

DESIGNING WITH INPUT

A tangible approach to student,
instructor + community
engagement.

MiAPPA Winter Conference
February 13, 2025



DESIGNING WITH INPUT



Dean, College of Arts and Sciences
Western Michigan University



Senior Interior Designer
TowerPinkster

INSPIRED TRANSFORMATION



before



after

INSPIRED TRANSFORMATION



before



after

DUNBAR HALL



DUNBAR HALL

- Built in 1971
- Three-Building Complex
 - Dunbar, Friedmann, Knauss
- 5 - stories
- General use classroom building



PROJECT SUMMARY

- Renovation + Addition Project
 - 78,000 SF
 - 72,300 SF Reno
 - 11,000 SF New
- Campus Connector
- Re-Imagined Classroom Space
 - Enhanced Utilization / Efficiency
 - Informal Learning
 - Active Learning Classrooms
 - Distance Learning Adaptability
- Social / Common / Study Space
- State of the Art Dance Studio
- State of the Art Communications Media Suite





WHAT WE'LL COVER

01 Why Feedback Matters

02 Our Approach to Dunbar Hall

03 Tools + Techniques

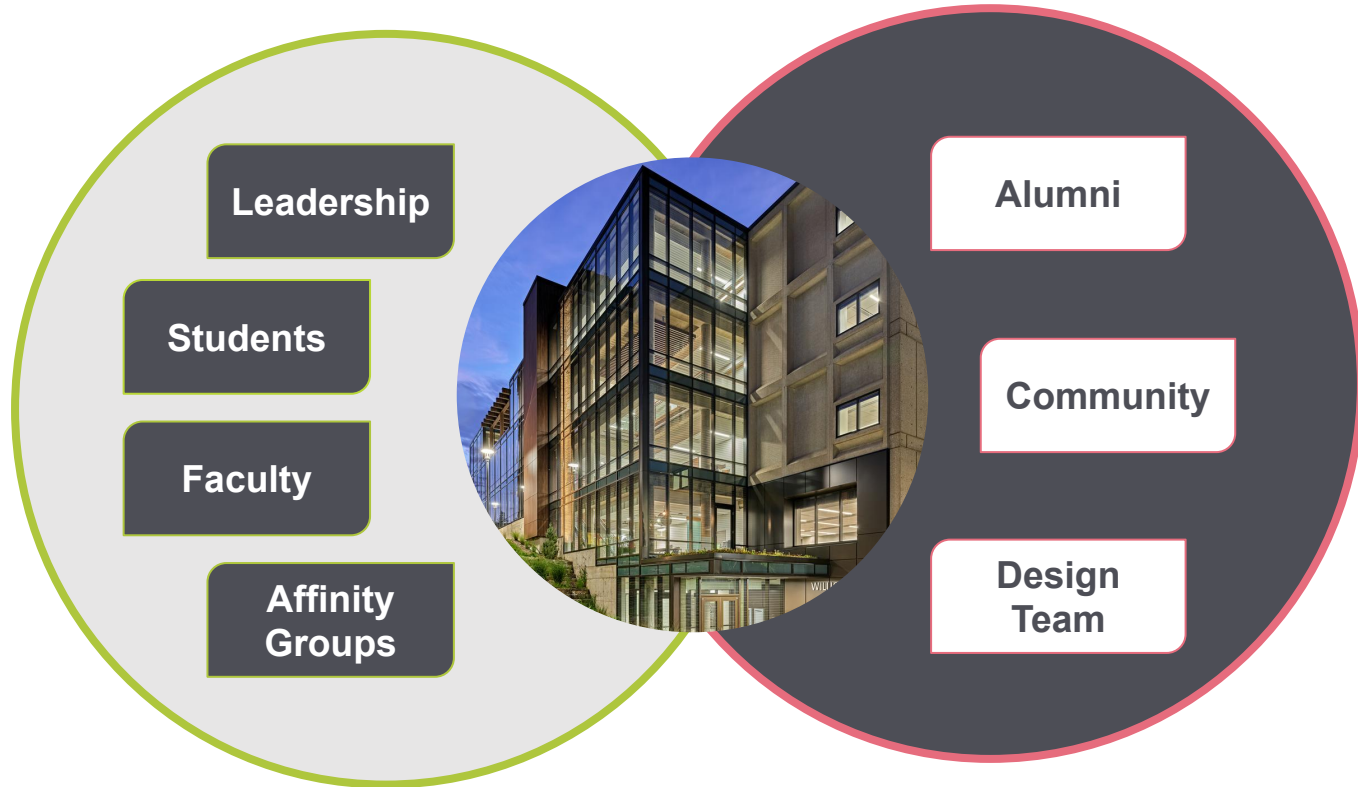
04 Communication Strategies

05 Outcomes + Lessons Learned

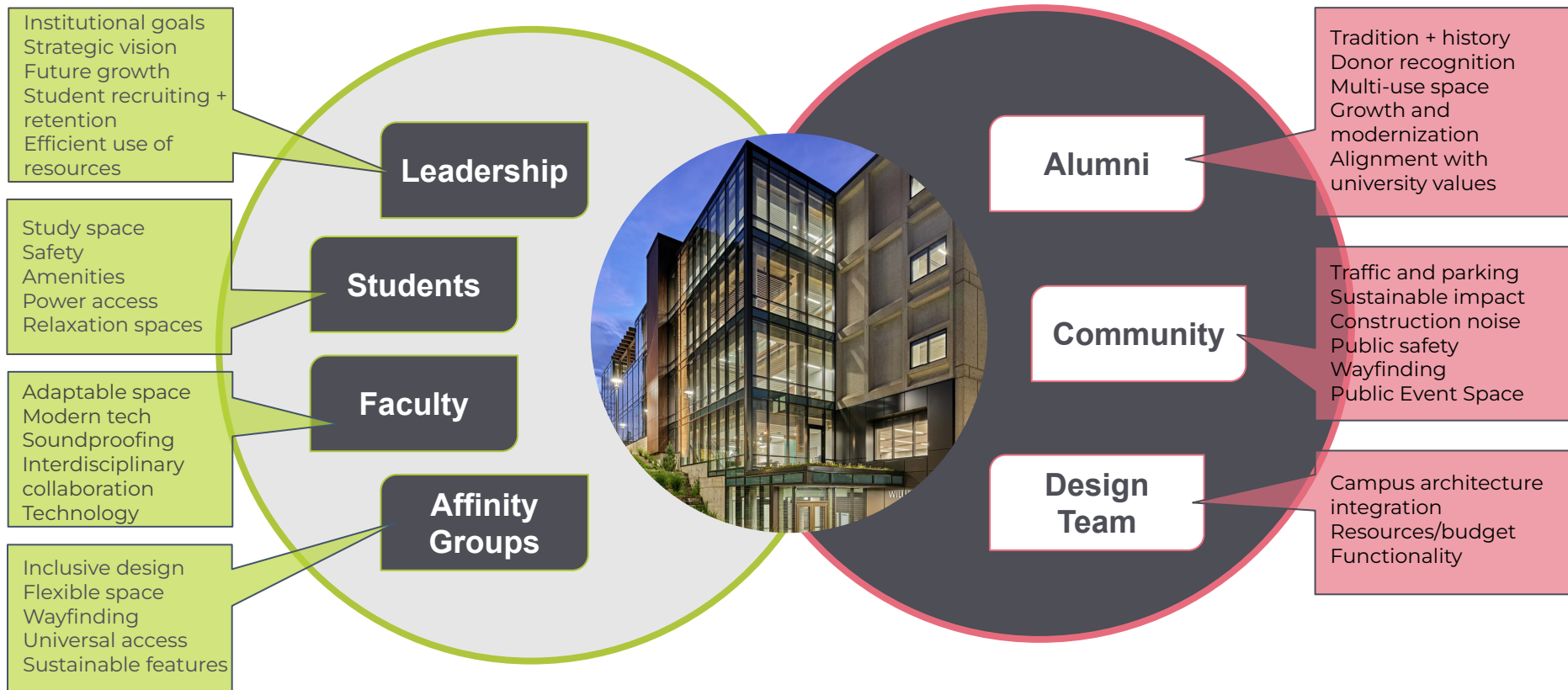
01

Why Feedback Matters

WHY FEEDBACK MATTERS

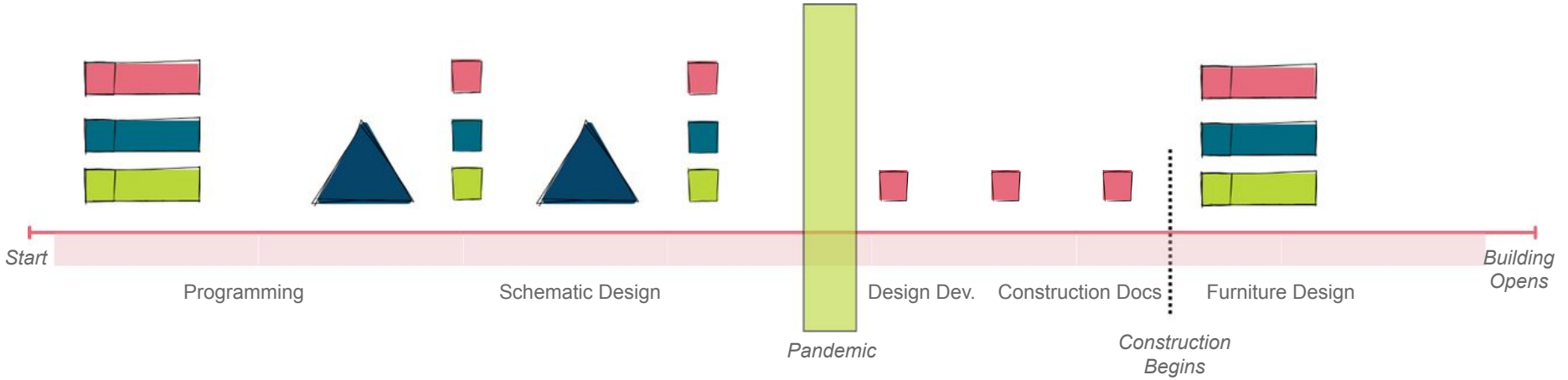


WHY FEEDBACK MATTERS



02

Tiered + Iterative Approach



Core Team - ~10 people

Expanded Stakeholders - ~20-30 people

Specialties - Furniture subcommittee, signage subcommittee, facilities, president, vice president, provost, etc. ~2 people each.

User Groups - Dance, Media Production, CAS instructors and Leadership, WMU Disability Services, Registrar, Faculty Senate, Academic Advising, WMU Marketing + Communication, Office for Sustainability, WMUK, etc. ~4 people each.

Community Feedback - Townhalls, surveys, etc. Open to all. ~100 people.

TIERED + ITERATIVE

Large Group Engagement





DUNBAR RENOVATION TOWN HALL

WMU and the project design firms, HGA and TowerPinkster, would like to invite students, faculty and staff from across campus to **provide insight and feedback** for the Dunbar Hall Renovation project.

TUESDAY, FEBRUARY 4, 2020
3:00 - 5:00 P.M.
Formal presentation from 3:15 - 4:15 p.m.
Q+A to follow

