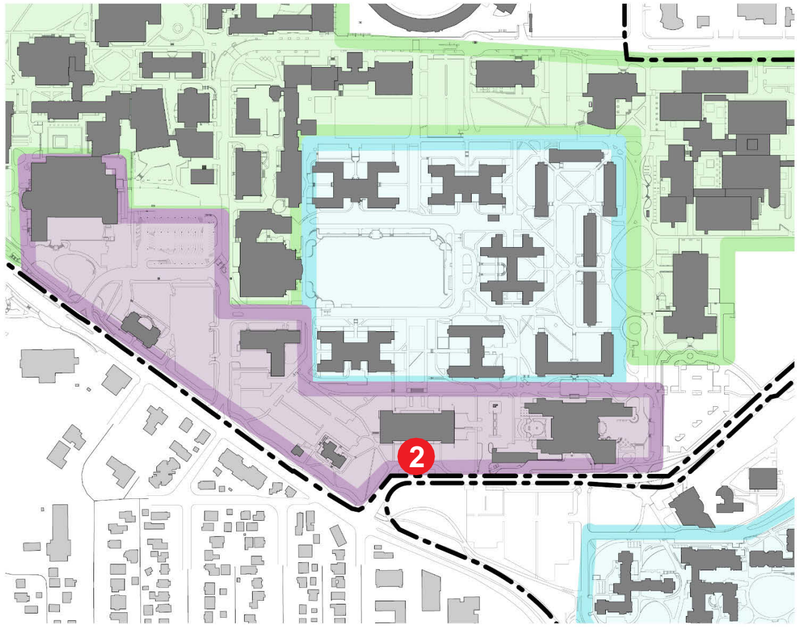
# AT THE UNIVERSITY CLUB?




Prime location

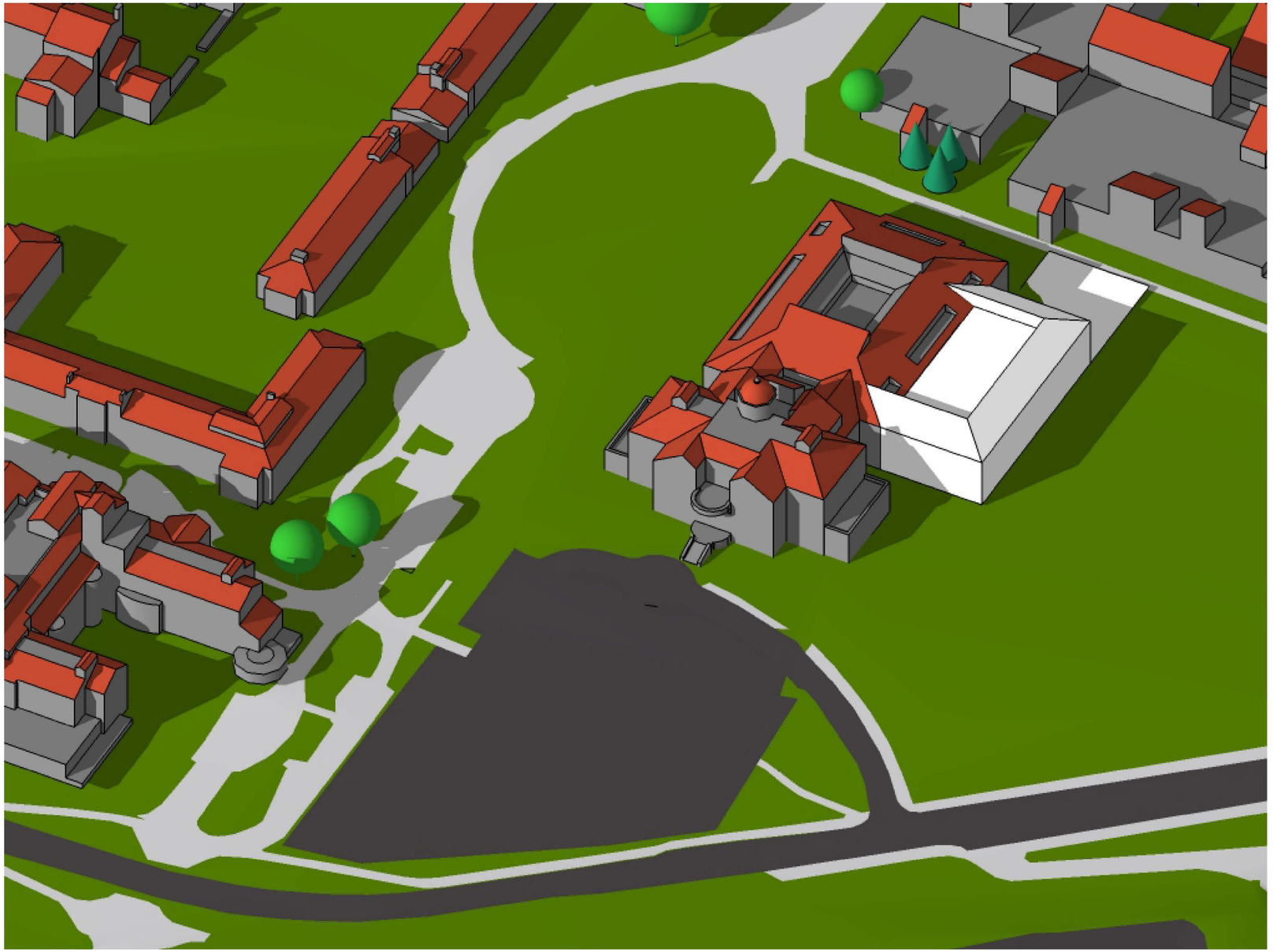
# OR AT REGENT ADMIN CENTER?

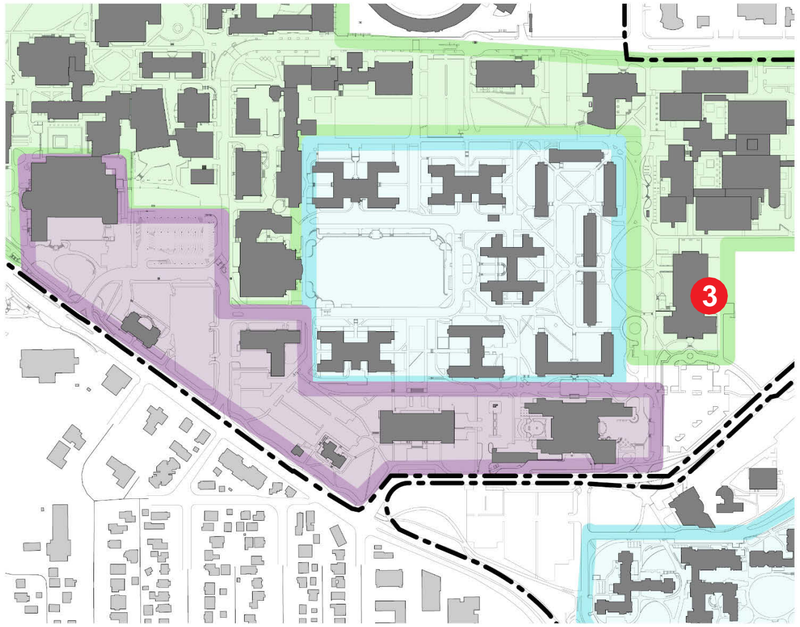





Near other student services

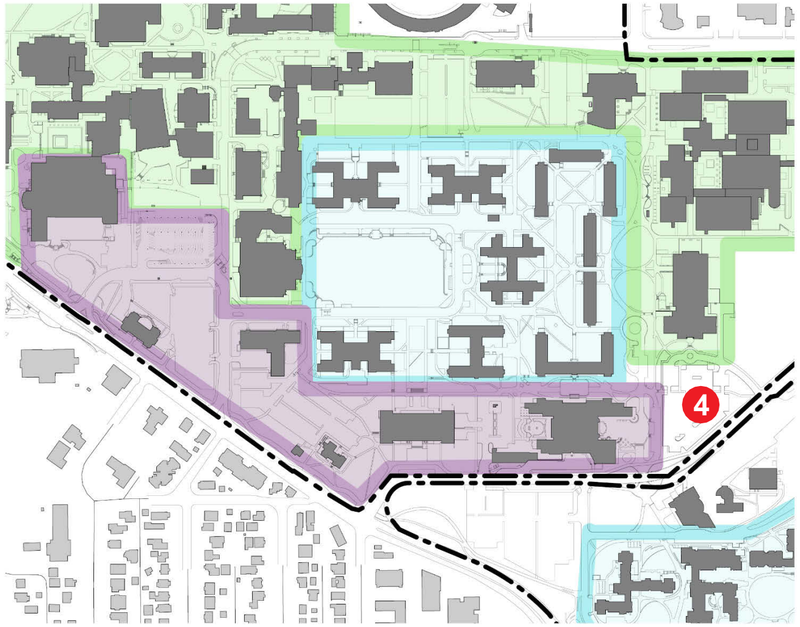
# OR AT THE SCHOOL OF BUSINESS?





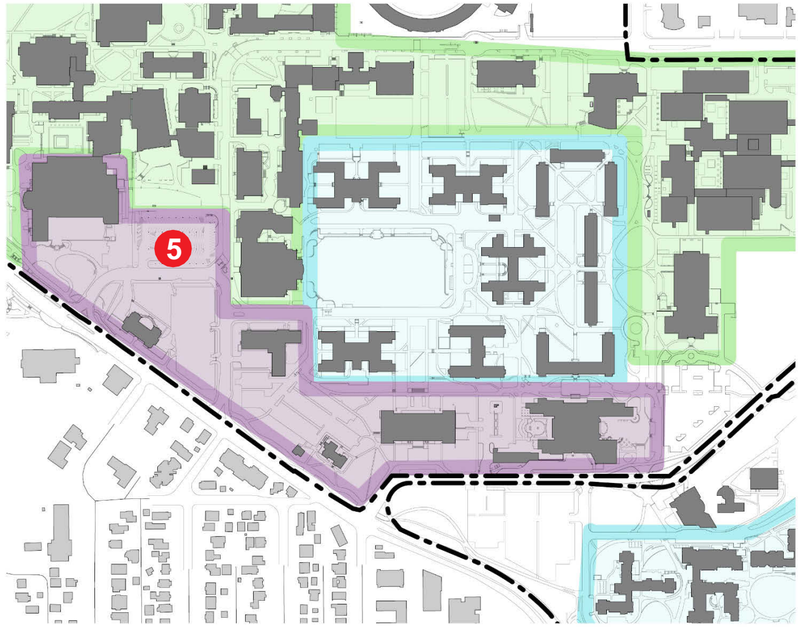

Shared use opportunity

# OR AT THE SCHOOL OF BUSINESS PARKING LOT?




Easily developed

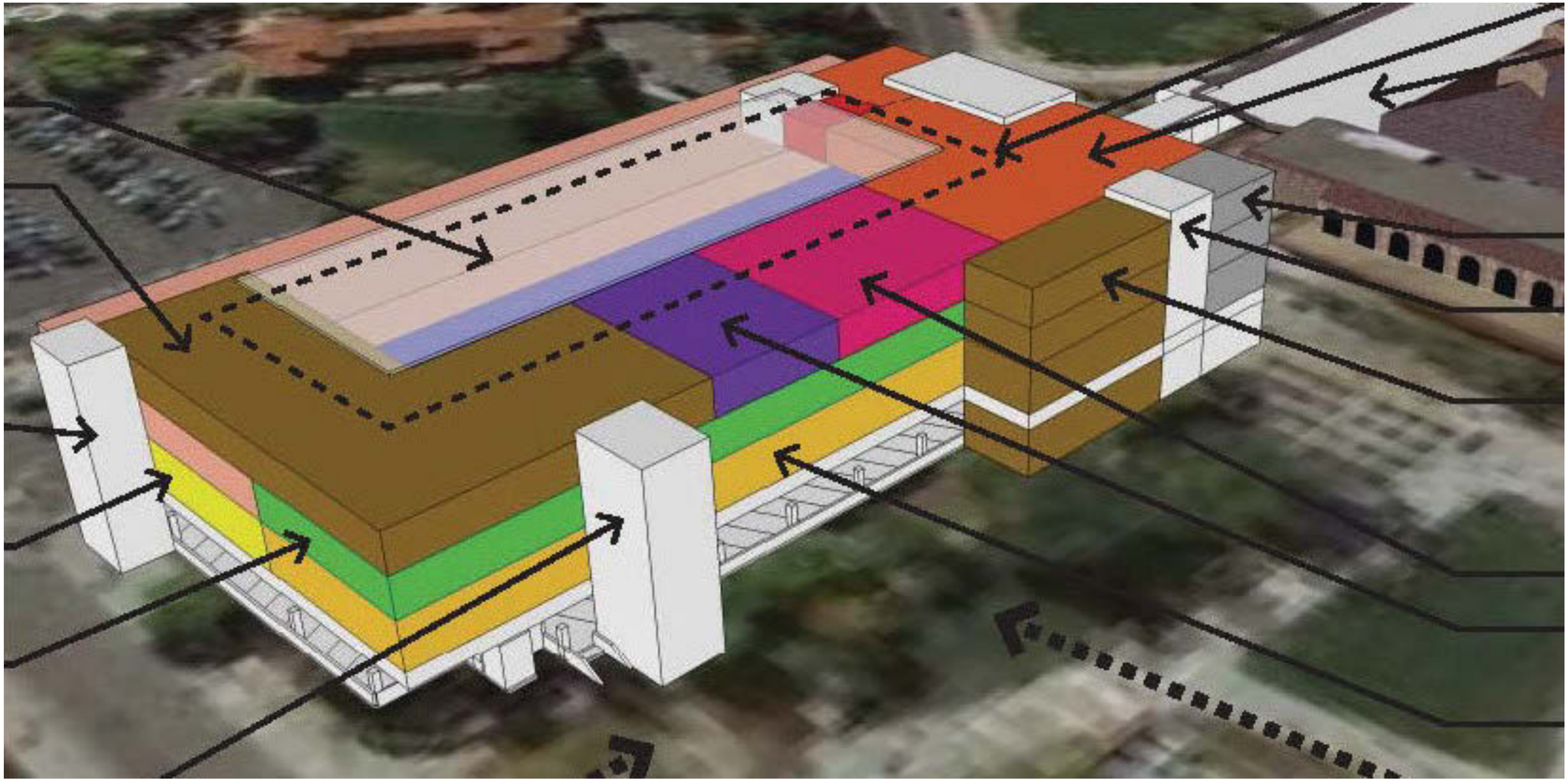
# OR ON TOP OF A PARKING GARAGE?




