

Safe Re-Opening for Higher Education

Thursday, May 21, 2020

8:30 – 10:30 am


Presented by:





Introductions and Overview of the Webinar Format


Co-facilitators:

- Beth Tankersley-Bankhead, Ph.D., President & CEO, KC Scholars
 - Elizabeth MacLeod Walls, Ph.D., President, William Jewell College
 - C. Mauli Agrawal, Ph.D., Chancellor, UMKC
- 



Guidance and Advice from Architecture and Engineering

Presenters:

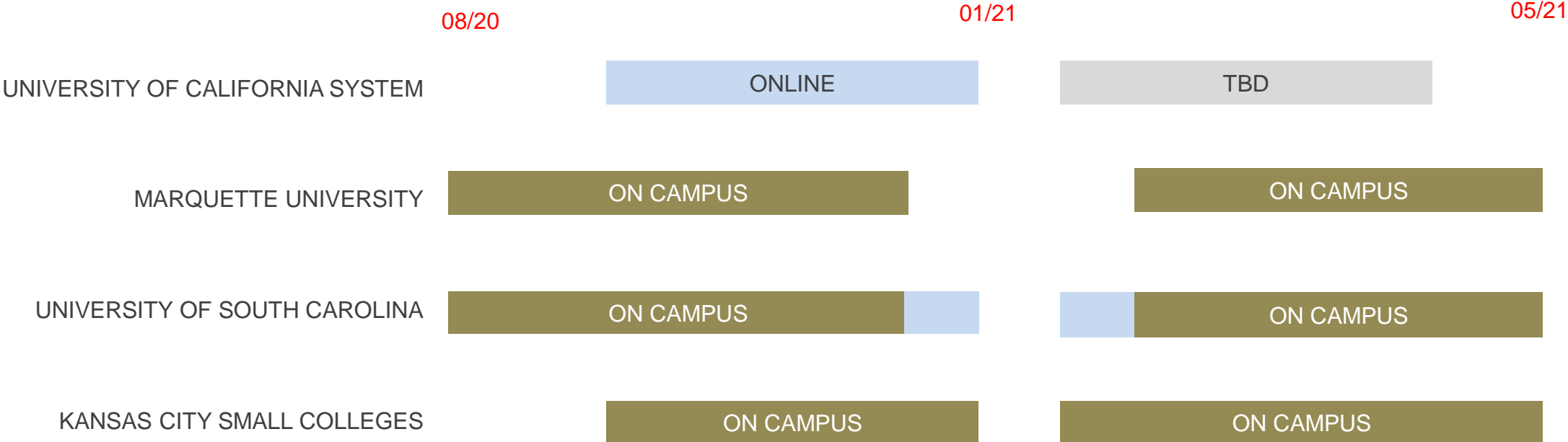
- James Pfeiffer, Principal & Higher Ed Leader, BNIM
 - David Reid, AIA, Principal, AIA, ALEP, Associate UDL, Principal with Gould Evans and Co-Founder of STEAM Studio National Education Practice Leader
- 



Designing for
Continuity and Resiliency

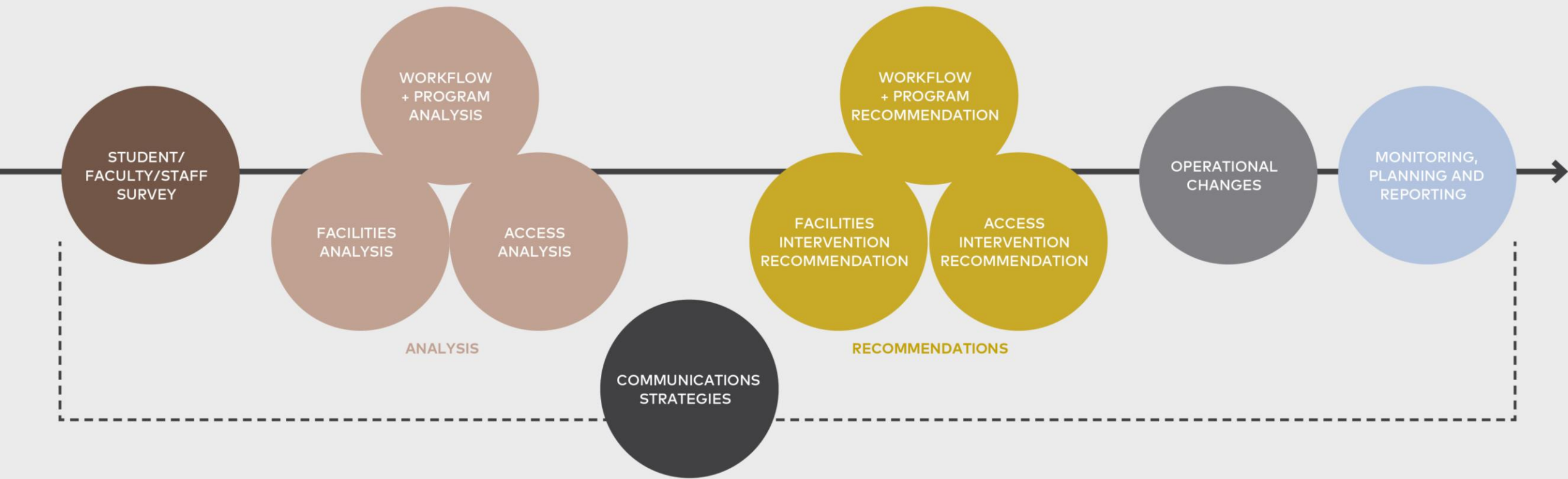
“What happens at Grinnell is not necessarily what will happen at Columbia.”

TERRY W. HARTLE, SENIOR VICE PRESIDENT OF THE AMERICAN COUNCIL ON EDUCATION
A TRADE ASSOCIATION OF COLLEGE PRESIDENTS



Finding the Right Model

Reopening Campuses and Classes



Process for Reopening

Immediate Steps



Communication and Tracking

- Staff
- Visitors / Customers / Clients
- Students / Faculty



Entry Procession

- Doors - reduced touch solutions, sensors, walk-off mats
- Vestibules - visitor control, ventilation, health screening, cleaning stations, tracking
- Elevators - air filtration, occupancy, voice activation, antimicrobial materials
- Stairs - clarity on circulation flow, ventilation



Space Configuration

- Limit exposure to droplet spread
- Spacing
- Orientation
- Dedicated space
- Common space guidelines
- Screening
- Sanitizing stations
- Procedures and protocols
- Access / circulation
- Signage for reminders



Work Surfaces

- Sustainable and anti-microbial
- Cleanability
- No-touch operation of doors, lighting, security, AV, and other touch devices



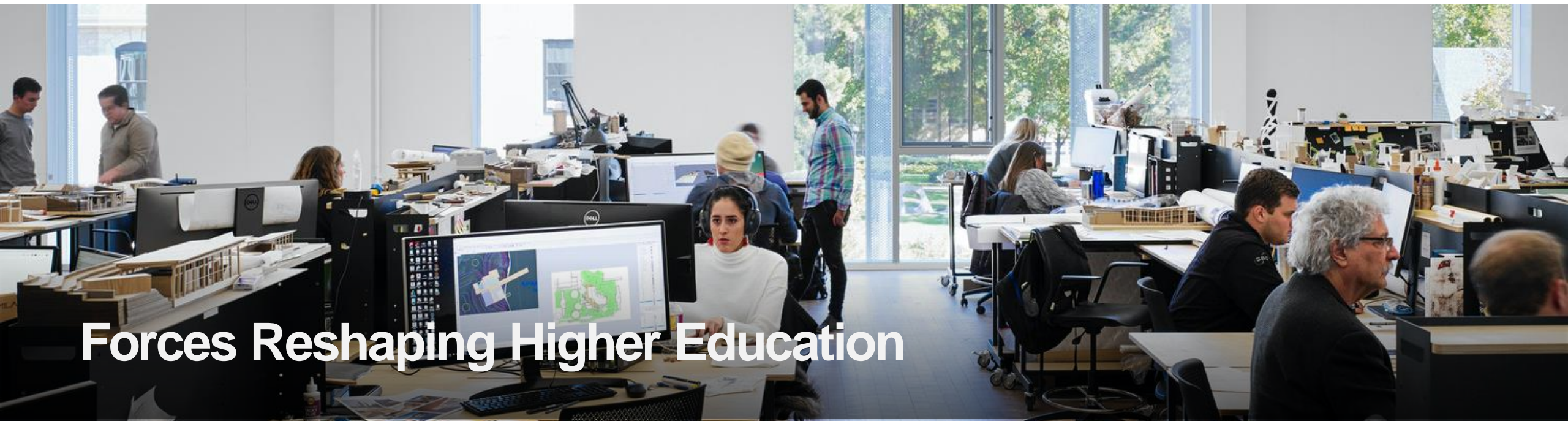
Air Quality

- HVAC
- Load reduction
- Spot filters
- Air stratification
- Active monitors
- Plants
- Seasonal strategies
- Best practices

Checklist for Reopening

Immediate Considerations

- Declining Enrollment
- Changing Job Market
- More Focus on ROI
- Blended Education
- Greater Accountability



Forces Reshaping Higher Education

- Continue to recognize constraints as opportunities for innovation
- Maximize (and grow) value, minimize waste
- Positive, proactive leadership
- Inclusion not exclusion
- Be nimble



Redesigning Design

A modern interior space featuring a long white wall with vertical lines on the left. In the foreground, there are yellow armchairs and white plastic chairs around black tables. The background shows a long white counter or shelf. A horizontal bar with three colored segments (white, light gray, orange) is overlaid on the image, with the text 'Now', 'Near', and 'Far' respectively.

Now

Near

Far

Human
Health,
Wellness +
Safety

Maximize
Value,
Minimize
Waste

Adaptability

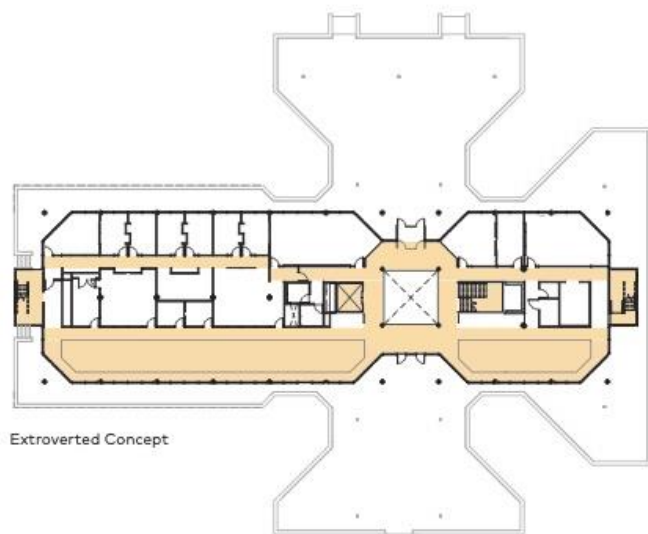
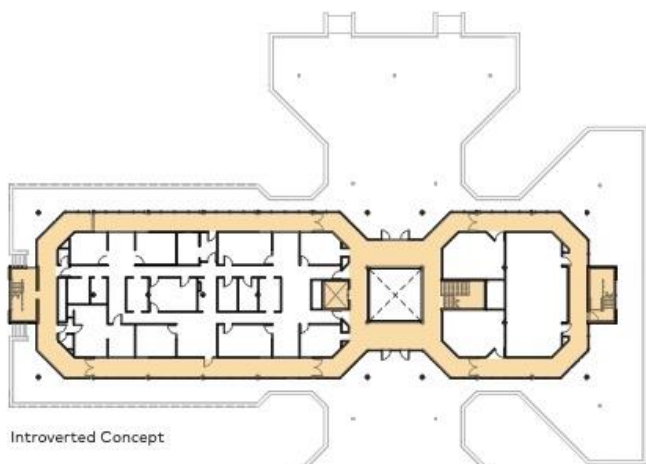
Designing for Continuity and Resiliency

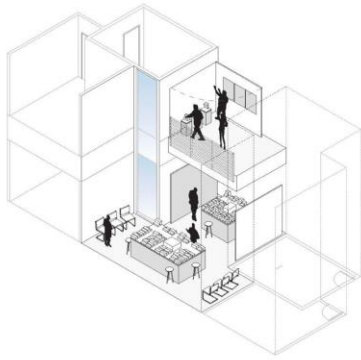


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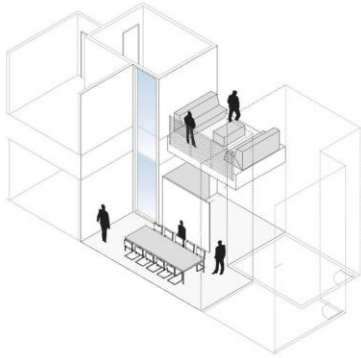
Human Health, Wellness + Safety

- How can our buildings better support the well-being of students/ faculty/ staff and the planet?
- The comfort and health experienced by building occupants drive productivity and enrollment/retention.
- How can institutions maintain a compelling product offering while moving to a more hybrid model?
- The built environment's role to provide a support structure to help fight against a reduction in humanity, isolation, and loneliness
- The built environment's role in promoting/improving mental health

