SPEAKING YOUR LANGUAGE:
SHOWCASING STORIES OF SUCCESS

ADVENT CREATES EXPERIENCES THAT MOVE PEOPLE ®

GENERAL STUDENT BODY
COLLEGE CHOICE STUDY
LEARN WHAT DRIVES A PROSPECTIVE STUDENTS CHOICE

collegechoicestudy.com

STUDENT-ATHLETE
COLLEGE CHOICE STUDY
LEARN WHAT DRIVES A STUDENT-ATHLETE'S CHOICE

DR. DARIN WHITE

EXECUTIVE DIRECTOR
CENTER FOR SPORTS ANALYTICS
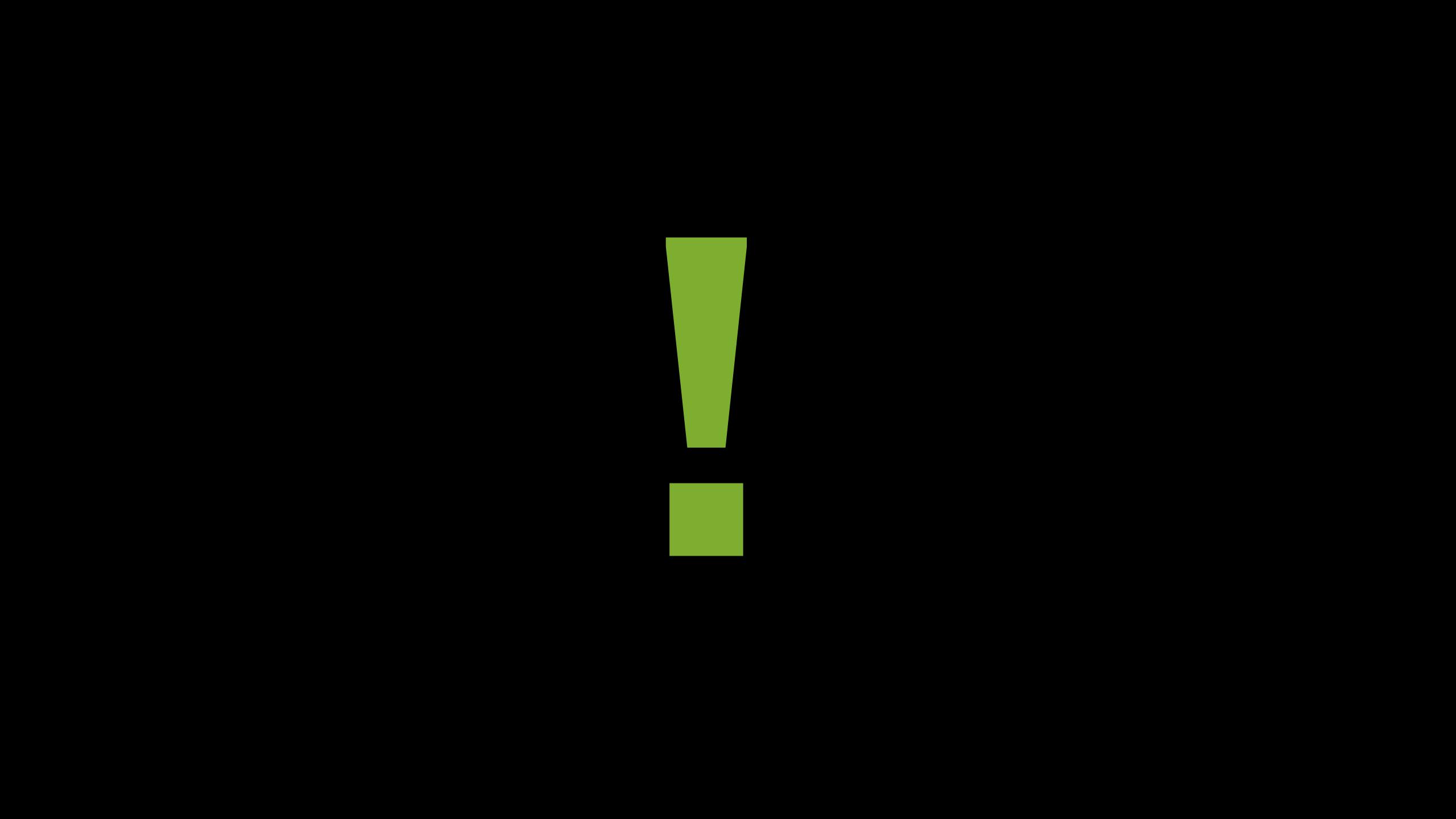
Samford University
Brock School of Business

DRIVER
OF
DRIVERS

AS A STUDENT PERCEIVES THE QUALITY OF AN ACADEMIC BUILDING TO INCREASE THE PERCEPTION OF THE QUALITY OF THE FACULTY ALSO INCREASES.
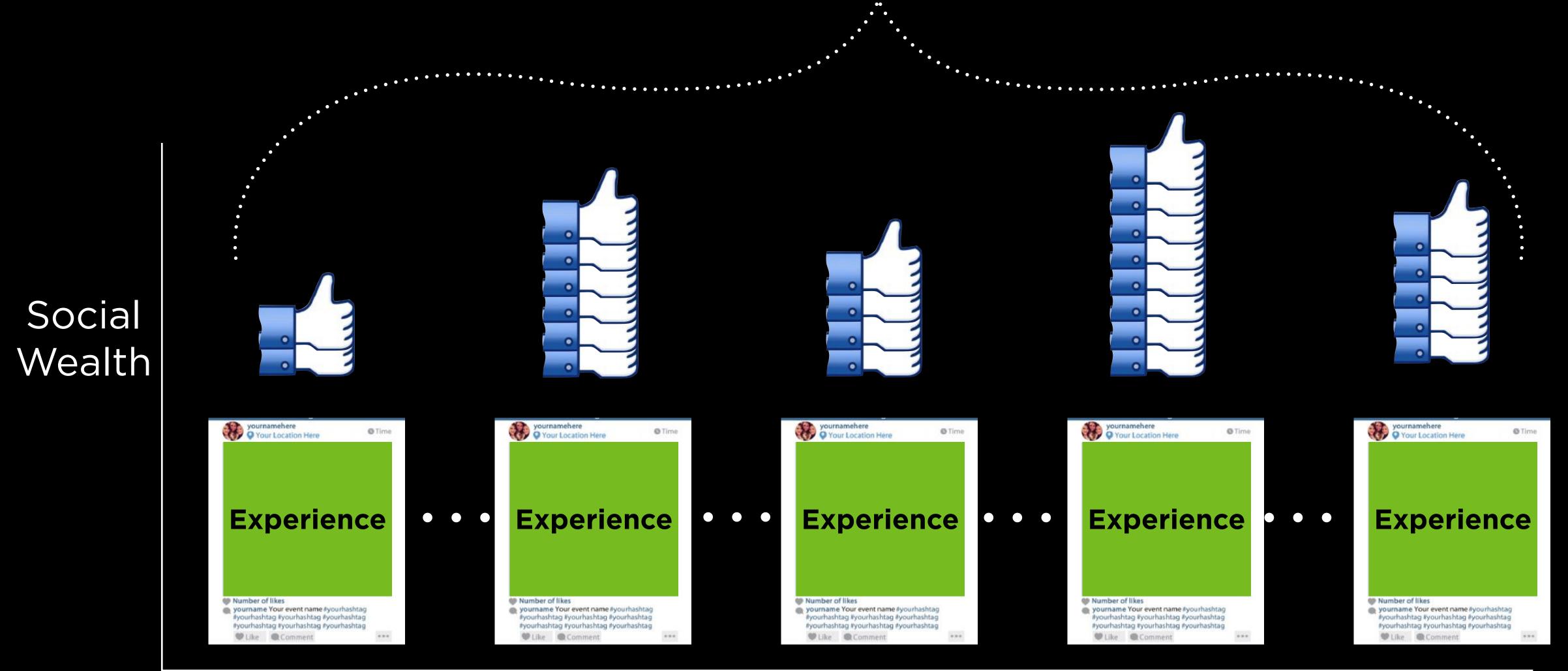
grace.johnson@adventmovespeople.com

