

ABOUT BRIGHTSPOT

Reimagining the Higher Education Experience

We reinvent places, rethink services, and redesign organizations so that people have more engaging experiences on campus and online.

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, improve research support, and enable staff productivity while making space and operations more efficient.

We have a multidisciplinary team that uses an inclusive, results-driven process to engage diverse stakeholders in a way that enables the organizational transformation required to change your space, the services and programs you offer, and the technology you use.

Our work includes integrating student services, service strategy for academic technology, strategic planning and change management, integrated master planning, space and operational programming, and transforming the overall student experience. As a result, people are better connected to the institution, the spaces they inhabit, the information they need, and to each other.

Our recent results include:

- 93% student satisfaction
- 89% employee engagement
- 88% faculty satisfaction
- 84% reduced response times
- 30% reduction in space cost



SELECTED CLIENTS

Carnegie Mellon University	Swarthmore College
Emory University	Stanford University
Georgia Institute of Technology	University of California, Los Angeles
Harvard University	University of Michigan
Hampshire College	University of Minnesota
Massachusetts Institute of Technology	University of North Carolina Chapel Hill
New York University	University of Rochester
North Carolina State University	University of Southern California
Smith College	University of Texas Austin
	University of Virginia

OUR DESIGN STRATEGY CAPABILITIES

RESEARCH

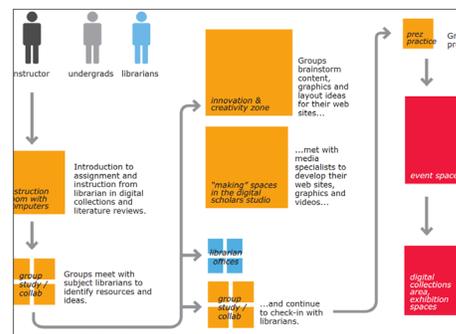
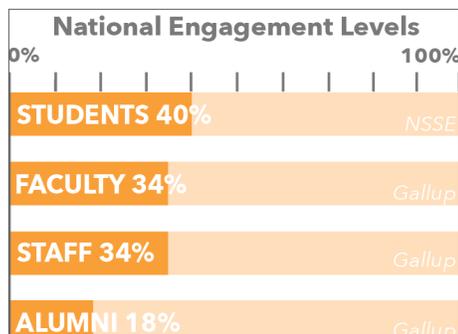
- Trends Research
- Competitor Research and Peer Benchmarking
- User Research with Students, Faculty, Staff, and Alumni

VISIONING

- Workshops, Retreats, and Summits
- Future Scenario Planning
- Mission and Vision Development
- Strategic Planning and Organizational Roadmapping

STRATEGY

- Service and Operational Strategy
- Organizational Design and Development
- Space Analysis, Programming, Planning, and Optimization



brightspot

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WWW.BRIGHTSPOTSTRATEGY.COM