

HIGHER EDUCATION DESIGN STRATEGY

Colleges and universities are facing unprecedented cultural, demographic, and technological shifts. Everything is changing, from how students learn and access services to how faculty teach and conduct their research to how staff work. Adapting to the times while also becoming more diverse, accessible, sustainable, and accountable are challenges that every academic institution now faces.

For colleges and universities to remain competitive, they must improve their engagement with students, faculty, staff, and alumni. Yet surveys show that less than 40% of college freshman are engaged, only about 50% of students are satisfied, only 34% of university faculty and staff are engaged, and 70% of organizational changes fail.

brightspot has worked with more than 70 colleges and universities on more than 120 projects to design practical, innovative strategies to help them increase student success, faculty research productivity, and staff engagement while achieving space and operational efficiencies.

Our work includes improving student services across the campus, reinventing libraries, helping museums think strategically, enabling professional schools to grow, rethinking academic technology, and creating more innovative workplaces.

The common thread is our approach to creating a more engaging experience so that people are better connected to the institution, to the information and tools they need, to campus as a place, and to each other. We do all of this to achieve real results – increasing student, faculty, and staff satisfaction, increasing space utilization, increasing productivity, making operations more efficient, and reducing costs.

SELECTED EXPERIENCE

Academic Workplace Strategy

University of Michigan
University of Minnesota
Massachusetts Institute of Technology

Academic Technology Strategy

New York University
Southern New Hampshire University
Stanford University
Yale University

Campus Planning and Strategy

Carnegie Mellon University
Swarthmore College
SUNY Fredonia
University of Virginia

Library Planning and Strategy

Harvard University
Georgia Institute of Technology
Temple University
NC State University

Learning Space Strategy

Clemson University of Virginia
ELI Learning Space Rating System
NC State University

Museum Planning and Strategy

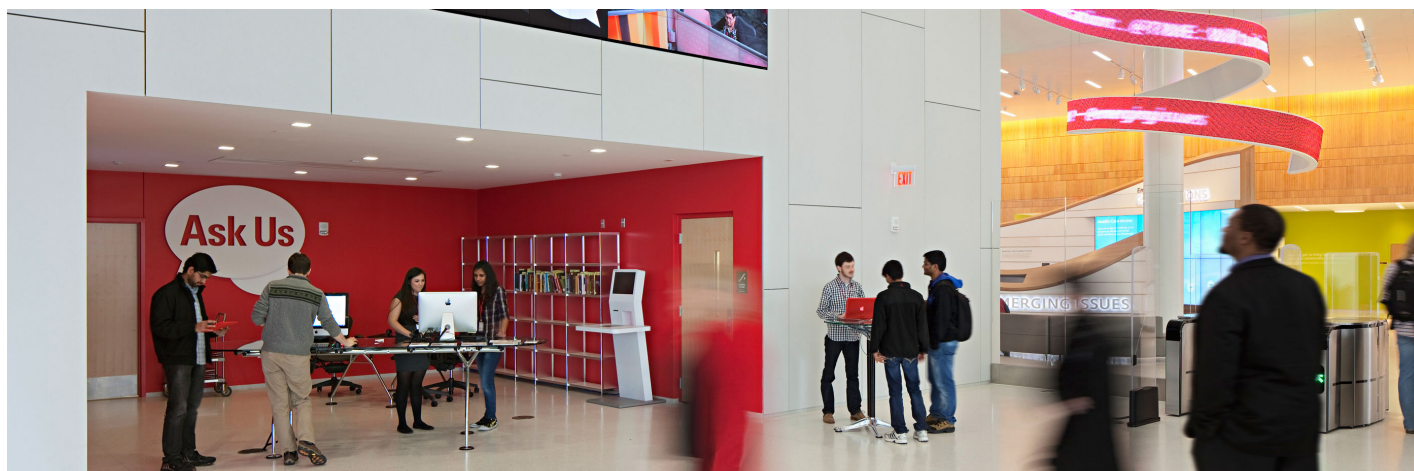
Dartmouth College
Smith College
University of California, Santa Cruz
University of Michigan

Professional Schools Planning

Carnegie Mellon University
University of Missouri Kansas City
University of South Carolina
University of Virginia

Student Services Strategy

Portland State University
University of North Carolina Charlotte
University of Minnesota
University of Virginia



NC State University Hunt Library

brightspot

REIMAGINING THE HIGHER EDUCATION EXPERIENCE

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