Bernhard Center
Main Floor Lounge

 @westernmichu
#WMUBuild
#WMU

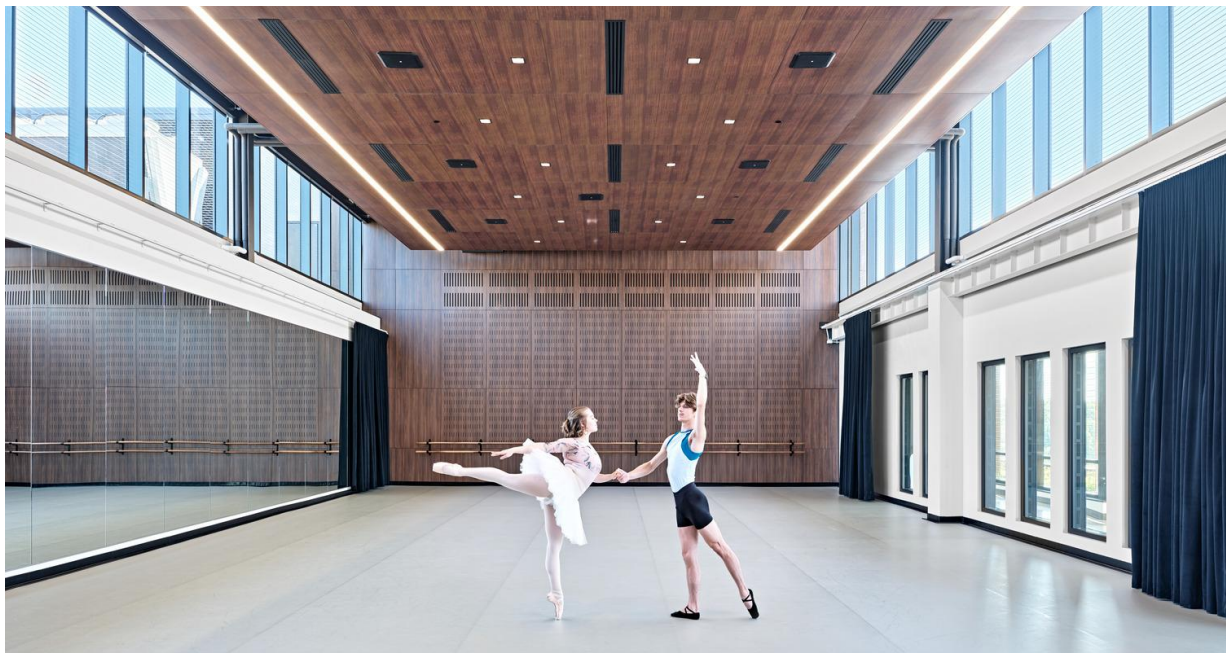
 @WMUBuild
#WMUBuild
#WMU



TIERED + ITERATIVE

Focused Discussions - User Groups

- Specialty Spaces
 - Dance
 - Media Production
- CAS Professors
- Facilities
- Student Representatives
- WMU Disability Services



TIERED + ITERATIVE

Focused Discussions - Sub-Committees

- Furniture
- Signage/Wayfinding



03

Tools + Techniques

TOOLS + TECHNIQUES

Student Engagement Techniques

Use of accessible tools
such as QR codes linked
to surveys

Tailored feedback
mechanisms to younger
audiences

DUNBAR HALL FURNITURE SURVEY

The Future Dunbar Hall

- 88,000 square feet including a beautiful 11,000 square foot addition
- Variety of learning environments including active learning classroom options
- State-of-the-Art Dance Studio and Media Studio
- Two green roofs for a LEED Gold Building



Take our survey, your feedback is important!



Survey #1:
Classrooms



Survey #2:
Assembly & Seminar Rooms



Survey #3:
Lounge & Ancillary



TowerPinkster
Architecture • Engineering • Interiors



TOOLS + TECHNIQUES

Data Collection and Surveys

Live Surveys

- Immediate feedback

Extended Surveys

- Opportunity for higher volume of feedback
- Opportunity for broader input
- Detailed and well thought responses

WMU Dunbar Hall Renovation: Lounge Furniture

We need your input!

Choosing new furniture for the renovated Dunbar Hall is an important part of the design process - and we need your help! Please take a moment to complete this short survey. Your insights are invaluable! This portion of the survey will take approximately 3 minutes to complete.

Note: Sample furniture shown is for representation to test sit, comfort, aesthetic, etc. Finishes may not reflect actual finishes that will be used



TOOLS + TECHNIQUES

Strategic Feedback

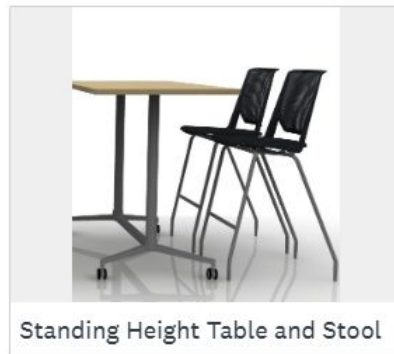
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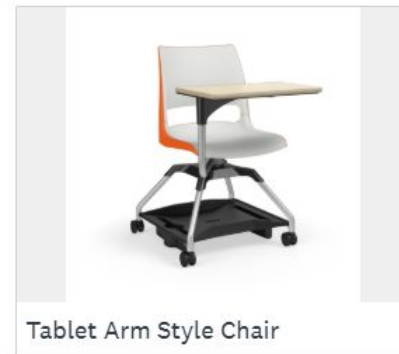
4. Which seating arrangement do you believe best allows for collaboration with other students?



