

TowerPinkster



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

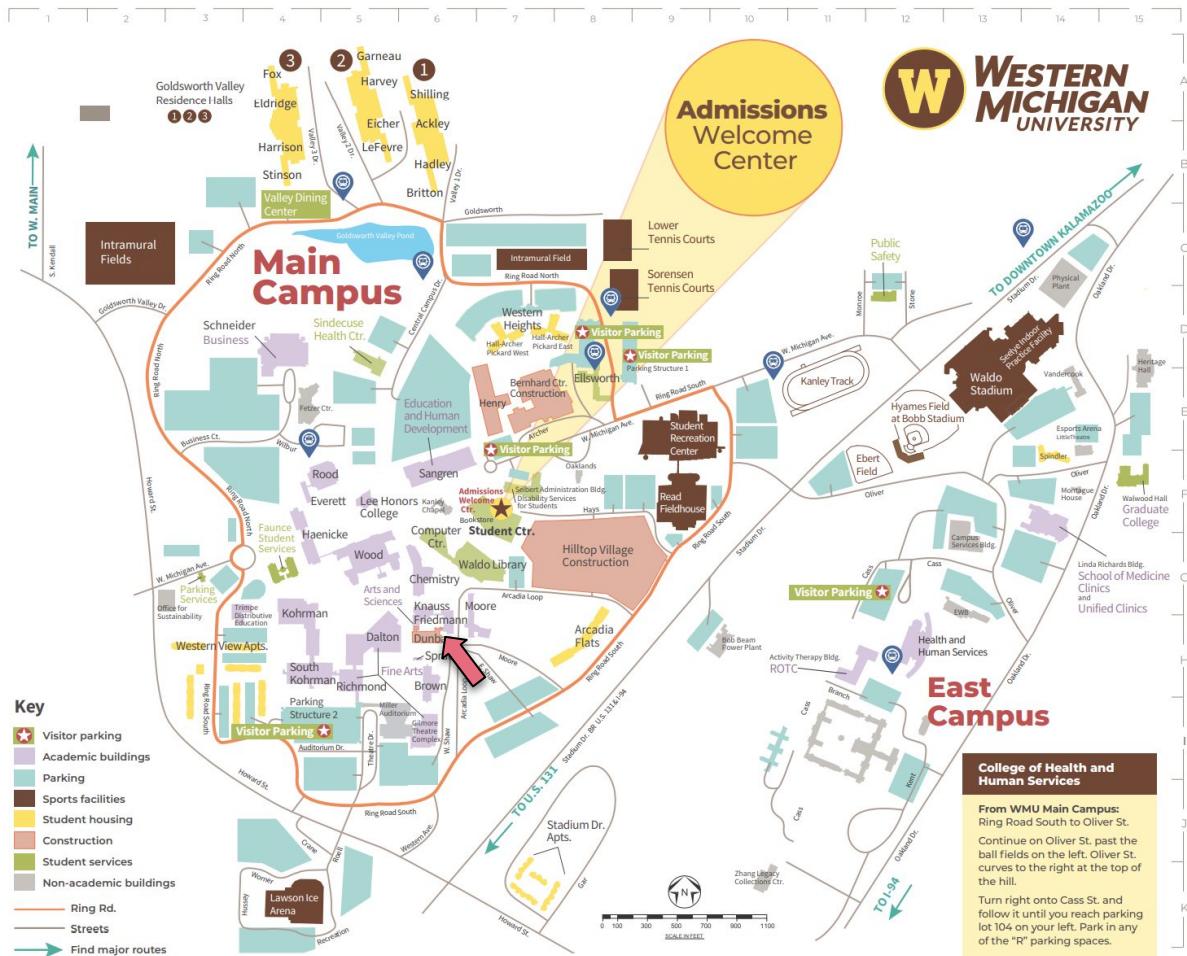
- Built in 1971
- Three-Building Complex
 - Dunbar, Friedmann, Knauss
- 5 - stories
- General use classroom building