Ideal location

Site repair opportunity

# THE PARKING GARAGE WINS! Now what?



# BUILDING ON TOP OF A PARKING GARAGE IS TRICKY!

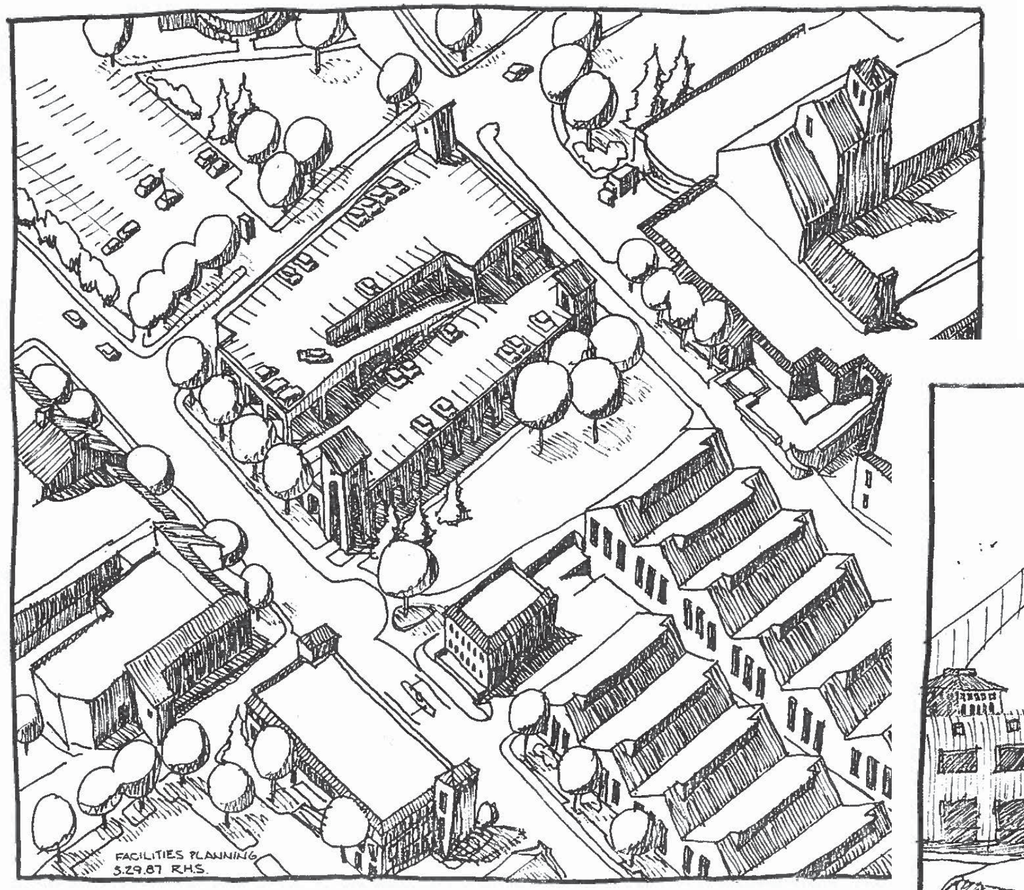
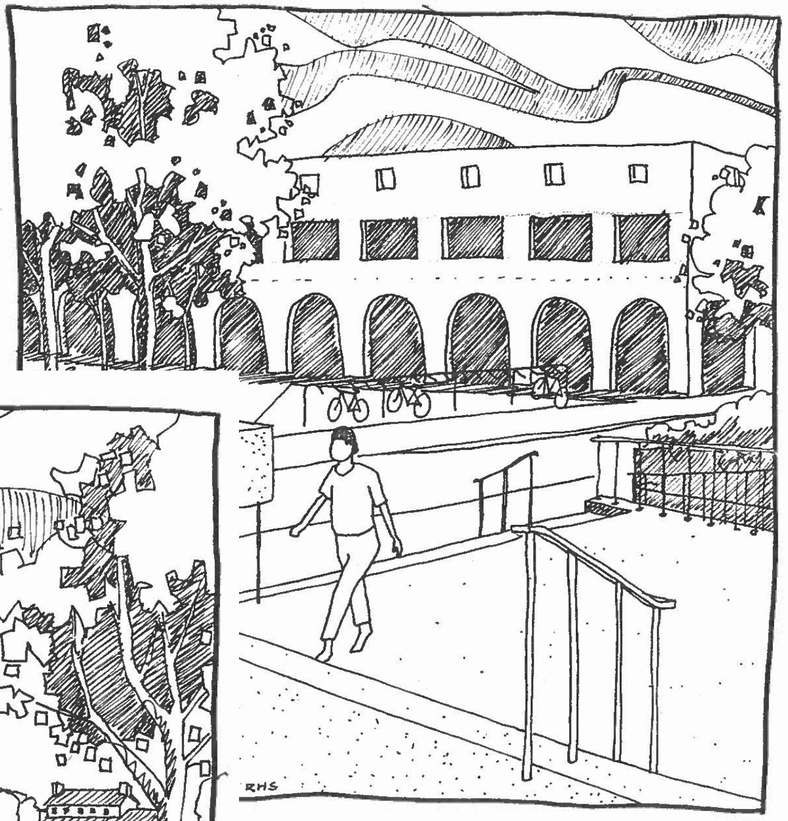



FIGURE A



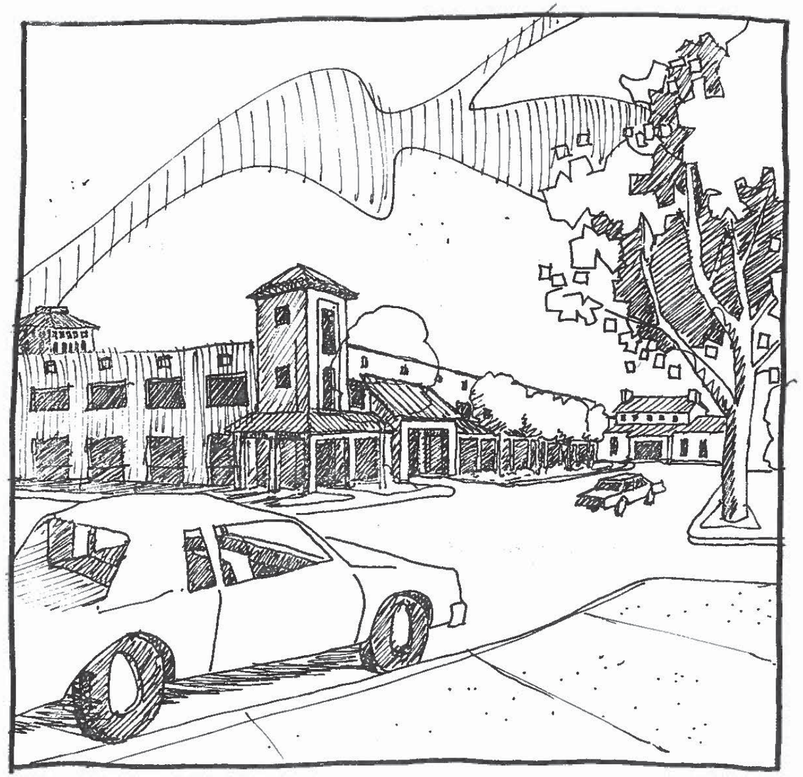
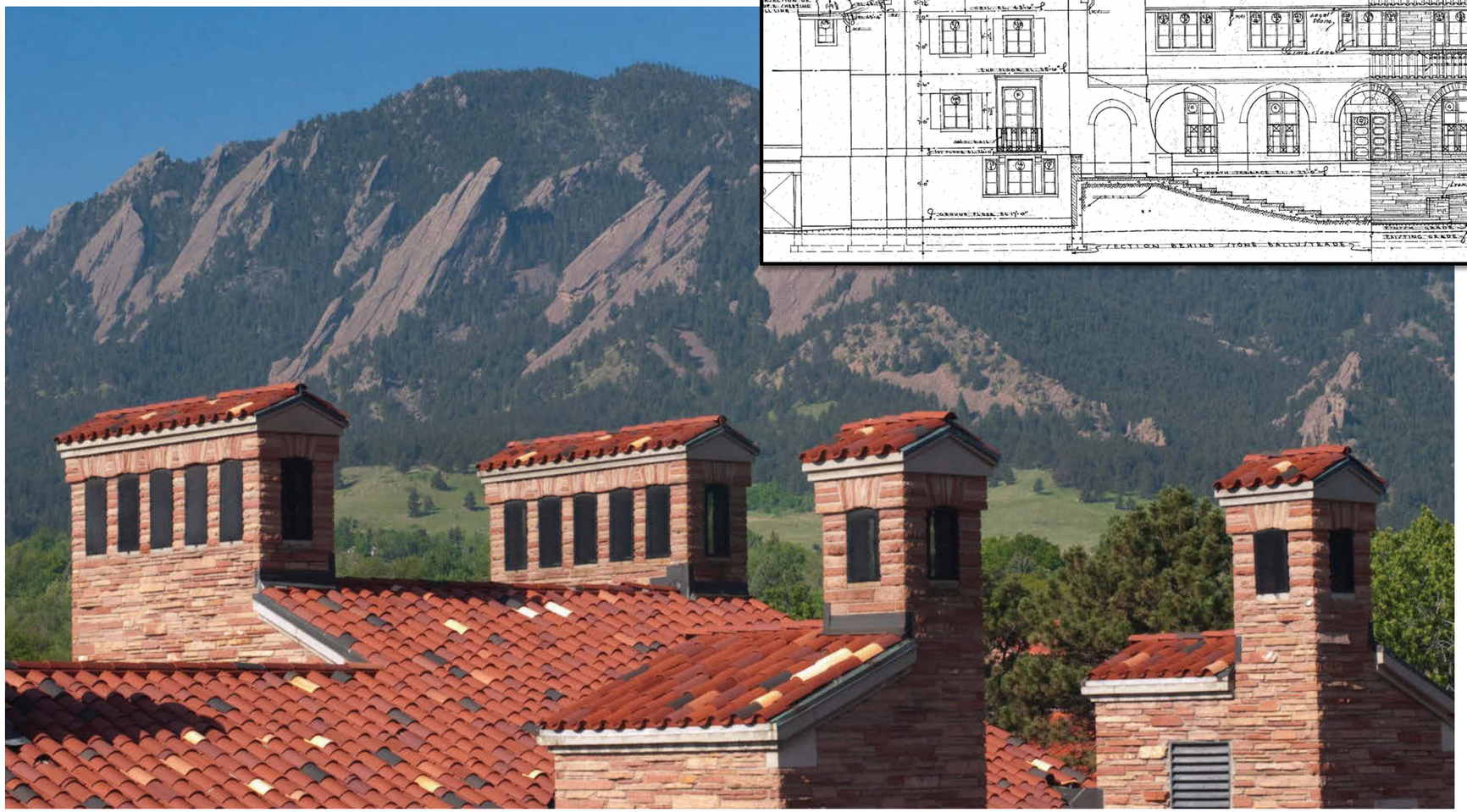
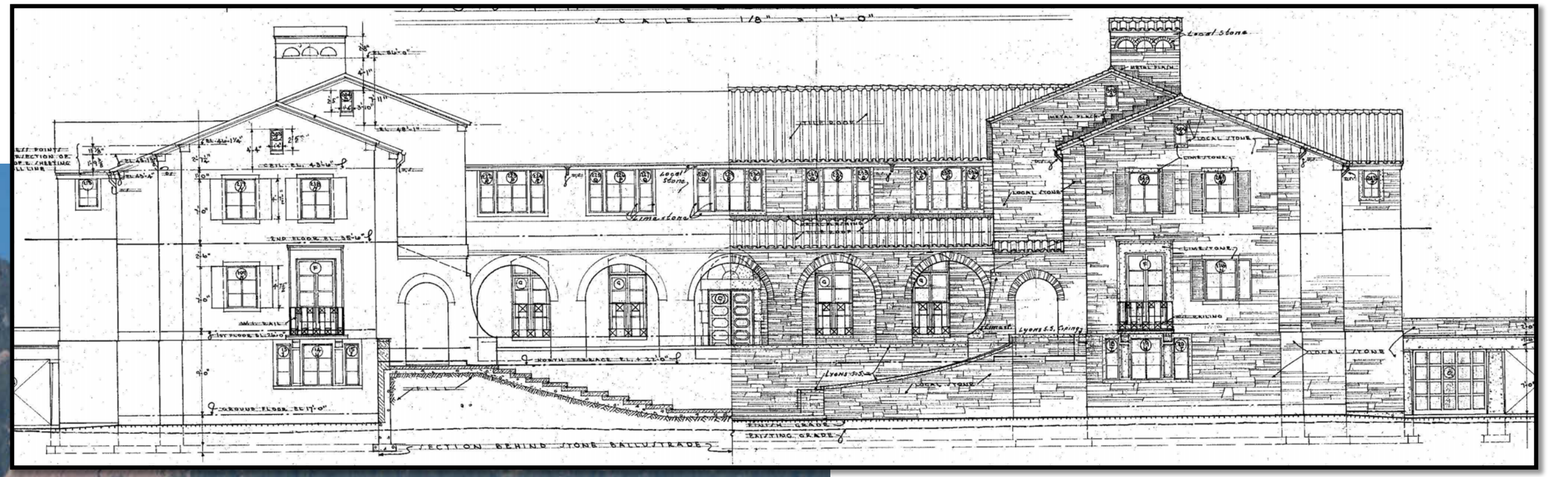
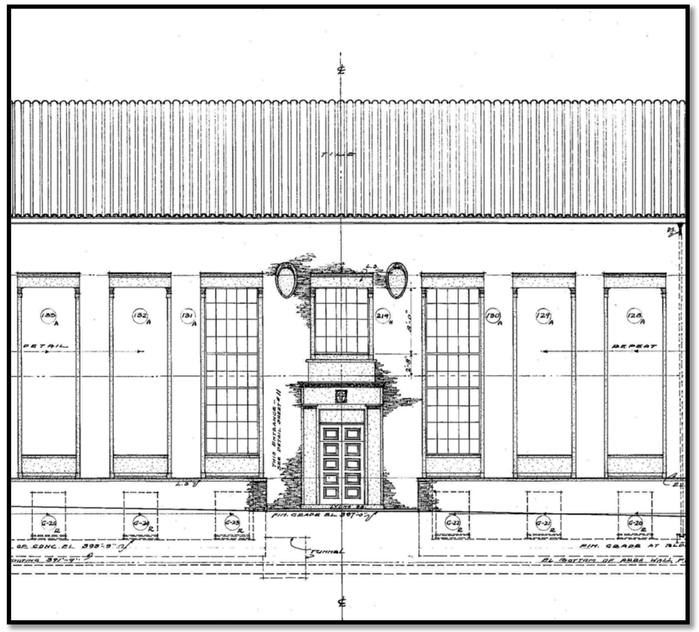