CURATORS

STORY

Social Wealth

Experience · · · · Experience · · · · Experience · · · · Experience · · · · Experience
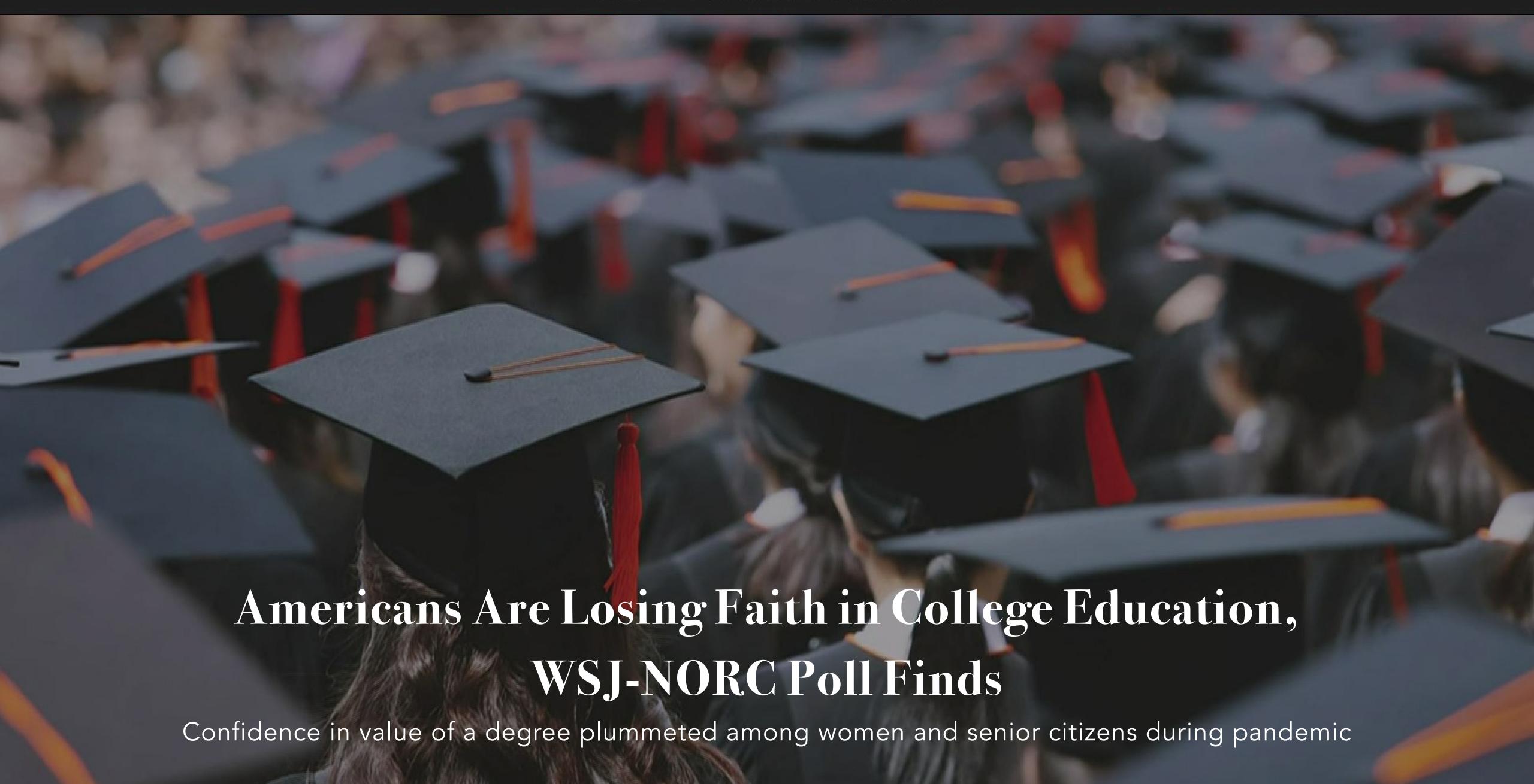
Time

CHALLENGING ENVIRONMENT

Americans Are Losing Faith in College Education, WSJ-NORC Poll Finds

Confidence in value of a degree plummeted among women and senior citizens during pandemic

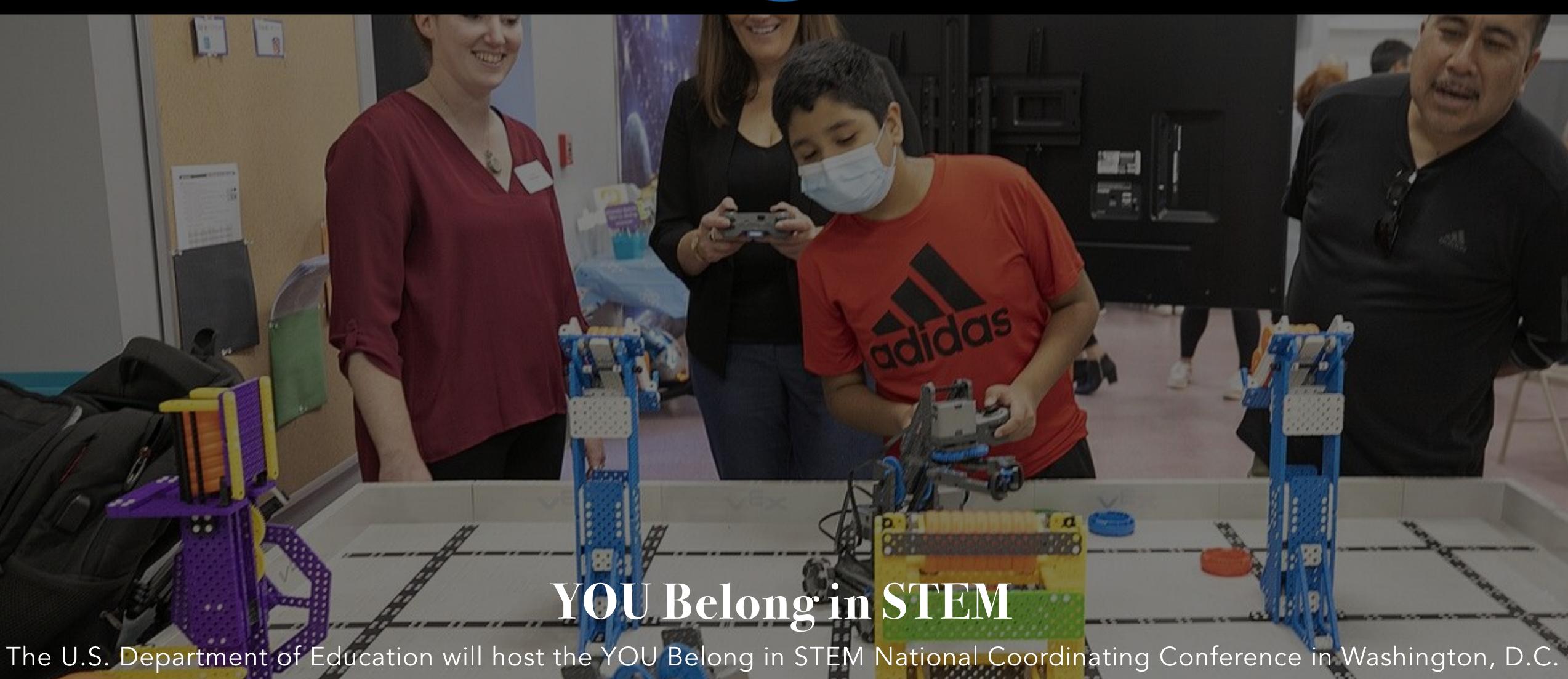# Gifts to Higher Education Dropped in Fiscal 23

Donations of $100 of less made up 43% of all charitable gifts to higher education institutions in fiscal year 2023.

YOU Belong in STEM

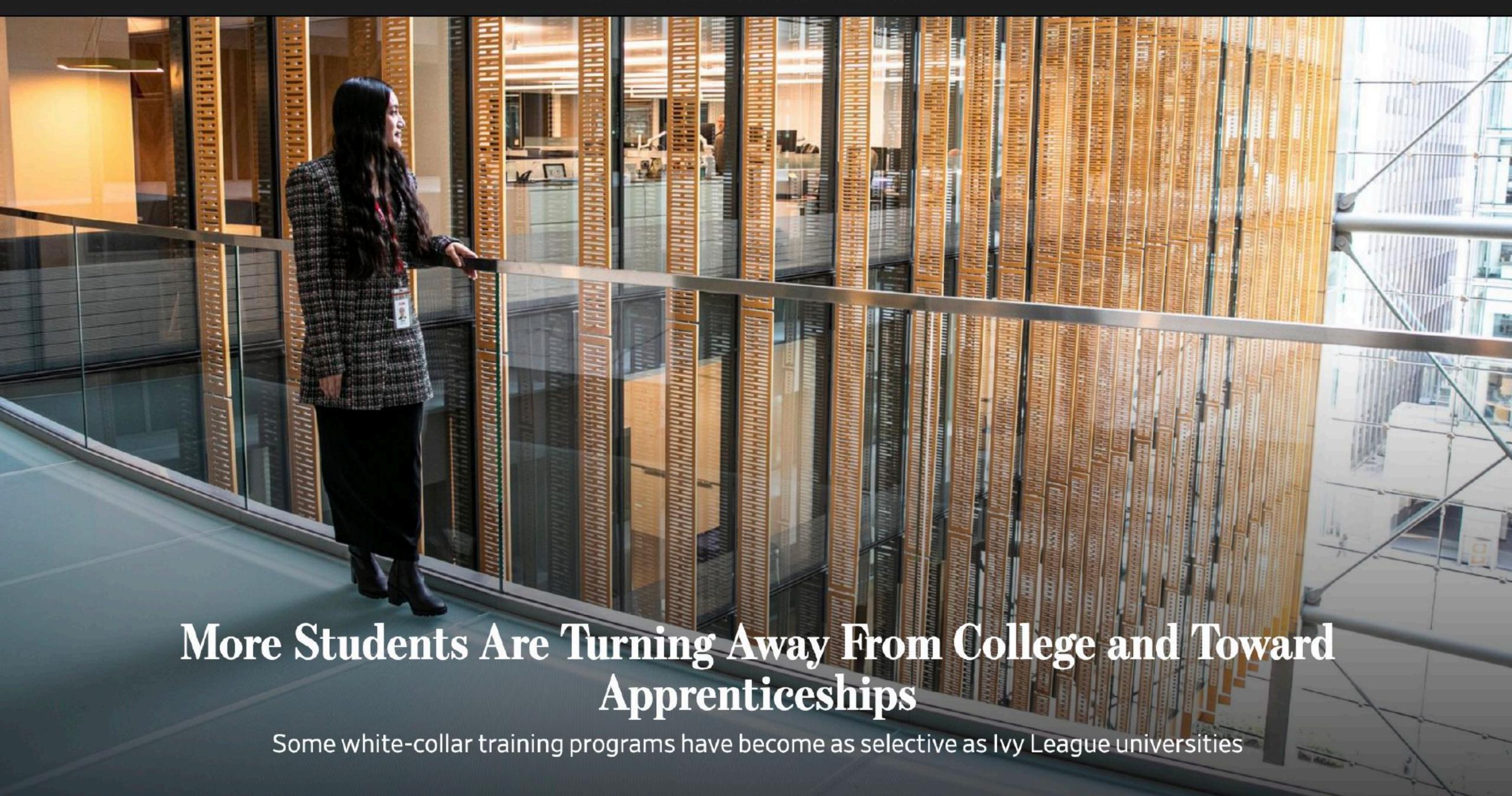The U.S. Department of Education will host the YOU Belong in STEM National Coordinating Conference in Washington, D.C. as a key initiative for the Biden-Harris Administration.