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

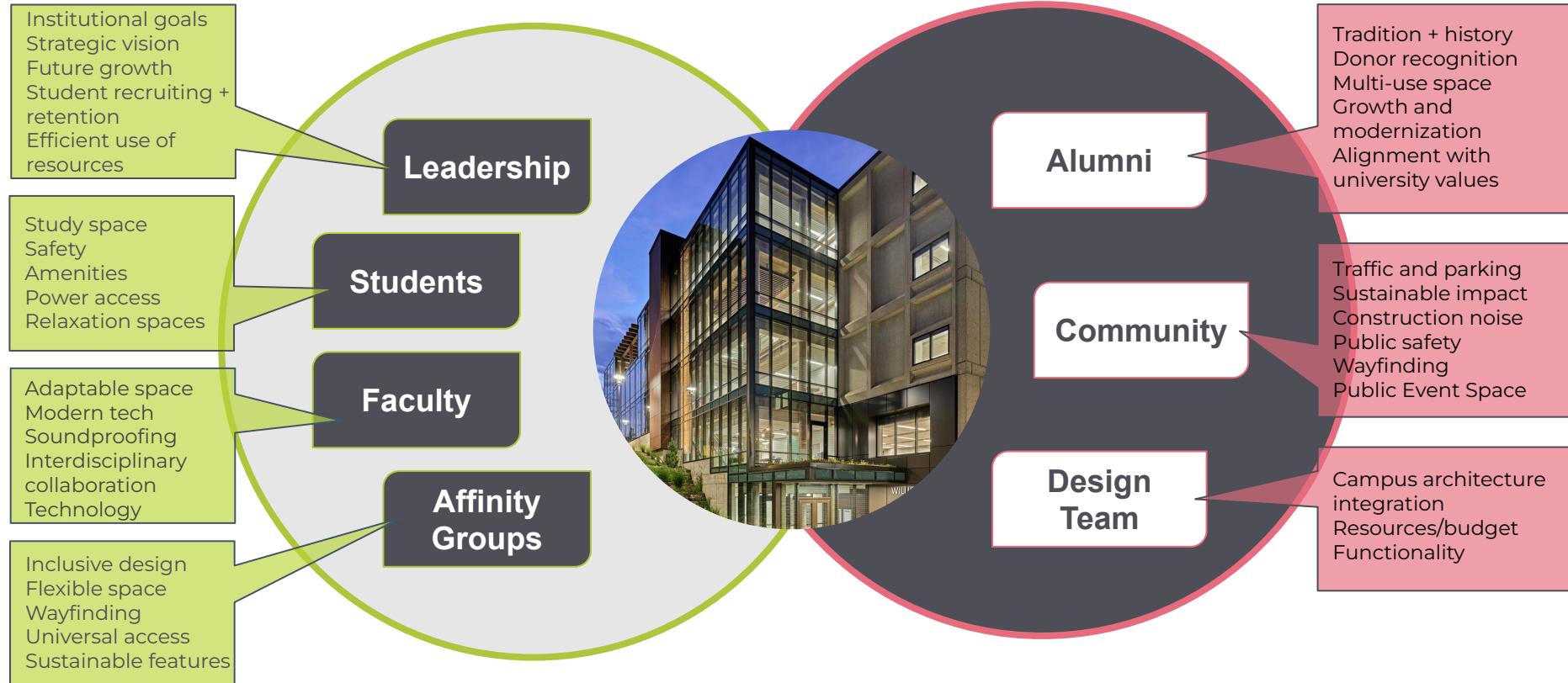
01

Why Feedback Matters

WHY FEEDBACK MATTERS

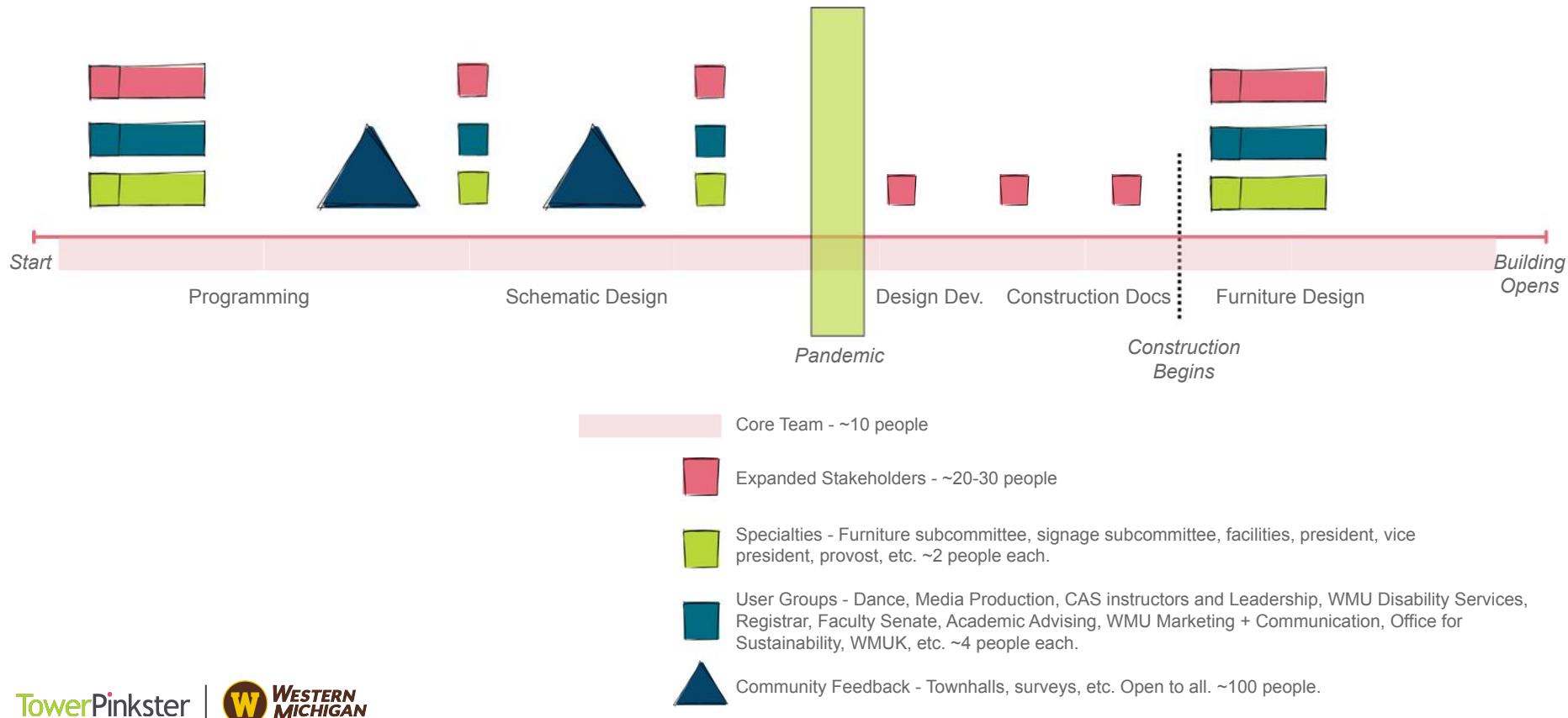


