

# 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 (NSSE), only about 50% of students are satisfied (RNL), only 34% of university faculty and staff are engaged (Gallup), and 70% of organizational changes fail (HBR).

More than 70 colleges and universities have partnered with brightspot on over 120 projects to design practical, innovative strategies to increase student success, improve research support, and enable staff productivity while making space and operations more efficient.

Our work includes strategic planning and managing change, master planning spaces and operations, integrating student services, designing technology services, programming spaces and services, and transforming the student experience.

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 utilization and productivity; and making operations more efficient and reducing costs.

## SELECTED EXPERIENCE

### Strategic Planning and Managing Change

Smith College Museum of Art  
University of California Los Angeles  
University of Michigan  
University of North Carolina Chapel Hill  
University of Virginia

### Master Planning Spaces and Operations

Emory University  
Georgia Institute of Technology  
Miami University of Ohio  
University of Michigan  
University of Wisconsin-Madison

### Integrating Student Services

Southern New Hampshire University  
SUNY Fredonia  
Temple University  
University of California, Santa Cruz  
University of Virginia

### Designing Technology Services

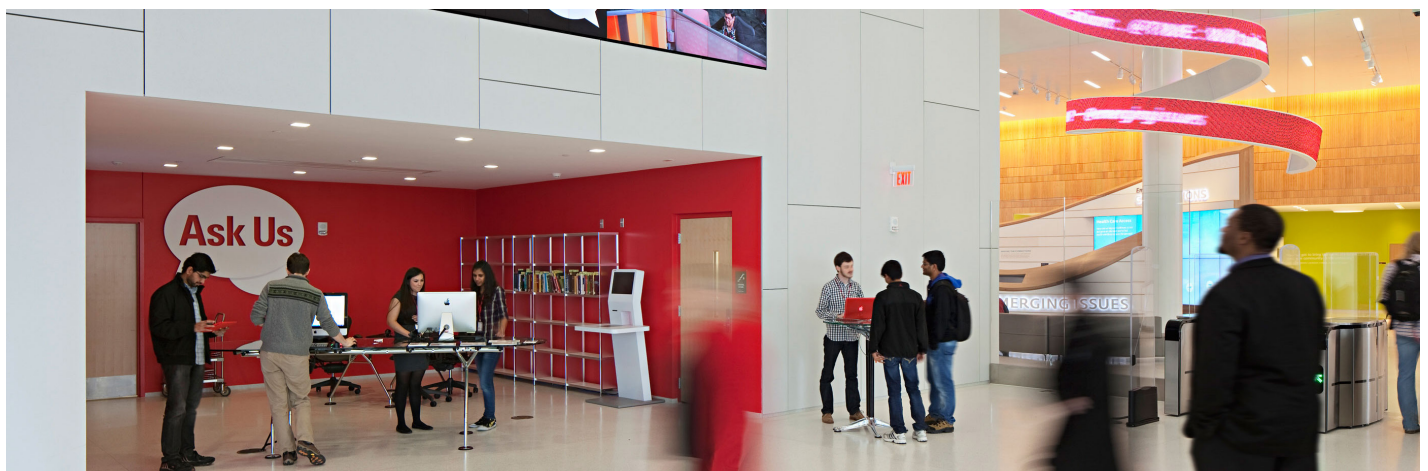
New York University  
Stanford University  
University of California, Berkeley  
University of Southern California  
Yale University

### Programming Spaces and Services

Carnegie Mellon University  
Harvard University  
Massachusetts Institute of Technology  
NC State University  
University of Minnesota

### Transforming the Student Experience

Portland State University  
Smith College  
Swarthmore College  
University of Minnesota, Twin Cities  
University of Pittsburgh



NC State University Hunt Library

**brightspot**

REIMAGINING THE HIGHER EDUCATION EXPERIENCE

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