FIGURE C

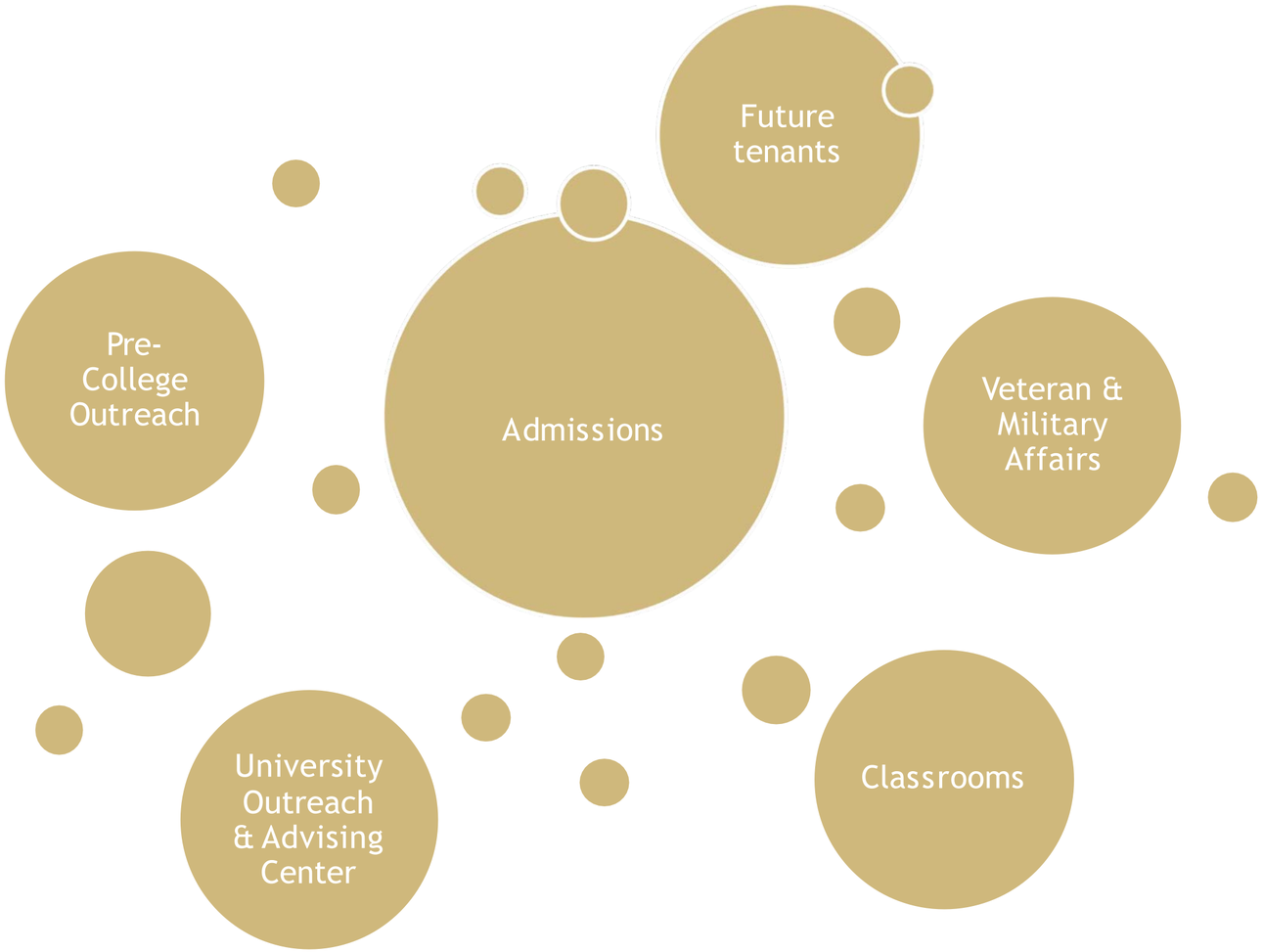
# WHILE RESPECTING THE “KLAUDER LEGACY”?





# IDENTIFY OTHER PROGRAMS TO COMPLEMENT & SUPPORT THE VISION…



# SO, WHAT WAS THE VISION?

**Gateway building**

**External accessibility**

**Internal accessibility**

**Flexibility**

**Economic sustainability**

**Environmental sustainability**

# The Prospective Student Experience

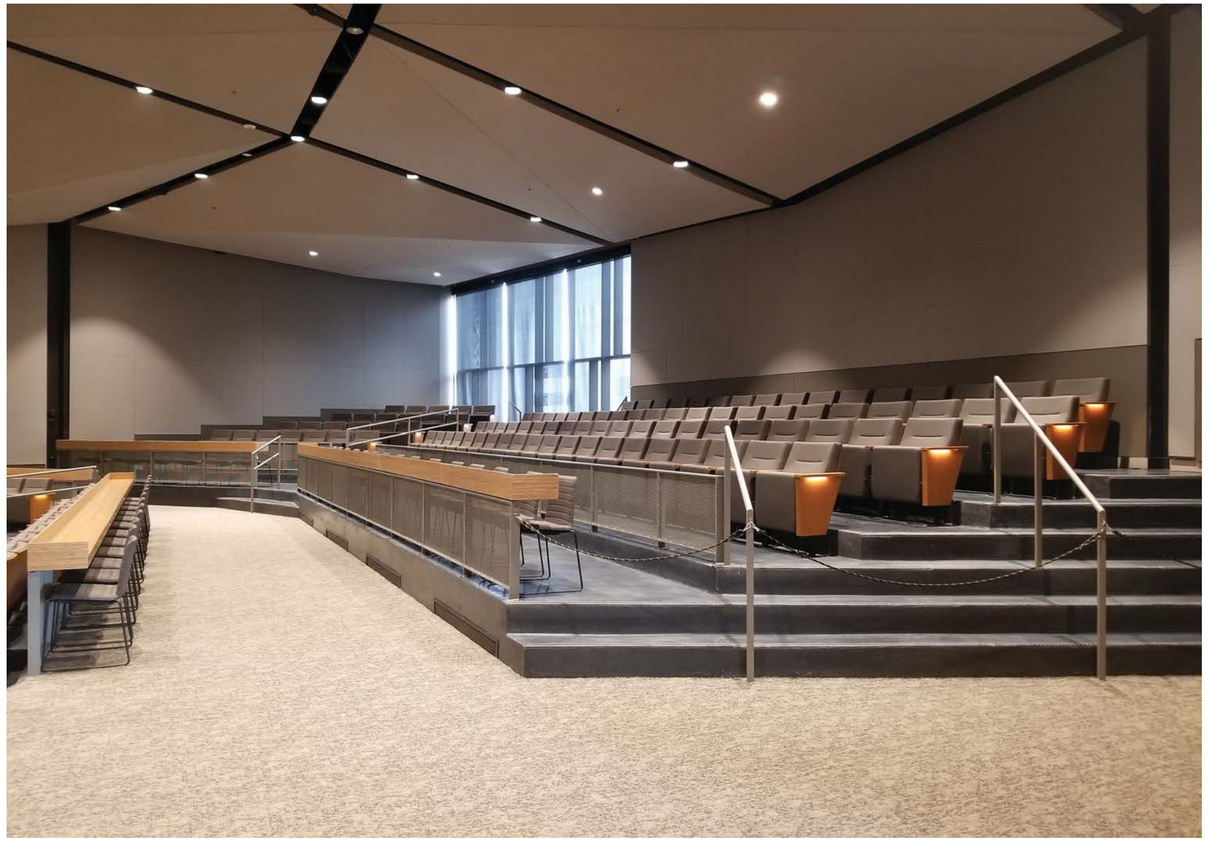
# UNIVERSITY CLUB ROOM 4–5 CAPACITY: 60-ish

