SUMMARY

Objectives
Limitations
Context
Snapshot
Services
Learning
Opportunities
Transport
Alternative
OBJECTIVES

Increase student numbers

Improve student and staff experience

Increase revenue

Minimise operational footprint

Maximise Research potential @ minimal cost

Increase community and industry engagement
LIMITATIONS

Focus on Physical Infrastructure such as.....

Location
Condition
Types of Facilities
Access
CONTEXT

University Mission Statement
Ernst & Young Report
Communications Technology
Organisational aspirations
Competitive University market
Pedagogy
Government funding – repurposing + partnerships
Local community and industry
SCU Mission Statement

“We equip our students to live a life they value and to be effective global citizens. We do this by creating inspirational and engaged learning experiences by staff who actively practise scholarship.”

“We create and apply knowledge in partnership with our communities in fields that are regionally relevant and globally significant.”
“What will universities of the future look like?”

Knowledge is open to everyone with a device and connectivity

Campuses will remain, but digital technologies will transform the way education is delivered and accessed, and the way ‘value’ is created by higher education providers. Universities need to be first to the market with… Innovative student experiences.

Deeper relationships with industry……Smaller universities….will invest in a distinct student experience for teaching and learning programs…..

University asset bases and administrations will need to be significantly leaner.
### Top Decision-Making Criteria When Choosing A University

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong in my discipline/study area</td>
<td>85%</td>
</tr>
<tr>
<td>The course design for my discipline/study area</td>
<td>84%</td>
</tr>
<tr>
<td>Strong academic reputation</td>
<td>77%</td>
</tr>
<tr>
<td>Strong in practical relevance</td>
<td>75%</td>
</tr>
<tr>
<td>Study facilities</td>
<td>74%</td>
</tr>
<tr>
<td>Approachable lecturers at the university</td>
<td>73%</td>
</tr>
<tr>
<td>Good Location</td>
<td>72%</td>
</tr>
<tr>
<td>Access to technology</td>
<td>72%</td>
</tr>
<tr>
<td>Successful graduates</td>
<td>67%</td>
</tr>
<tr>
<td>Known Australia-wide</td>
<td>63%</td>
</tr>
<tr>
<td>Links with the commercial world/businesses/employers</td>
<td>62%</td>
</tr>
<tr>
<td>Prestigious image and reputation</td>
<td>56%</td>
</tr>
<tr>
<td>Large range of courses</td>
<td>56%</td>
</tr>
<tr>
<td>Use of technology in course</td>
<td>56%</td>
</tr>
<tr>
<td>Modern</td>
<td>56%</td>
</tr>
<tr>
<td>Easy to get into/accepted me</td>
<td>53%</td>
</tr>
<tr>
<td>Known world-wide</td>
<td>52%</td>
</tr>
</tbody>
</table>

**Base:** Total Students (n=5407)  
**Note:** % Rate as Important (1 or 2 on 5 point scale). All others not reported less than 50%  
**Q.** How important were the following aspects in your choice of uni?
"we can learn anything we want to, instantly"

"we get things done, anywhere"
"We want to improve vibrancy for students on campus."

"..reduce attrition rates."

"..improve engagement with community + industry"

"We want to improve staff interaction."

"We want to improve + centralise student services"

"We want to improve ICT Services including accommodation ."

"Investigate new course offerings."

"Improve communications links with Lismore."
COMPETITIVE UNIVERSITY MARKET

Port Macquarie + Armidale (local)

MOOCS (online - global)
PEDAGOGY

Decrease in Lectures
Increase in workshops
Increase in social learning spaces

Focus on the educational relationship between teacher + student as an indicator of student satisfaction
GOVERNMENT FUNDING

Appetite for repurposing
Audit existing stock
Refurbishment

Improve space efficiency

Linking funding to industry partnerships
LOCAL COMMUNITY

Improve engagement
Location
Create more of a destination

Improve Access
What are the neighbouring opportunities?
“What’s it like to be a SCU STUDENT @ CHEC?”
“What’s it like to be a SCU STUDENT @ CHEC?”
LARGE SCALE
“Are buildings in the right location on campus?”

MEDIUM SCALE
“Are services in the right location on campus?”

SMALL SCALE
“Are spaces within the buildings in the right location? Are facilities missing?”

MICRO SCALE
“What is the condition of the existing spaces?”
“What palette of facilities does SCU need to deliver courses?”

Universities need to be **first to the market**

**Flexible spaces**

University asset bases and administrations will need to be **significantly leaner**

...a distinct student experience for teaching and learning programs.....

**Student centred spaces**

....Innovative student experiences

digital technologies will transform the way education is delivered and accessed

**Digitally enabled spaces**

Knowledge is open to everyone with a device and connectivity
“We need to improve STUDENT experience?”

“Students like their block teaching….they like being together.”

“There is no 24hr life for SCU students.”

“We want to feel like we’re at University.”

“I don’t want to hang around school students.”
SNAPSHOT ACCESS
(EXISTING STUDENTS)
SNAPSHOT ACCESS
(VISITORS + PROSPECTIVE STUDENTS)
SNAPSHOT
LEVEL 1
Existing SERVICES
SNAPSHOT
LEVEL 3
Existing SERVICES
SNAPSHOT LEVEL 2
Existing SERVICES

CENTRALISE
MASTERPLAN REVIEW

SNAPSHOT LEVEL 2

Existing SERVICES

Extend the focus

CENTRALISE
Courtyard link
extend the focus
by activating ground level
provide space for collaboration

quietly, quietly, quietly....
by transforming spaces like this
......to this

(flexible study space)
.....activate spaces in between
.....with power
…..and amenity
combine both
.....study anywhere
MASTERPLAN REVIEW

Uni PRECINCT
Student Services HUB?
STUDENT SERVICES HUB?
Spaces to wait for assistance including self help stations....
STUDENT SERVICES HUB?

....study while you wait....
MASTERPLAN REVIEW

Uni PRECINCT
Refurbish classrooms?
update the experience
.....apply to the whole campus
.....activity during the day
...activity during the night
OPPORTUNITIES
MASTERPLAN REVIEW

- Health
- Community Sport
- New Building Site
- Air Transport

Southern Cross UNIVERSITY
A new way to think
Health Education
Existing Community Destination
New Building Use?
Aviation Education

MASTERPLAN REVIEW
....exposure to public...
...using a signature building
...create a destination...
...bring the library to the front door?
...change the front door?
...bring the library to the front door?
.....bring the library to the front door?
…..available during the day and night?
OBJECTIVES

Increase student numbers

STICKY SPACES

Improve student and staff experience

MODERNISE TEACHING SPACES (incl. AV)

Increase revenue

IDENTIFY SITE FOR NEW COURSES

Minimise operational footprint

CONSOLIDATE (PRECINCT)

Maximise Research potential @ minimal cost

REPURPOSE FOR FLEXIBILITY

Increase community and industry engagement

CREATE A DESTINATION
PROJECTS

Short term

STUDENT SERVICES HUB
M-BLOCK SPACE ANALYSIS
CLASSROOM REFURBISHMENT
ENABLE ‘SPACES IN BETWEEN’
PROMOTE UNIVERSITY PRECINCT

Medium term

NEW INFO COMMON
M-BLOCK RECONFIGURATION
CENTRALISE STUDENT SERVICES

Long-medium term

NEW HEALTH FACILITY
NEW SOUTHBOUND ENTRY
POTENTIAL NEW JOINT USE LIBRARY
DISCUSSION

What do I need to deliver the curriculum?

What is it about space that improve staff-student interaction? Furniture? Colour?

What are the priorities?