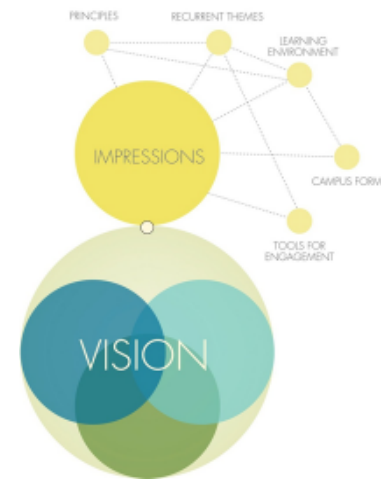


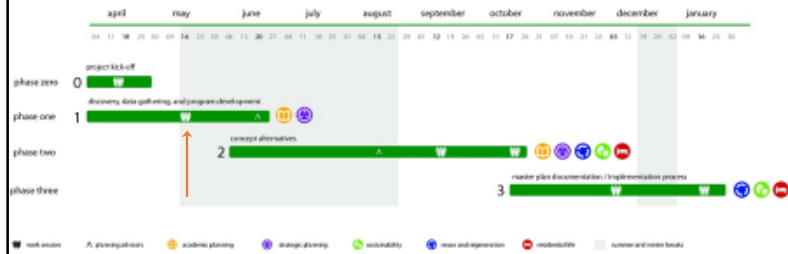
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BABSON COLLEGE  
CAMPUS MASTER PLAN

MAY 18, 2011 ACCP MEETING



## PROJECT SCHEDULE



## MASTER PLAN PRINCIPLES

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1. Design solutions should be **realistic, flexible, and reflect the spirit of Babson College**
2. Effort should be made to ensure **transparent communication** and to solicit broad-based input from various constituencies
3. The master plan should maintain a programmatic and **data driven approach**
4. Space needs should be addressed **efficiently, creatively, and flexibly**
5. The master plan should **define a visual aesthetic** for Babson that:
  - Is **functional**
  - Maintains the **beauty** of the campus
  - Creates a unified and **integrated campus environment**
  - Promotes a **pedestrian-oriented experience**
6. **Sustainability** should be integrated throughout all planning efforts and support the goals of the Carbon Action Plan
7. Technology needs to be incorporated in planning and design solutions to **facilitate connectivity** and support Babson's pedagogy

## RECURRENT THEMES

## 28 CAMPUS GROUPS

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Finance and Administration	Babson Alumni and Friends Network
Graduate School	Development
Executive Education	Marketing
Babson Global	Registrar
Provost's Office	Events Scheduling
Dean of the Undergraduate School	Admissions
Student Affairs	Institutional Research
Athletics and Recreation	Academic Services
Campus Life	The Lewis Institute
Residential Life	Technology
Center for Career Development	Facilities
Blank Center for Entrepreneurship	Sustainability Representatives
Dean of Faculty	Public Safety, Parking, and Transportation
Access Services / Library	Deans and Division Chairs

## ENROLLMENT AND GROWTH

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Will have **grown 22 percent** within same facilities

Graduate growth **capped by space**

**Minimal** staff growth

## UNIQUE PEDAGOGY

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Liberal arts **integration**

**First year intensity**

## OFFICE SPACE

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**Policy impact**

Appetite for **experimenting**

## STUDENT EXPERIENCE

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'High touch'

'Unplug' and reflect

## RESIDENTIAL LIFE

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Bursting at the seams

Faculty housing

## COLLEGE OPINIONS ON INSTRUCTIONAL SPACE

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Intentional restriction on section size

Summer use

## QUALITY OF SPACE

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High quality teaching space

How little space reflects culture

## LEARNING ENVIRONMENTS

## LEARNING ENVIRONMENTS

“Students don’t spend their whole lives in the classrooms... **They come here for the experience.**”

Raghu Tadepalli,  
Dean, Olin Graduate School of Business

## UNDERGRADUATE

### Current

#### Freshman Year Signature Experience

- Starting a business from day 1 in teams with advisors
- Emphasis on face-to-face, cohort building and bonding
- Business + liberal arts + electives
- “Trains that all leave at the same time”

#### Integrated Curriculum

- Entrepreneurial thought and action; Curricular + co-curricular; hands-on; service learning
- From 3 to 2 semester sequence, greater incentive for study abroad, potential credit transfer

### Future

- Maintain slow growth, intimate, campus community feel
- Maintain edge among leading competitors
- Meet increasing demand for Social Entrepreneurship
- Make even greater traction on co-curricular experiences



