

# Transforming Campus Community

*Engagement, Collaboration, and Creation of Place*

## Management Incubator

**From Vision to Commitment: Sustainable Campus  
Management**

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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.



# Transforming the Campus

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



# 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











|| One must work and dare ||

|| if one really wants to live. ||

|| - Vincent van Gogh ||

















**UTOWN@UBC**

live work learn together

**celebrate UBC!**



a place of mind

campus + community place

UBC

UBC







# Harvest Feast

Sustainable Meal  
On Main Mall



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

# 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!



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

Earl Warren 1956



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