Mobile Table and Chair



Standing Height Table and Stool



Tablet Arm Style Chair

6. What factors are most important to you when choosing classroom seating?

	Very Unimportant	Unimportant	Unsure/Don't Care	Important	Very Important
Comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Style/Aesthetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of Use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NOW IT'S YOUR TURN!



Rate your chair!

* 1. From 1 to 5 how comfortable is your current seat?

1 - This is the worst seat I've ever experienced.

3 - Meh - It's fine

5 - This chair should win an award!



SCAN ME!

NOW IT'S YOUR TURN!

RESULTS HERE!

Rate your chair!

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☐

TOOLS + TECHNIQUES

Informal Learning | Shared Spaces - Voting



Category A

Modular furniture in open spaces and corridors that promote casual conversation and quick touchdown areas.

Settings can be easily reconfigured for the group size, preferences, or type of conversation.

These spaces can be supported and highlighted with technology, collaborative tools, graphics, or finish accents.



TOOLS + TECHNIQUES

Informal Learning | Shared Spaces - Voting



What informal learning from category A you prefer?



SCAN ME!



TOOLS + TECHNIQUES

Informal Learning | Shared Spaces - Voting



What informal learning from category A you prefer?

RESULTS HERE!



TOOLS + TECHNIQUES

Iterative Process

Multiple-choice poll

What informal learning from category A
you prefer?

0 4 4

A1

7 %

A2

20 %

A3

73 %



04

Communication Strategies

COMMUNICATION STRATEGIES

Transparency in Process

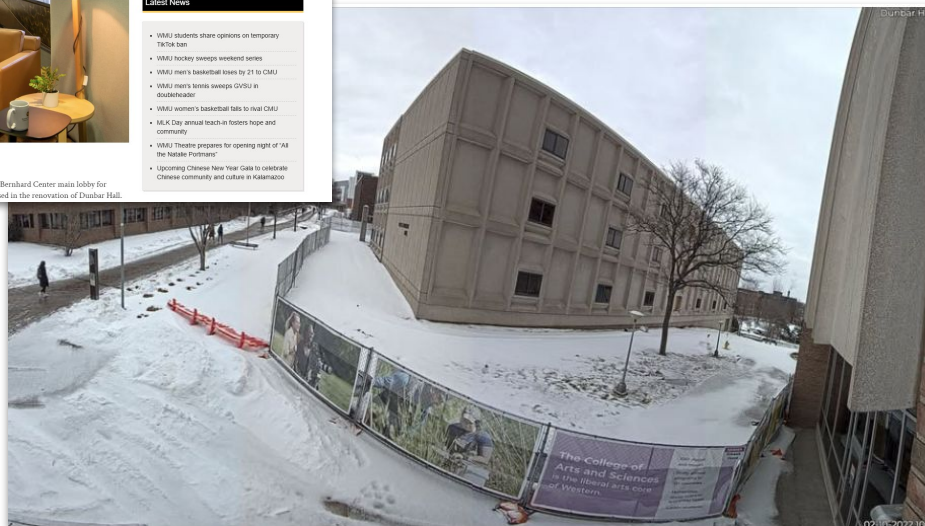
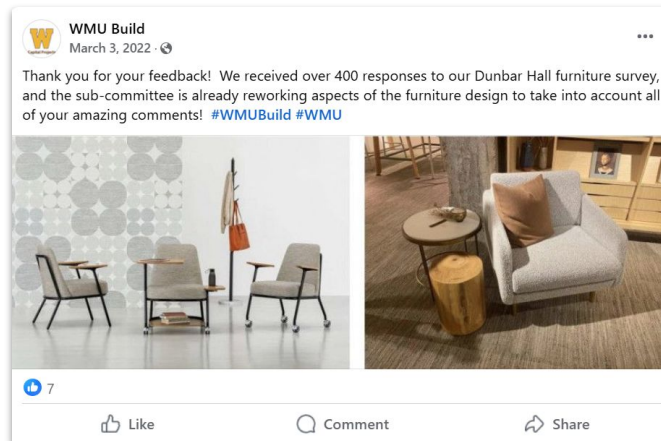
University news