WHY FEEDBACK MATTERS



02

Tiered + Iterative Approach



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

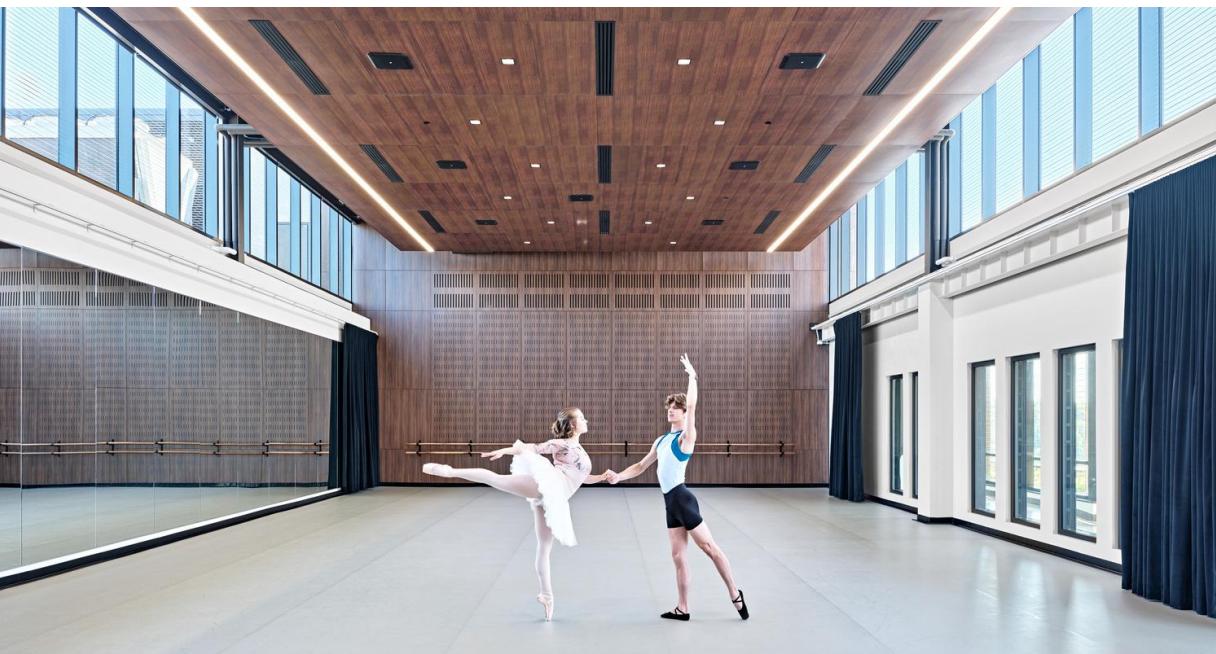