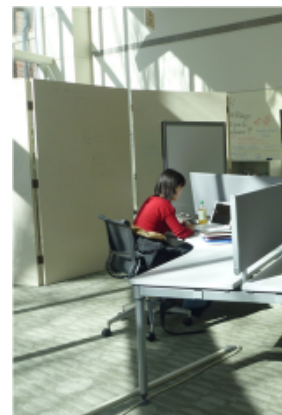
## GRADUATE

### Current

- Top ranked for niche market—**entrepreneurship**
- **50 percent international** across 40 countries with required study abroad experience among domestics
- Program variety and convenience:
  - 2 Year MBA
  - 1 Year MBA
  - Part-Time Evening MBA
  - “Fast Track” with satellite space, room for growth among non-space requiring programs

### Future

- Continue to **attract top quality students and faculty** with distinct entrepreneurship focus from competitive institutions
- Stay **ahead of the curve** (e.g. HBS upcoming Social Innovation Lab)



## EXECUTIVE EDUCATION

### Current

- Customized corporate executive training
- Non-degree
- Living laboratory
- Projects are the “glue” that hold cohorts together in between the face-to-face gatherings
- Faculty mentors

### Future

- Expand virtual initiatives to connect with global clients, link classrooms via “tele-presence,” and project teamwork

## OLIN – WELLESLEY PARTNERSHIP

### Current

- Calibrated academic calendars
- Reciprocal faculty dining privileges
- Shared arts and athletics facilities
- Early joint programming initiatives—sustainability certificate, conferences

### Future

- Increase academic opportunities for **cross-disciplinary** overlap (e.g. consolidated liberal arts library collection)
- Explore opportunities for **shared space**, joint research, campus groups, dual degrees, study abroad, etc.



## BABSON GLOBAL



### Current

- Educating the educators—Training international educators to teach entrepreneurship (GCCE)
- Babson Entrepreneurship Ecosystem Project (BEEP)—Working across government, higher education, and private sector to foster entrepreneurial climates
- Build, Operate, Transfer and Sustain (BOTS)—global custom curriculum design and faculty development, consulting, (e.g. Abu Dhabi School of Management)
- 10,000 Small Businesses

### Future

- More **international visitors** on campus to shadow faculty and students
- R & D **global curriculum** development studio, increased hybrid and blended program development
- **Idea exchange** summits for member schools

## LEARNING ENVIRONMENTS

“Innovation doesn’t come from innovation. **It comes from interaction.**”

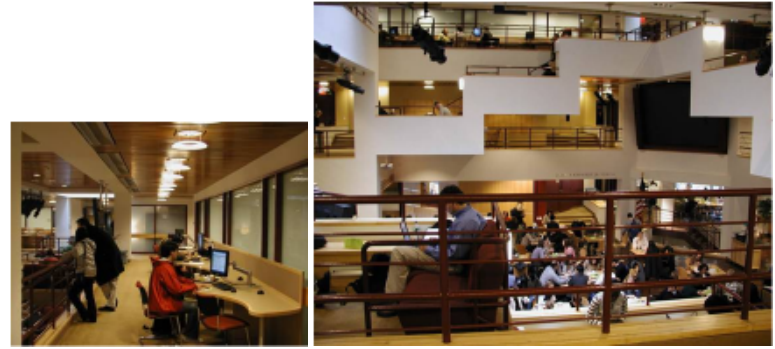
Cheryl Kiser,  
Executive Director, Babson Social Innovation Lab

