

Students Today Want...

Our Students Need...

ICCCFO
April 24, 2025

SCB TEAM



Kristy Cubas

Associate Principal



Gail Wozniak

Associate Principal



ABOUT SCB

National Practice

- Chicago
- San Francisco
- Boston
- Seattle

Diverse Practice

- 200+ Design Professionals
- Architecture
- Planning and Urban Design
- Interior Design

Campus Environments

- Student Housing
- Academics
- Student Life and Dining
- Athletics and Recreation
- Libraries
- Science and Research

DEFINITION OF STUDENT ENGAGEMENT

What do we mean by Student Engagement?

- Student engagement can be as simple as talking to students, open conversations give them a real voice in shaping the campus they live and learn in.

Why is it important?

- By involving students in dialogue, they gain a meaningful stake in campus developments, creating a sense of ownership and shared responsibility for the future.

How can it help capital planning be successful?

- Leads to better-informed decisions
- Builds community support
- Enhances project relevance and usability
- Promotes equity and inclusion
- Fosters long-term connection and trust



ENGAGEMENT TOOL KIT

ONLINE SURVEYS

Wheaton College
Campus Library

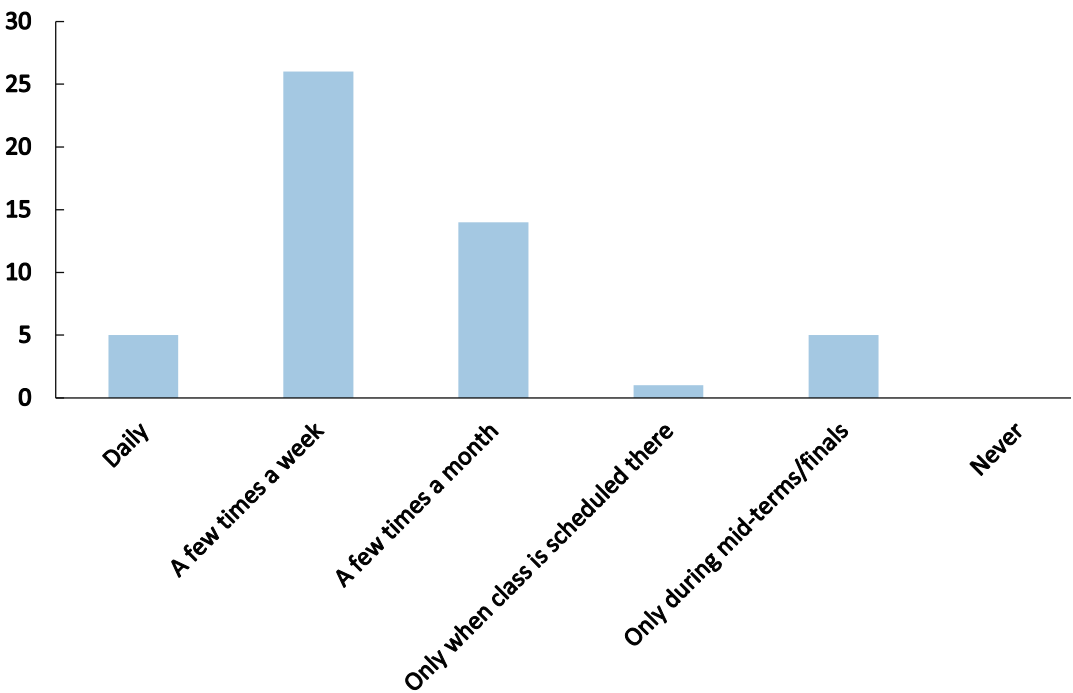
Location:
Wheaton, IL

Size:
78,000 SF

Budget:
\$50M

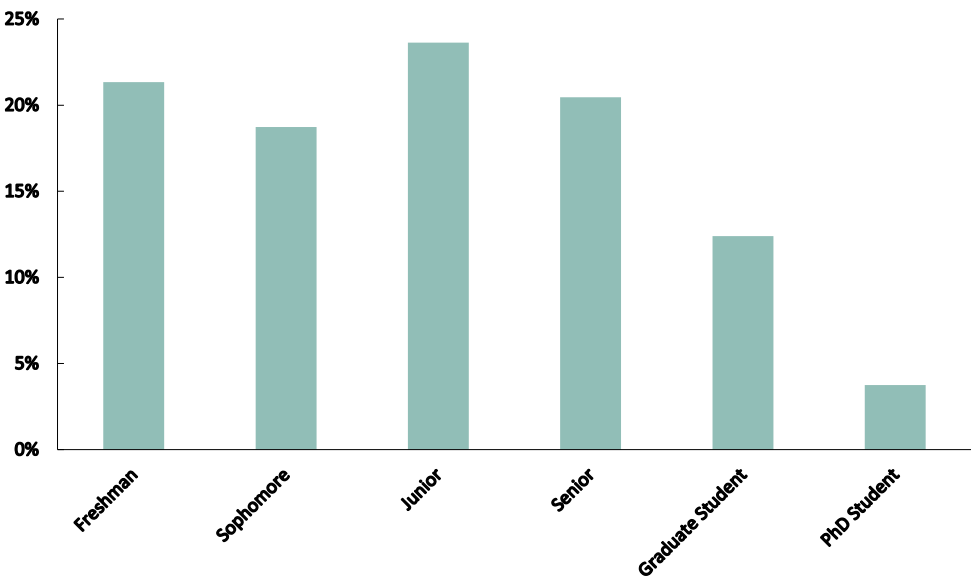
Student Survey 1

On average, how often do you currently use the library?



Student Survey 2

If you are a student note your current year.



WORKSHOPS

Penn State University

Waring Commons

Location:

State College, PA

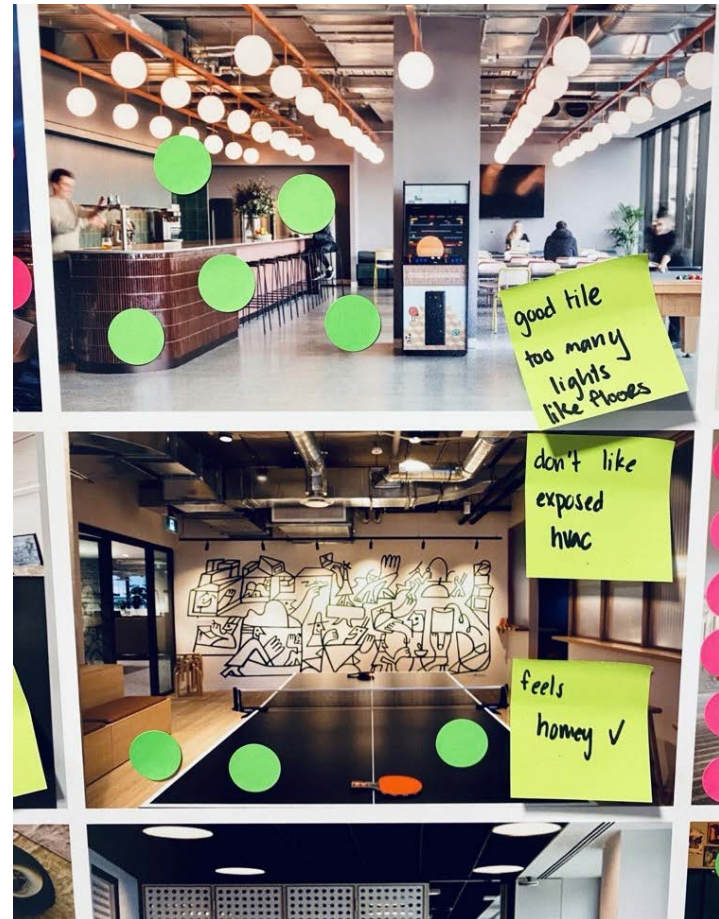
Size:

70,000 SF - 82,000 SF

3-4 stories

Budget:

\$50-75M



GAMES

University of California, Santa Cruz West Campus Planning

Location:

Santa Cruz, CA

Size:

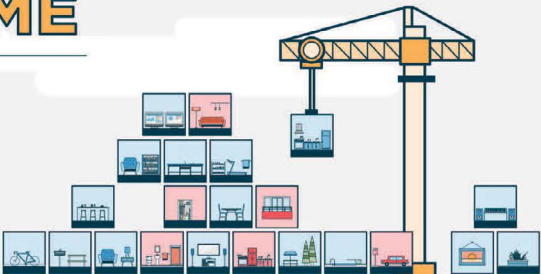
2,275 beds

Budget:

\$275M

BUILD YOUR OWN APARTMENT GAME

In this game, participants were assigned roommates and as a group given 100 Slugs. All groups started by picking a baseline unit- either a 4-bedroom or 2-bedroom unit. Both unit types consisted of single bedrooms. If groups chose the 2-bedroom unit, they used 25 Slugs towards the unit. Using your remaining Slugs, groups then were instructed to trade for features to add to the unit.



Amenity Options

Groups used their 100 Slugs (or 75, if they chose the 2 bedroom unit) to trade for the following amenities or sustainability upgrades.

Bathroom 20 Slugs <small>*Only applicable to 4 BR</small>	Living Room 15 Slugs	Computer Lab 10 Slugs	Bicycle Shop 5 Slugs	LEED Platinum 55 Slugs
Full Kitchen Upgrade 15 Slugs	Fitness Room 10 Slugs	Community Art Venue 5 Slugs	Swimming Pool 15 Slugs	Net Zero Building 75 Slugs
Living Room 15 Slugs	Game Room 5 Slugs	Media Room 5 Slugs	Outdoor Social Space 5 Slugs	Living Green Building 95 Slugs
Balcony 5 Slugs	Music Room 5 Slugs	Meeting Room 5 Slugs	Garden 5 Slugs	
Dedicated Parking 50 Slugs	Study Room 5 Slugs	Social Lounge 5 Slugs		Slug Card 5 Slugs
Storage Closet 10 Slugs	Food Emporium 15 Slugs	Barbeque Pit 5 Slugs		

Group Responses

Student Responses



Staff Responses



TOWN HALL

Columbia College

Student Center Programming

Location:

Chicago, IL

Size:

100,000 SF - 125,000 SF

Budget:

\$43M



LESSONS LEARNED

Setting Expectations

- Be clear about the role of student feedback
- Acknowledge that students may ask for more than is realistic or appropriate
- Establish realistic time lines
- Define engagement opportunities early

Communications

- Keep it two-way and ongoing
- Use multiple platforms
- Be transparent and responsive

Post Occupancy

- Close the loop with students
- Collect feedback after move-in
- Celebrate shared wins



TRENDS AND OBSERVATIONS

HEARD ON CAMPUS

- Spaces that feel "rustic"
- Gravitation towards warmer tones
- Spaces that have a high level of layering or "charm"
- Corporate or institutional vibes? No Thanks
- Lighting matters - A LOT!
- Give us charm and personality
- Bring on the color



GENERATION ALPHA

- Born between 2010-2025
- Digitally immersed
- Understanding of how interconnected the world is
- Curious
- Independent entrepreneurial spirit
- Empathetic and have a strong desire for change
- Visual learners
- Unique family dynamics
- Difficulty with in-person relationships
- Mental health challenges and champions
- More likely to be impacted by an ACE
- Increasing income inequality



ALPHA'S IMPACT ON DESIGN

- Connection to nature
- Sustainability
- Spaces that promote wellbeing
- Inclusive process and design
- Equity and access
- Safety – trauma informed design
- Behavioral impact - interaction and connection
- Support neurodiverse learners
- Affordability





Thank
You