# THE VIEW FROM UNIVERSITY CLUB

# JD ABRAMS LOUNGE - CENTER FOR COMMUNITY CAPACITY: 165 (squished)

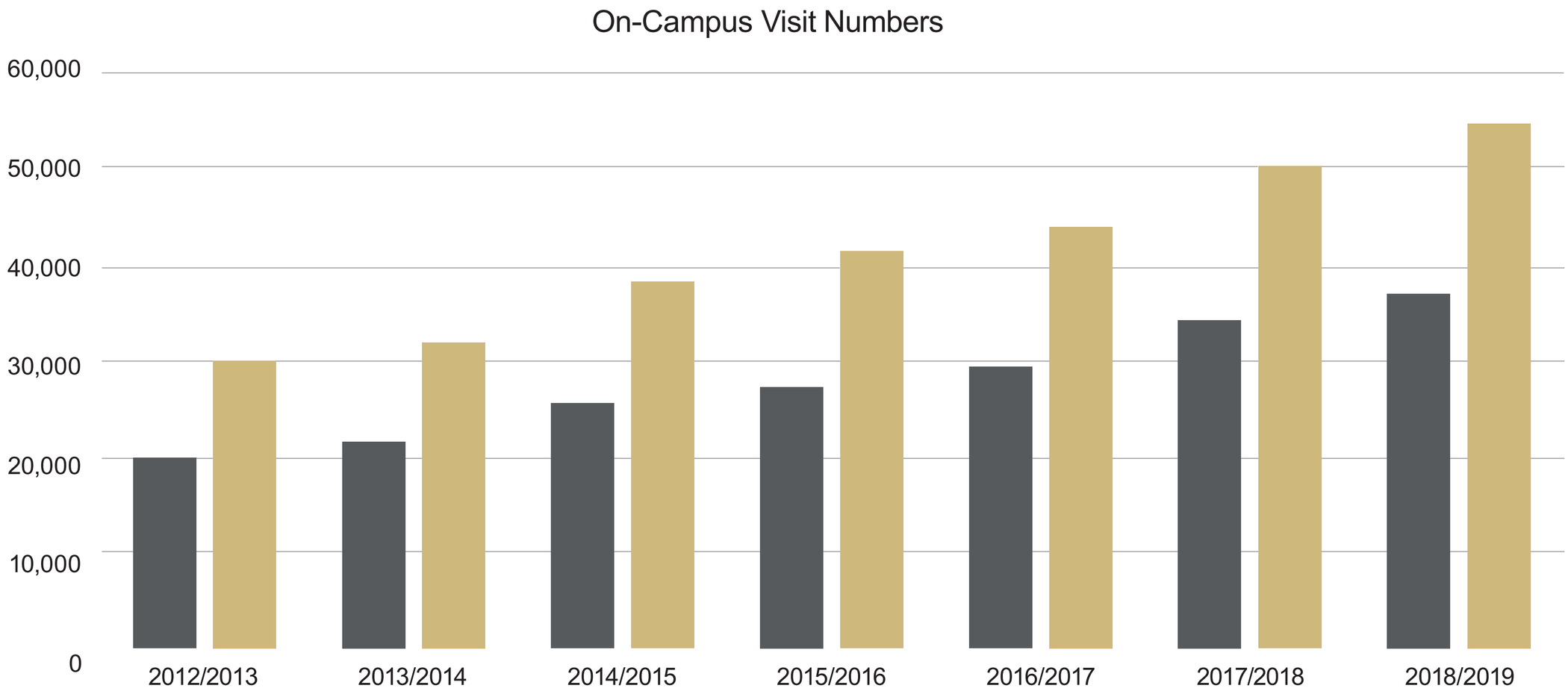
# THE VIEW FROM JD ABRAMS LOUNGE

# CENTER FOR ACADEMIC SUCCESS AND ENGAGEMENT (CASE) AUDITORIUM CAPACITY: 255

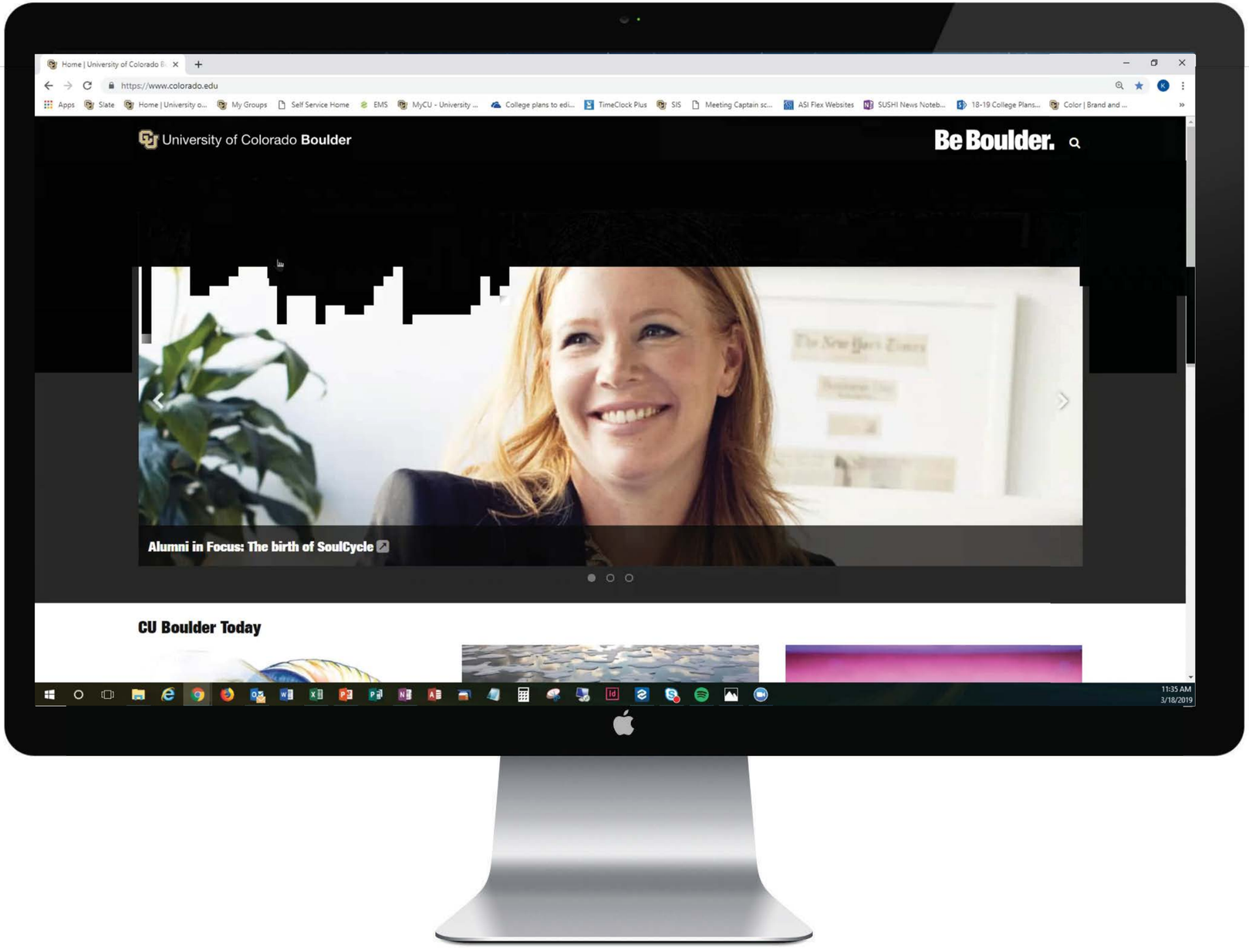


# THE VIEW FROM CASE

# MOVIN’ ON UP... to the West side!



# YES, IT IS INTENTIONAL **Experience vs. Visit**




Pre-visit experience

# YES, IT IS INTENTIONAL **Experience vs. Visit**

Pre-visit experience

Parking and arrival

# YES, IT IS INTENTIONAL **Experience vs. Visit**

Pre-visit experience

Parking and arrival

The “penthouse” view

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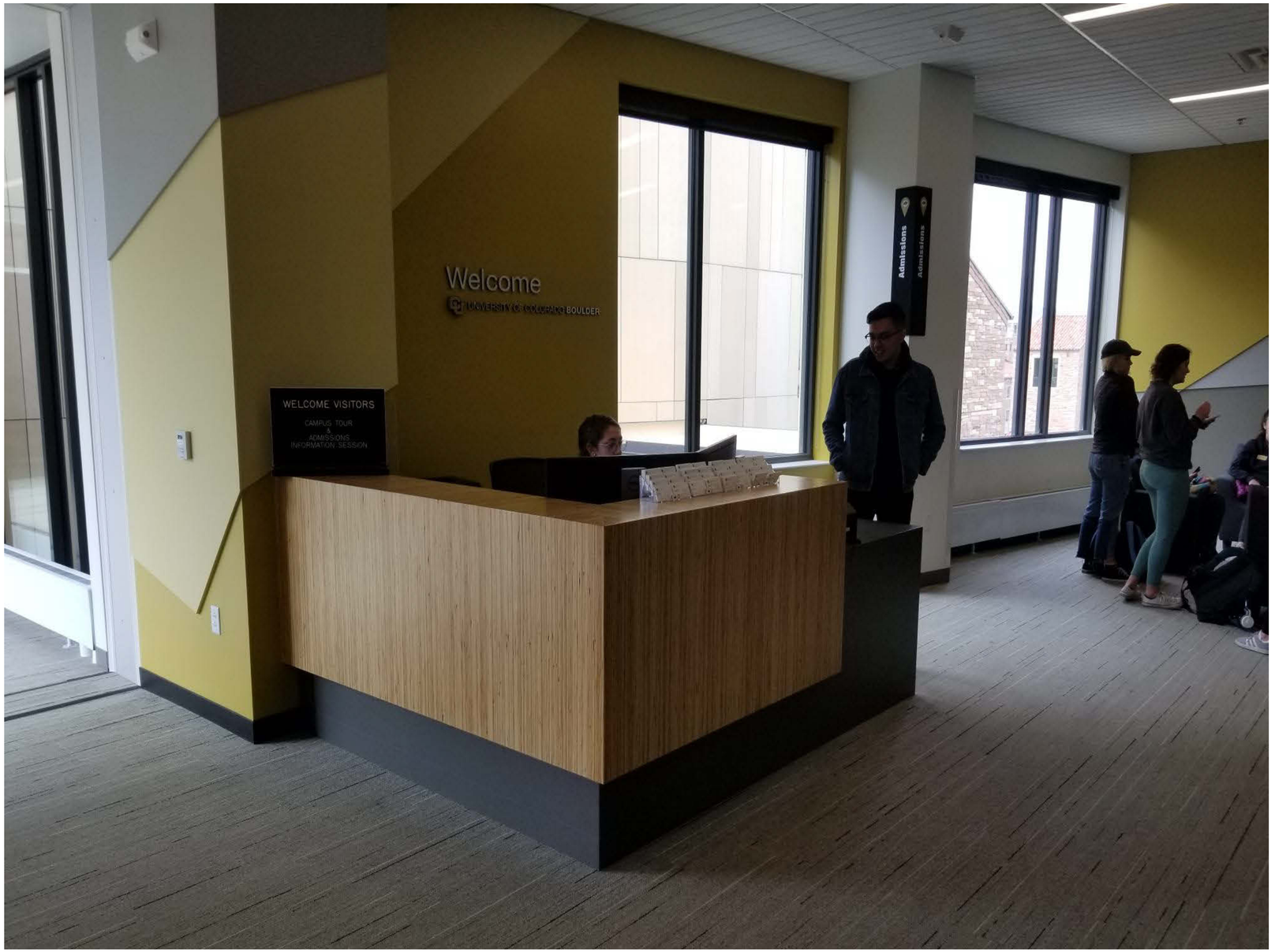