Growing Gap in STEM Supply and Demand

Experts cite online learning, digital tools as ways to build inclusive and equitable STEM workforce

More Students Are Turning Away From College and Toward Apprenticeships

Some white-collar training programs have become as selective as Ivy League universities

Overworked and Undervalued: Retaining Top Educators

40% of university faculty and staff saying they are either actively or passively looking for a new job
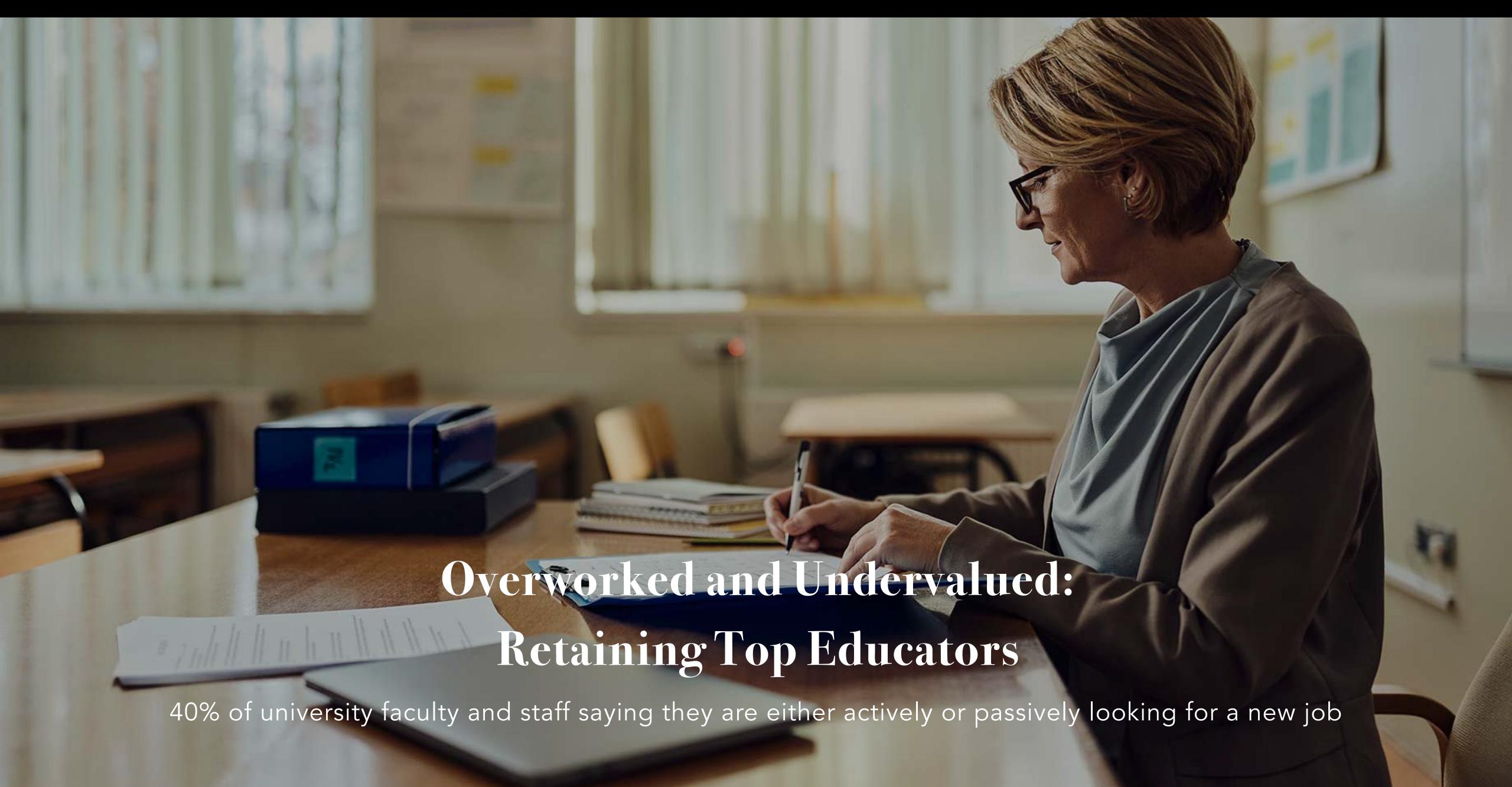
YOUR WORK MATTERS, NOW MORE THAN EVER

TRADELINE THREE

1. Spaces are where the stories are made real, so be intentional about the stories you're telling.

2. Stories can become a competitive advantage in obtaining research funding.

3. Breaking down the barriers between the work you're doing and the stories you're trying to tell.

COLLEGE OF BUSINESS

SCAN HERE FOR VIDEO

THE STORY
OF A BUILDING

THE STORY OF A BUILDING IS ABOUT THE PEOPLE

THE STORY
OF A BUILDING
IS ABOUT
THE ACCOMPLISHMENTS

THE STORY OF A BUILDING IS ABOUT RESEARCH

THE STORY OF A BUILDING IS ABOUT WHAT'S NEXT

THOSE STORIES

TRADELINE THREE

#1: SPACES ARE WHERE THE STORIES ARE MADE REAL, SO BE INTENTIONAL ABOUT THE STORIES YOU'RE TELLING.

WE LISTEN

Define the Project
Uncover Your Distinctives
Elevate Your Uniques

WE CREATE

Solve Problems
Develop Strategy
Design Solutions

WE REFINE

Sample Materials
Assimilate Content
Define the Details

WE BUILD

Fabricate Displays
Install Experience
Exceed Expectations

WE SUPPORT

Analytics & Updates
Maintenance
Engagement Support

UNDERSTAND.
CREATE.
DEVELOP.
IMPLEMENT.
SUSTAIN.

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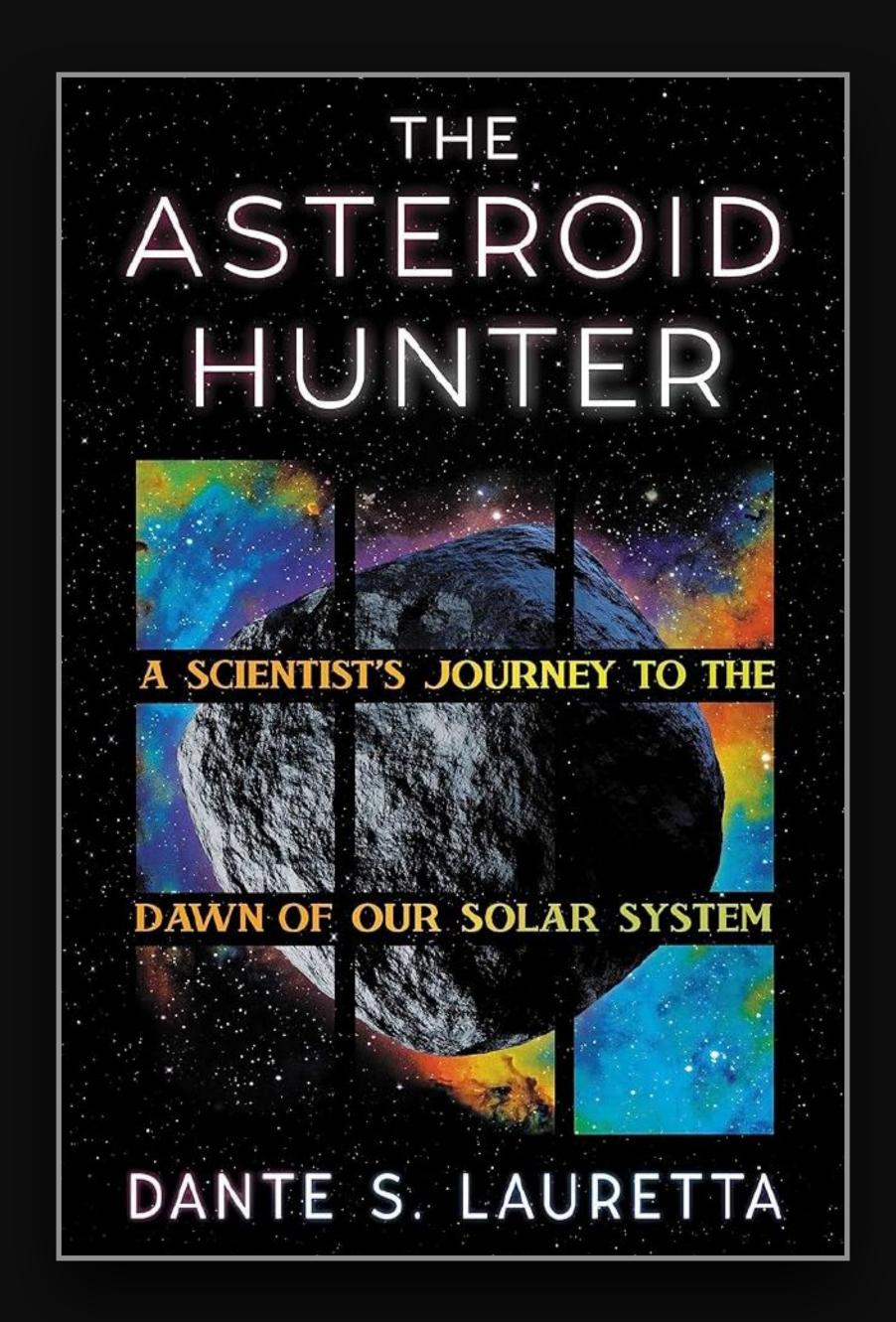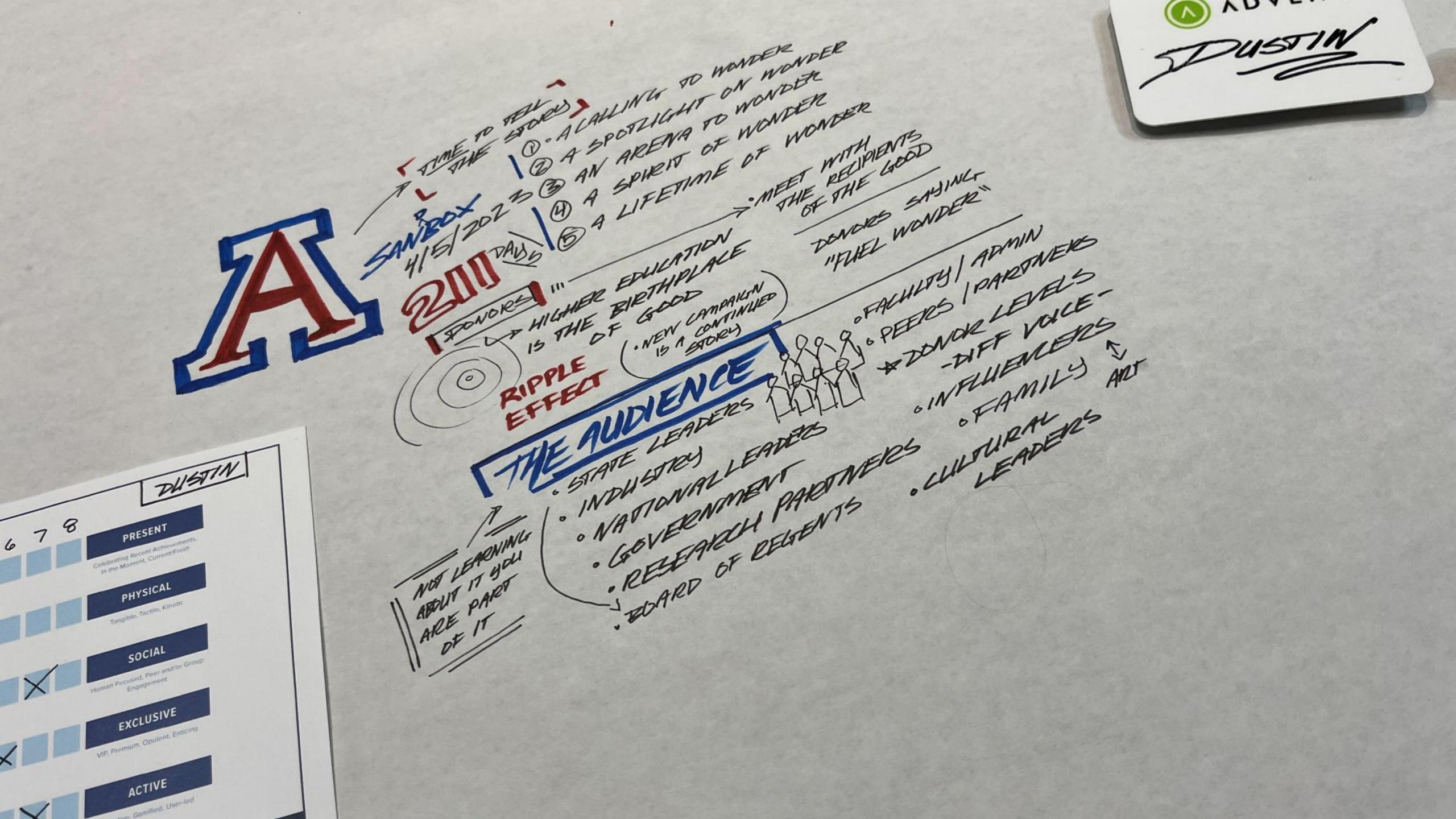**WE SUPPORT**