@WMUBuild
#WMUBuild
#WMU



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

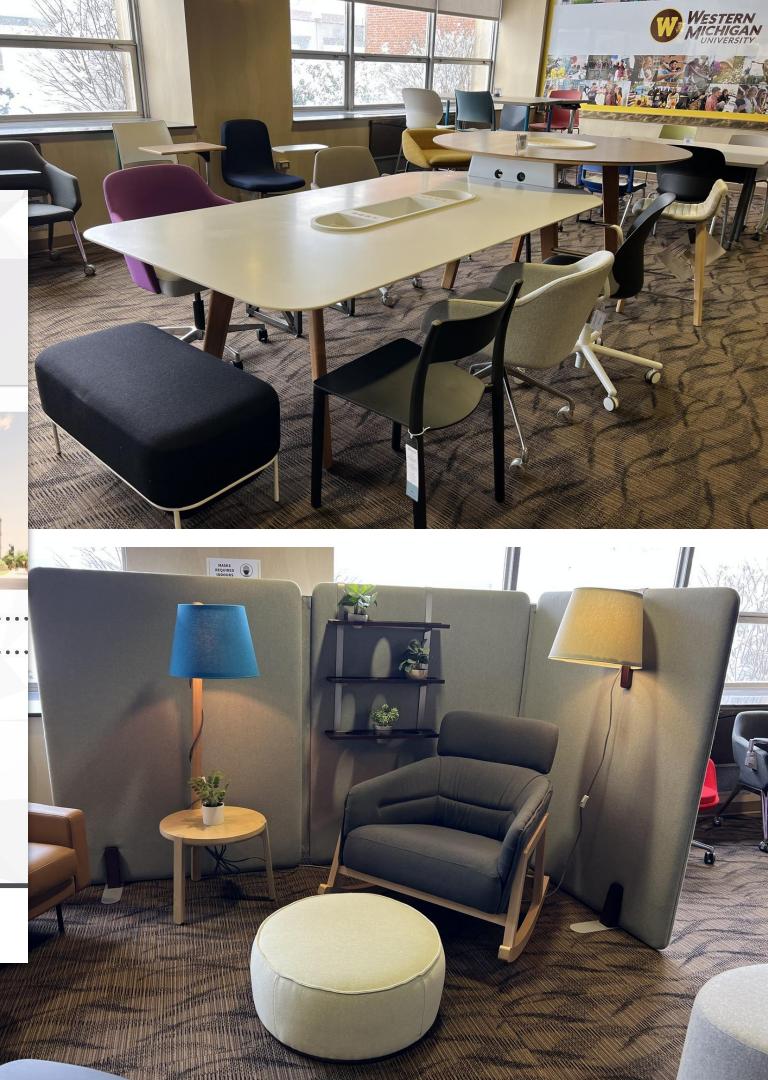


Take our survey, your feedback is important!