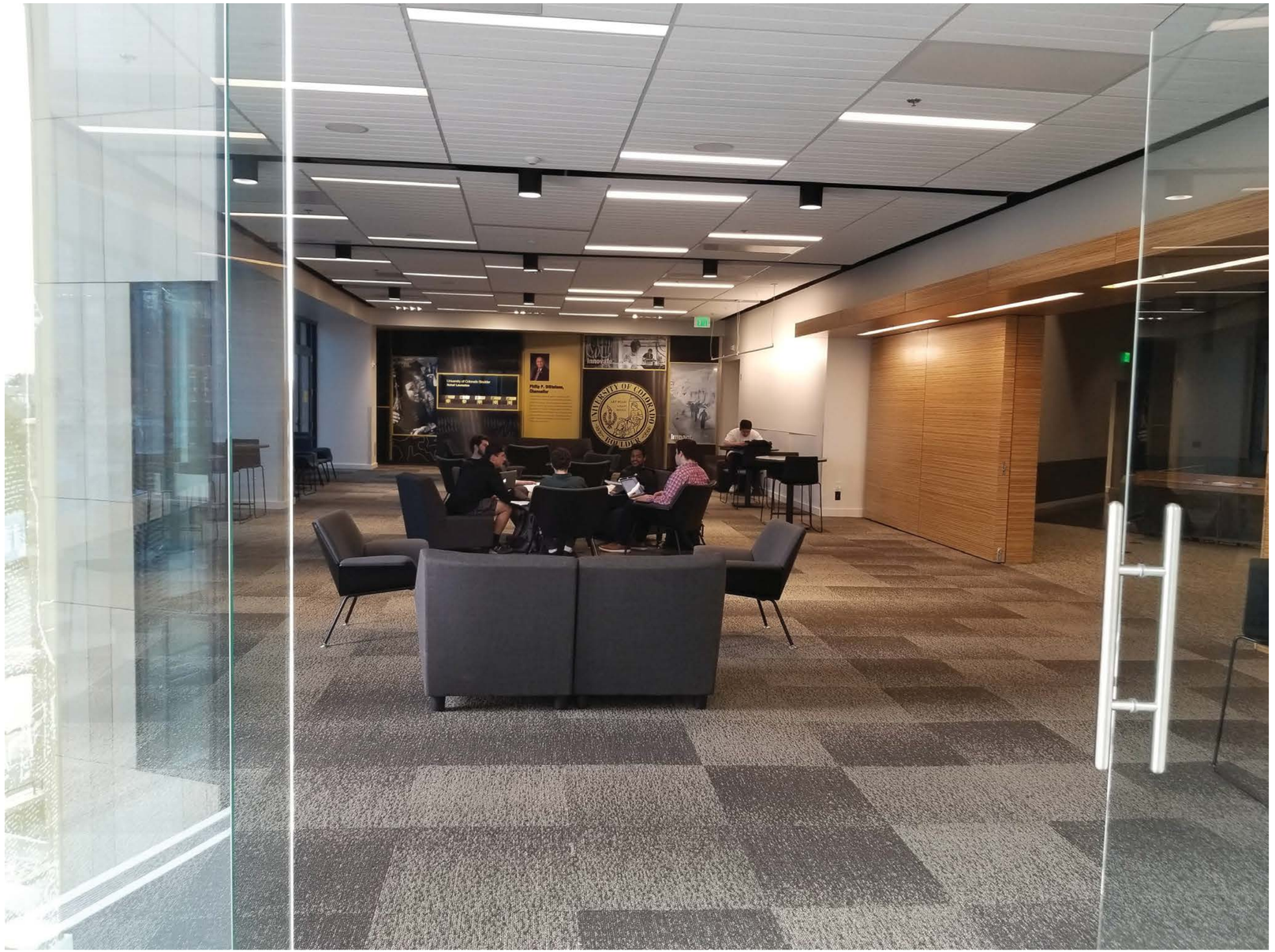

Pre-visit experience

Parking and arrival

The “penthouse” view

The location of check-in

# YES, IT IS INTENTIONAL **Experience vs. Visit**



Pre-visit experience

Parking and arrival

The “penthouse” view

The location of check-in

The gathering space

# YES, IT IS INTENTIONAL **Experience vs. Visit**

Pre-visit experience

Parking and arrival

The “penthouse” view

The location of check-in

The gathering space

The Auditorium

# YES, IT IS INTENTIONAL **Experience vs. Visit**

Pre-visit experience

Parking and arrival

The “penthouse” view

The location of check-in

The gathering space

The Auditorium

The music/slideshow before hand

The seats

The lighting

The presentation

# YES, IT IS INTENTIONAL **Experience vs. Visit**

Pre-visit experience

Parking and arrival

The “penthouse” view

The location of check-in

The gathering space

The Auditorium

The music/slideshow before hand

The seats

The lighting

The presentation

The dismissal

# CASE (INFORMAL) MISSION

As the gateway to campus, the Center for Academic Success & Engagement (CASE) provides a comprehensive network of inclusive services that support the diverse range of CU Boulder students, faculty, staff and visitors. Our aim is to create spaces where academic quality, student success and engagement all intersect.

# JUST IN CASE YOU WERE WONDERING...

## Approximately 11,150 people pass through CASE each month

(as of December 2018)

We know this number has gone up, as 4 more departments have moved in since this time.

We are looking at a small café – hopeful for fall 2019?

4 more classrooms will be going in.

3 to 4 more departments will move in over the next year.

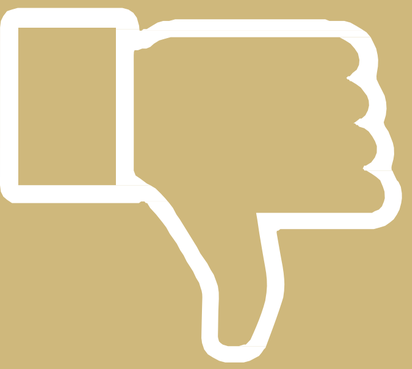
Projecting 16,000 people will go through CASE each month.

# JUST IN CASE YOU WERE WONDERING...

There is no other building like CASE on CU Boulder's campus

Departments from Student Affairs, Enrollment Management, Undergraduate Education, Academic departments/ colleges, classroom spaces