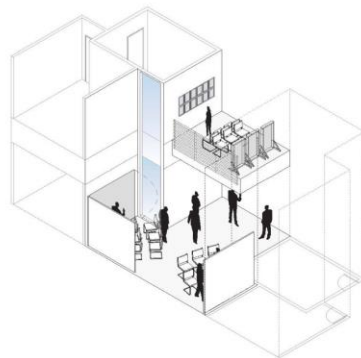




- Upper Porch: **Small Group pin-up**
- Lower Porch: **Large Model Staging**



- Upper Porch: **Shared Hangout**
- Lower Porch: **Team work/study**



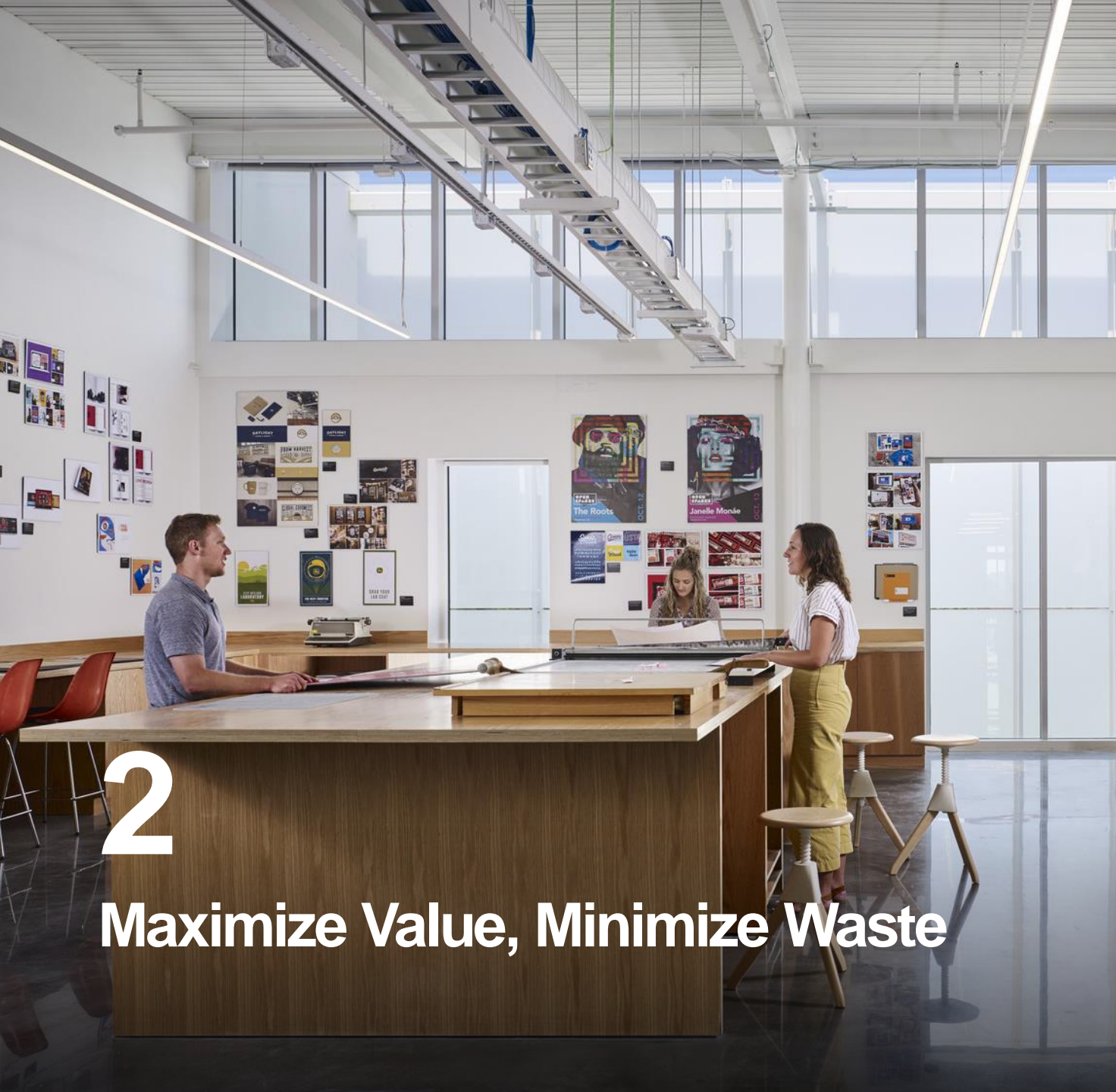
- Upper Porch: **Rotating Studio Display**
- Lower Porch: **Group Critique**





**Healthy Environments
lead to meaningful outcomes**

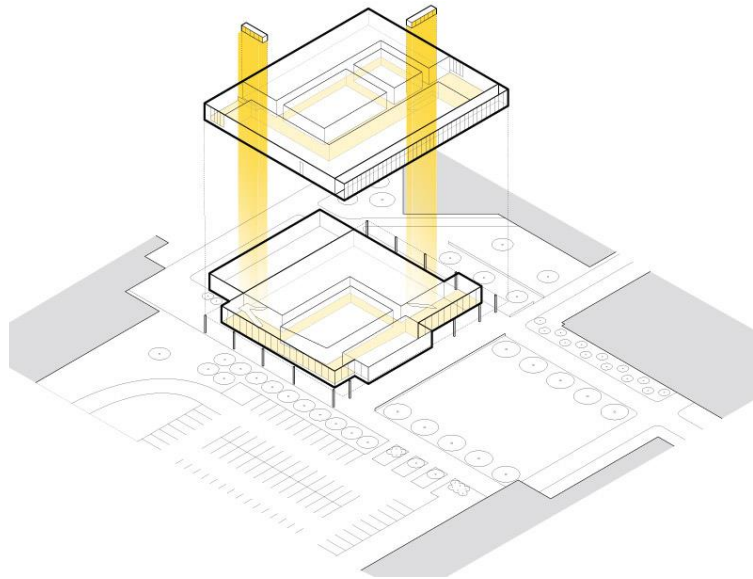
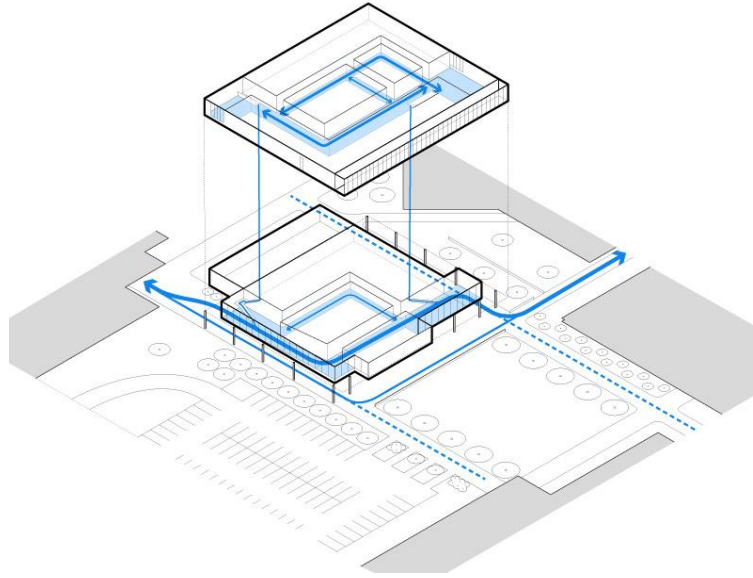
- Design for Ventilation and Air Filtration
- Design for Daylight and Views
- Design for Movement
- Design for Thermal Comfort
- Design for Healthy Materials
- Design for Access to Nature
- Design for Equity and Community



2

Maximize Value, Minimize Waste

- Resiliency in the built environment is an intricate balance of strength and flexibility.
- Creation of “safe” spaces lead to invaluable, memorable experiences
- Spaces for education require resiliency within several key performance metrics: health of occupants (for human resiliency), reduction of greenhouse gas emissions and embodied carbon (for our planet’s resiliency), low-energy and high-performance (for organizational resiliency).



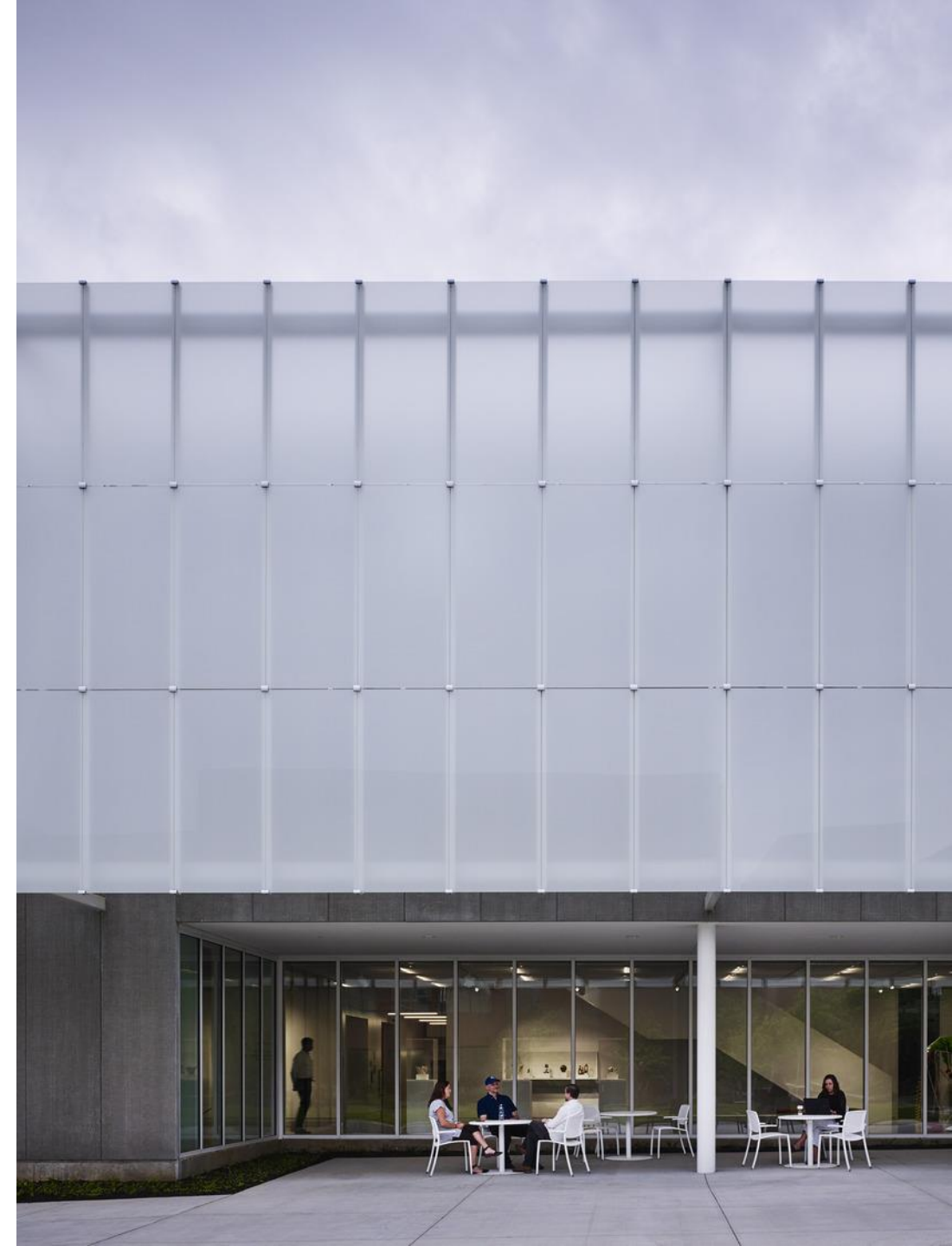


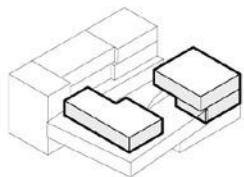
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Adaptability

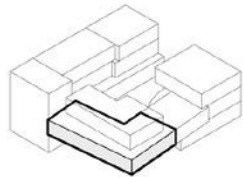
- As witnessed during the pandemic, what was once a single-use building quickly became adaptable and multi-purposed - death of single-purpose spaces?
- “Long life, loose fit” strategies
- Creation of flexible learning, community and hybrid spaces
- To reduce the embodied carbon and to design for future flexibility, it is critical that buildings are adaptable.
- Robust structures that support variable and equitable environments within are most supportive of our ever-evolving human needs.

In her excellent piece, Vanessa Quirk states that “many community colleges—by virtue of their being driven by fiscal responsibility—have been ahead of the curve in flexible design for decades. Without the resources to create single-use buildings for gyms, libraries, classrooms, etc., many community colleges have embraced the collaborative, hybrid spaces we are now seeing pop up in universities around the globe.”

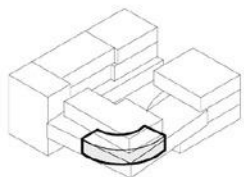




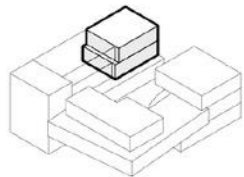
EXECUTIVE EDUCATION



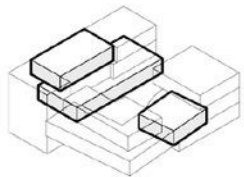
INNOVATION LAB



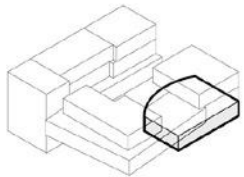
FINANCE LAB



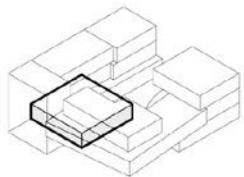
TIERED CLASSROOMS



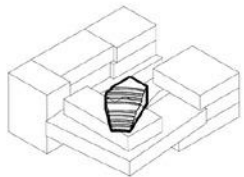
EXPERIENTIAL LEARNING
CLASSROOMS



AUDITORIUM



BEHAVIORAL LAB



ATRIUM



“Historically, pandemics have forced humans to break with the past and imagine their world anew. This one is no different. It is a portal, a gateway between one world and the next.

We can choose to walk through it, dragging the carcasses of our prejudice and hatred, our avarice, our data banks and dead ideas, our dead rivers and smoky skies behind us. Or we can walk through lightly, with little luggage, ready to imagine another world. And ready to fight for it.”