Social media

Construction Camera +
Signage

Leveraging different
channels to reach diverse
groups

Encouraging participation
through engaging content
and calls to action

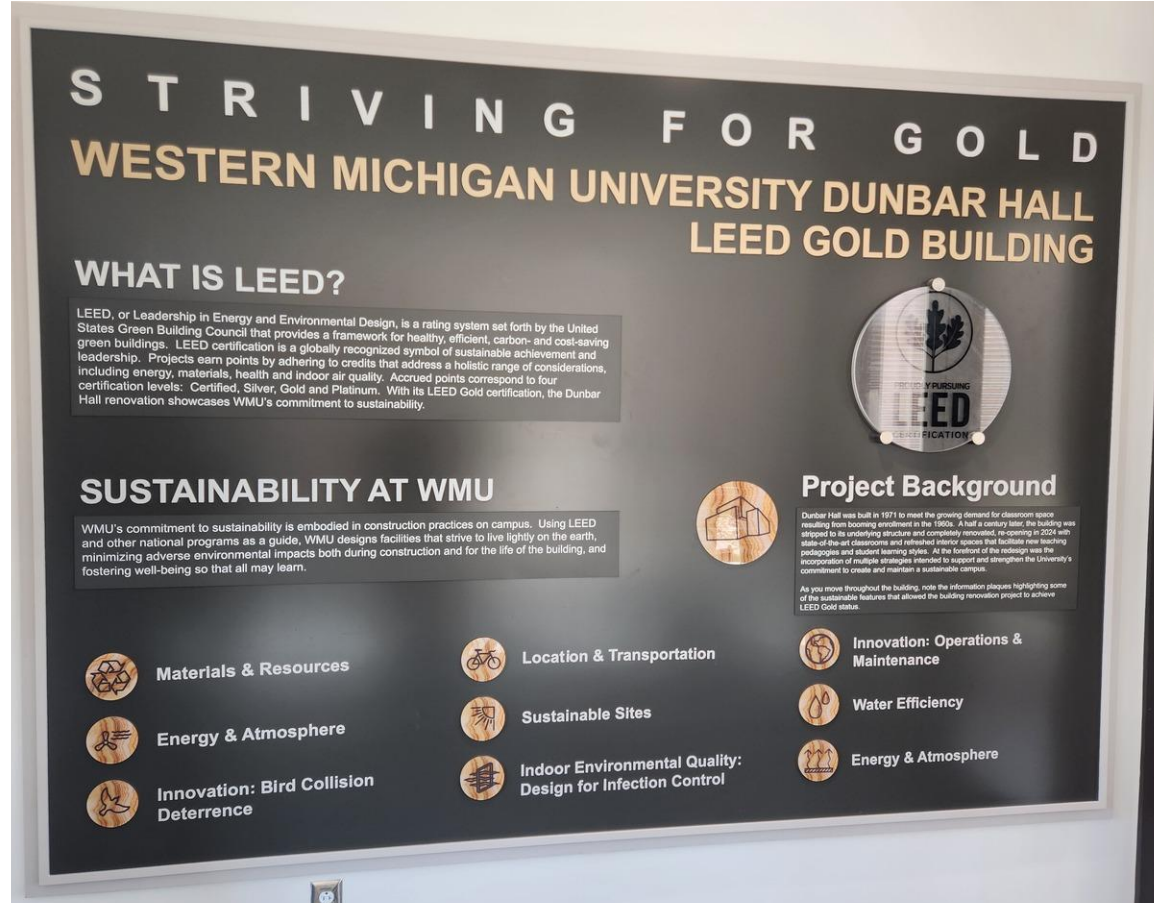


OUTCOMES

Project Results

LEED Certification

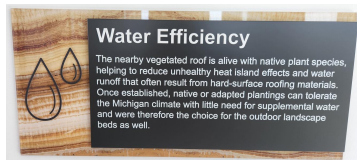
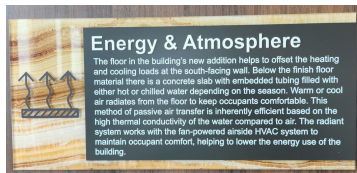
- Drove furniture, finishes, materials picked throughout the project