**It's wonderful, but it's hard!**



## Biggest challenge(s):

We aren’t with the rest of the Admissions Office

Parking, parking and parking

People want to use our spaces

## Biggest success(es):

People remember their experience

The views are breath-taking and very well photographed

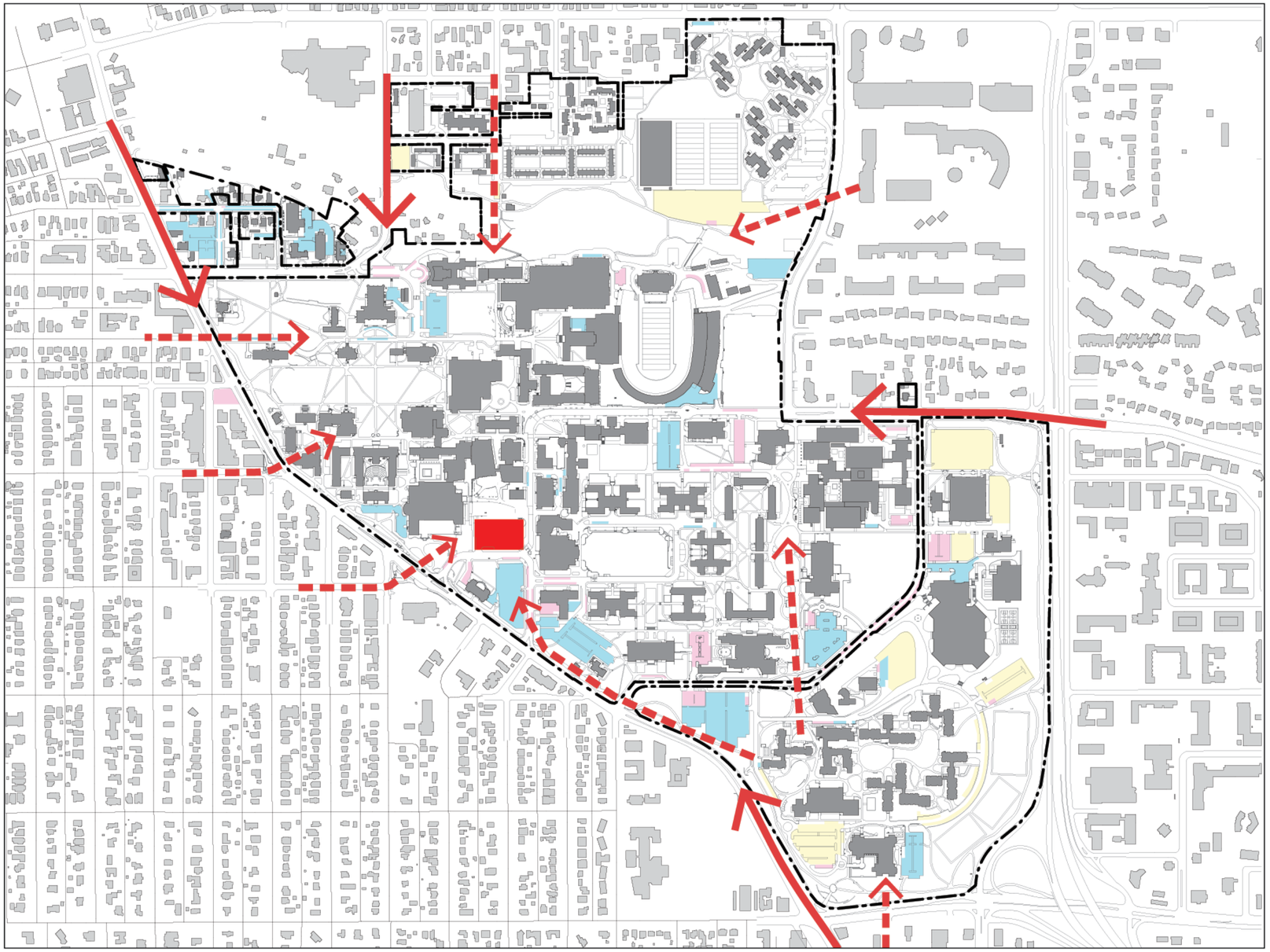
People want to use our spaces

# Design Solution

# ORIGINAL SITE CONDITION

# ORIGINAL SITE CONDITION

# MAIN CAMPUS ENTRY POINTS



Vehicular Entry Points

Pedestrial/Bike Entry

Faculty/Staff Parking

Visitor Parking

Student Parking

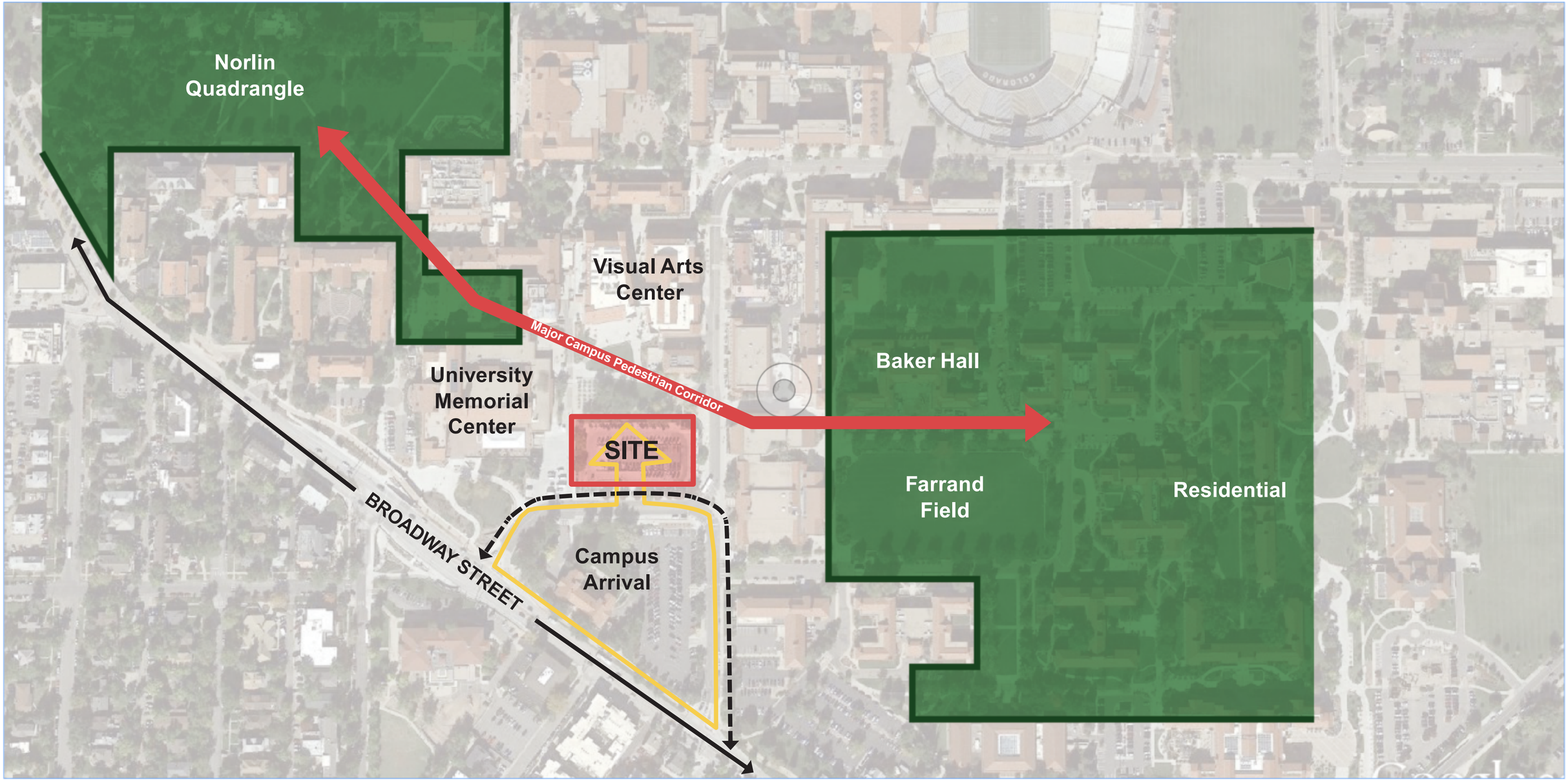
Campus Boundary

Project Site

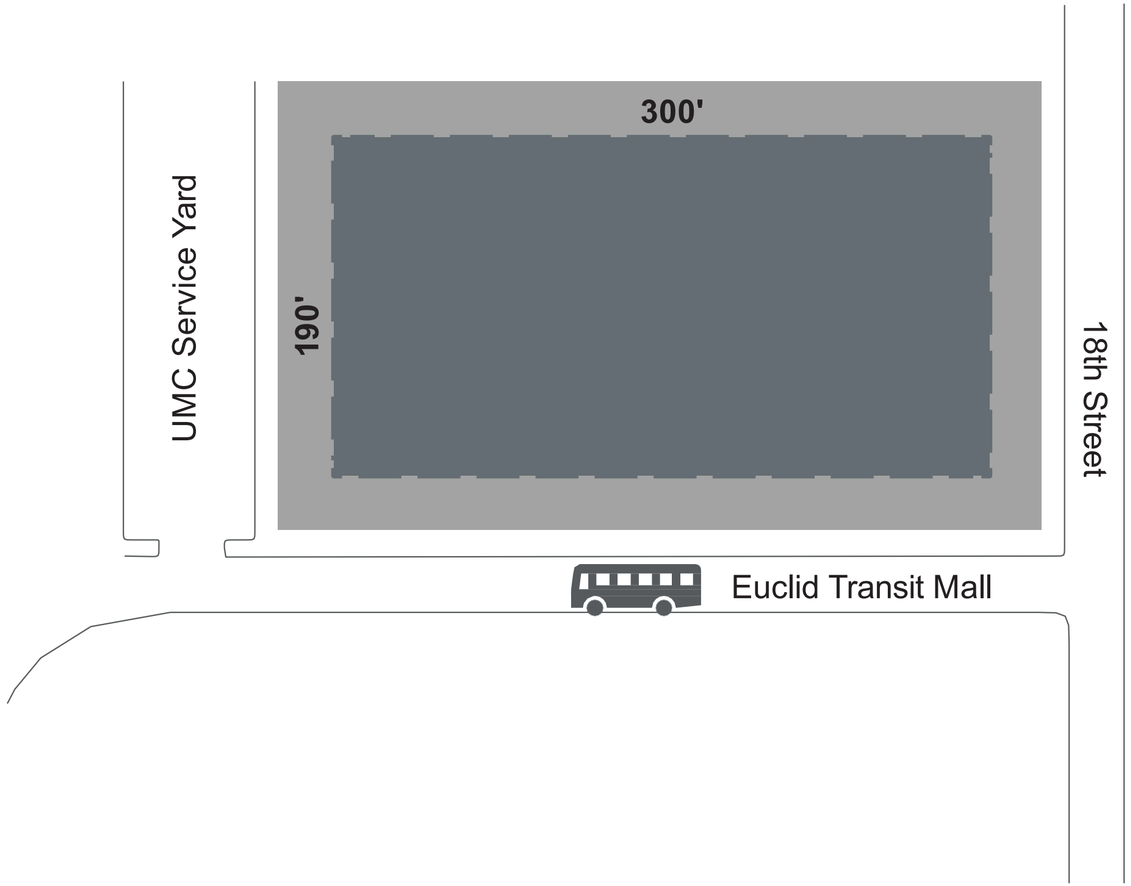
# PROJECT GOALS

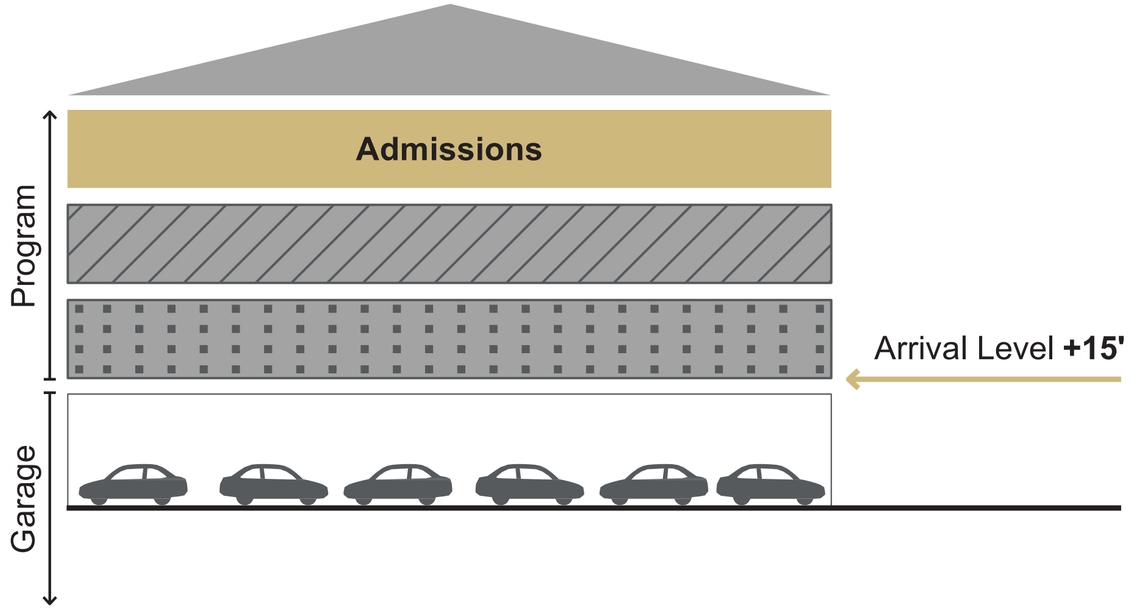
1. **Create a gateway** and the campus front door for admissions and a broad array of visitors.
2. Be transformative for the campus by **providing a continuum of services** for student success.
3. Engage users by **fostering interaction and collaboration**.
4. Provide **easy access** to and through the building.
5. Be **flexible in space, program and services** over time.
6. Increase Campus **revenues**.
7. Optimize **sustainable** design and operations.

# EUCLID GATEWAY OPPORTUNITY



# SITE CHALLENGES

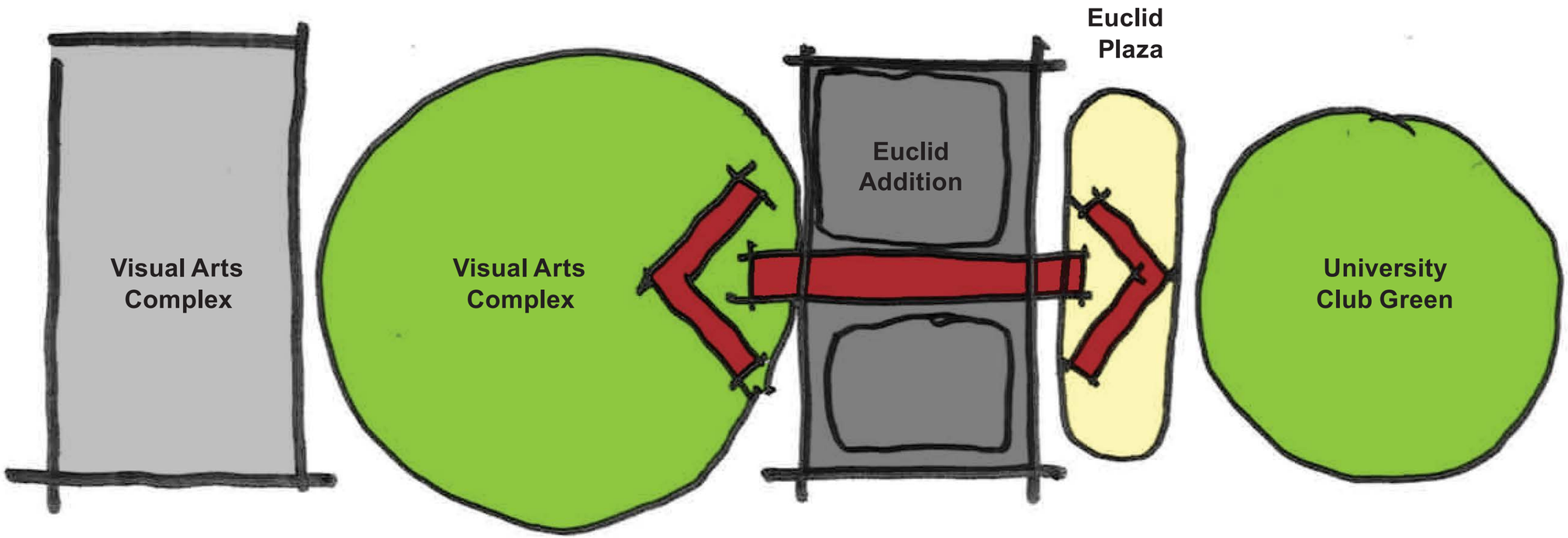


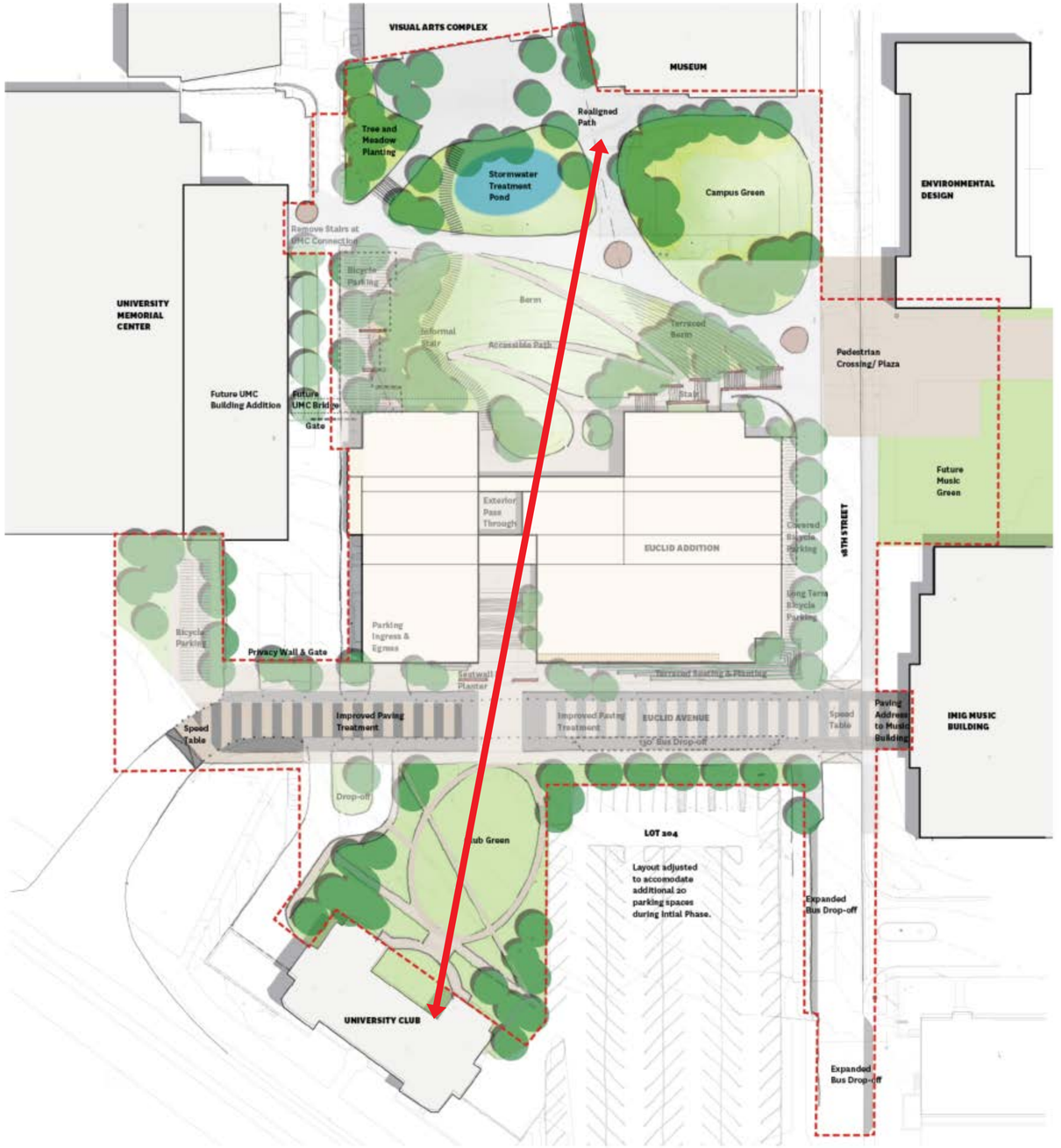
# DESIGN STRATEGIES

1. **Transform a dead space on the campus to an active one,** indoors and out.
2. **Make the building clearly identifiable,** create an exaggerated sense of arrival.
3. **Use landscape as an integral part** of the solution and the identity of the project.
4. Break down the scale of the building using strategies to **get light and views to the center.**
5. **Create a clear point of arrival** ‘The Welcome Hall’.
6. **Integrate uses** that make the building an active hub.
7. Use the building to **showcase CU Brand and values.**

