

**Delta College
Board of Trustees
Dinner Meeting
April 9, 2019
Delta College Main Campus Room N7**

Board Present: M. Benecke, R. Emrich, S. Gannon, D. Middleton, M. Nash, M. Rowley, M. Thomas

Board Absent: A. Buckley, K. Lawrence-Webster

Others Present: D. Allen, R. Battinkoff, N. Bovid, T. Brown, J. Carroll, P. Clark, E. Clement, M. Crawmer, J. Dorcey, S. DuFresne, M. Faleski, P. Fox, J. Garn, J. Goodnow, B. Handley-Miller, S. Lewless, C. McMath, D. McQuiston, J. Miller, M. Mosqueda, G. Przygocki, S. Roche, E. Roth, D. Sabourin, K. Schuler, A. Sovis, C. Thomas, A. Ursuy, D. Wacksman, B. Webb

Press Present: J. Hall, WSGW

Board Chair, D. Middleton called the meeting to order at 6:00 pm. She then turned the meeting over to Julie Dorcey, Major Gifts Advisor in the Foundation Office; Barb Handley-Miller, Professor of Communication and Dee Dee Wacksman, Foundation Board Member and former Trustee.

J. Dorcey began the presentation on Placemaking at Delta College by defining placemaking – “A sense of place among students has been connected to higher degrees of involvement in the academic life of an institution, issues of retention, attention, motivation, learning and academic achievement.” She also noted that placemaking addresses enrollment issues, fierce competition in higher education, changing campus environment and student feedback. She referenced information that was shared last month by Kathi Swanson from the Clarus Corporation on the College’s environmental scan. J. Dorcey noted that Delta College was first in mentions for top of mind awareness in higher education. Delta’s descriptors were all right but there is room for improvement. Finally, Delta was first in affordability but Saginaw Valley State University was first in attractive campus. J. Dorcey also shared the following quote in regards to research done on placemaking, “From the view of prospective college students, the sense of place associated with a college or university campus is often among the most important features in creating a critical first impression of an institution.”

D. Wacksman shared Delta’s placemaking process. She noted that Dr. Goodnow formed a committee of faculty, staff and community members. The committee researched what other successful colleges did and went on site visits to Lansing Community College and Michigan State University. The committee interviewed several companies before deciding on a Detroit based company, ideation. The joint objective is to develop a space branding strategy designed to improve enrollment by building a creative and engaging environment.

B. Handley-Miller noted the members of the internal planning team which included: Julie Dorcey (chair), Dr. Goodnow, Ben Clore (Art Faculty), Amy French (History Faculty), Michael Glowacki (Art Faculty), Barb Handley-Miller (Communications Faculty), Tony Khalil (Facilities), Andrew Rieder (Art Faculty), Dee Dee Wacksman (Community). The support team for the group included: Nick Bovid, Sarah DuFresne, Leanne

Govitz, Margaret Mosqueda, Barb Webb and Pam Clark. They also had numerous individuals from across campus helping with student and research assistance.

They captured student impressions through some open ended questions such as “How would you sum up the interior design at Delta College?” Some responses included: glorified high school; beautiful brick, but boring; blah; institutional; vintage; plain; old-fashioned; living wall is awesome; I love the courtyard!; need color; sculptures are interesting; and good bones, but looks like it was founded in 1961.

D. Wacksman noted things that our building should be saying about Delta College that were developed by the committee. Some included imagination, welcoming, innovation, technology, attractive, connected and belonging. She mentioned the multiple aspects of the project including digital signage, ambient learning murals, Delta branding, interior design and exterior entry graphics. They have developed a placemaking master plan and space branding concept. Each entrance will be distinct, but will use common elements. Delta’s prominent programs and career pathways will be highlighted along with content written by the internal team from across campus and will be color coded. They also shared the color palette which matches our current branding.

J. Dorcey shared photos of what the outside entrances of the College on either side of the Pioneer Gym (K/L wings and E/F wings) would look like. This includes Delta College being etched in the fascia and vinyl treatments on the doors. She also showed a rendering of the walls by the Pioneer Gym featuring wall murals. Other features included foldable wall seating areas, vinyl floor overlays for wayfinding and the use of digital monitors. The Fine Arts Building would feature a vinyl treatment to the entrance skylight. They are also proposing white walls in the S wing to give more of a gallery feel.

STEM related graphics and murals would line the C wing entrance to the Herbert H. & Grace A. Dow Science wing. One in particular would feature the Michigan Great Lakes. Mural content would be selected to last for years so not to incur additional costs in switching outdated information. J. Dorcey also showed other examples such as the J wing with color coding above doorways and a Michigan history timeline in murals aligning the hallway.

Finally J. Dorcey shared the vision for the Welcome Center which features the word “Welcome” in the fascia, large welcome murals in the main hallway, a large “Think Big” graphic for selfies, a colored ceiling banner and an Instagram digital sign featuring Delta College students.

The digital signage would be used in high traffic areas with consistent messaging across campus. The signage would feature event promotion and College messaging in regards to items such as payment deadline.

There being no further business, the dinner meeting was adjourned at 6:48 pm.

Talisa Brown, Assistant Board Secretary

Andrea Ursuy, Board Secretary