OUTCOMES

Project Results

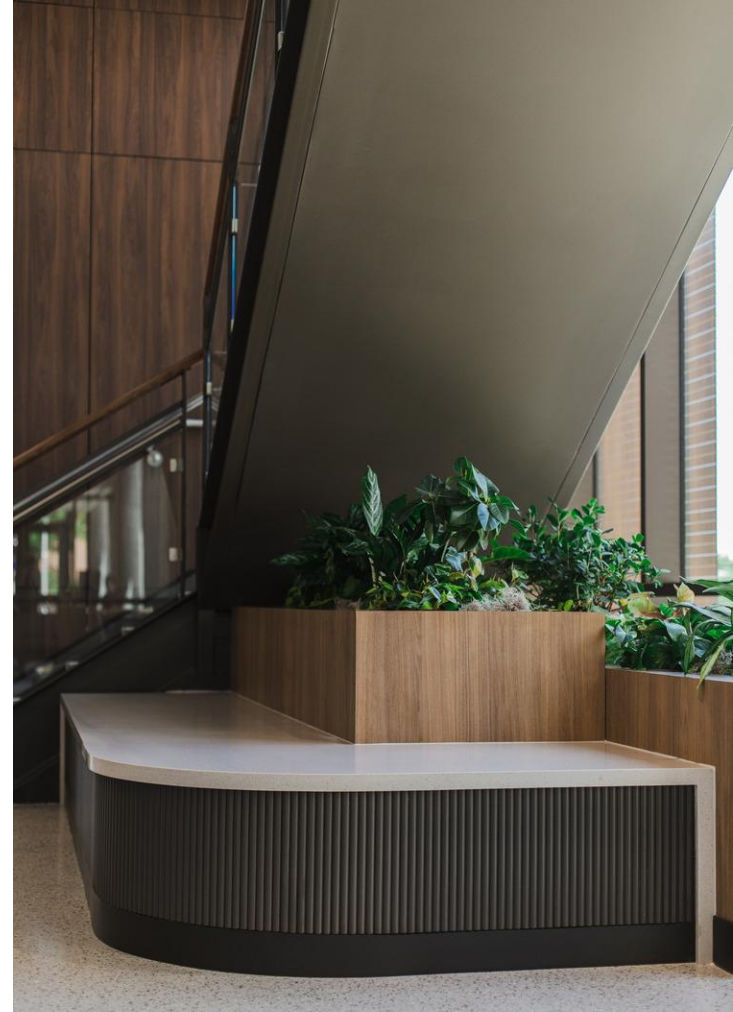
Bird Glass + Signage



OUTCOMES

Project Results

Live Plants



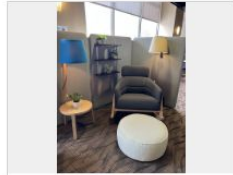
OUTCOMES

Project Results

Focus on informal learning spaces

- Highest voted study lounge and laptop table
- Team-based learning layouts
- Variety of lecture rooms
- Smaller group study areas