Survey #1: Classrooms Survey #2: Assembly & Seminar Rooms Survey #3: Lounge & Ancillary

W WESTERN MICHIGAN UNIVERSITY 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

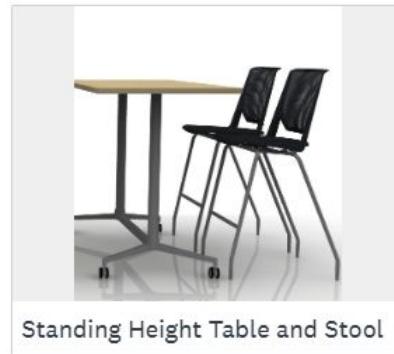
Use of accessible tools such as QR codes linked to surveys

Tailored feedback mechanisms to younger audiences

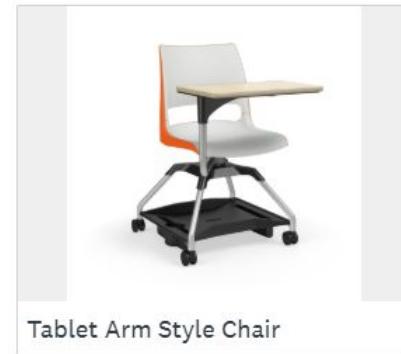
4. Which seating arrangement do you believe best allows for collaboration with other students?



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"/> |
| Style/Aesthetic | <input type="radio"/> |
| Ease of Use | <input type="radio"/> |
| Mobility | <input type="radio"/> |

NOW IT'S YOUR TURN!



SCAN ME!

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!



NOW IT'S YOUR TURN!

RESULTS HERE!

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!



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.

A1



A2



A3

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



Western Herald
BY THE STUDENTS, FOR THE STUDENTS; SINCE 1916

Dunbar renovations: Students on furniture options

Michael Symmonds, Staff Reporter | Jan 28, 2022 | 0

Submit Your News

We're always interested in hearing about news in our community. Let us know what's going on!

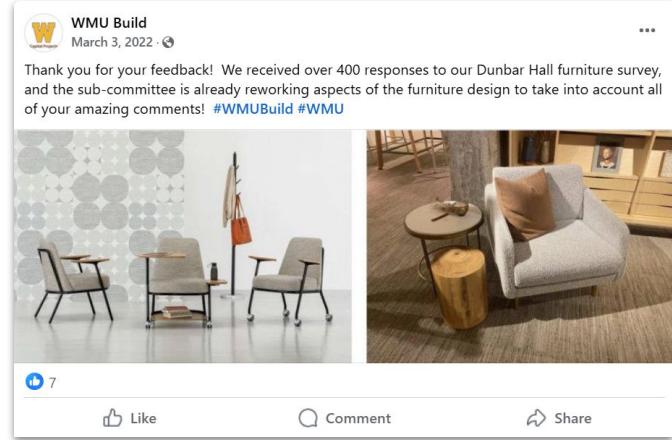
[Go to Home](#)

Latest News

- WMU students share opinions on temporary Tinkerbelle
- WMU hockey sweeps weekend series
- WMU men's basketball loses by 21 to CMU
- WMU men's tennis sweeps GVSU in doubleheader
- WMU women's basketball falls to rival CMU
- MLK Day annual teach-in fosters hope and unity
- WMU Theatre prepares for opening night of 'All the Natalee Portman's'
- Upcoming Chinese New Year Gala to celebrate Chinese community and culture in Kalamazoo

A student tries out potential furniture for Dunbar Hall.
Alli Miller | Photo Editor

Western Michigan University set up a small showroom in the Bernhard Center main lobby for students to try out and vote on their favorite furniture to be used in the renovation of Dunbar Hall.