Analytics & Updates
Maintenance
Engagement Support

UNDERSTAND.
CREATE.
DEVELOP.
IMPLEMENT.
SUSTAIN.

UNIVERSITY OF ARIZONA | FUEL WONDER CAMPAIGN

THE UNIVERSITY OF ARIZONA'S FUEL WONDER CAMPAIGN

$3 BILLION+ GOAL

LARGEST CAPITAL CAMPAIGN IN SCHOOL HISTORY

STORYMINING

STORYMINING RECAP:
18 SESSIONS.
23 STAKEHOLDERS.
585 MINUTES OF INTERVIEWS.

THE ASTEROID HUNTER

A SCIENTIST'S JOURNEY TO THE

DAWN OF OUR SOLAR SYSTEM

DANTE S. LAURETTA

NASA
LIVE

A (University of Arizona logo)

SANDBOX 4/5/2023

TIME TO TELL THE STORY

1. A CALLING TO WONDER
2. A SPOTLIGHT ON WONDER
3. AN ARENA TO WONDER
4. A SPIRIT OF WONDER
5. A LIFETIME OF WONDER

200 DAYS

DONORS → HIGHER EDUCATION → MEET WITH THE RECIPIENTS
IS THE BIRTHPLACE OF THE GOOD
OF GOOD

DONORS SAYING "FUEL WONDER"

• NEW CAMPAIGN IS A CONTINUED STORY

RIPPLE EFFECT

THE AUDIENCE

NOT LEARNING ABOUT IT YOU ARE PART OF IT

• STATE LEADERS
• INDUSTRY
• NATIONAL LEADERS
• GOVERNMENT
• RESEARCH PARTNERS
• BOARD OF REGENTS

• FACULTY / ADMIN
• PEERS / PARTNERS
✻ DONOR LEVELS
— DIFF VOICE
• INFLUENCERS
• FAMILY
• CULTURAL LEADERS
• ART

DUSTIN

DUSTIN

6 7 8

PRESENT
Celebrating Recent Achievements, In the Moment, Current/Fresh

PHYSICAL
Tangible, Tactile, Kinetic

SOCIAL ✗
Human Focused, Peer and/or Group Engagement

EXCLUSIVE
VIP, Premium, Opulent, Enticing

ACTIVE ✗
Gamified, User-led

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Elevate Your Uniques

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Solve Problems
Develop Strategy
Design Solutions

WE REFINE

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Assimilate Content
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WE BUILD

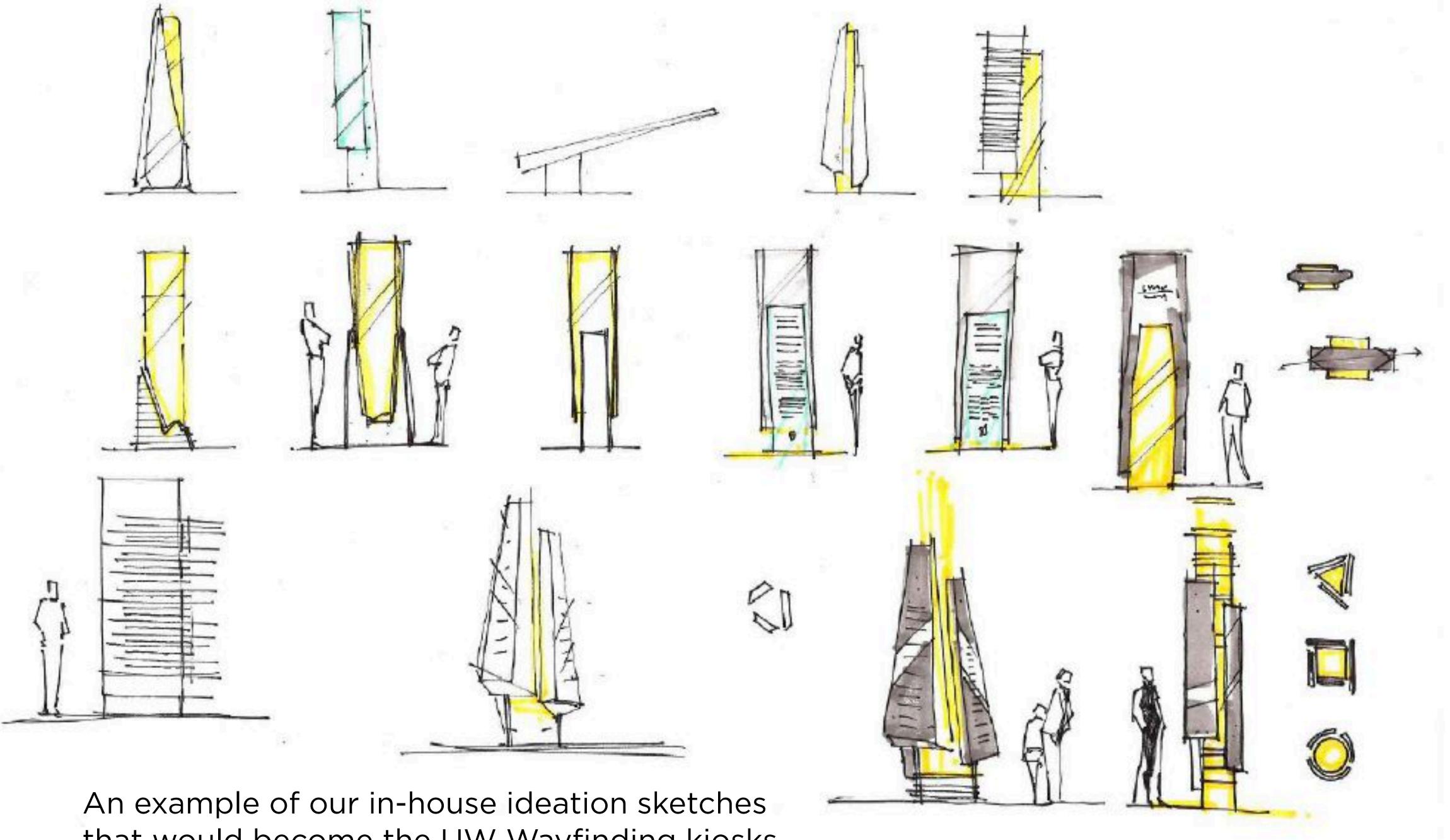Fabricate Displays
Install Experience
Exceed Expectations