3. TBH (to be honest) Dunbar Hall was pretty rough... which of these settings gives the best vibe



Setting 1



Setting 2



Setting 3



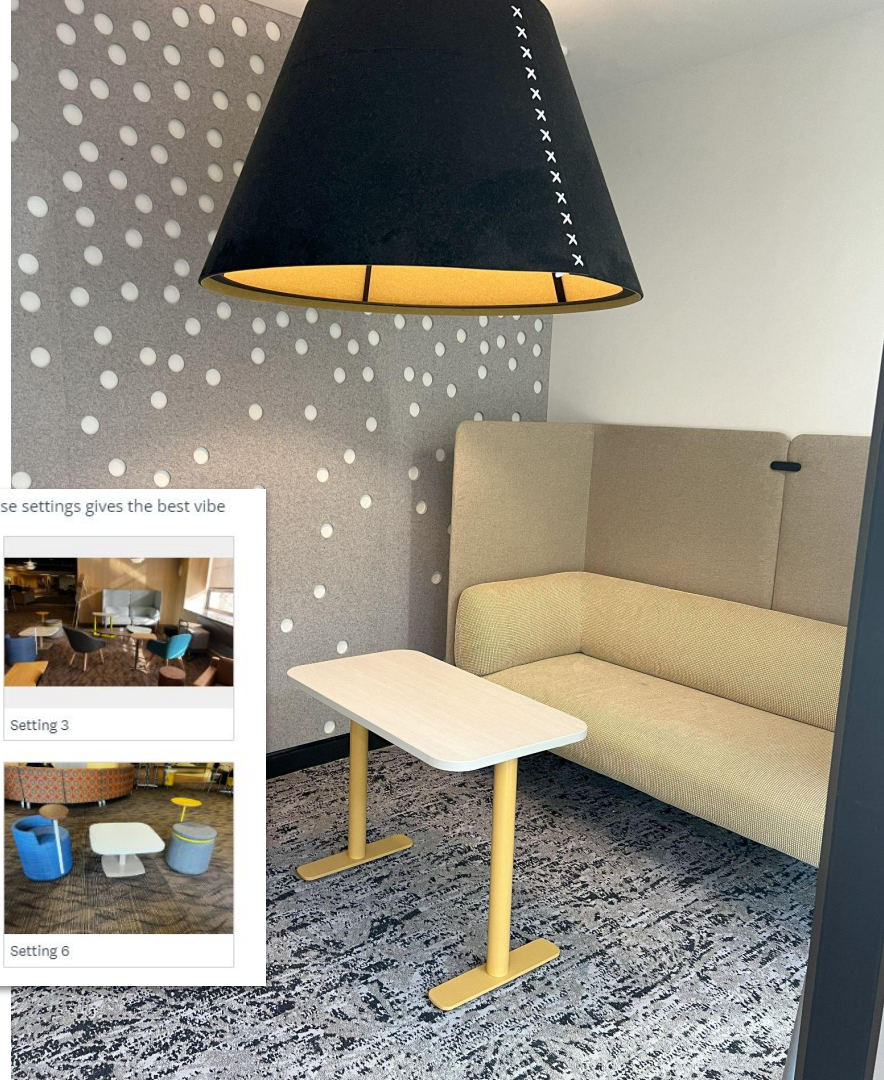
Setting 4



Setting 5



Setting 6



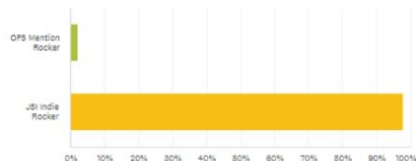
OUTCOMES

Project Results

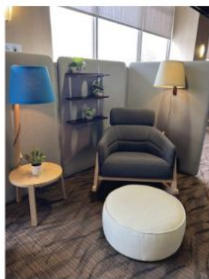
Rocking Chair Wellness Room Amenities

You're using one of the Wellness Rooms for some Me time- which one of these rockers would you prefer

Answered: 43 Skipped: 0



QFS MENTION ROCKER



JSI INDIE ROCKER



OUTCOMES

Project Results

Classroom Furniture

- Tiered seating
- Highest voted classroom chair

5. Which seating arrangement would you call dibs on if you showed up first to class?



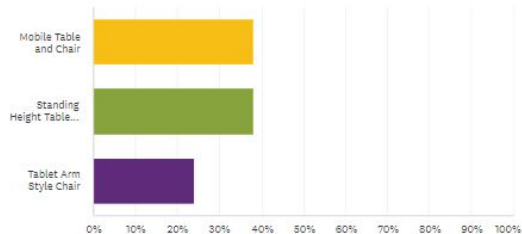
Mobile Table and Chair



Standing Height Table and Stool



Tablet Arm Style Chair



CONCLUSION

Broader Impact

Setting a precedent
for future projects



Questions

TowerPinkster

Architecture · Engineering · Interiors