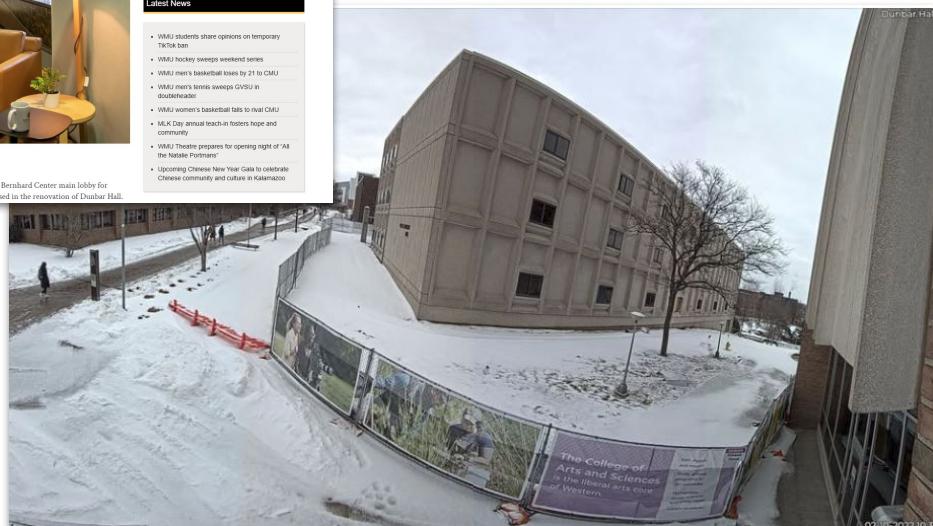
WMU Build
March 3, 2022

Thank you for your feedback! We received over 400 responses to our Dunbar Hall furniture survey, and the sub-committee is already reworking aspects of the furniture design to take into account all of your amazing comments! #WMUBuild #WMU



1 7

[Like](#) [Comment](#) [Share](#)



OUTCOMES

Project Results

LEED Certification

- Drove furniture, finishes, materials picked throughout the project

S T R I V I N G F O R G O L D
WESTERN MICHIGAN UNIVERSITY DUNBAR HALL
LEED GOLD BUILDING

WHAT IS LEED?

LEED, or Leadership in Energy and Environmental Design, is a rating system set forth by the United States Green Building Council that provides a framework for healthy, efficient, carbon- and cost-saving leadership. Projects earn points by adhering to credits that address a holistic range of considerations, including energy, materials, health and indoor air quality. Accrued points correspond to four certification levels: Certified, Silver, Gold and Platinum. With its LEED Gold certification, the Dunbar Hall renovation showcases WMU's commitment to sustainability.

SUSTAINABILITY AT WMU

WMU's commitment to sustainability is embodied in construction practices on campus. Using LEED and other national programs as a guide, WMU designs facilities that strive to live lightly on the earth, and minimizing adverse environmental impacts both during construction and for the life of the building, and fostering well-being so that all may learn.

Project Background

Dunbar Hall was built in 1971 to meet the growing demand for classroom space resulting from enrollment increases in the 1960s. Dunbar Hall's original building was stripped to its underlying structure and completely renovated, re-opening in 2024 with state-of-the-art classrooms and refreshed interior spaces that facilitate new teaching pedagogies and student learning styles. At the forefront of this redesign was the innovation of new technologies and materials to support and strengthen the University's commitment to create and maintain a sustainable campus.

As you move throughout the building, note the information plaques highlighting some of the sustainable features that allowed the building renovation project to achieve LEED Gold status.

| | |
|--|--|
|  Materials & Resources |  Location & Transportation |
|  Energy & Atmosphere |  Sustainable Sites |
|  Innovation: Bird Collision Deterrence |  Indoor Environmental Quality: Design for Infection Control |
|  Innovation: Operations & Maintenance |  Water Efficiency |
|  Energy & Atmosphere | |

