



RATIO

Southern Illinois University Carbondale

Carbondale, Illinois

COLLEGE of MASS COMMUNICATION & MEDIA ARTS | COLLEGE of LIBERAL ARTS: Building Renovation/Addition

DESIGN WORKSHOP 1 AGENDA | Physical Plant & CMCMA / CLA Leadership | CDB# 825-020-146 | **June 18/19, 2013**

This first collaboration between the CDB, SIUC Physical Plant, CMCMA & CLA Leaders, and the Design Team marks the kick-off to the CMCMA Renovation and Addition Building Project. The purpose for the workshop is to set the vision for the project, tour the existing facility, begin to collect data, and to set sail for the journey ahead.

Day One, June 18th | 8:30a – 4p

I. Introductions, Team Rolls & Communication (15mins)

- Design Team Protocol and Communication
- CMCMA | CLA Leadership
- SIUC Decision-Making Process

II. Process Sharing & Discussion / Schedule / Deliverables (20Min)

<i>Program Development</i>	Workshop 1 – Visioning / Data Collecting Workshop 2 – Space Confirmation & List / Sharing & Adjacencies / Convergence Workshop 3 – Confirm Project Program Development for Program Analysis Phase
<i>Program Analysis</i>	Workshop 4 – Early September Start (Roughly 3mo duration / add. workshops to follow)

III. Project Visioning & Goals Discussion & Confirmation (20Min)*

IV. Existing Program & Space Analysis (30Min)

- Existing Space & Observation Sharing
- Programs & Department Discussion & Influences (CMCMA / CLA)
- Hear about new Potential Programs & Growth
- Current & Ideal Utilization Rates & Typical Class Sizes (will vary by department)
- Teaching Styles

V. Opportunities & Precedents (30Min)

- Shared Opportunities / Flexibility (Multi-use vs. Specialized)
- New Ways of Learning & Trends
- Sustainable Practices
- Allowing for Building Growth and Long-range Development / Student Phasing
- Connecting Back to Campus (Indoor/Outdoor Spaces)
- Peer Facilities

VI. CMCMA Facility Tours (10:45-4p)

- CLA Department of Speech Communication (10:45-11:45a)
- Lunch (12-1p)
- CLA Department of Theater (1-3p)
- CMCMA Department of MC & MA (3-4p)

VII. Day 1 Adjourn

**See attached Visioning Document*

Day Two, June 19th | 8a – 5p

I. CMCMA Facility Tours (8-4:30p)

- CMCMA Department of Journalism (8-9:30a)
- CMCMA Department of Cinema & Photography (9:45-11:45a)
- Lunch (12-1p)
- CMCMA Department of Radio, Television, & Digital Media (1-2:30p)
- CMCMA Department of Broadcasting Services (2:45-4:15)

II. Potential Site Visit Options (10Min)

- University of Texas Belo Center College of Communication, Austin Tx
- Arizona State University Walter Cronkite School of Journalism & Mass Communication, Phoenix Az
- MIT Media Lab, Boston Ma
- Ball State University Letterman School of Communications | Unified Media Lab, Muncie In
- UNLV Hank Greenspun College of Journalism and Media Studies, Las Vegas
- MSNBC, New York City
- Newseum, Washington DC
- Newhouse College of Communications and Media, Syracuse University
- Others

III. House Keeping / Communication / Next Steps (20Min)

- Workshop Recap and Overview
- Communication / Design Team Protocol Review
- Next Step / Next Workshop (July 23-25th)

***Project Visioning Discussion & Confirmation**

- a. What is Vision for the project for the University?
- b. What is the Vision for the project for the CMCMA | CLA ?
- c. What is the Vision for the Building / Physical Plant?

Southern Illinois University Mission (from University Website):

Southern Illinois University Carbondale, now in its second century, is a major public higher education institution dedicated to quality academic endeavors in teaching and research, to supportive programming for student needs and development, to effective social and economic initiatives in community, regional, and statewide contexts, and to affirmative action and equal opportunity...

...Even as the university constantly strives to perpetuate high quality in both instruction and research, it continues a long tradition of service to its community and region. Its unusual strengths in the creative and performing arts provide wide-ranging educational, entertainment, and cultural opportunities for its students, faculty, staff, and the public at large. Its programs of public service and its involvement in the civic and social development of the region are manifestations of a general commitment to enhance the quality of life through the exercise of academic skills and application of problem-solving techniques. SIUC seeks to help solve social, economic, educational, scientific, and technological problems, and thereby to improve the well-being of those whose lives come into contact with it.

- Quality academic endeavors in teaching & research / specialized research
- Effect social & economic initiatives in community
- Community service
- Strengths in creative & performing arts
- Improve well-being of others

CMCMA Vision (from University Website):

The faculty and students of the College of Mass Communication and Media Arts study how media technologies tell stories, entertain mass audiences, and educate citizens of the world. We study media's strengths and abuses. We teach students how to be responsible and creative in their media making. We cultivate an appreciation of the media's special role for citizens and professional media makers working across a spectrum of cultures and political systems. We nurture a universal desire for free expression.

- Make state-of-the art moving images.
- Host the longest-running student-run film festival in the United States.
- Report on and photograph stories that serve the public interest.
- Photograph the lives of communities.
- Create persuasive messages for commercial and educational purposes.
- Dedicate themselves to the fusion of theory and practice in the study and production of mass media.
- Educate the next generation of media scholars and practitioners who will carry forward our values of holistic education and global awareness.
- Teach and practice critical thinking about the central roles of mass media in a global democracy.
- Publish and broadcast award-winning student media including a newspaper, a TV news shows, and an alternative news program.
- Broadcast public radio and television content from NPR and PBS as well as locally originated programming, knitting together the University and our surrounding communities.
- Study the impact of media on children, citizens, consumers, governments and society.
- Promote media content that is ethical, responsible, contextual, and respectful of diversity of background and belief.
- Open the doors of learning and success to first-generation college students, veterans, international students, and a great variety of otherwise multitalented students.
- Serve as a home for students and faculty who seek to study and make interdisciplinary cutting-edge mass media work, all under one welcoming roof.

***Project Goals**

- a. What are the goals for the project for the University?
- b. What are the goals for the project for the CMCMA | CLA (*For the Program / For Each Department*)?
- c. What are the goals for the Building / Physical Plant?
- d. What are the design goals for the project?

Design Goals:

- Create a dynamic building that enhances the CMCMA / CLA Identity & and showcases the College's unique programs: Media Convergence by Design
- Provide a flexible floor plate and adjusts to the needs of the colleges / departments while establishing a centralized research core for the next generation of thinkers.
- Create opportunities that foster curiosity and allow for transparency, student collaboration, full media immersion and knowledge sharing.
- Create a cutting-edge, multi-platform learning environment and network to allow students to thrive in a new media convergence culture.
- Provide a flexible floor plate and adjusts to the needs of the departments while establishing a centralized research core for the next generation of thinkers.
- Provide maximum efficiency while balancing shared vs. specialized spaces
- Provide a plan for increased capacity and growth
- Enhance Community & Campus connection
- Meet the program needs and established budget
- Enhance the Mission & Vision of the University and the Colleges
- Architecture as a way to establish a new way of thinking in Communication and develop one of the top ten programs in the country.