ARUNDHATI ROY



Designing the “COVID Learning Experience” Holistically

A. Understand Degrees of Impact to Provide Safety



DIRECT, Person to Person

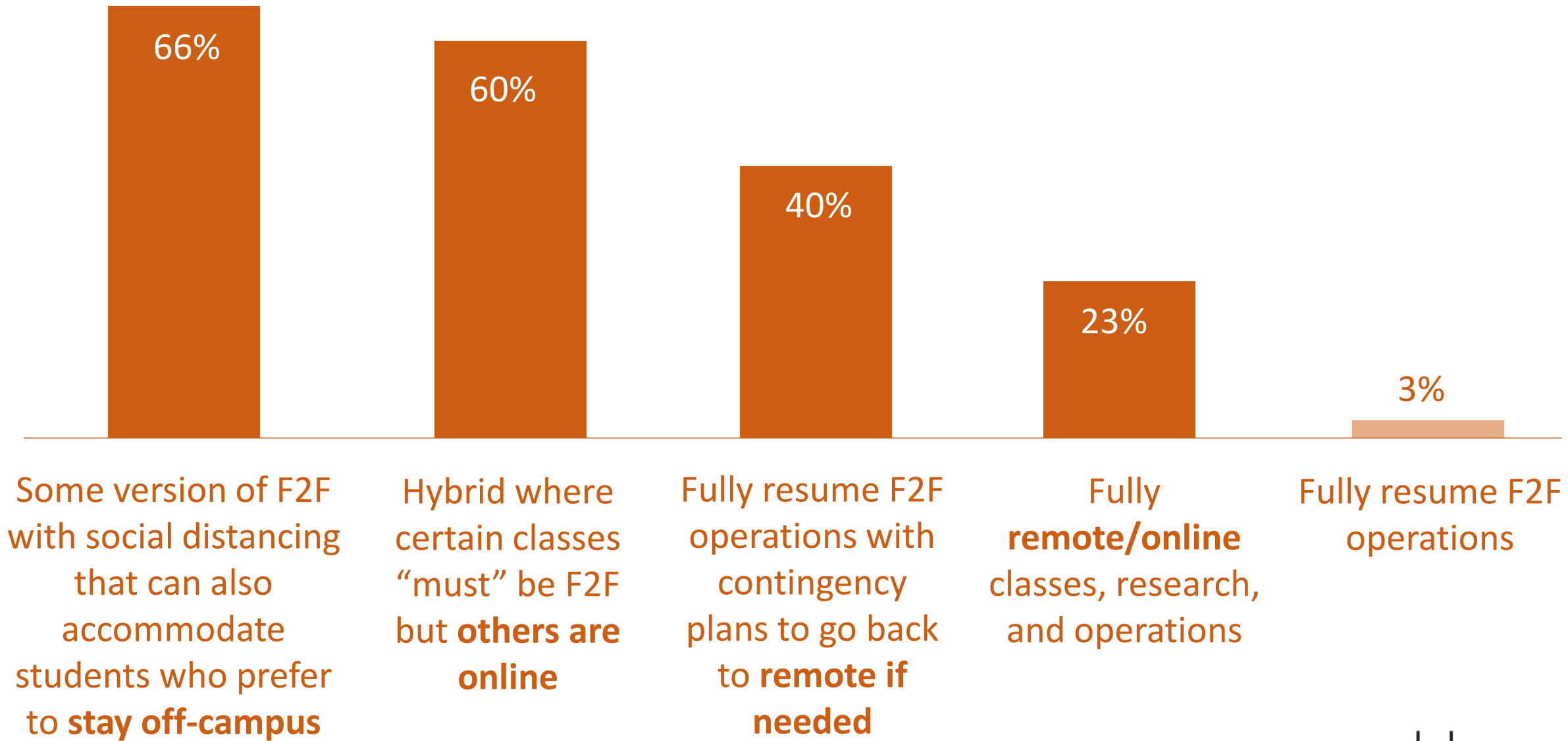


INDIRECT, Surface to Person

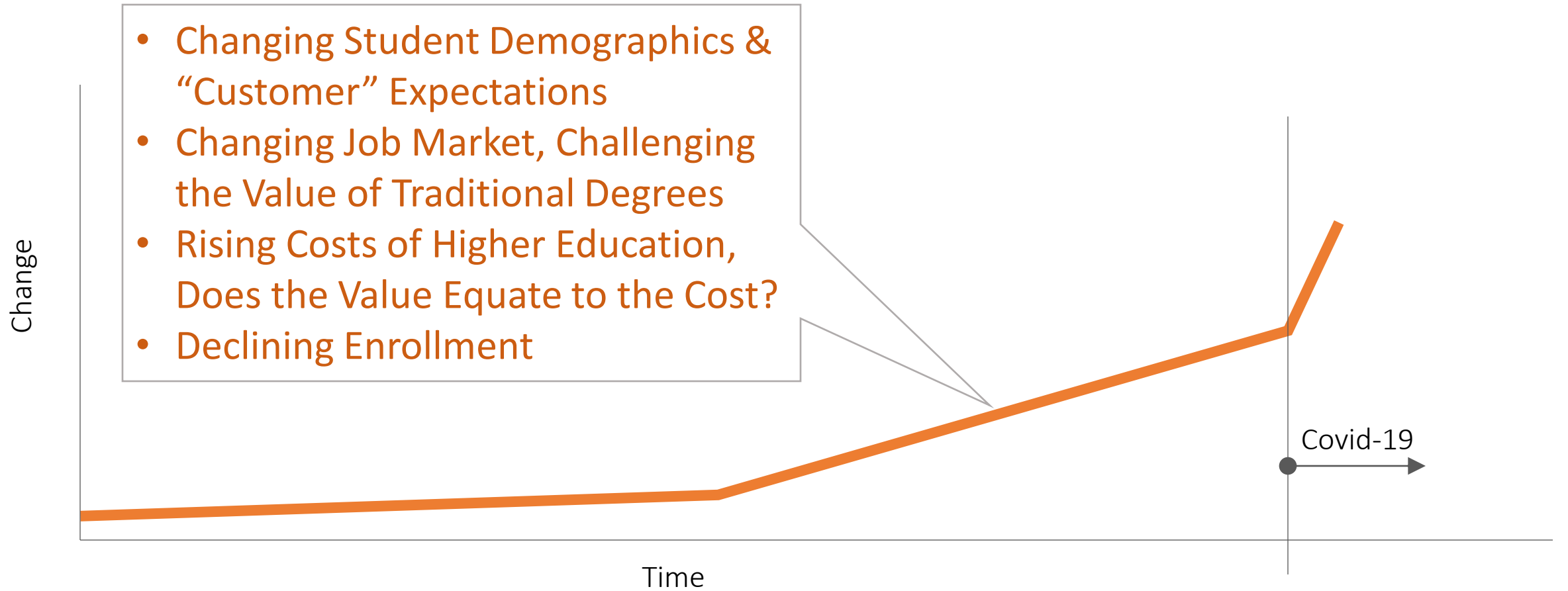


**INDIRECT, Airborne Contaminants /
Air Transmission**

B. Recognize That SOME Amount of On-Line Learning is Highly Likely



C. Lean-In to the Forces Reshaping Higher Education

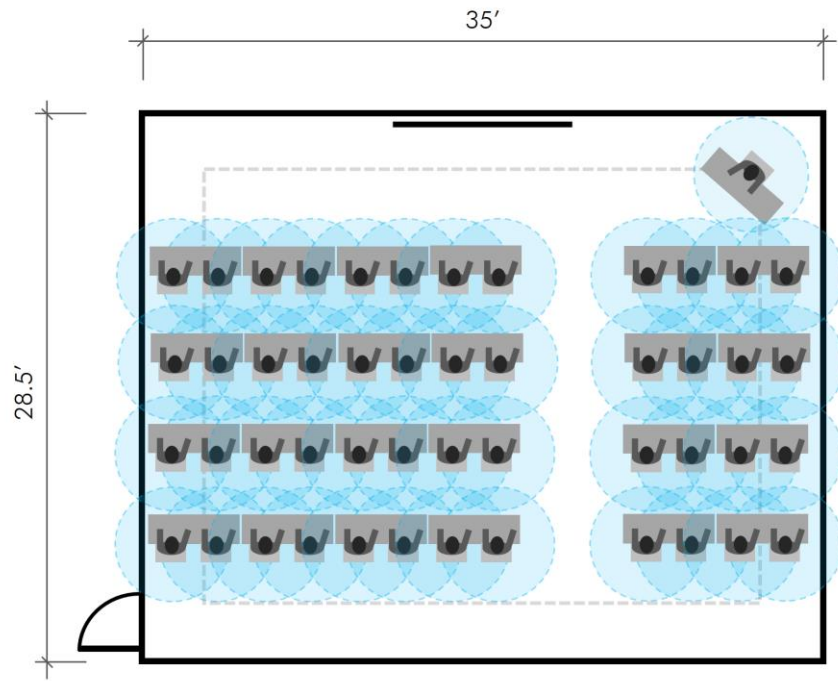


Rate of Change in Higher Ed

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1.

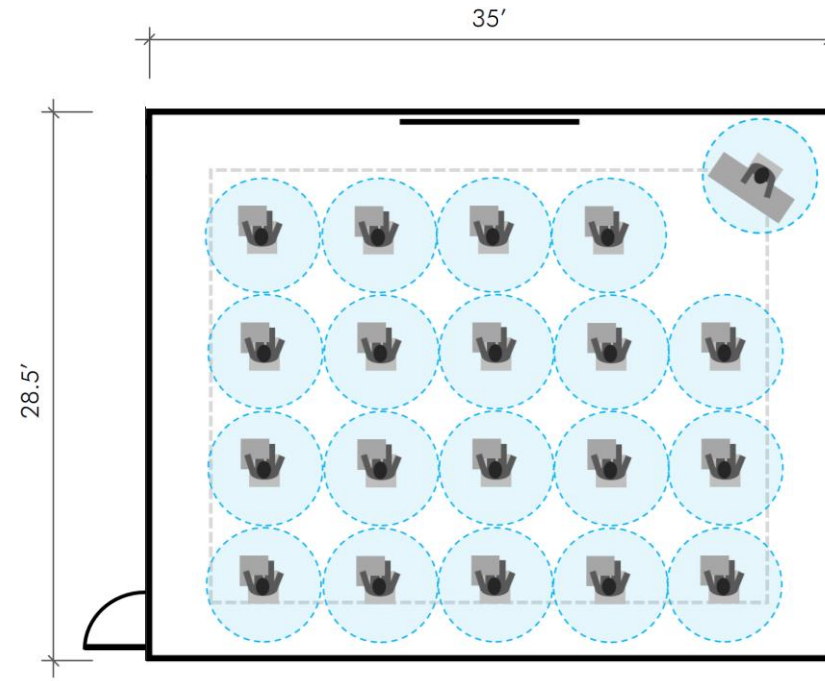
What can we do with our Physical Spaces to Support Health & Safety RIGHT NOW, while also Planning for a Resilient Future?



"PRE-COVID" CONFIGURATION

995 S.F.
48 STUDENTS

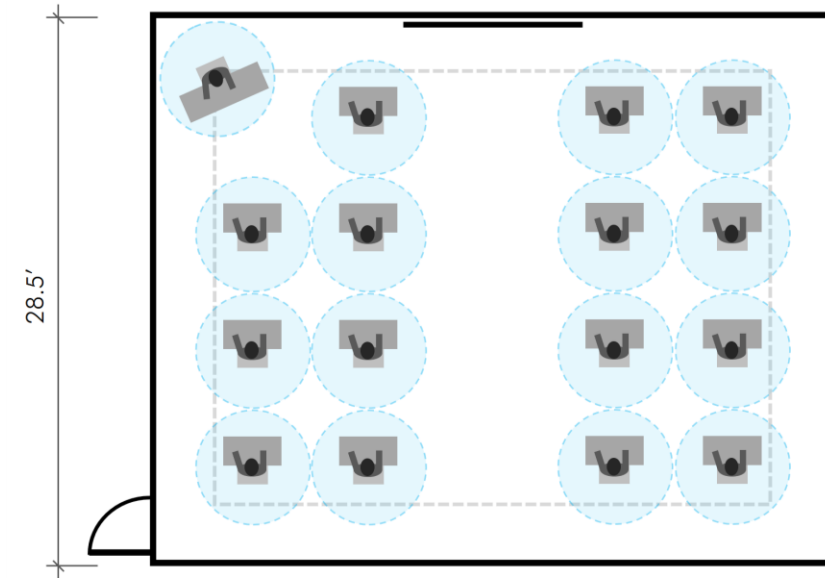
21 S.F./STUDENT



SOCIAL DISTANCING
CONFIGURATION:

995 S.F.
19 STUDENTS

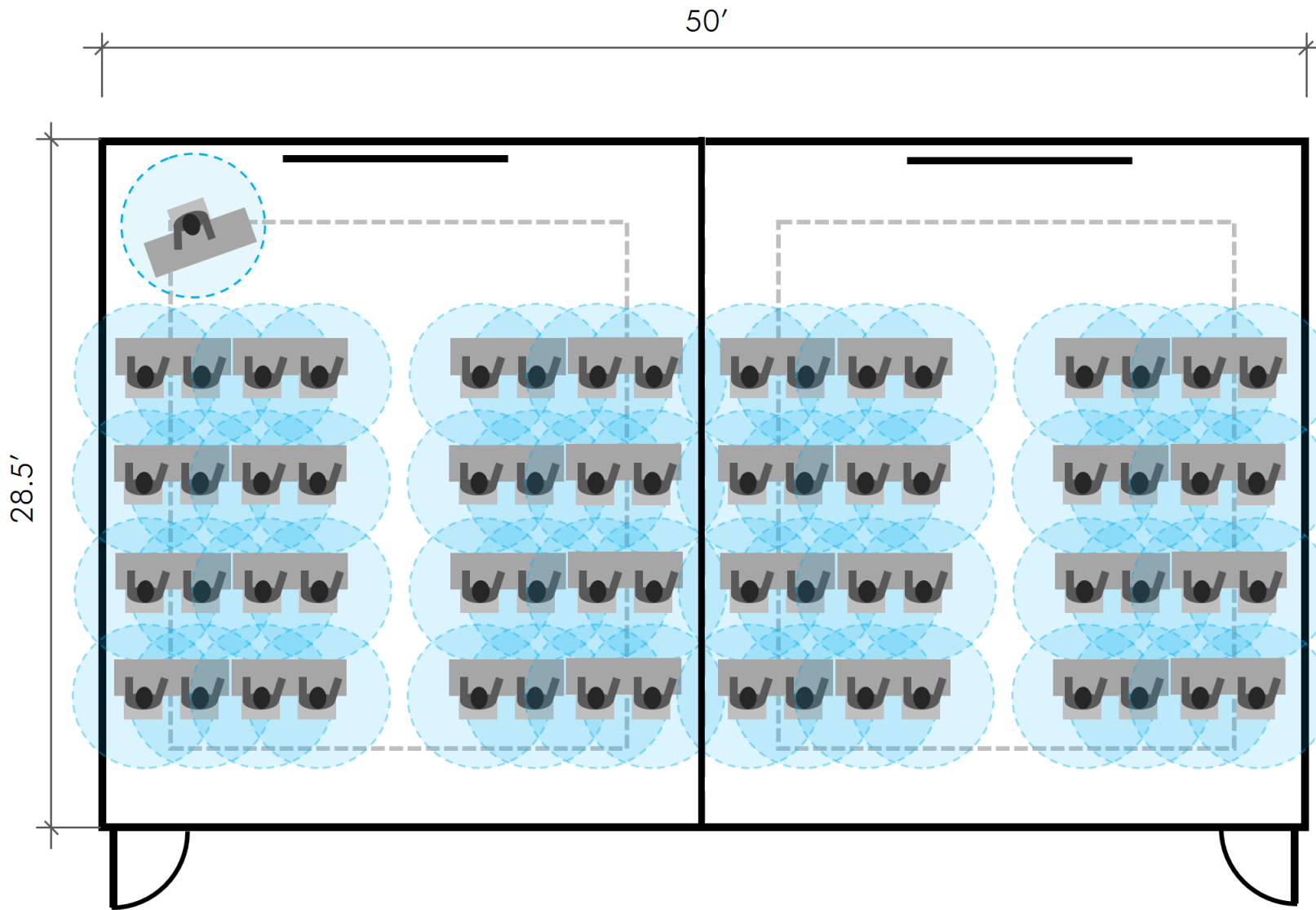
52 S.F./STUDENT



SOCIAL DISTANCING
CONFIGURATION WITH
CLEAR CIRCULATION:

995 S.F.
15 STUDENTS

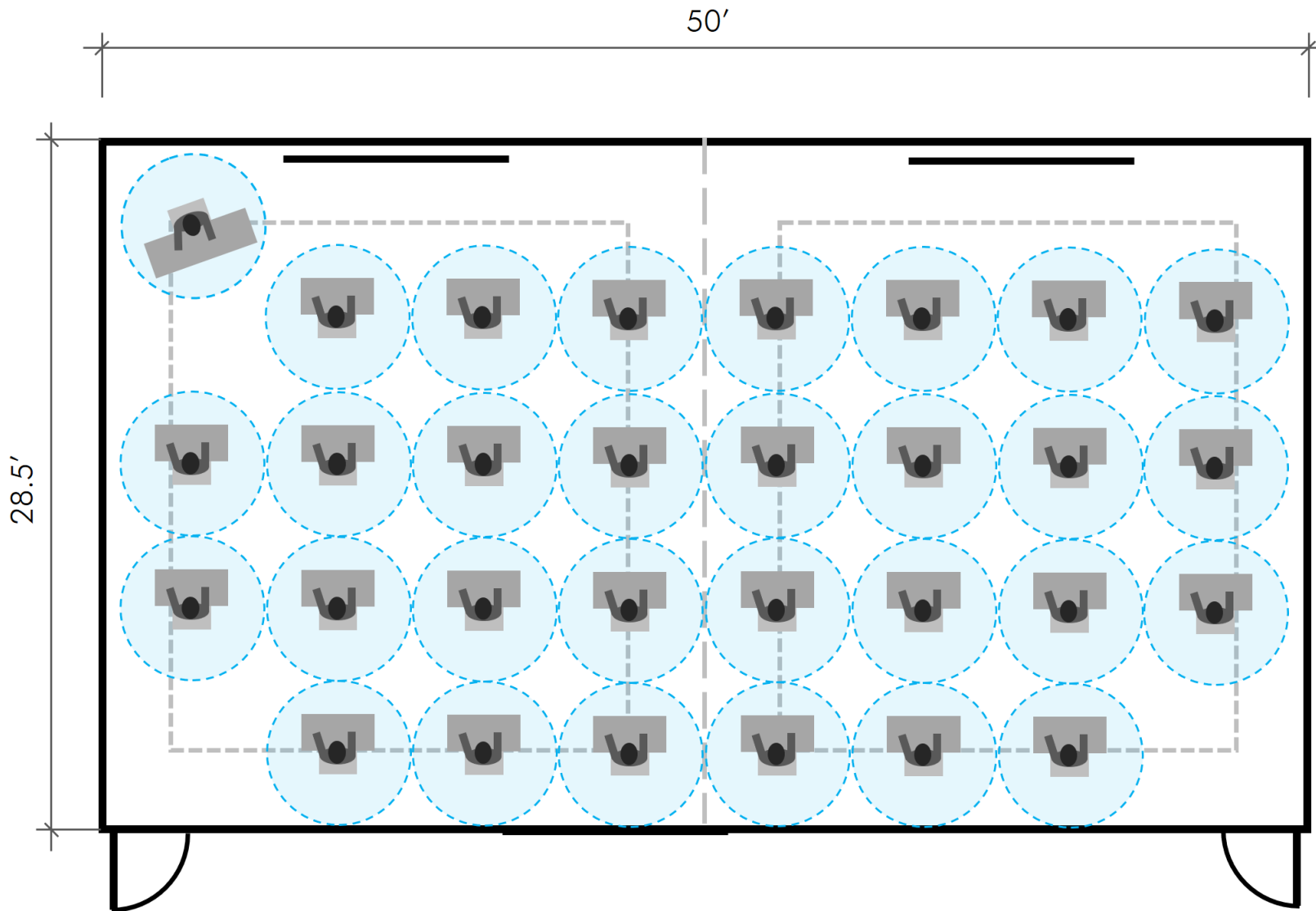
66 S.F./STUDENT



“PRE-COVID”
CONFIGURATION :

712 S.F.
32 STUDENTS

22 S.F./STUDENT



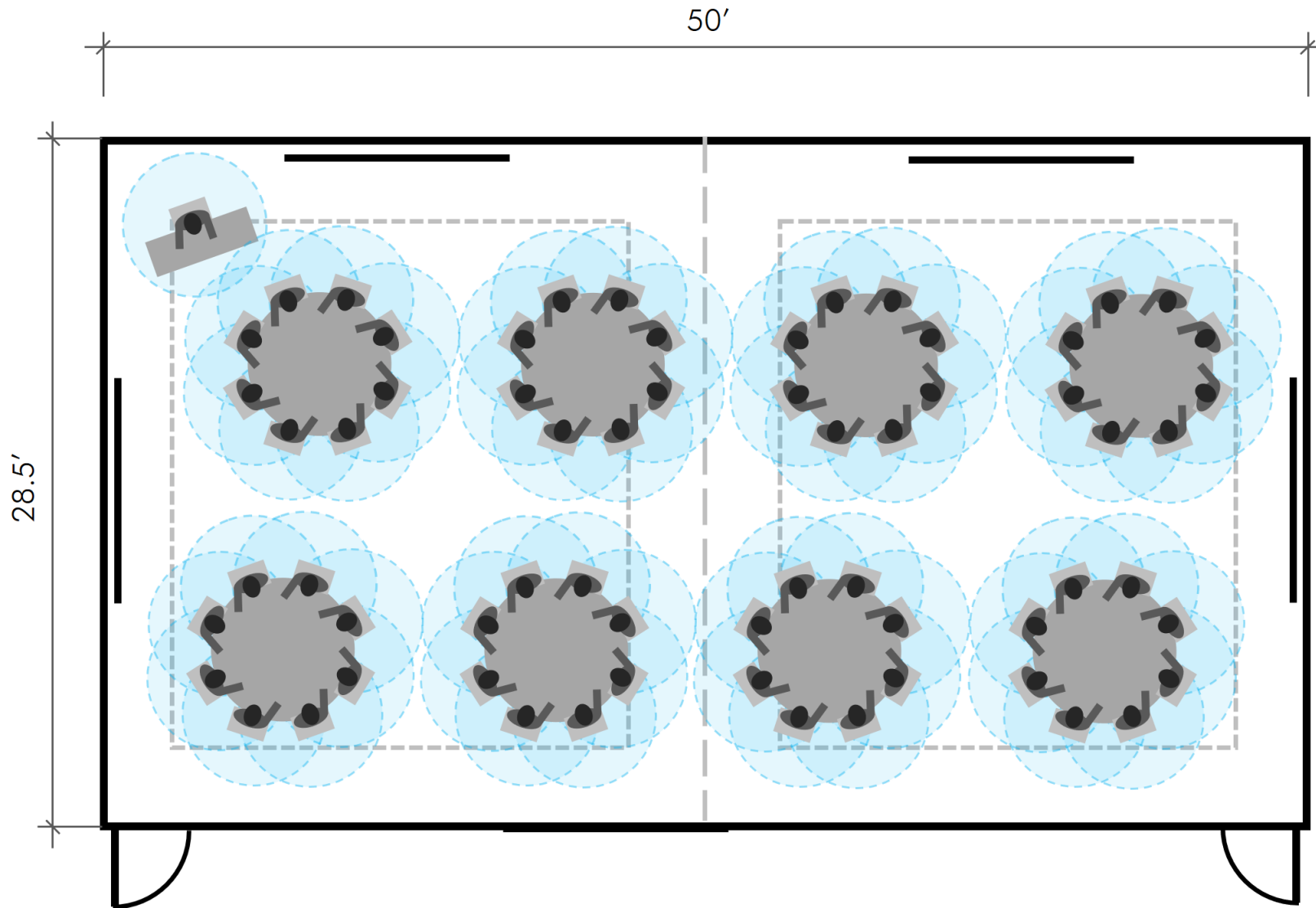
SOCIAL DISTANCING
CONFIGURATION :

712 S.F. (x2)

14 STUDENTS ea.

28 STUDENTS per INSTRUCTOR

51 S.F./STUDENT

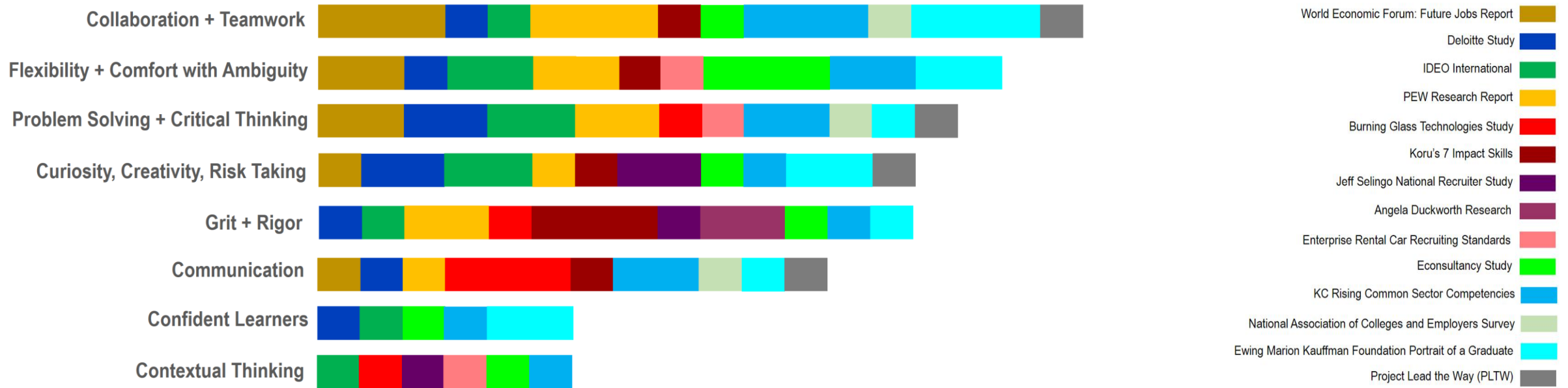


POST-COVID CONFIGURATION :