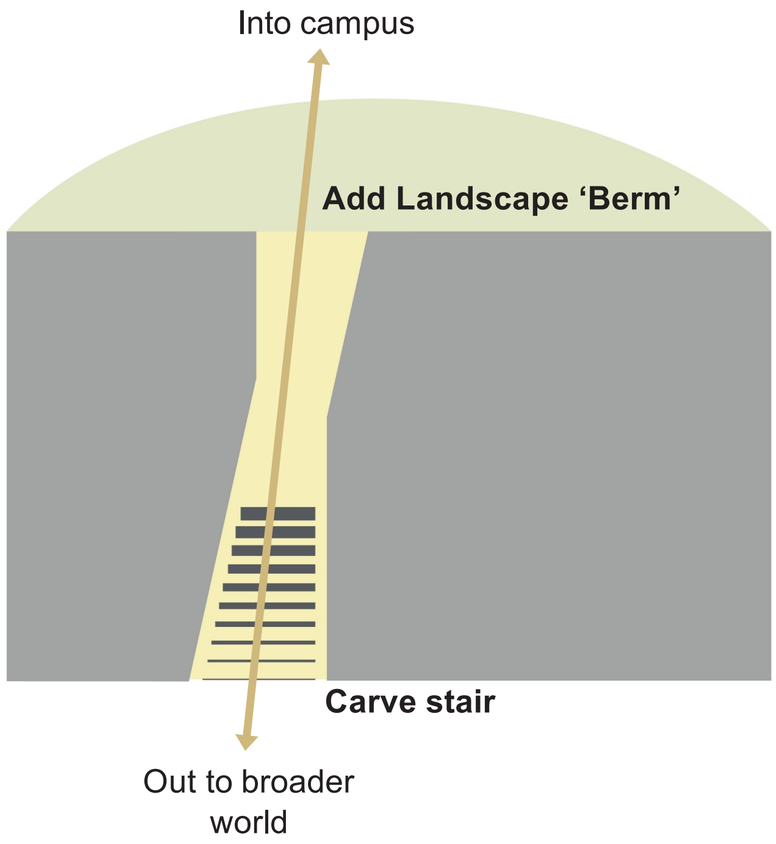
# GATEWAY CONNECTION BETWEEN CAMPUS AND COMMUNITY

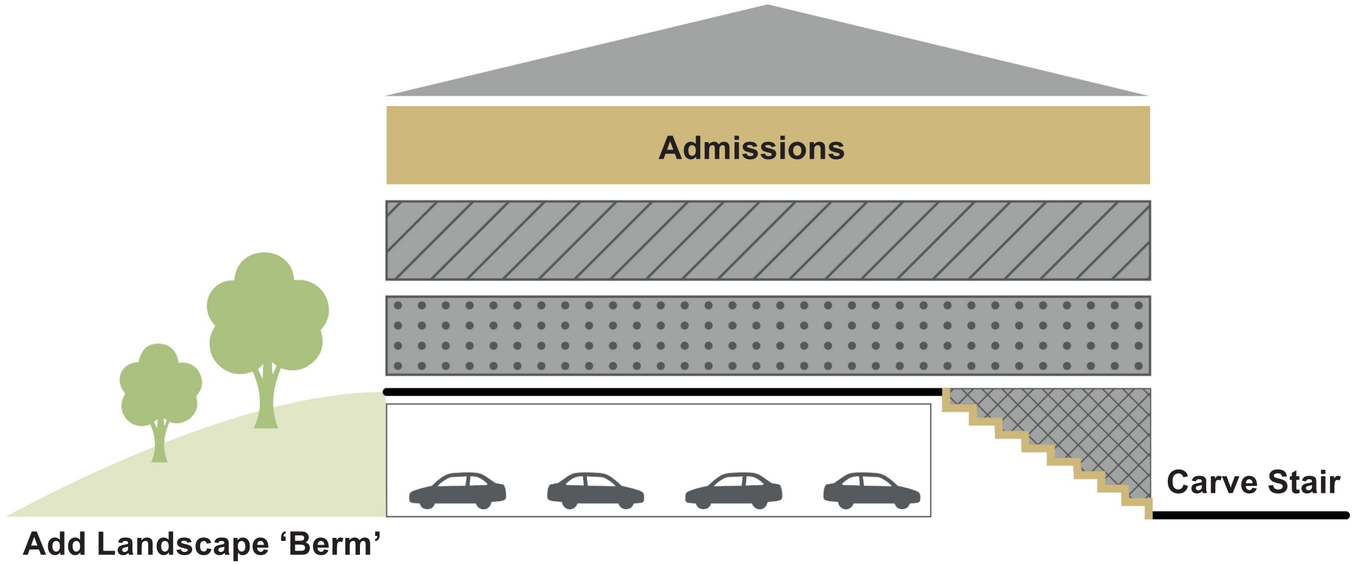


# MICRO MASTER PLAN



# GATEWAY


Into campus
Add Landscape ‘Berm’
Carve stair
Out to broader world


Admissions
Carve Stair
Add Landscape ‘Berm’

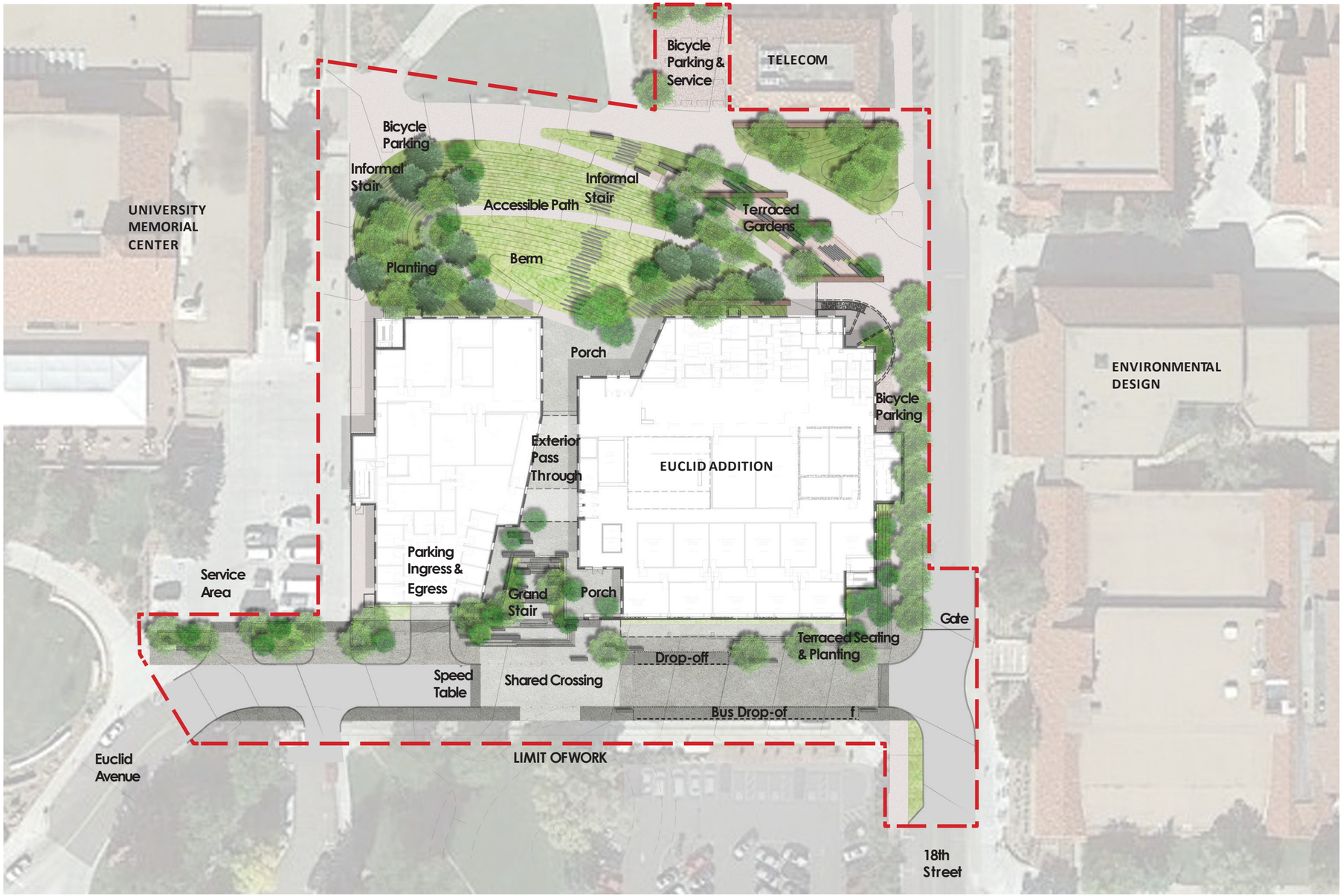
# BUILDING AS GATEWAY

Portal to the broader world, looking away from Campus

Gateway to CU Boulder,  looking into Campus

CESS & ENGAGEMENT

# LANDSCAPE PLAN



Due to high demand, this rack is day use bike parking only.
BIKES LEFT OVERNIGHT ARE SUBJECT TO IMPOUNDING

# PROGRAM SUMMARY

| | |
|---|---|
| **Admissions** | **8,500 sf** |
| University Exploration + Advising | 5,500 sf |
| Pre-Collegiate Outreach | 4,500 sf |
| Testing Center | 4,500 sf |
| Classrooms | 13,000 sf |
| Shared Meeting Space | 4,500 sf |
| Veteran & Military Affairs | 2,500 sf |
| Support Services | 7,000 sf |
| Future Academic Spaces | 20,500 sf |
| | |
| **Net SF Total** | **70,500 sf** |
| **Gross SF Total** | **114,000 sf** |