## INTERDISCIPLINARY LEARNING



MIT Stata Center

## HYBRID SPACES



The Forum, KSG, Harvard University

## HYBRID SPACES



d-school, Stanford University

## HYBRID SPACES



d-school, Stanford University

## HYBRID SPACES



Tumblr Offices, VA

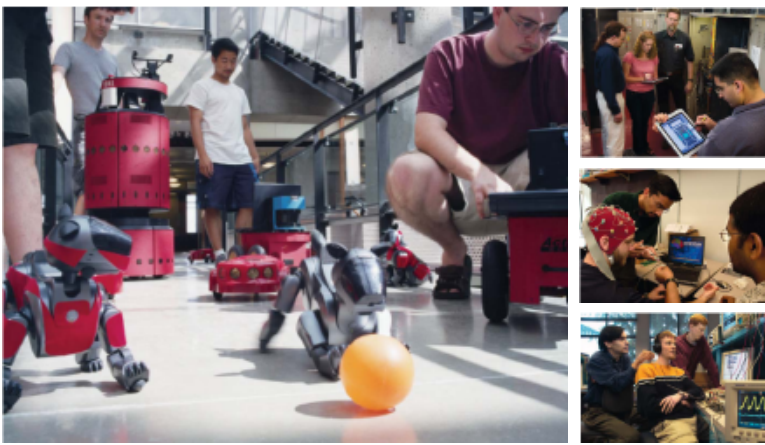
## PEER LEARNING



UOIT / Durham College, Ontario

Clayton State University

## HANDS-ON LEARNING



Paul G. Allen Center, University of Washington

## HANDS-ON LEARNING



MIT



## INFORMAL LEARNING

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MIT



Ohio State University

## OUTDOOR LEARNING

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St. Edwards University

## LIVING LEARNING

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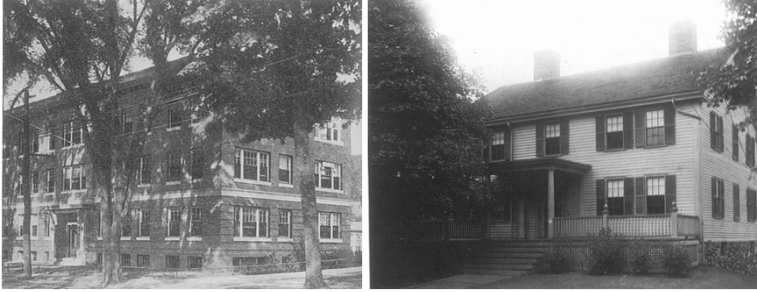
Bates College

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CAMPUS FORM

## EVOLUTION OF THE CAMPUS 1919 – 1922

How has the **evolution of the campus** impacted Babson's current campus form?  
How will its unique history **shape the future?**



## EVOLUTION OF THE CAMPUS 1919 – 1922



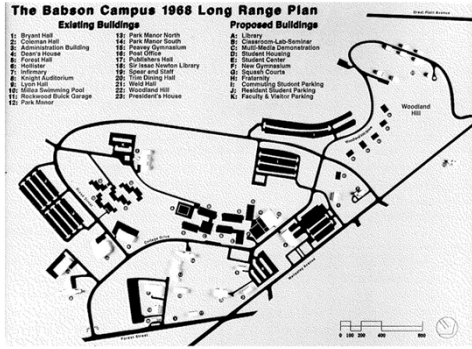
## EVOLUTION OF THE CAMPUS 1923 – 1944



## EVOLUTION OF THE CAMPUS 1923 – 1944



## EVOLUTION OF THE CAMPUS 1945 – 1977



## EVOLUTION OF THE CAMPUS 1945 – 1977



## EVOLUTION OF THE CAMPUS 1978 – 1999



## EVOLUTION OF THE CAMPUS 1978 – 1999



## EVOLUTION OF THE CAMPUS 2000+



## CAMPUS COMPOSITION

Did we get it right? Do we understand the **campus composition**?



## CAMPUS COMPOSITION

Did we get it right? Do we understand the **campus composition**?



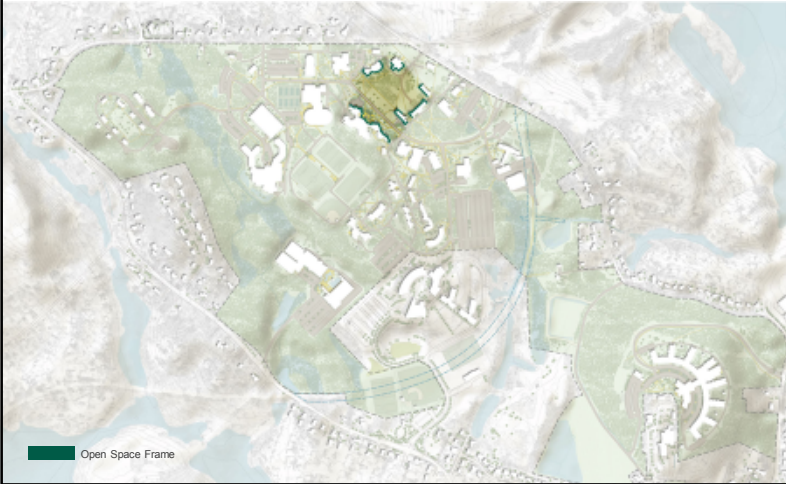
## CAMPUS INTERPRETATION

Do we have the right understanding of **how the campus operates**?



## CAMPUS INTERPRETATION

Do we have the right understanding of **how the campus operates?**



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## CAMPUS INTERPRETATION

Do we have the right understanding of **how the campus operates?**



## FIRST IMPRESSION

What qualities **shape the arrival sequence?**



## SENSE OF COMMUNITY

How do we create a sense of community between the various student populations?



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How do we create a sense of community between the various student populations?



## COLLISION SPACES

What is the appetite for informal spaces that promote spontaneous interaction?