OUTCOMES

Project Results

Bird Glass + Signage



OUTCOMES

Project Results

Live Plants



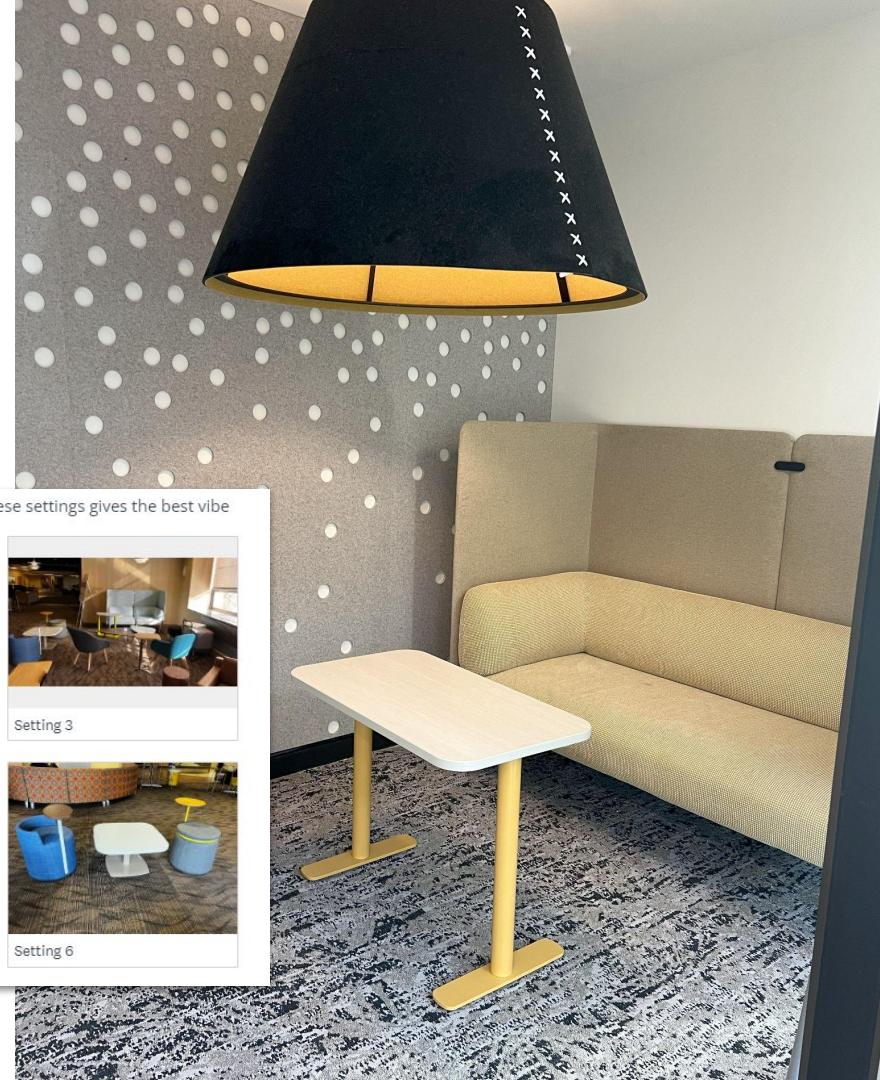
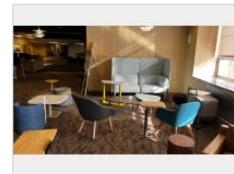
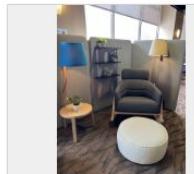
OUTCOMES

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



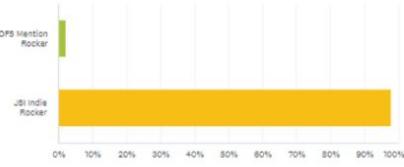
OUTCOMES

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: 45 Skipped: 0



| Chair Type | Percentage |
|--------------------|------------|
| JSI Indie Rocker | 100% |
| OFS Mention Rocker | 0% |

 OFS MENTION ROCKER

 JSI INDIE ROCKER



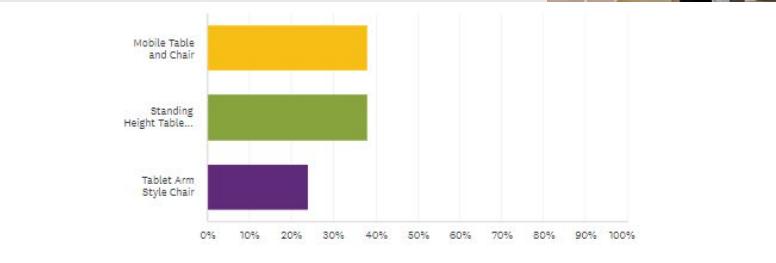
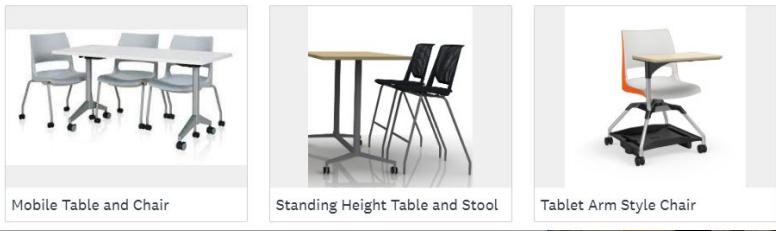
OUTCOMES

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?



CONCLUSION

Broader Impact

Setting a precedent
for future projects



Questions

TowerPinkster

Architecture · Engineering · Interiors