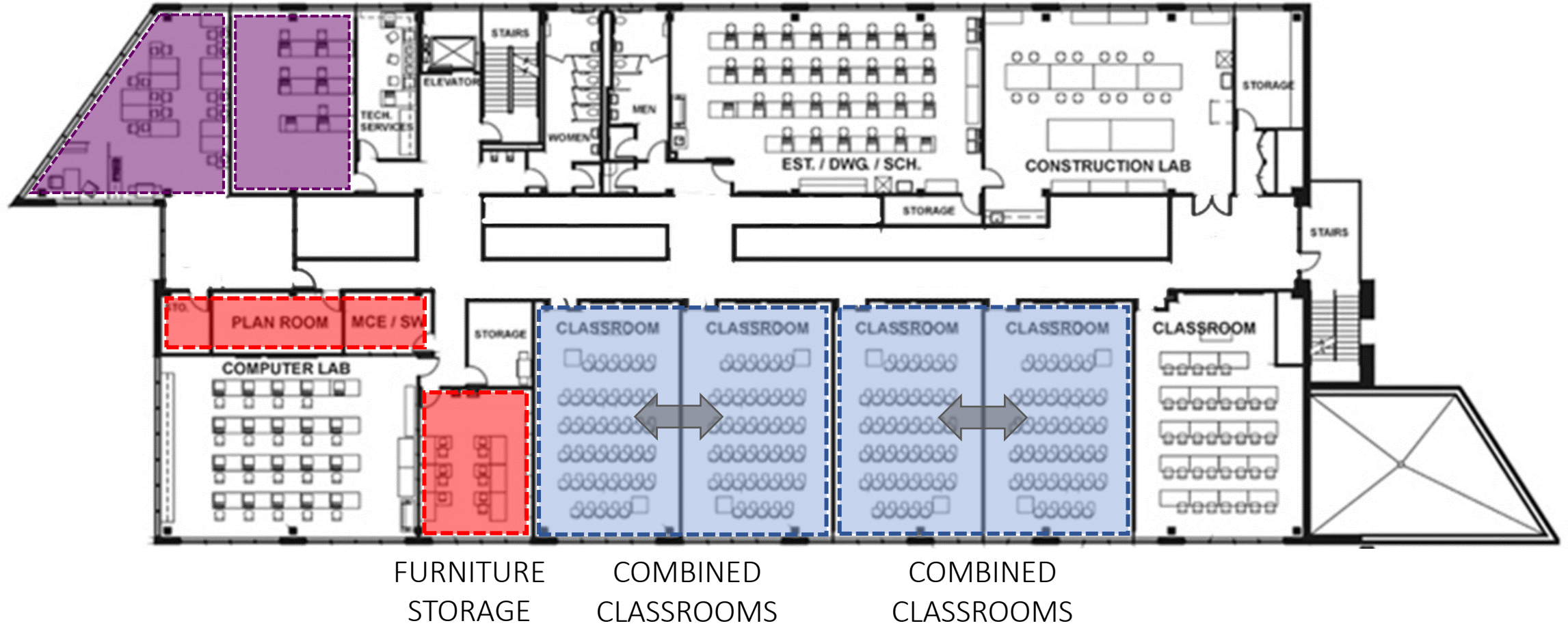
1,424 S.F.
64 STUDENTS

22 S.F./STUDENT

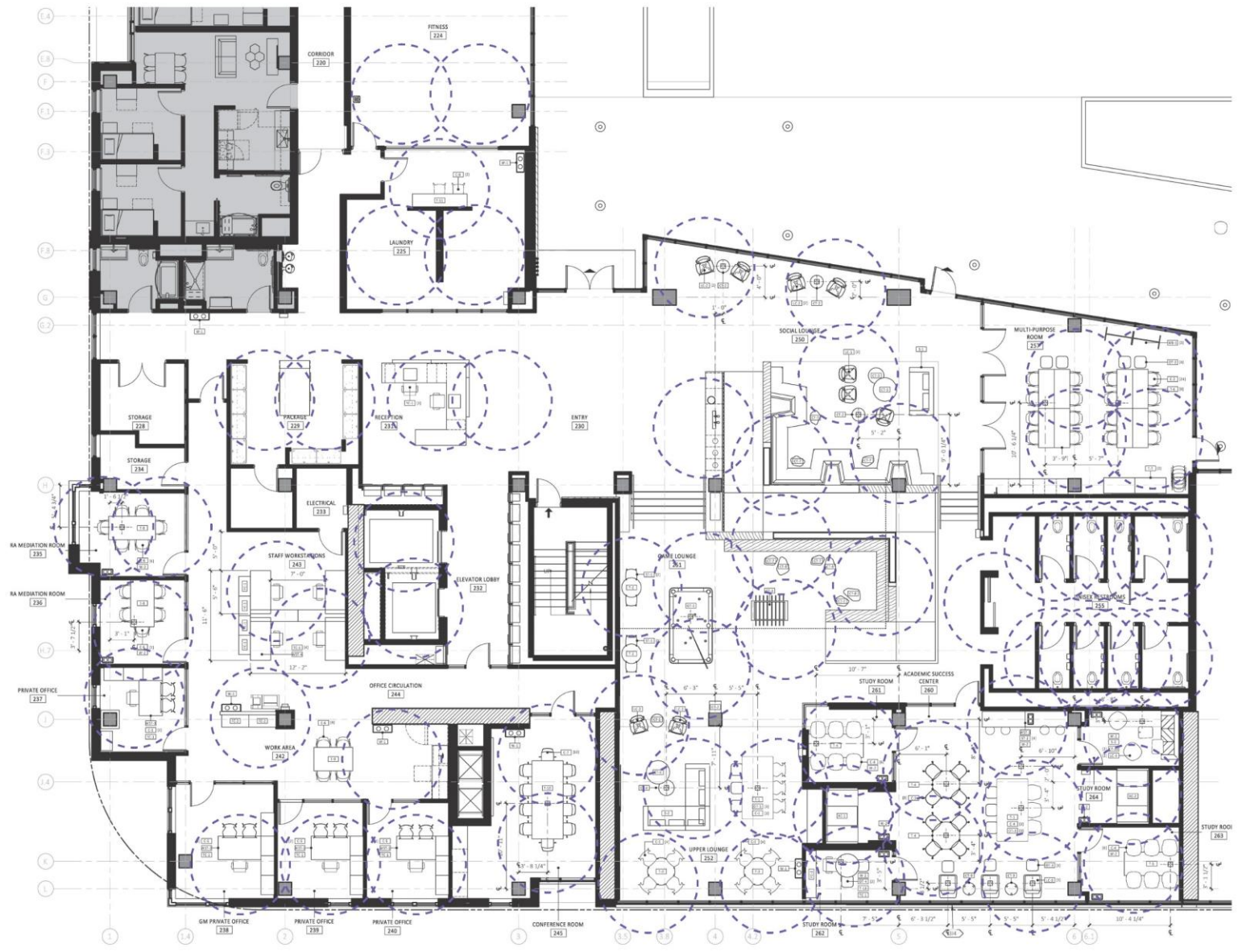
ACCELERATE IMPLEMENTATION OF ACTIVE & REAL-WORLD LEARNING



E-STUDY SPACE
("MINI-LEARNING COMMONS")



L2 COMMON AREAS *distancing*



- 6ft social distancing
- ADDITIONAL HIGH-CONTACT AREAS
 - Light Switches + Power Receptacles
 - Remotes
 - Windows

L2 COMMON AREAS *contact map*

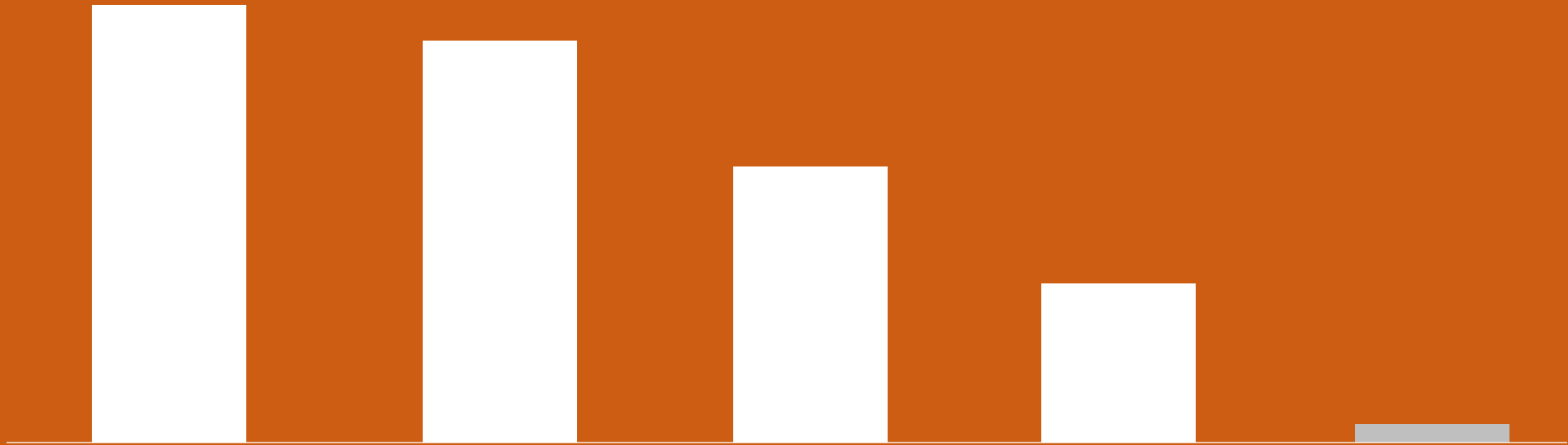


L2 COMMON AREAS *ff+e finish assessment*



2.

In Scenarios Involving On-Line Learning, how do we Provide Value & Equity?





EQUIP MOST LEARNING SPACES TO SUPPORT ON-LINE AS WELL AS F2F

- Outfit learning spaces to support, A/V recording and sending capabilities
- Consider sound reinforcement systems for larger spaces (and talking through masks)
- Acoustics to compliment A/V recording – mitigate reverberation, enhance sound transmission

Photo: Phil Conrad, Purdue University





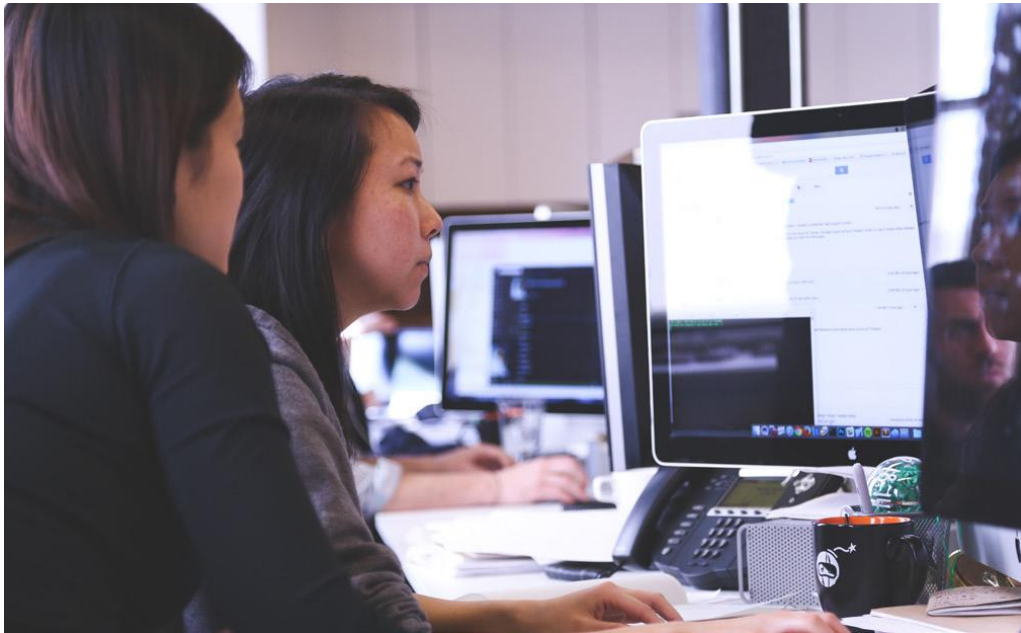
EQUITABLE ACCESS FOR ALL LEARNERS

- Consider “E-Study Spaces” (mini-Learning Commons) – there will be excess demand on the campus Library/Learning Commons. Leverage small classrooms around campus.
- Consider WiFi Hotspots on and around campus.
- Address inequity issues in On-Line Learning for students that don’t have reliable internet access.



*This is NOT what
students are paying for...*

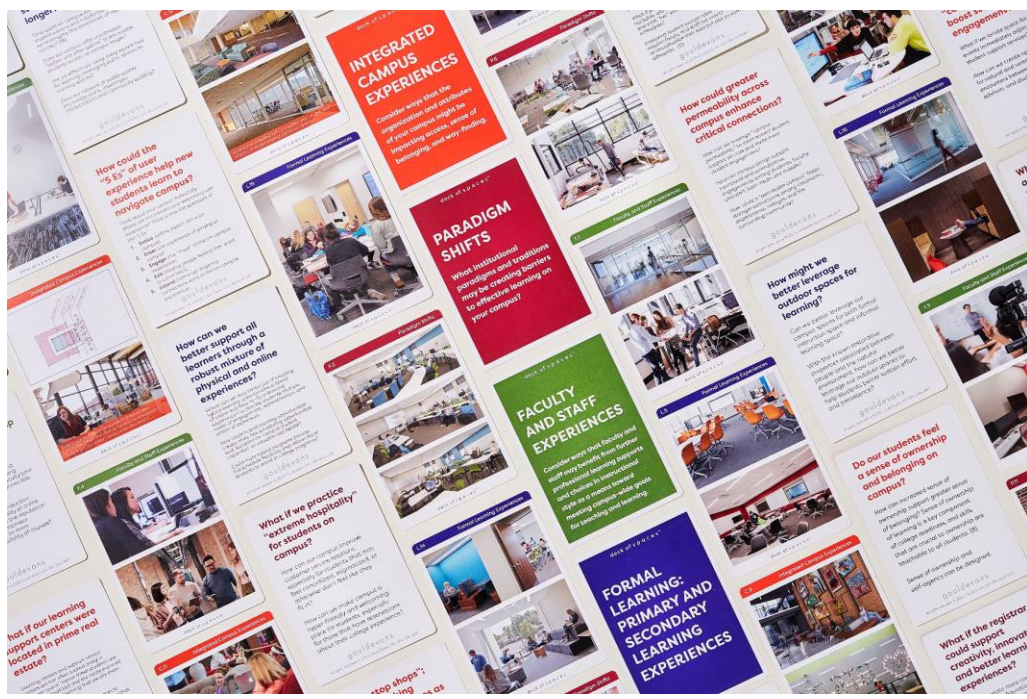
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PREPARE FOR LARGE SCALE FACULTY TRAINING

- Professional Development and Teacher Training Center(s) for on-line learning instruction will be **CRITICALLY IMPORTANT!**
- Joint effort between pedagogy specialists and I.T. specialists. (No siloes)





EXPLORE THE VALUE OF UNIVERSAL DESIGN FOR LEARNING (UDL)

- Leverage the benefits of the UDL framework and support systems – enhance learning access for ALL learners regardless of learning barriers
- UDL –IRN has been helping entire districts better deliver online learning
- UDL started with technology assisted learning 20+ years ago

www.UDL-IRN.org

www.GouldEvansEducation.com



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3.