WE SUPPORT

Analytics & Updates
Maintenance
Engagement Support
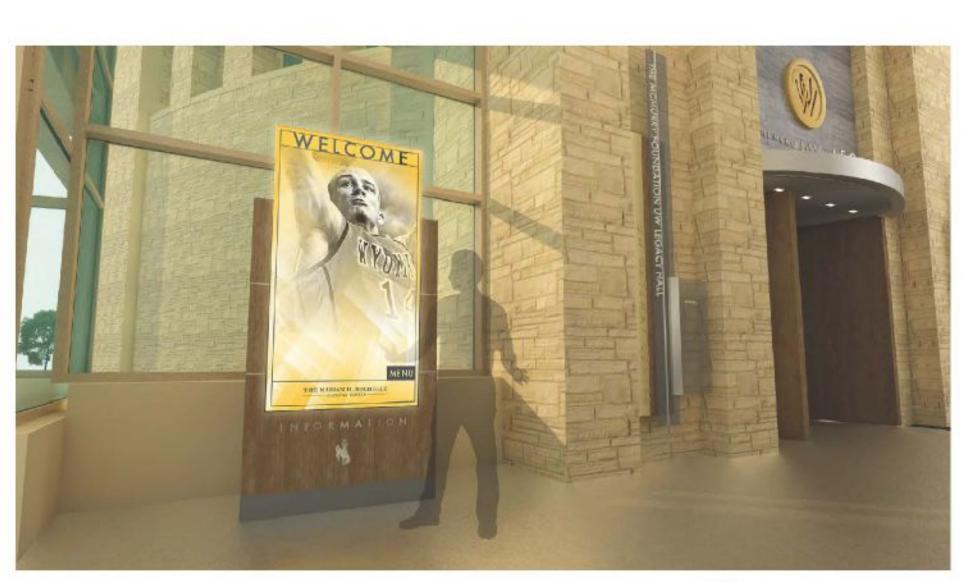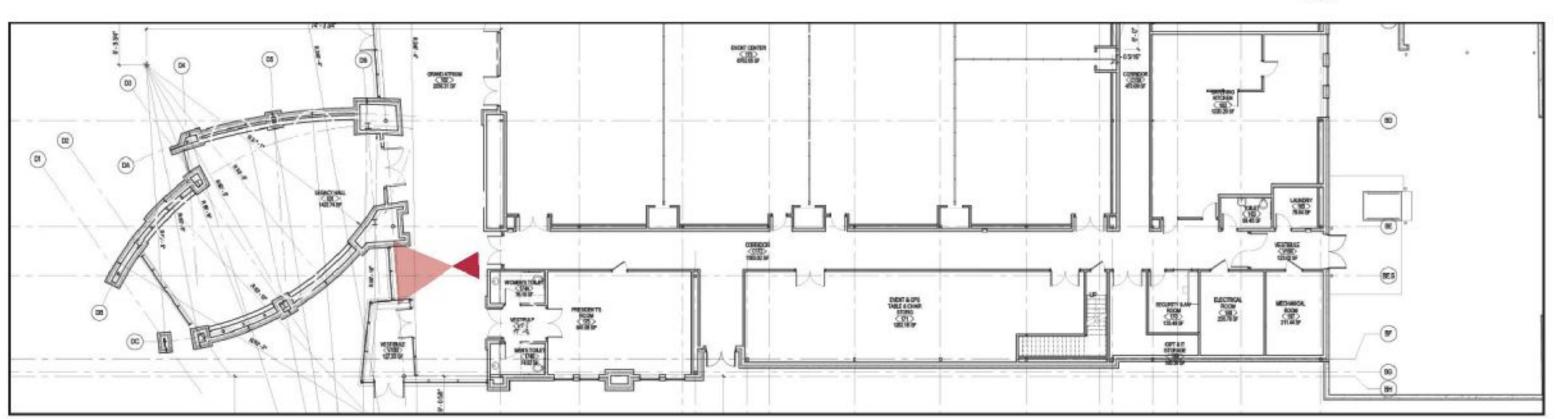
UNDERSTAND.
CREATE.
DEVELOP.
IMPLEMENT.
SUSTAIN.

BELMONT UNIVERSITY | JACK C. MASSEY CENTER

MOMENTUM VIDEO

SCAN HERE FOR VIDEO

AUDIENCE INSIGHT:

Audiences represent who you are trying to reach, both in general and specific terms. We seek to understand WHY audiences resonate with your brand and HOW those emotional connections last over time.

PROSPECTIVE
STUDENTS &
FAMILIES

CURRENT
STUDENTS &
FAMILIES

ALUMNI,
FACULTY
& STAFF

NASHVILLE/
GLOBAL
COMMUNITY

STORY THEME

RADICAL CHAMPIONS

STORY ATTRIBUTES

COMMUNITY
CREATIVE
HOSPITALITY
WORLD-CLASS
CHRIST-CENTERED
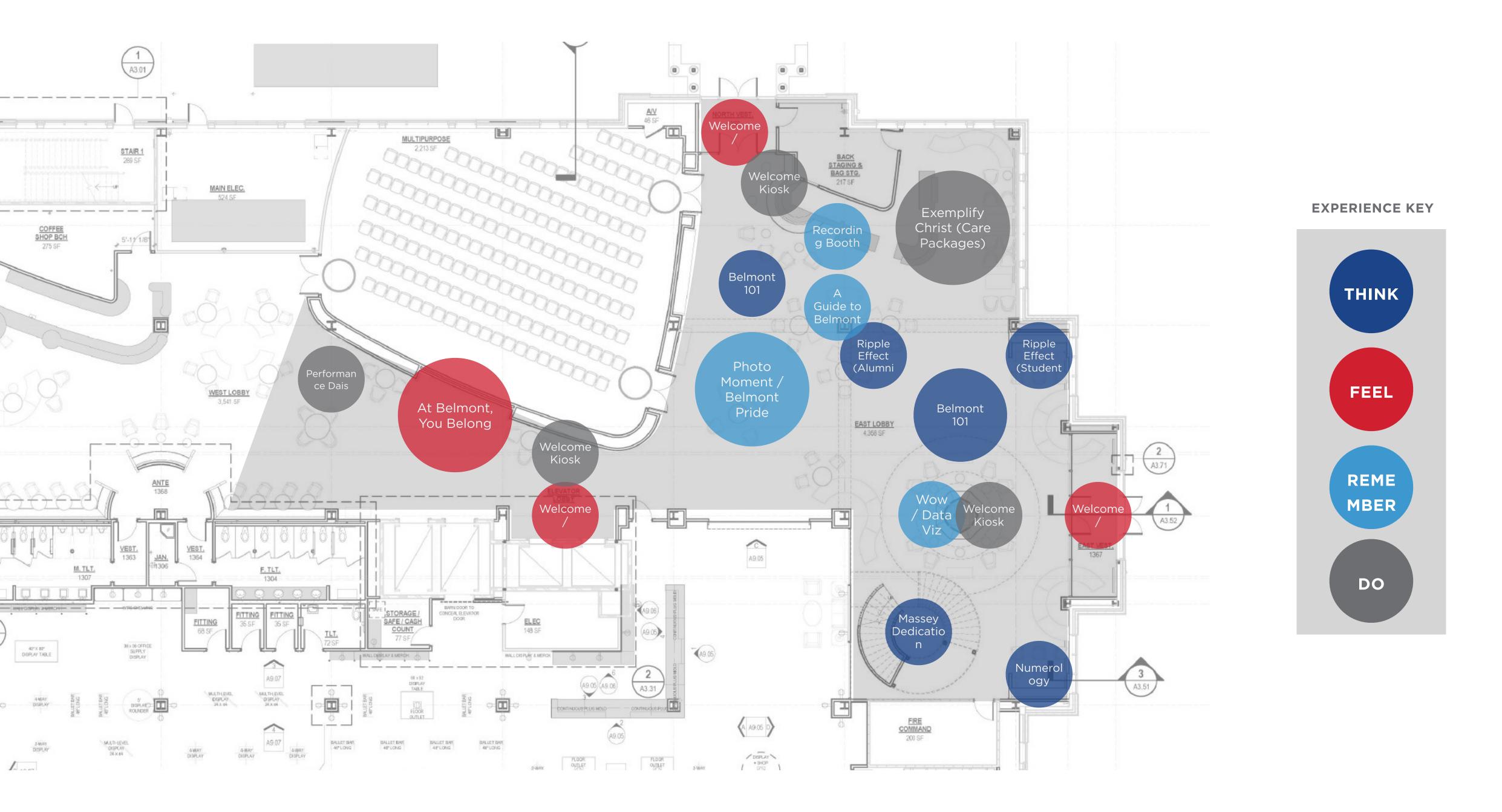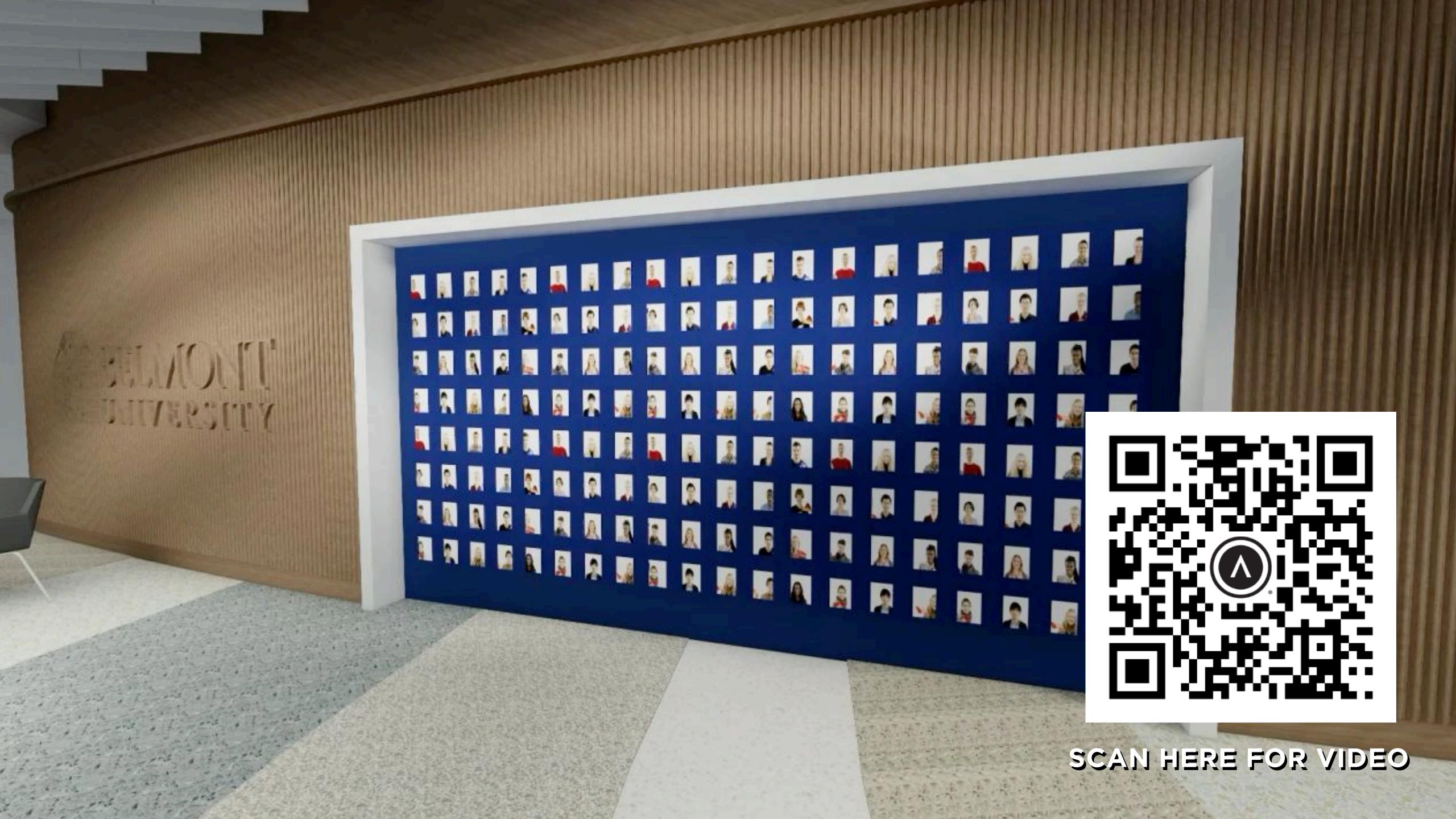
BRAND EXPERIENCE:

THINK. Appeal to logic and rational.
FEEL. Emotional connections.
REMEMBER. Keep and share.
DO. An action, not a transaction.

STORY MAP | ADMISSIONS

EXPERIENCE KEY

- THINK
- FEEL
- REMEMBER
- DO

BELMONT | Jack C. Massey Center

April 8, 2024

Welcome /
Welcome Kiosk
Recording Booth
Exemplify Christ (Care Packages)
Belmont 101
A Guide to Belmont
Ripple Effect (Alumni
Ripple Effect (Student
Performance Dais
At Belmont, You Belong
Photo Moment / Belmont Pride
Belmont 101
Welcome Kiosk
Welcome /
Wow / Data Viz
Welcome Kiosk
Welcome /
Massey Dedication
Numerology

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SUSTAIN.

An example of our in-house ideation sketches
that would become the UW Wayfinding kiosks.

NOTATIONS

2 RENDERING
NOT TO SCALE

1 FLOOR PLAN
NOT TO SCALE

DOCUMENT APPROVED

ATRIUM // INFORMATION

SHEET

1.4.1
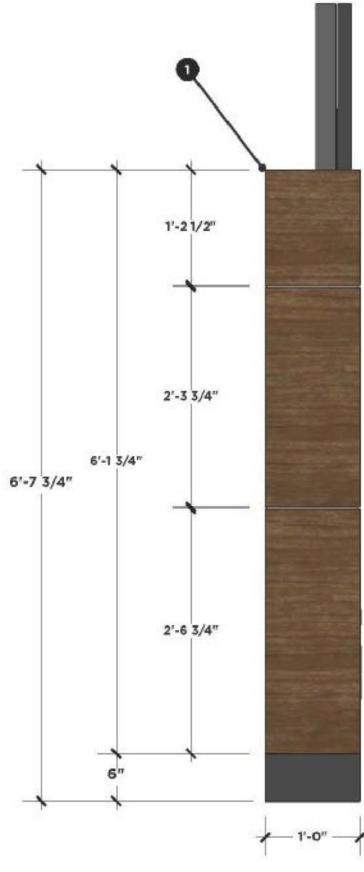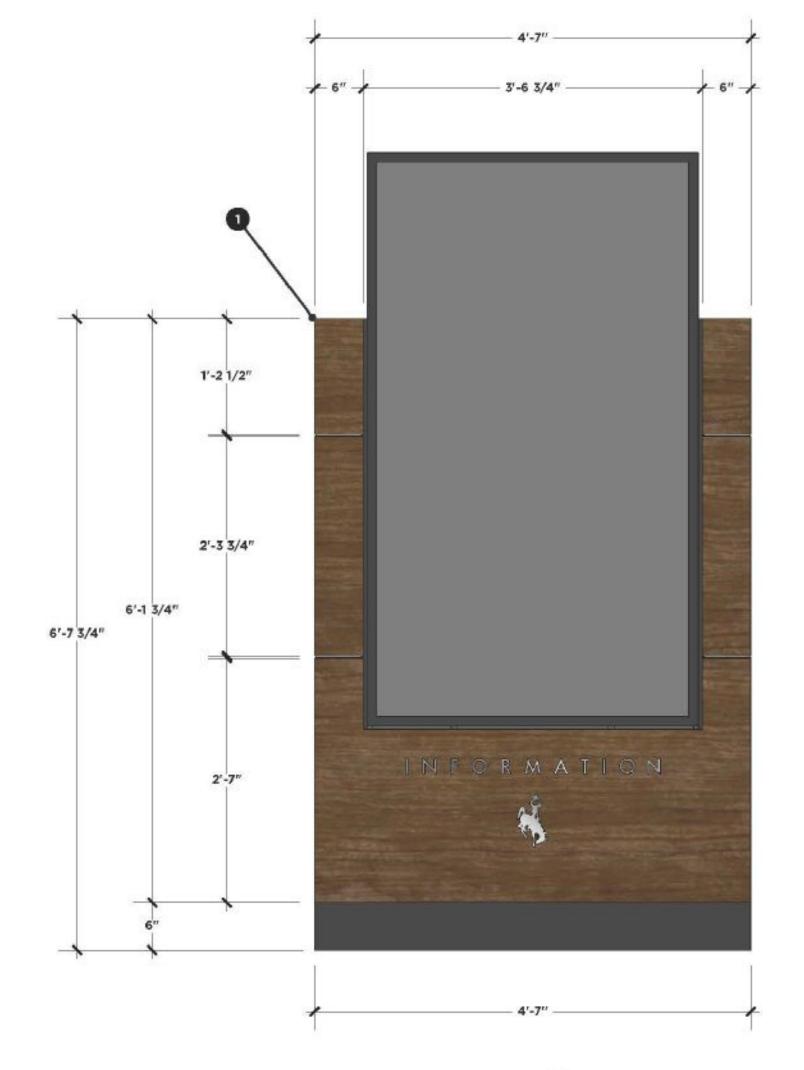
ADVENT

2316 Cruzen Street
Nashville, TN 37211
office // 615.742.3355
www.adventresults.com

UNIVERSITY OF
WYOMING

PRODUCTION DOCUMENT

3 RENDERING
NOT TO SCALE

5.73"

10.00"

2 DIMENSIONAL LOGO
NOT TO SCALE

NOTATIONS

1 DIMENSIONAL LOGO:
10" TALL, 1/2" THICK DIMENSIONAL
POLISHED CLEAR ANODIZED ALUMINUM
LOGO MOUNTED DIRECTLY TO
CASEWORK

2 DIMENSIONAL LETTERING:
1/2" THICK DIMENSIONAL POLISHED
CLEAR ANODIZED ALUMINUM
LETTERING MOUNTED DIRECTLY TO
CASEWORK

39.28"

3.50"

INFORMATION

1 DIMENSIONAL LETTERING
NOT TO SCALE

DOCUMENT APPROVED

3 RENDERING
NOT TO SCALE

NOTATIONS

1 FLOOR MOUNTED KIOSK:
55.00" W X 79.75"T X 12" DEEP PLYWOOD
CASEWORK ATTACHED TO FLOOR,
WALNUT WOOD LAMINATE FACED WITH
REVEALS, TOE KICK PAINTED DARK TO
MATCH ARCHITECTURE, FACE RECESSED
5" TO ACCOMMODATE MONITORS.
MONITOR DIMS--80" LCD SCREEN WITH
SOUND BAR AND TOUCH SCREEN
OVERLAY.

4'-7"
6"   3'-6 3/4"   6"

1

1'-2 1/2"

2'-3 3/4"

6'-7 3/4"   6'-1 3/4"

I N F O R M A T I O N

2'-7"

6"

4'-7"

1 KIOSK FRONT VIEW
NOT TO SCALE

1'-2 1/2"

2'-3 3/4"

6'-7 3/4"   6'-1 3/4"

2'-6 3/4"

6"

1'-0"

2 KIOSK SIDE VIEW
NOT TO SCALE

DOCUMENT APPROVED

NOTABLE ALUMNI

UNIVERSITY OF WYO

UNIVERSITY OF WYOMING

HISTORY & TRADITIONS

HISTORY & TRADITIONS

The Morrill Act required the teaching of military science, which was compulsory for all male students between 1891 and 1965. UW was also one of the first universities to apply for a Reserve Officer Training Corps, or ROTC, unit in 1916. World War I brought many changes to campus. Buildings and grounds were used for military training, and courses were changed in accordance with the war effort. Social functions were curtailed.