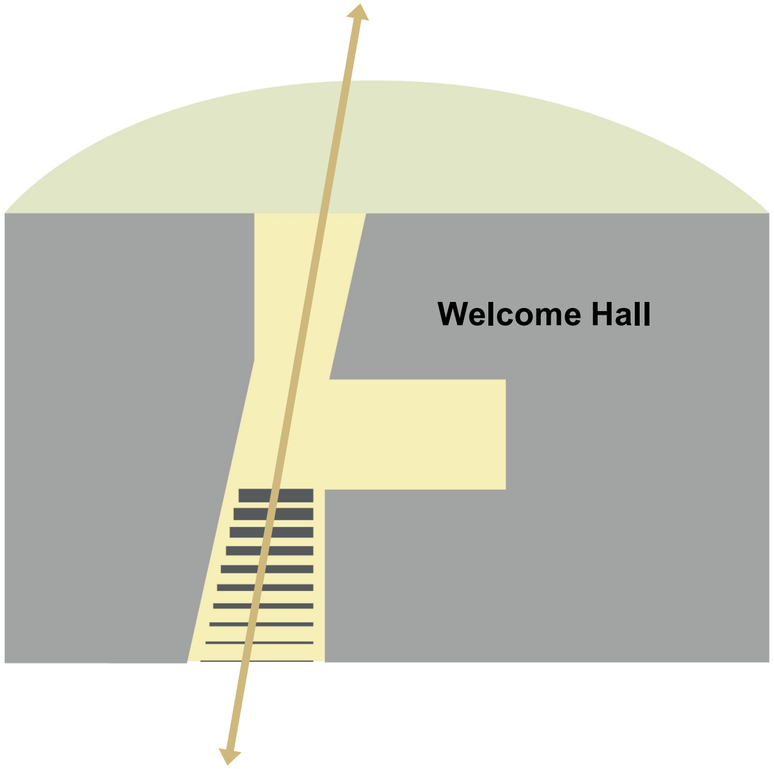
# CAMPUS CONTEXT

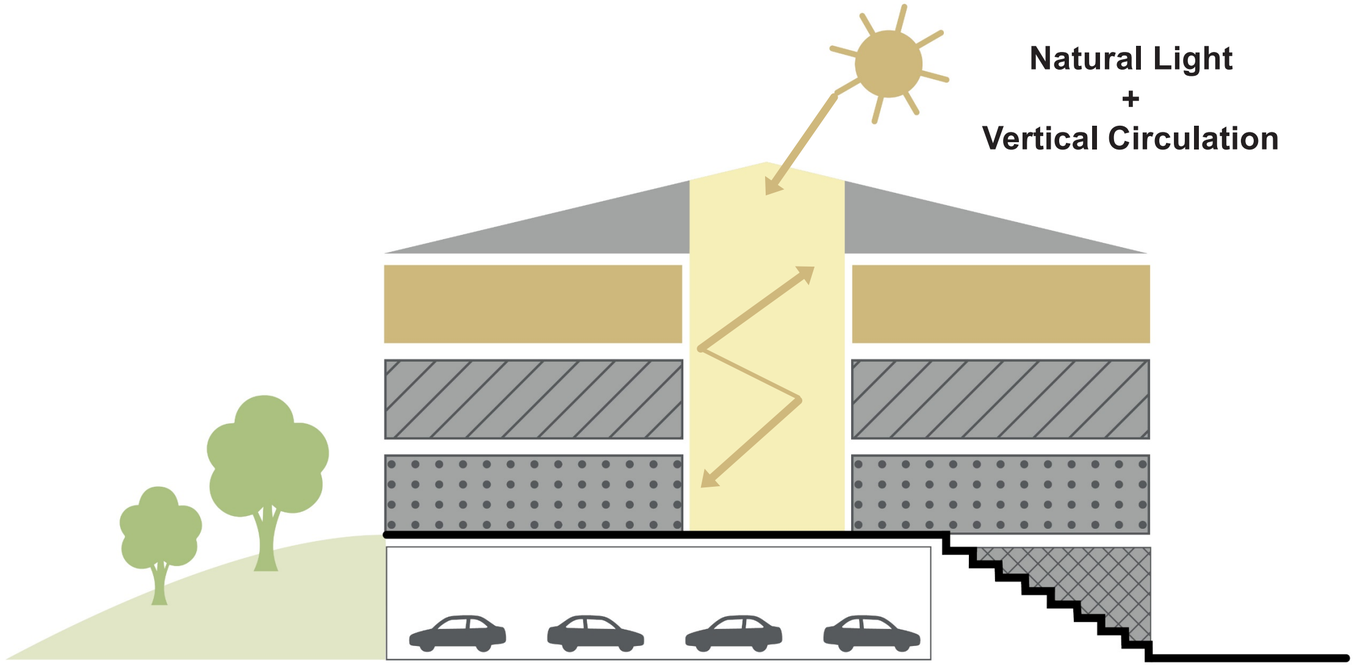
# CHARACTER OF IMMEDIATE CONTEXT

Visual Arts

UMC

# POINT OF ARRIVAL / WELCOME HALL

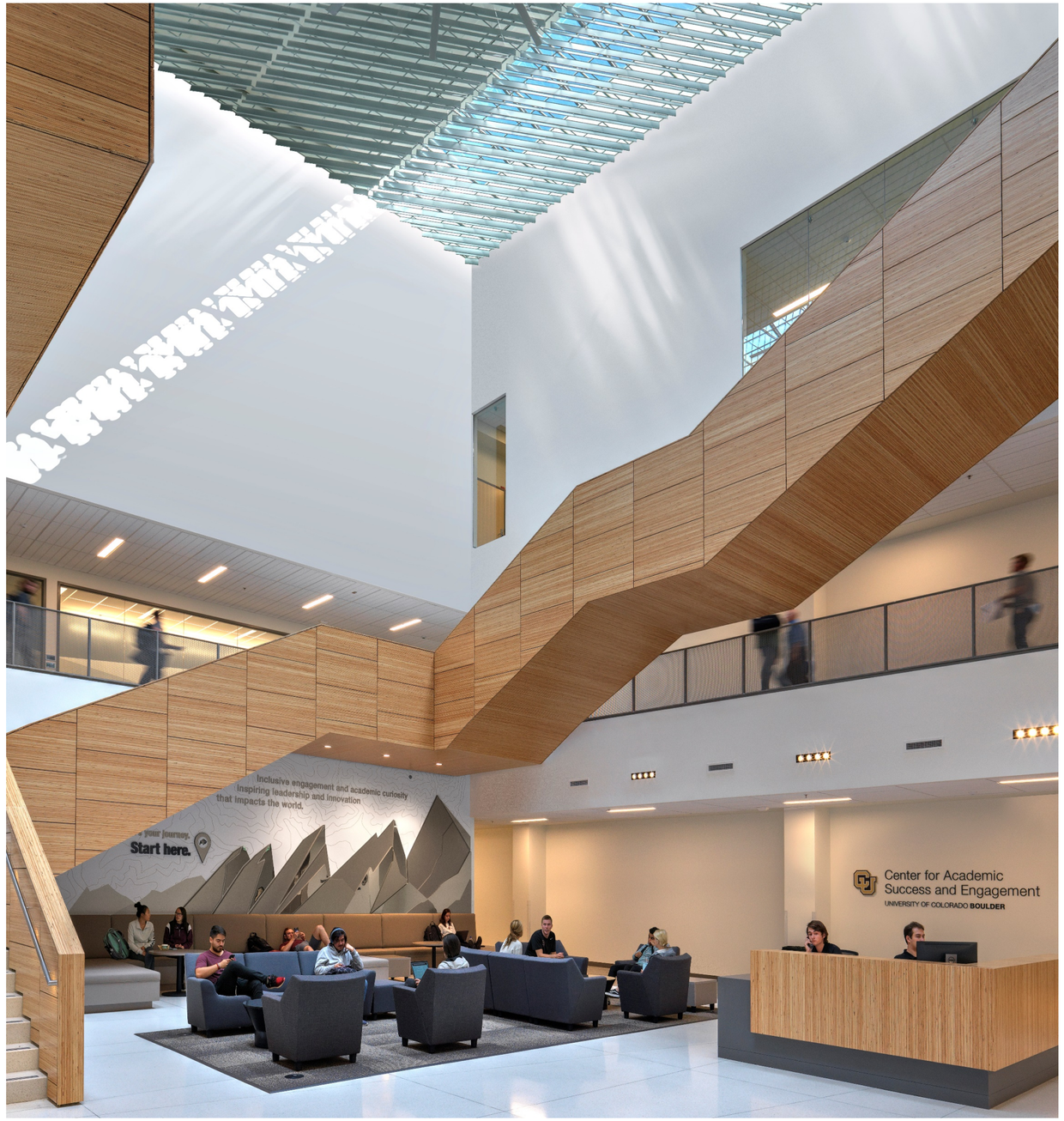


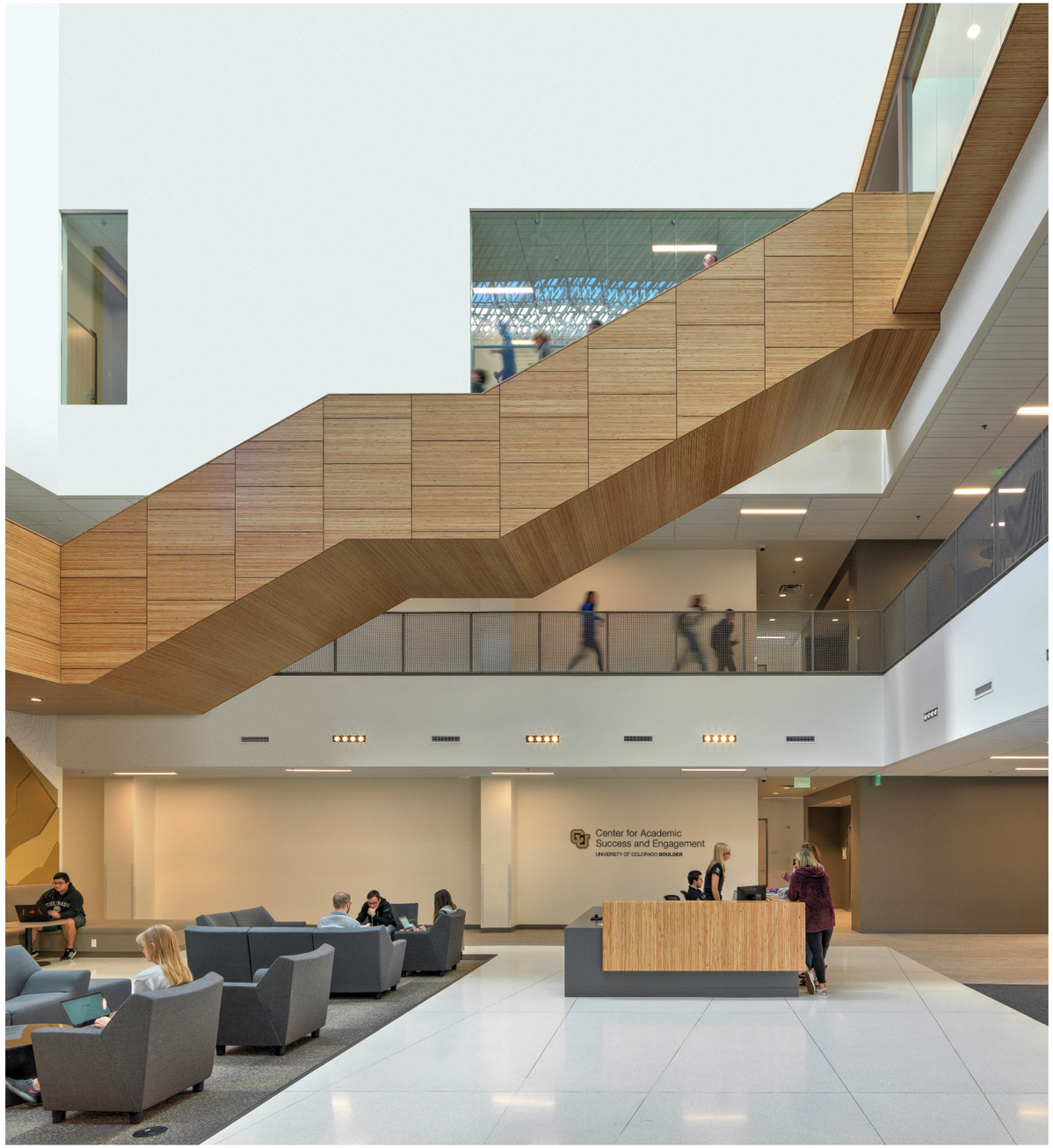



# LEVEL 2 FULL BUILD-OUT

1. Classrooms
2. Student Lounge
3. Computer Labs
4. Shared Conference Rooms
5. Pre-Collegiate Outreach
6. University Exploration + Advising
7. Future Café
8. Welcome Hall
9. Welcome Desk

A. Grand Stair
B. South Porch
C. North Porch
D. Portal


Inclusive engagement and academic curiosity
inspiring leadership and innovation
that impacts the world.
Start here.
Center for Academic
Success and Engagement
UNIVERSITY OF COLORADO BOULDER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Success and Engagement
UNIVERSITY OF COLORADO BOULDER

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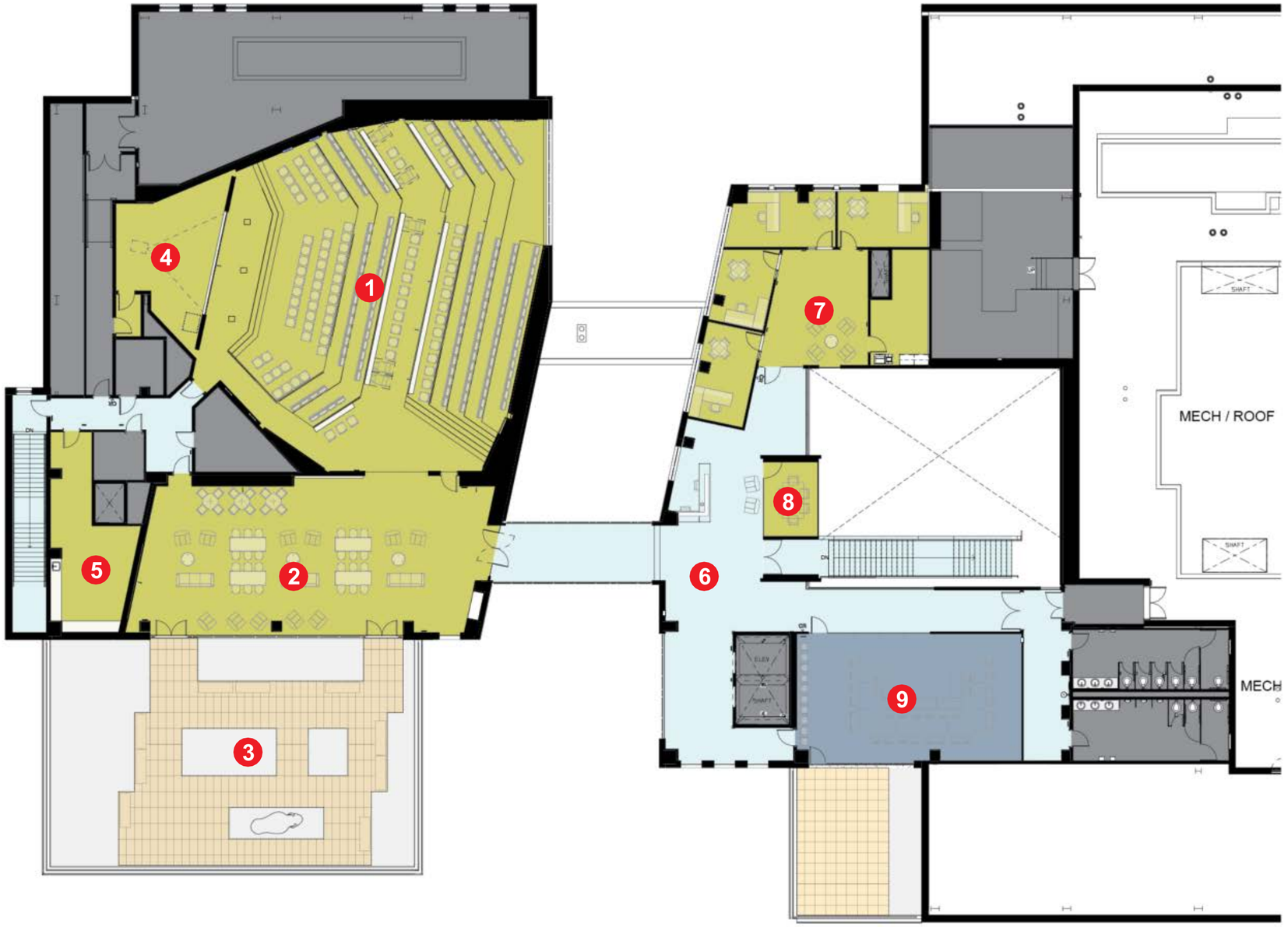
Success and Engagement
UNIVERSITY OF COLORADO BOULDER

# 4th FLOOR/ADMISSIONS SUITE




1. Auditorium: 235 seats
2. Chancellor’s Hall
3. View Terrace
4. Rear Screen Projection Room
5. Admission Support
6. Reception
7. Admission Suite
8. Small Conference
9. Large Meeting Room

EXIT
Innovate
UNIVERSITY OF COLORADO
BOULDER

Be Boulder.
University of Colorado
Boulder

Questions?