At a Time When Stress Levels are Spiking, How do we Support Mental and Physical Wellness for our Customers?

*Your space is the body language of your institution. What message is your space sending to your customers?
How is it shaping your culture?*



- *Provide places and services to support students with physical and mental wellness.*
- *Put these programs on display! Communicate a message of care and empathy.*
- *Space impacts culture, and CULTURE TRUMPS STRATEGY!*





Harvard Plaza, Stoss Landscape Urbanism

- *Leverage outdoor spaces – allow students to come together to safely socialize with distancing protocols.*
- *We must exaggerate the importance of community by putting community-focused initiatives “on steroids”.*



Photo: Swarthmore College

Parting Questions to Ask Ourselves...

- How do we make sure students don't feel pressured to attend on campus if they don't feel safe?
- How can we facilitate more real-time conversations with students to ensure they feel safe? What's on their minds?!

- What can we do this Fall that will help us be stronger a year from now ... design for resiliency?
- How can we take advantage of the learning data gathered from spring 2020 on-line learning?
- How can we **LEVERAGE DESIGN?**

“Coming to campus while abiding by these measures creates a worse experience than learning remotely!”

-Educator

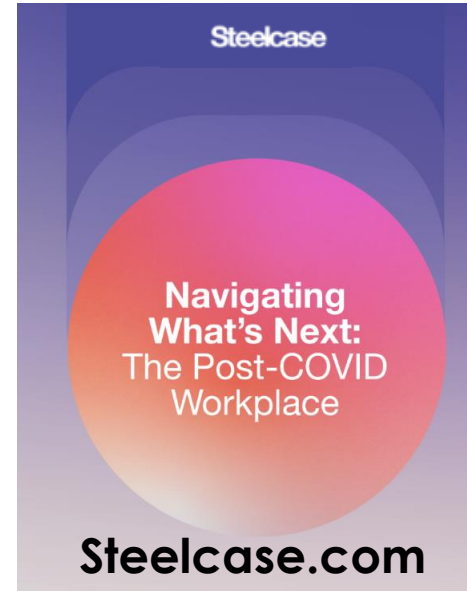


Resources:



CHANGING THE WAY EDUCATION IS
DELIVERED THROUGH PLACE AND
PEDAGOGY

GouldEvansEducation.com



 Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People™

[All A-Z Topics](#)

Search Coronavirus [Advanced Search](#)

Coronavirus Disease 2019 (COVID-19)

[CDC](#) > [Coronavirus Disease 2019 \(COVID-19\)](#) > [Communities, Schools & Workplaces](#)



 Coronavirus Disease 2019
(COVID-19)

- Symptoms
- Testing +
- Prevent Getting Sick +
- If You Are Sick +
- Daily Life & Coping +
- People Who Need Extra Precautions +
- Pets & Other Animals +

Colleges and Universities

Plan, Prepare, and Respond

[Other Languages](#) [Print Page](#)



Ongoing Mitigation Guidance

Guidance to plan, prepare, and respond to COVID-19


Prevention and Support

CDC/EPA cleaning and disinfection guidance



Operation Safe Campus


Presenters:

- Elizabeth MacLeod Walls, Ph.D., President, William Jewell College
 - Joe Garcia, COO, William Jewell College
 - Tom Sack, Ph.D., President & CEO, MRIGlobal
- 



Mission Objective

The objective of ***Operation Safe Campus*** is to incorporate risk management best practices to provide a safe learning and living environment for our students, while protecting the health and well-being of our valued employees and contractors.



Joint Task Force Approach




We will pursue our objective by partnering with Liberty Hospital and MRI Global to leverage their capabilities in medical and biosafety expertise.



Threat Assessment Matrix Tool

Using the military's defense conditions as a framework, William Jewell College developed **threat levels across a continuum of the coronavirus risk**. The framework leads to uniform and consistent planning, education and training, and necessary response for each level.



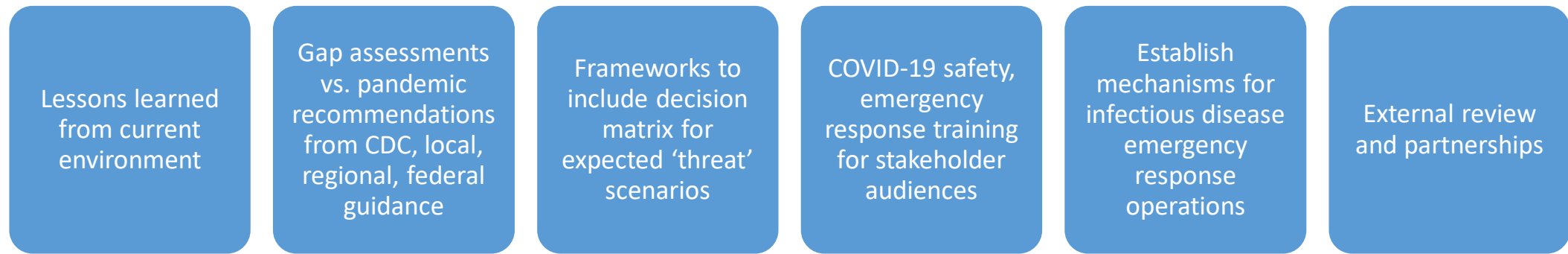
Demo of Threat Assessment Tool

William Jewell College: Operation Safe Campus				
Current Threat Level Condition: Level B - Moderate				
Level	Situttational Assessment	Crosswalk with Clay County	Response	Examples of Risk Mitigation
0	Baseline (new normal post-pandemic)	Clay County Phase 4	Routine	Maintain best practices. Continuously improve campus capability to respond to the next pandemic or significant health event. Handwashing, high facilities sanitation, vaccinations, routine health alerts, education and training is normal behavior.
A	No active COVID-19 cases reported in Liberty, Clay County or KC Metro, but conditions exist that warrant precautionary measures such as cold weather or flu season	Clay County Phase 3	Limited	Introduce long-term solutions to mitigate the spread of disease and lift all restrictions associated with COVID-19. Continue vaccination plan, monitor student and employee symptoms, prompt testing as needed, continued education.
B	Active COVID-19 cases reported in Liberty, Clay county or Kansas City metro but cases do not exist on Campus	Clay County Phase 2	Moderate	<ul style="list-style-type: none"> • Maintain social distancing (6' of space) including all gatherings • Limit gatherings to 10-50 participants based on Health Department Guidance • Employees may work on campus as directed by supervisors • Wear a face covering in public settings • Limit all non-essential travel • People at higher risk should be evaluated for individual plan • Stay home if you have a fever, other symptoms of COVID or if you were exposed • Report symptoms or possible exposure to the College to facilitate contact tracing • Hybrid academics- in person and online classes; Teleconference over in-person meetings when possible • Maintain attendance records for all in-person gatherings to facilitate contact tracing • Plan for vaccination and begin when available • Maintain hygiene, clean and disinfect
C	Active COVID-19 case(s) confirmed on campus	Clay County Phase 2	Avoid Contamination	In addition to Level B requirements: <ul style="list-style-type: none"> • Conduct contact tracing • Notify any individual that might have been exposed to virus • Quarantine individuals who were exposed to virus • Close affected areas for cleaning and disinfecting • Follow guidance from CDC, MRIGlobal, Health Dept and Liberty Hospital • Determine necessity for online classes or suspending large gatherings
D	Regional Hotspot - high number of active COVID-19 cases in Clay County	Clay County Phase 1	Containment	In addition to Level B and Level C requirements: <ul style="list-style-type: none"> • In coordination with Health Department; suspend all on-campus activities; instruct employees to stay home; move classes to on-line format

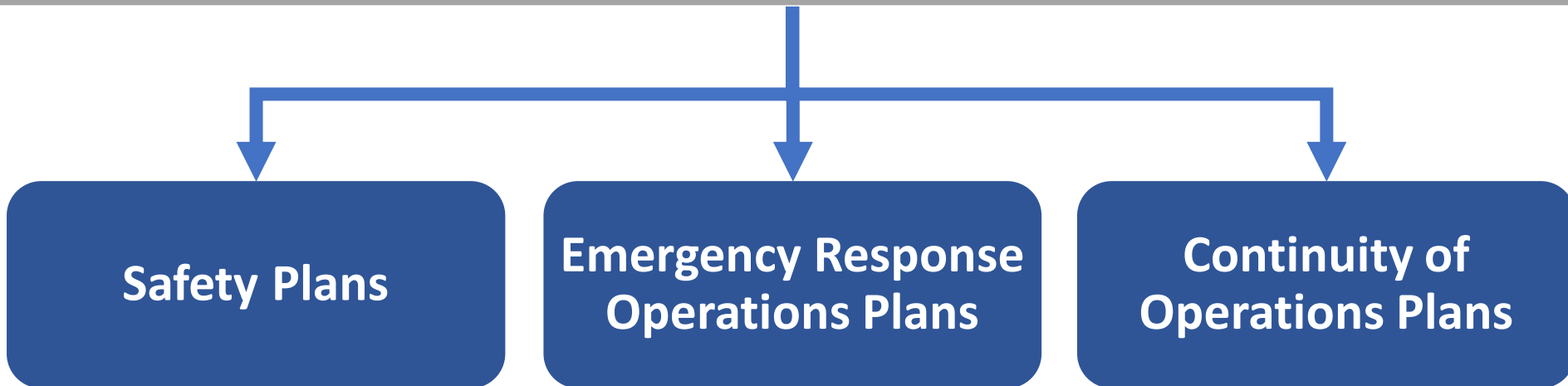


*Creating solutions using science
and technology for a healthier,
safer, more sustainable world*






Incorporate infectious disease actions



Value of Partnerships

- Establish partnerships before incidents occur
- Rapid response
 - Already familiar with procedures and practices
 - Allows for quick action to address situation
- Unbiased assessments/advice
- Can provide specific information and references
- Will understand limitations and provide alternative solutions



Creating Psychological Safety and Confidence

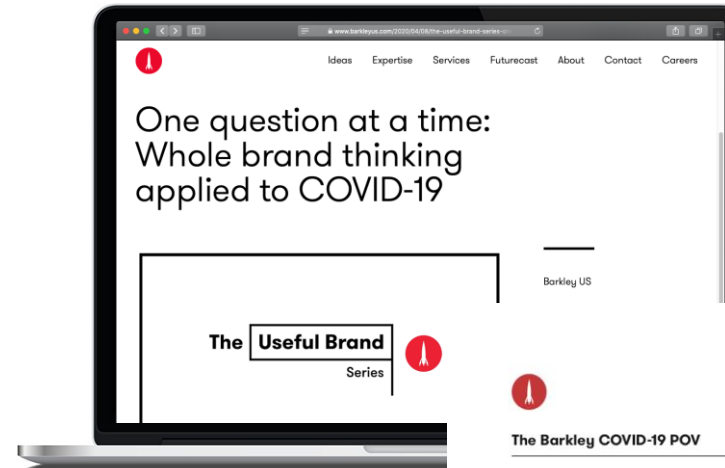
Presenter:

- Chris Cardetti, Executive Strategy Director, Barkley



Be Useful

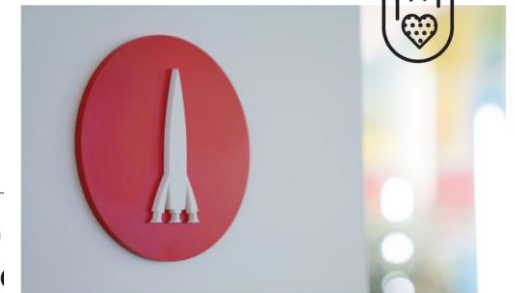
- Simple journeys
- Open Briefs
- One question at a time



The Barkley COVID-19 POV 2

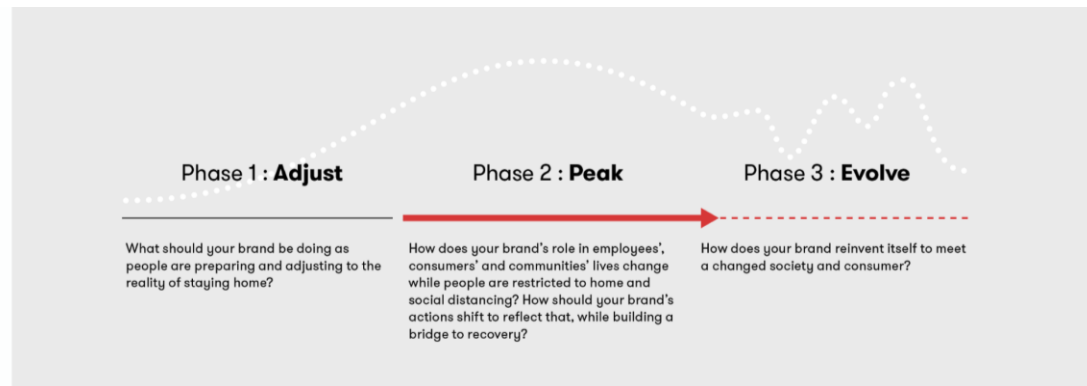
04/14/2020

An open brief to invent your future now.





The Barkley COVID-19 POV



An open brief for being a useful brand during COVID-19.