TEACHER TRAINING

the university since its founding in order to "prepare teachers for the schools of teachers in Wyoming caused standards for teacher education to be virtually education of elementary and secondary units around the turn of the nineteenth training rise. Therefore, UW began to offer a summer school required to undergo further training.

TEACHER PROFESSIONS

the female professors who pioneered the way for other female faculty at were Grace Raymond Hebard and June Etta Downey.

Grace Raymond Hebard stands out for the diversity of her accomplishments. She broke new ground as a university administrator, historian, and social activist. She spearheaded her own one-woman progressive movement by giving speeches, organizing historical associations, conducting citizenship classes for immigrants, participating in the women's suffrage movement, and lobbying for child-welfare laws.
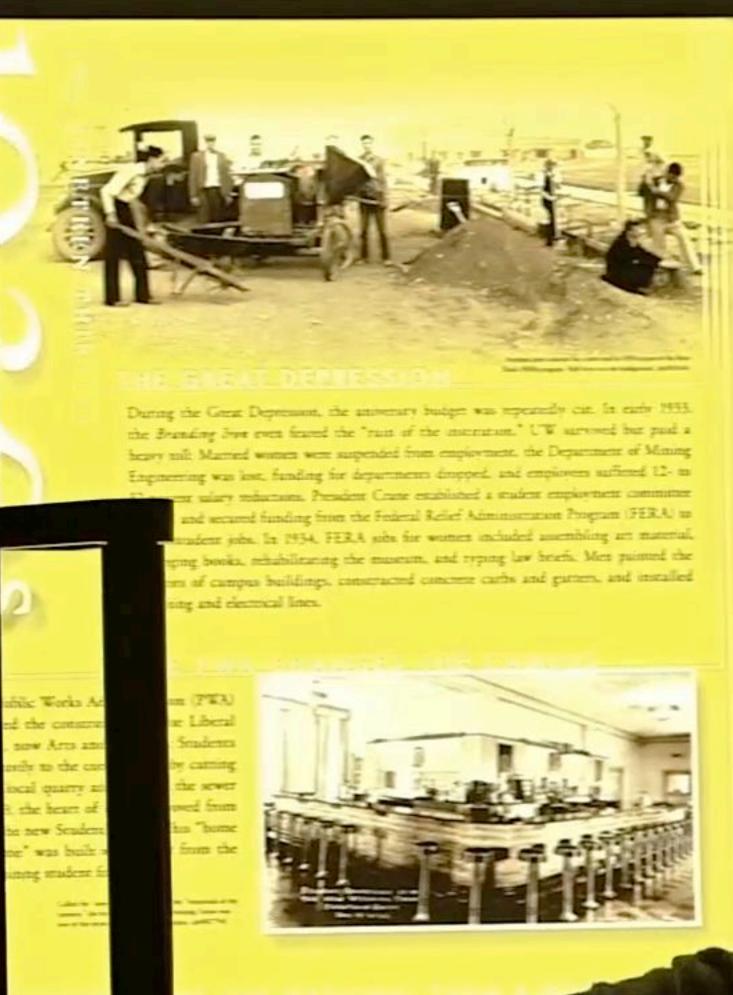
first woman to head an academic department in the U.S., June Etta they began her career as an English instructor at UW and worked her up to department head and professor of Philosophy and Psychology. Laramie-born, she a prolific scholar and teacher. Her research focused on handwriting and personality types. both Hebard and Downey are buried at Laramie's Greenhill Cemetery.

THE GREAT DEPRESSION

During the Great Depression, the university budget was repeatedly cut. In early 1933, the Branding Iron even feared the "ruin of the institution." UW survived but paid a heavy toll. Married women were suspended from employment, the Department of Mining Engineering was lost, funding for departments dropped, and employees suffered 12-percent salary reductions. President Crane established a student employment committee and secured funding from the Federal Relief Administration Program (FERA) to student jobs. In 1934, FERA jobs for women included assembling art material, books, rehabilitating the museum, and typing law briefs. Men painted the interiors of campus buildings, constructed concrete curbs and gutters, and installed and electrical lines.

Public Works Administration (PWA) the construction of the new Arts and Students to the one local quarry the heart of the new Student was built student

1930s

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An example of our in-house coding that drives the UW Wayfinding kiosks.

MENU

UNIVERSITY of WYOMING

WELCOME TO THE UNIVERSITY OF WYOMING
MARIAN H. ROCHELLE GATEWAY CENTER

PLEASE USE THIS INFORMATION KIOSK TO NAVIGATE THE CENTER, TO EXPLORE
THE UNIVERSITY EVENT CALENDAR, AND TO SEARCH FOR STAFF.

WELCOME	DIRECTORY	GATEWAY CENTER MAP
CAMPUS MAP/BUSES		
ABOUT UW	EVENTS	MAIN MENU

@UWyonews

/uwpride

THURSDAY JANUARY 12 11:40 AM ☀ 31° WIND: 14.00PH SUN: 0% No precipitation throughout the week.

MARIAN H. ROCHELLE
GATEWAY CENTER
LEED CERTIFIED SILVER BUILDING

THE MEN OF
EPSILON DELTA
OF SIGMA NU

EZRA H. NICHOLS

CHAD C. DEATON & LIZ (PACK) DEATON

JOHN JENSEN CORBETT & ELEANOR LUCILLE CORBETT

GREG & LOREN HILL

DR. MYRON JOHNS

HASELDEN WYOMING CONSTRUCTORS

CHUCK & KATIE BROWN

FIRST INTERSTATE BANK

PATRICK & KATHI KILE

MARIAN H. ROCHELLE

TRADELINE THREE

#2: STORIES CAN BECOME A COMPETITIVE ADVANTAGE IN OBTAINING RESEARCH FUNDING.

UNIVERSITY OF SOUTHERN CALIFORNIA | GINSBURG HALL

Present

Share

Renderings

Holograms

Exhibit Student Work

Reactive Art

Apple Glass

Unique Displays

Silicon Beach

Connections

Sculptural Display

Creative Connection

Chalkbot

Binary Code Messages

Punch Card

Books/Knowledge

First Hand Impact

Dissecting Tech

World Impact

Kickoff

Graphic Styles

Stories

Type Driven

Data Driven

ROI | History | Gaming | Social Media Feed | Drone Lab | AI

Silicon Beach | Security | Health

6%

6/8

Sticky notes (top sketch):
- Network
- Kinetic Energy
- Tie to computer science
- This could go tone on tone and simple
- Show Content: Up Close / QR Code to connect/ apply
- Add read outs for numerology etc at the bottom
- Dark area
- Moving art piece
- Tracing lights goes to potential employers
- Tracing lights goes to potential employers

Top-right circular renderings notes:
- The basis of computer science is celebrated through a circuit board motif
- Animation creates a kinetic art piece that draws visitors in
- Upon closer investigation the display highlights the network of USC
- Users can scan QR codes to learn more about opportunities and the ROI of their education

Sticky notes (bottom sketch):
- Pathways of impact
- Donor recognition and brand
- Imagery of what is worth protecting
- Timeline of Computer Science
- Pathways of Impact
- Change to timeline or pathways of impact
- Solutions for a Modern World (tone on tone)

Bottom-right circular renderings notes:
- The legacy tells the through line of CS through history
- The ever changing digital canvas highlight recent success of CS
- Additional models could include the case slides of USC alumni, those who hold the legacy of USC in their careers
- The rich legacy of USC CS in the world can also be there - a showcase of the values held in a playing narrative of the histories and to take the given challenges

COMPUTER SCIENCE X MOLECULAR BIOLOGY

VENN DIAGRAM DIGITAL DISPLAY HIGHLIGHTS THE CONVERGENCE AT USC VITERBI

A

B

C

DR. ALLEN AND CHARLOTTE GINSBURG

D

USE FULL-SCREEN TAKEOVERS TO SHOW THE DEPTH AND BREADTH OF CONNECTIONS AT USC

COMPUTER SCIENCE X MOLECULAR BIOLOGY

CONVERGENCE

CELEBRATE THE IMPACT AND POWER OF CROSS COLLABORATION THROUGH ALUMNI, FACULTY, + DONOR SPOTLIGHTS

MIXED MEDIA TELLS THE STORIES OF CONVERGENCE THROUGH THE COLLISION OF MINDS AND DISCIPLINES

USE THE LARGE DIGITAL CANVAS TO SPOTLIGHT DONOR STORIES, BRINGING THEM TO LIFE WITH DRAMATIC VISUALS, MOTION AND ENERGY THAT APPROPRIATELY HONORS THEIR GIFTS TO VITERBI.

THIS WOULD BE A KEY MOMENT FOR DONOR ENGAGEMENT DURING EVENTS ON CAMPUS, IN ADDITION TO SHOWING HOW THEIR CONTRIBUTIONS SUPPORT THE DAY-TO-DAY WORK HAPPENING WITHIN THE NEW GINSBURG HALL.

