

campus + community planning

Transforming Campus Community

Engagement, Collaboration, and Creation of Place

Management Incubator From Vision to Commitment: Sustainable Campus Management Carole Jolly, Director Community Development April 13, 2016



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Cultivating Campus Vibrancy

"Of course, what makes a campus space most beautiful is...the life of the university. A group of students sitting in the quad, a bustling study commons, or a stadium brimming with school spirit."

-Jennifer Amster, principal at Brown Jurkowski Architectural Collaborative.



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Transforming the Campus

- Campus Design
- Cultivating Partnerships
- Ongoing Engagement
- Effective Management and Uses



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The Design...Public Realm Transformation

- Animate, invigorate, and bring life to campus
- Instil pride and strong sense of place that showcases culture of UBC
- Promote sharing of ideas, creative expressions and interaction among disciplines
- Enhance the educational experience with informal learning opportunities
- Support and nurture the physical and mental health of students, staff, faculty and residents
- Pursue actions that are economically sustainable, well used, and supported by community

























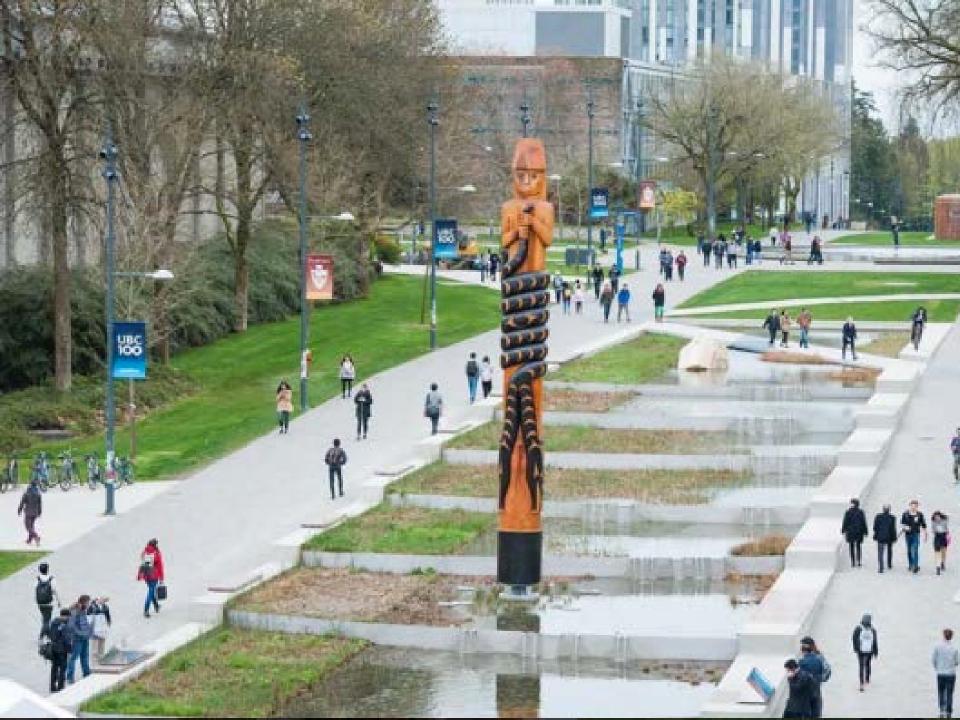


Generating Place Capital

- Creating shared wealth (human, social, cultural, civic) that great places generate spontaneously or that builds through placemaking
- Creates lasting attachment, supporting economic and cultural resilience, fostering openness and innovation
- Where place capital is strong, public realm is critical and behaviour change is apparent.
- Creation of sustainable, thriving vital campus community



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celebrate UBC!

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Criteria for Success

- Create the canvass. The investment pays off!
- Be nimble and responsive to the evolving and emerging needs of post-secondary education
- Do not underestimate the importance of place
- Cultivate meaningful partnerships and collaborate to achieve successful outcomes
- Don't assume you know what people want
- Be bold!



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The most dangerous phrase in the language is "we've always done it this way."

NAME ADDRESS OF TAXABLE PARTY.



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