"Speed to Usefulness"



- 
1. Where is consumer sentiment right now?
 2. How do you research this summer?
 3. How do you communicate going into fall?
- 

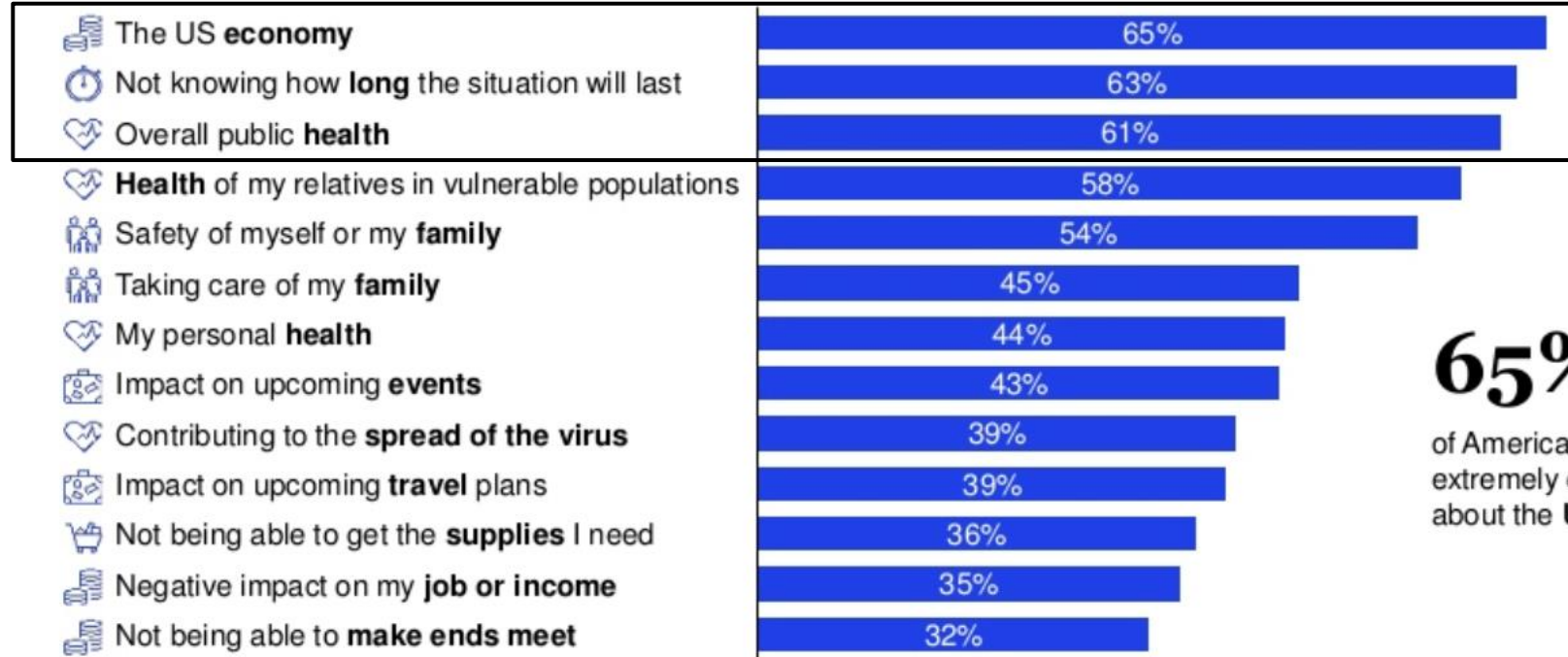
- 
1. Where is consumer sentiment right now?
 2. How do you research this summer?
 3. How do you communicate going into fall?
- 

The biggest areas of concern are related to financial health, mental health and public health.

Largest concerns of the US population related to COVID-19¹

% of respondents who are very concerned or extremely concerned

■ Very concerned /
extremely concerned



65%

of Americans are very or
extremely concerned
about the **US economy**



Public Health



Financial Health



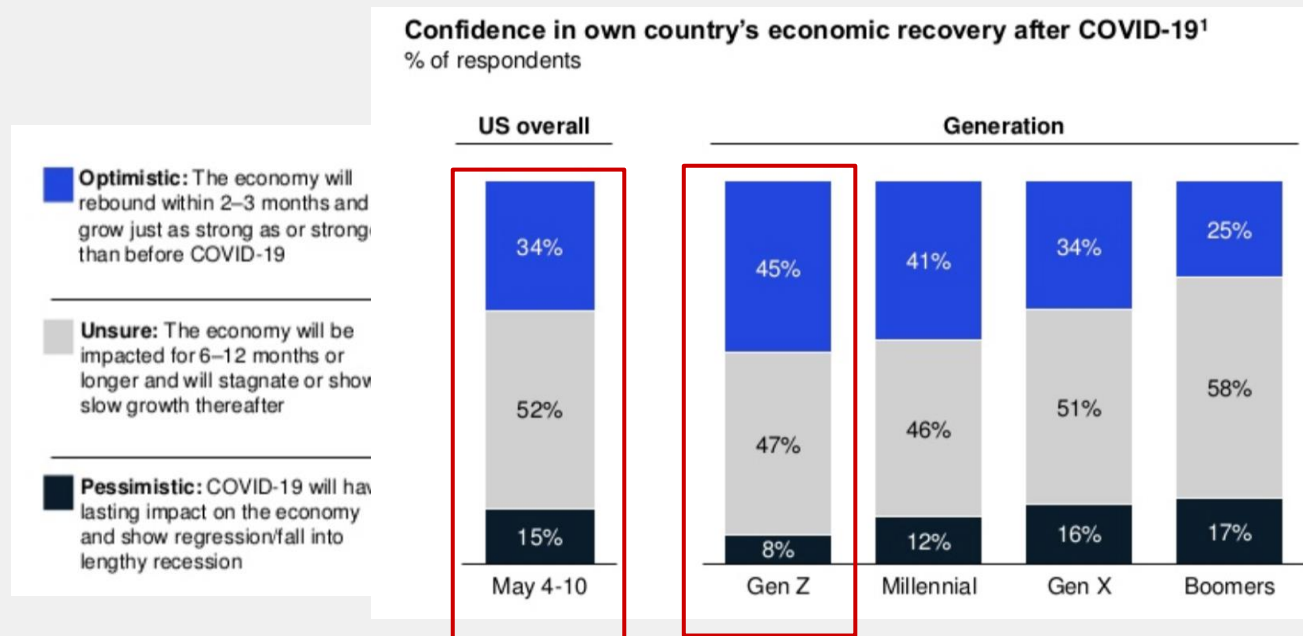
Mental Health

Vast majority of consumers are comfortable submitting to a temperature check before entering public places.

“How comfortable would you be submitting to a temperature check in the following places/locations?” (*% saying very or somewhat comfortable*)

	At Work	Grocery Store	Restaurant	Airport
As of April 13th	86%	75%	67%	75%

Optimism persists and is highest among younger cohorts, indicating a willingness to help you with big challenges.



56%

of Gen Z agree that they have the potential to impact the world.

57%

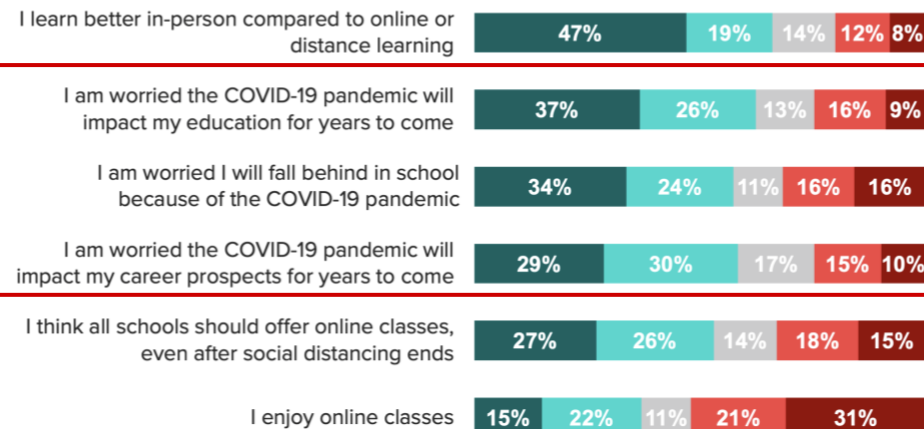
of Millennials say the same.

In-person matters. And worry abounds in the educational process – near-term and long-term.

Concerns Over Educational Challenges Posed by the Pandemic Are Common for Gen Z

Thinking about your experience as a student during COVID-19, do you agree or disagree with the following statements?

■ Strongly Agree ■ Somewhat agree ■ Don't Know/No Opinion
■ Somewhat disagree ■ Strongly Disagree

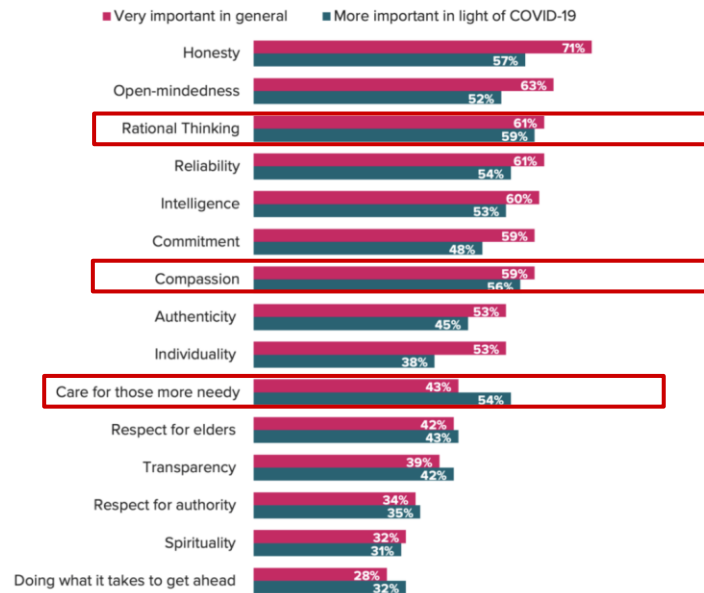


COVID-19 is creating a stronger desire for rational thinking + compassion.

PERSONAL VALUES

Honesty Is the Most Important Value for Gen Z; Care For the Needy Seen as More Important in Light of COVID-19

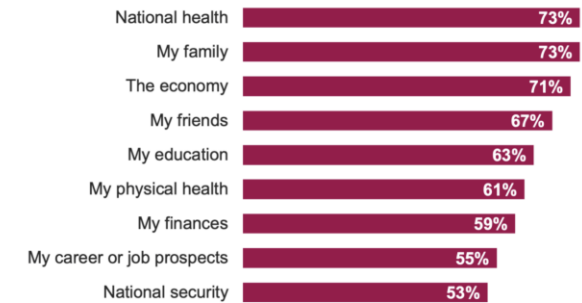
The share of Gen Z respondents who say that each value is...



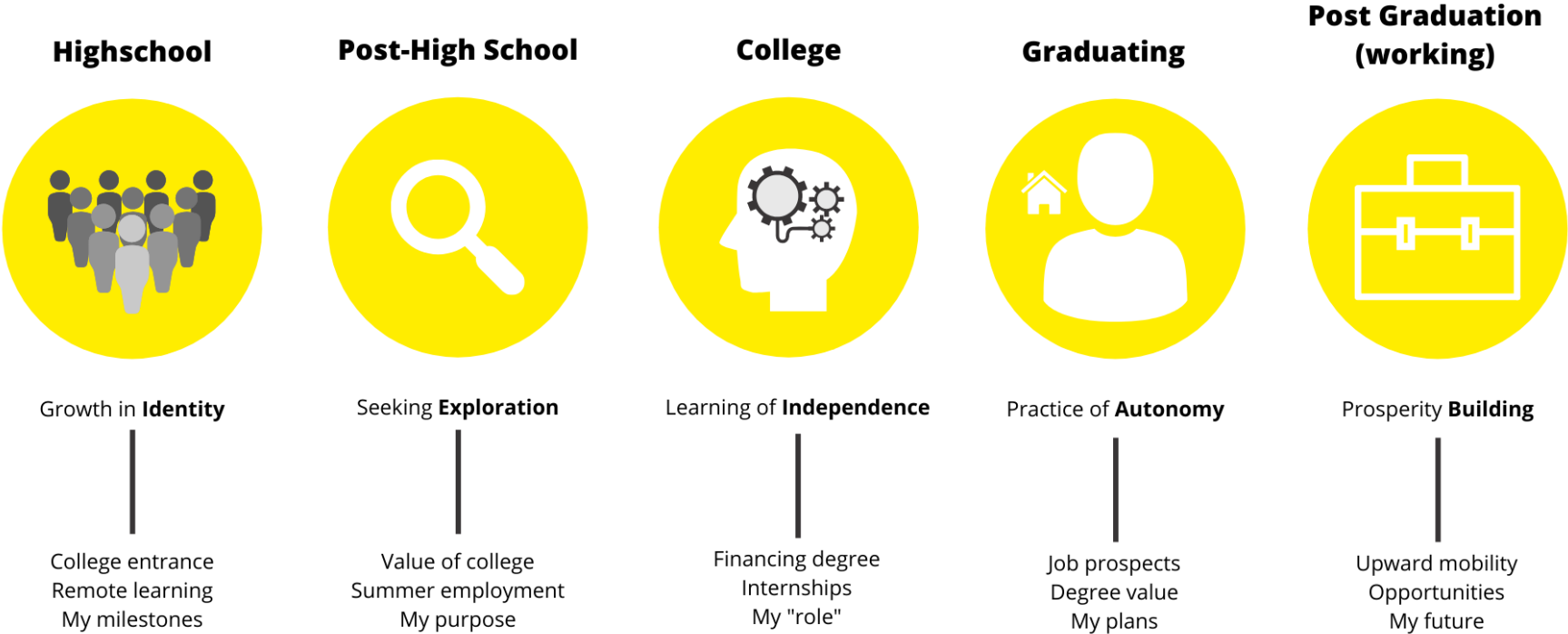
GENERAL CONCERN

Gen Z Puts Others First: Most Concerned About COVID's Impact on Their Family, National Health

The share who say they are very concerned about each of the following in light of the coronavirus outbreak:



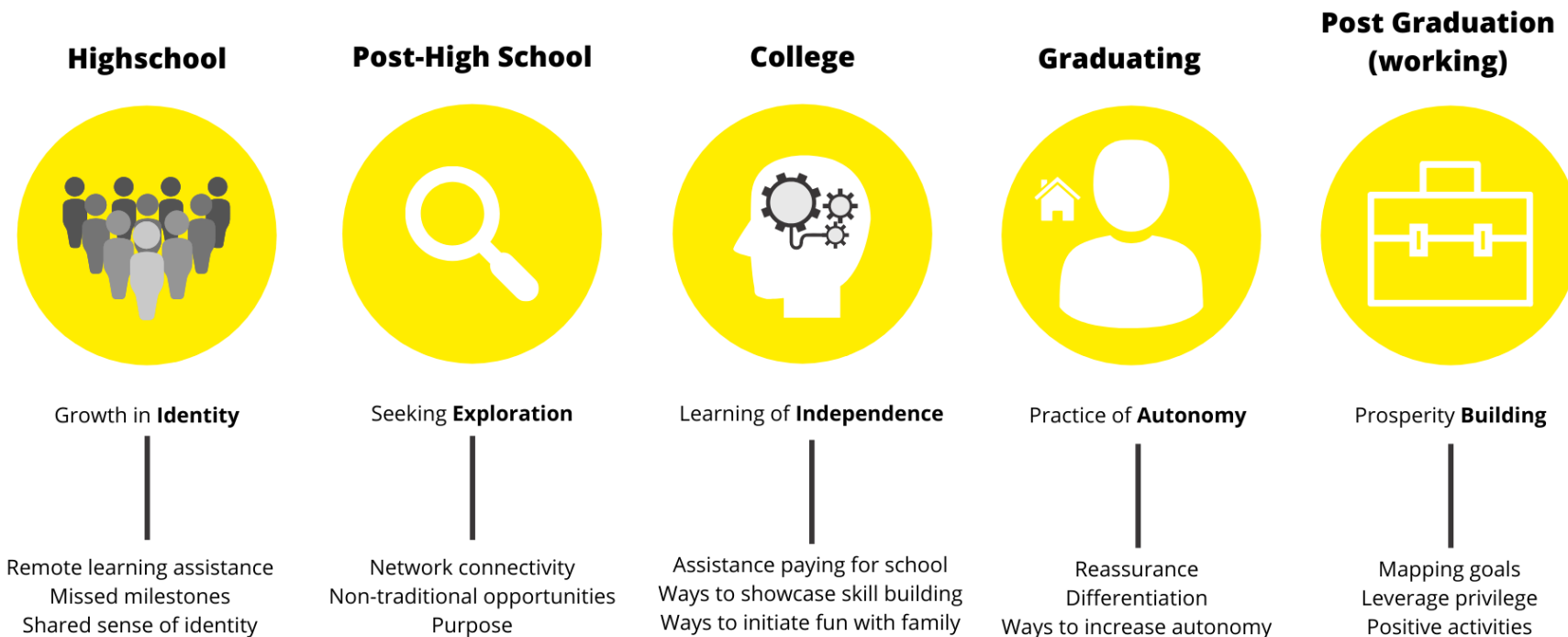
Their goals
haven't
changed.



Concerns

But their
current needs
have.

Be creative
with
solutions.



Needs

- 
1. Where is consumer sentiment right now?
 2. How do you research this summer?
 3. How do you communicate going into fall?
- 



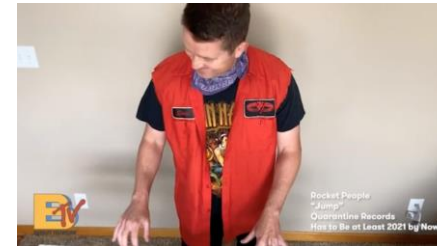
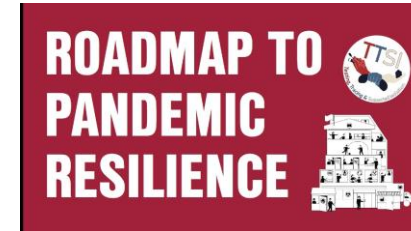
Let them build your future with you

- Online focus groups + co-creation
- Chat rules
- Short, ongoing surveys
- Ongoing idea forum
- Find new need states
- Find new consumer segments
- Test new models
- Create unexpected pairings

- 
1. Where is consumer sentiment right now?
 2. How do you research this summer?
 3. How do you communicate going into fall?
- 

Communicating Your Plan

1. Combine Purpose + Practicality
2. Address “Total Health & Safety”
3. Continue + Create rituals
4. Brand the plan
5. Communicate the full details
6. Overcommunicate regularly
7. Find your 1-source expert public (not a cheerleader)
8. Find your “surplus”
9. Ask students/stakeholders to do their part
10. Create your evolve oath



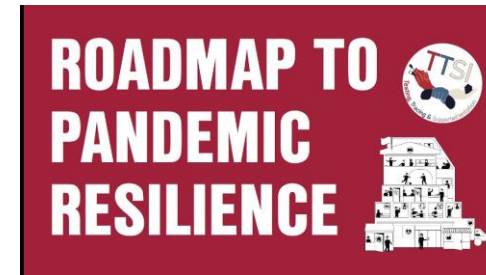


Over half of consumers equate
purpose with positive impact for
people & planet.

Barkley Purpose Research, 2019

Communicating Your Plan

1. Combine Purpose + Practicality
2. Address “Total Health & Safety”
3. Be useful, be creative
4. Brand the plan
5. Communicate the full details
6. Overcommunicate regularly
7. Find your 1-source expert public (not a cheerleader)
8. Find your “surplus”
9. Ask students/stakeholders to do their part
10. Create your evolve oath



Messaging

Consider across
all brands

Design the right blend of priorities based on
impact on your category

Core Focus – Show Commitment to Purpose

Priority A – Drive Business that Helps

Priority B – Deliver Value for Future Business

Approach
& Target
Categories

Play a leadership role in the community, aligned with the brand's purpose.

Adapt to new needs; show empathy; and find opportunities to meet them with product innovations, solutions, and messaging.

Find a way to deliver value to customers lives, even if it's not possible to tie directly to your product/services.

Business
Goal/
Value
Proposition

Opportunity to **strengthen perception of purpose** and be a brand consumers want to be affiliated with

Drive traffic and maintain business. When solutions involve discounts for budget-conscious families, embrace driving top line growth and acquiring new customers at the expense of margin

Remain top of mind for existing customers, attract new ones, so that when recovery begins, engagement with your brand is strong

POV Element

Purpose

Practicality

Business Ideas

Inside

Brand Culture

Model

Products + Services

Design + Experience

The Red Thread

Marketing Ideas

Outside

Content

Actions

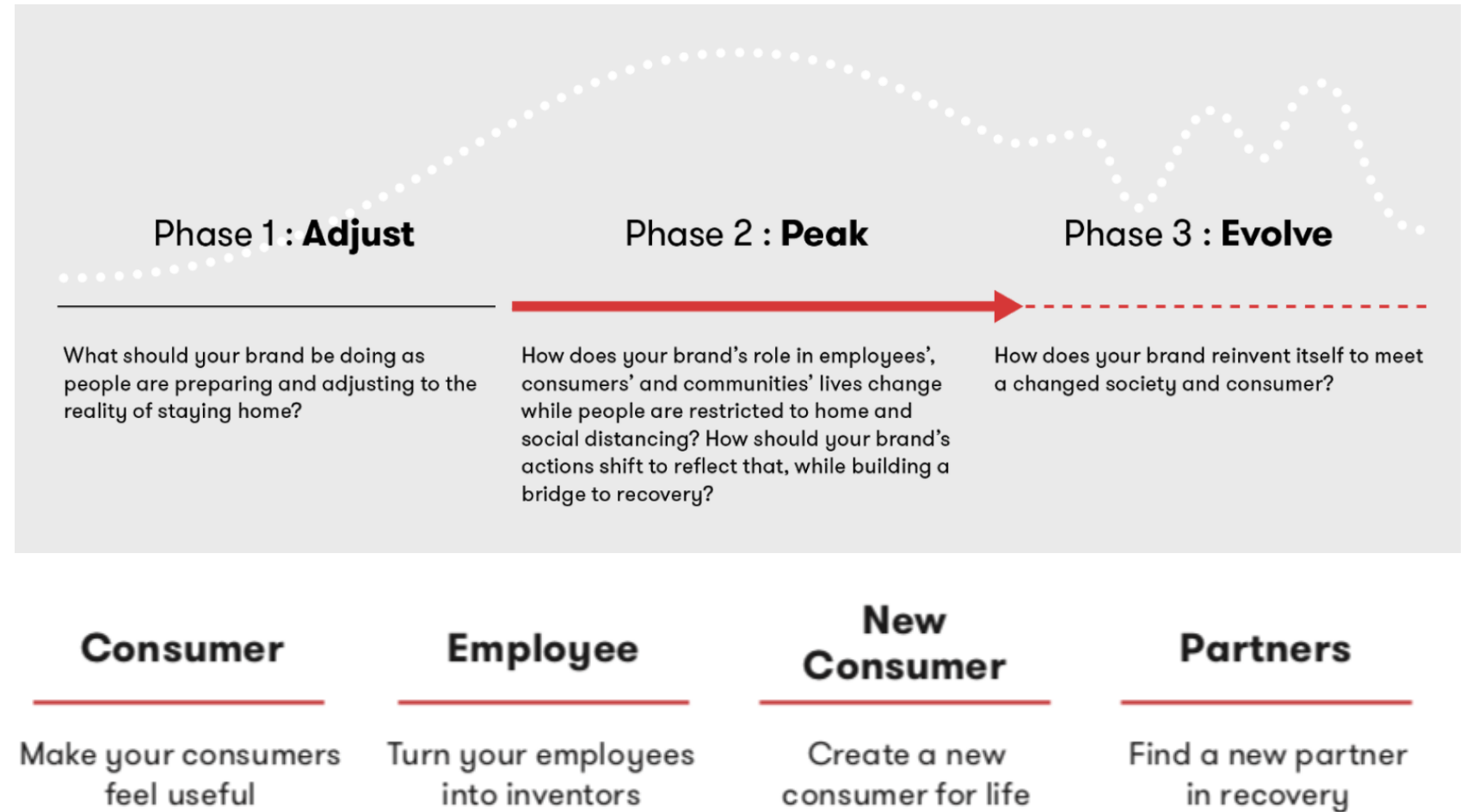
Experiential

PR

Advertising

Every touchpoint is a chance to communicate your plan


The hardest times are the best times to reinvent yourself.





**Make a plan.
Then plan to change.**

**KICK THE
SH [REDACTED] OUT OF
OPTION B**




Survey Results: On What High-Priority Items Would You Benefit from Collaborative Discussion with Higher Education Colleagues

Presenter: Beth Tankersley-Bankhead, Ph.D., President & CEO, KC Scholars



Would Like to Discuss with Campuses

Theme	1	2	3	4	5	6	7	8	9	10	#
Safety and Wellbeing	X	X	X	X	X	X	X	X	X	X	10
Supporting Students	X		X	X			X	X			5
Adaptability/Mission		X	X	X			X				4
Supporting Faculty, Staff, & Administration		X		X	X						3
Course Delivery/Teaching & Learning		X		X			X				3
Legal	X			X							3
Campus Climate						X	X				2
Other	X		X	X	X						4
Workforce					X						1
Technology						X					1



What Keeps You Awake at Night

Theme	1	2	3
Safety and Wellbeing	X	X	
Enrollment Planning	X	X	
Rise of Infection		X	
Student and Faculty Mental Health		X	
Food Service			X
Vulnerable, Under-served Students	X		
Online Teaching		X	
Sports/Athletics	X		
Other			

Most Helpful as you Make Decisions

#1 most frequent theme:

- Similar guidelines across campuses for students returning to campus; what must we do; what are other campuses doing; what are the best practices; guidelines on use of masks; what constitutes prudent and wise actions that still enable us to function in a manner that students and their families expect; is there guidance already out there; how are others applying the available guidance; having a better source of information that is helping guide campuses to make decisions; CDC guidelines about safe distance in labs; what do vulnerable populations do even when campus is "open" again?

Single frequency responses:

- Availability of testing and contact tracing
- We are relying on guidance from state and local officials on re-opening
- Being data informed in association with health departments by region
- Examples of population guidelines
- Supporting, yet mobilizing, our communities in preparation for August

Seeking & Receiving Guidance

- Upper administration, law firm, university legal counsel/risk management, internal campus group/constituents, alumni
- Federal government and county and state officials
- CDC, public health and safety officials, scientific community, infectious diseases experts, community agencies
- MDHEWD
- Other campuses, peers across the region
- Council on Independent Colleges in MO and Kansas Independent College Association
- Professional organizations: NAICU, AGB – Association of Governing Boards
- Consulting organizations: MRIGlobal and EAB
- Community leaders

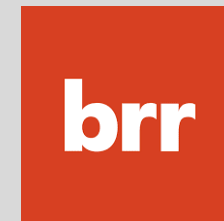


Q&A

Presenter:

- Maria Maffry, Principal, Chief Business Development Officer, BNIM
- 

Member Firms





Next Steps

- Elizabeth MacLeod Walls, Ph.D., President, William Jewell College



Helpful Resources:

- Regional-based Resources for PPE: <https://www.biokansas.org/page/COVIDSuppliers>
- CDC Guidance on Re-opening Campuses: https://insidehighered.com/quicktakes/2020/05/14/pence-devos-hold-call-14-college-presidents?utm_content=buffer27eb2&utm_medium=social&utm_source=twitter&utm_campaign=IHEbuffer
- Washington Post article highlights Park University: https://www.washingtonpost.com/opinions/the-future-belongs-to-the-pandemic-pragmatists/2020/05/15/5f79abc4-96de-11ea-82b4-c8db161ff6e5_story.html
- Fall opening plans of all campuses nationwide: <https://www.chronicle.com/article/Here-s-a-List-of-Colleges-/248626>
- Association of Community Colleges highlighted fall opening plans for KCKCC: <https://www.ccdaily.com/2020/05/a-kansas-colleges-comeback-plan/>

Contact: Beth Tankersley-Bankhead at btankersley-bankhead@kcscholars.org