DR. ALLEN AND CHARLOTTE GINSBURG

THE NISTLER COLLEGE OF BUSINESS RAISED

$50MM+ TOTAL

IN PRIVATE FUNDS TO CONSTRUCT THE NEW FACILITY

FIRST FLOOR

Legend:

ALPHA	20M
TIER 1	5M +
TIER 2	2-4.99M
TIER 3	500K-1.99M
TIER 4	250-499K
TIER 5	<250K
*AVAILABLE	NOT YET SOLD

Map labels:

S1.2. Faculty Engagement Hub
S1.1. Atrium
S1.3. Student Engagement Hub
S1.4. Community Plaza
S1.5. South Entry
S1.6. Exterior Plaza

S1.1.1, S1.2.1, S1.2.2*, S1.2.3, S1.2.4*, S1.2.5, S1.2.6a, S1.2.6b, S1.2.6c, S1.1.2*, S1.1.3, S1.1.4, S1.1.5, S1.1.6, S1.1.7*, S1.1.8, S1.3.4, S1.3.5, S1.3.6, S1.3.1, S1.3.2*, S1.3.3*, S1.3.7a, S1.3.7b, S1.3.7c, S1.3.8, S1.4.1, S1.4.2, S1.4.3, S1.4.4, S1.5.5, S1.5.4, S1.5.3, S1.5.2, S1.5.1, S1.6.1

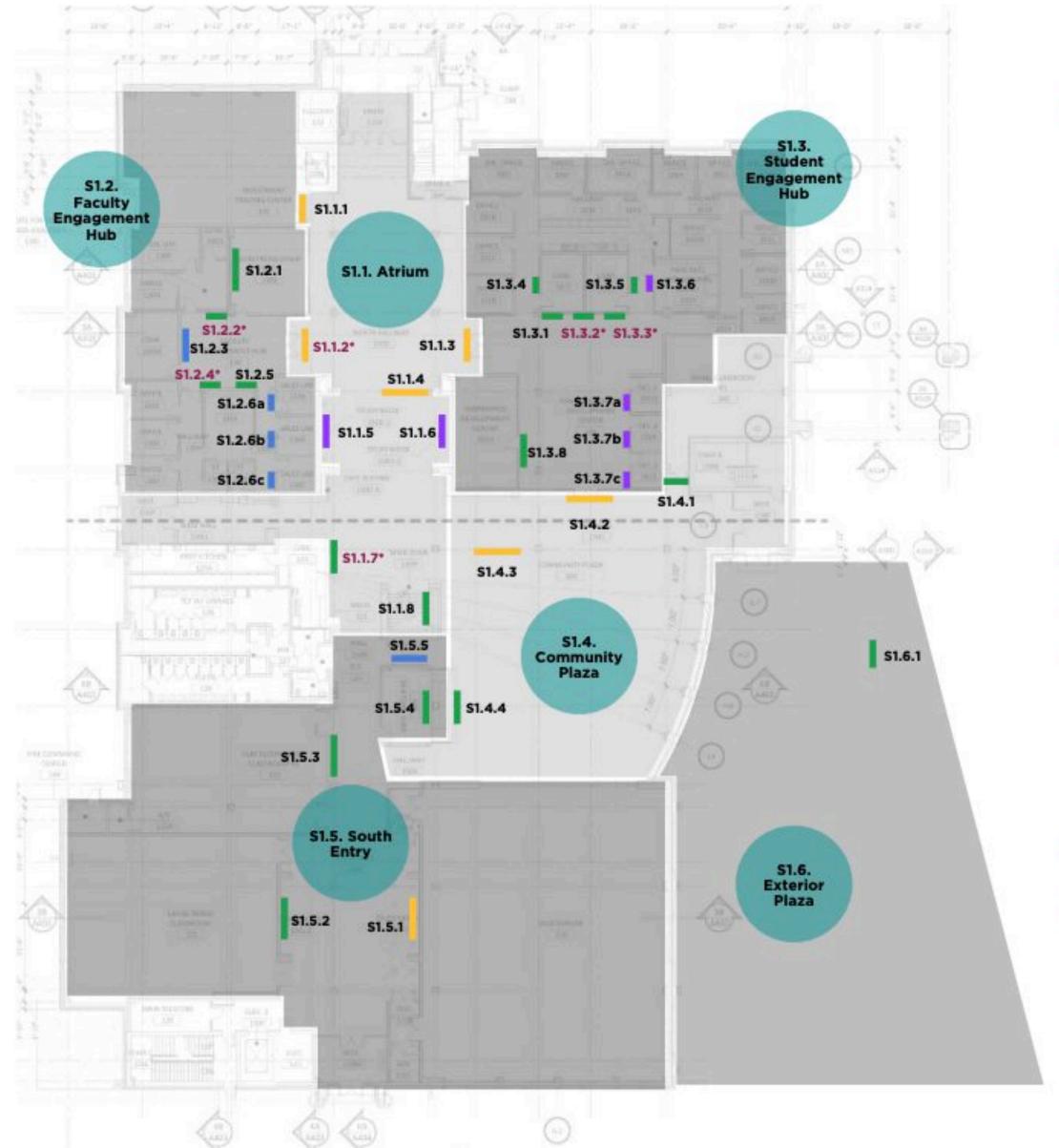## S1.1. Atrium
S1.1.1. Investment Trading Center
S1.1.2. Faculty Engagement Hub*
S1.1.3. Student Engagement Hub
S1.1.4. Grand Atrium
S1.1.5. Study Pod West (150D.1)
S1.1.6. Study Pod East (150D.2)
S1.1.7. Cafe*
S1.1.8. Grand Staircase

S1.2. Faculty Engagement Hub
S1.2.1. Entrepreneurship Enterprise
S1.2.2. Institute for Public Policy/Analytics*
S1.2.3. Conference Room 130M
S1.2.4. Accounting/Tax Lab*
S1.2.5. Professional Sales Lab
S1.2.6a. Sales Lab 130A
S1.2.6b. Sales Lab 130B
S1.2.6c. Sales Lab 130C

S1.3. Student Engagement Hub
S1.3.1. Career Development Center
S1.3.2. Academic Advisement Center*
S1.3.3. Graduate Center*
S1.3.4. Conference Room 101Q
S1.3.5. Conference Room 101R
S1.3.6. Dress for Success 101P
S1.3.7a-c. Interview Rooms
S1.3.8. Workforce Development
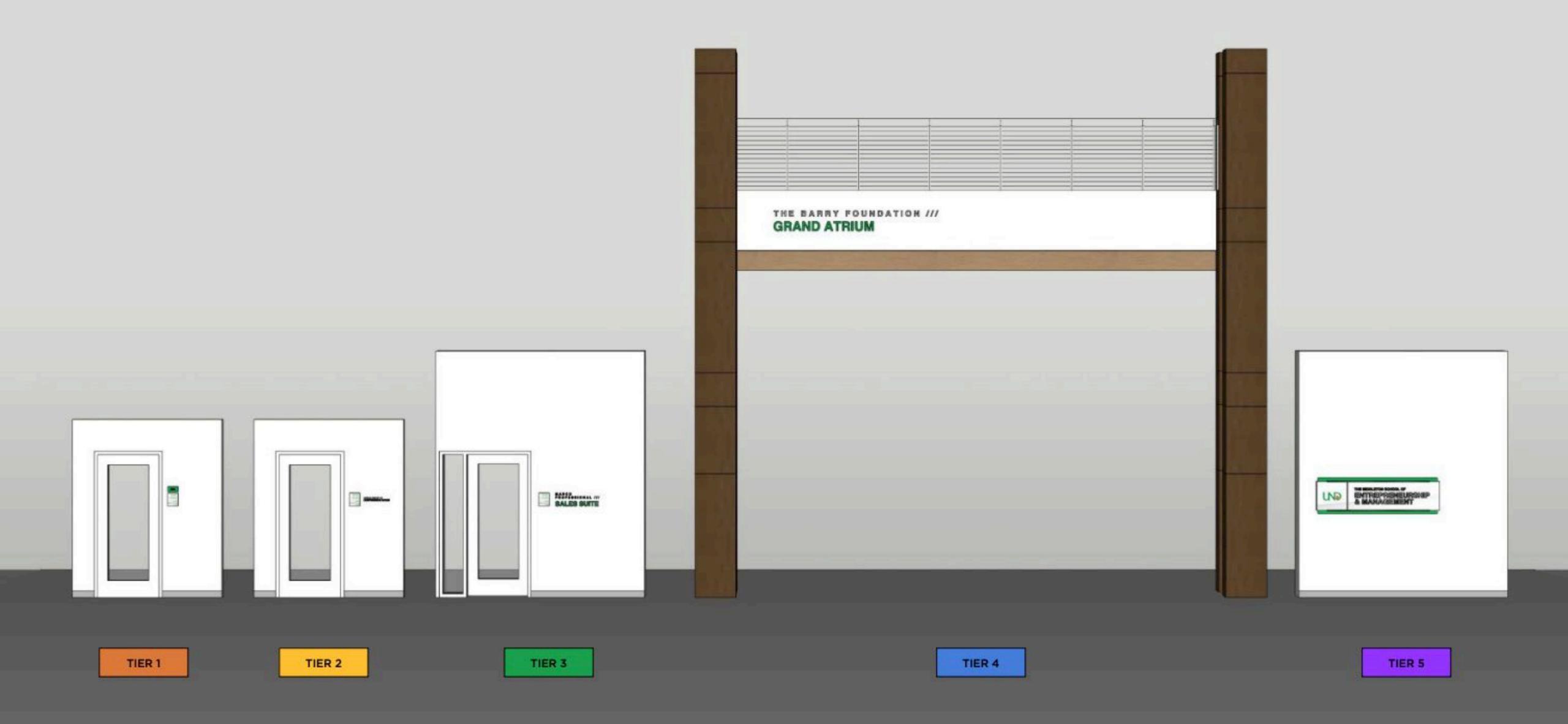
S1.4. Community Hub
S1.4.1. Small Classroom 102
S1.4.2. Student Engagement Hub
S1.4.3. Community Plaza
S1.4.4. Fireplace

S1.5. South Entry
S1.5.1. Grand Auditorium
S1.5.2. Large Classroom 121
S1.5.3. Flat Classroom 122
S1.5.4. Conference Room 111
S1.5.5. Study Nook

S1.6. Exterior Plaza
S1.6.1. Patio

Notes:
- Alpha Tier Nistler Story captured in Branding/Experience master plan.
- Tiers 1-3 receive naming, even if not yet sold.
- Tiers 4-5 only receive naming if sold.

THE BARRY FOUNDATION ///
GRAND ATRIUM

BARRY
PROFESSIONAL ///
SALES SUITE

THE MIDDLETON SCHOOL OF
ENTREPRENEURSHIP
& MANAGEMENT

TIER 1

TIER 2

TIER 3

TIER 4

TIER 5

BARRY AUDITORIUM

LEARN WITH PASSION | DISCOVER WITH PURPOSE | CREATE LASTING VALUE | TRANSFORM LIVES | BEHAVE ETHICALLY | PRACTICE INCLUSION

THE SHAREHOLDERS SOCIETY
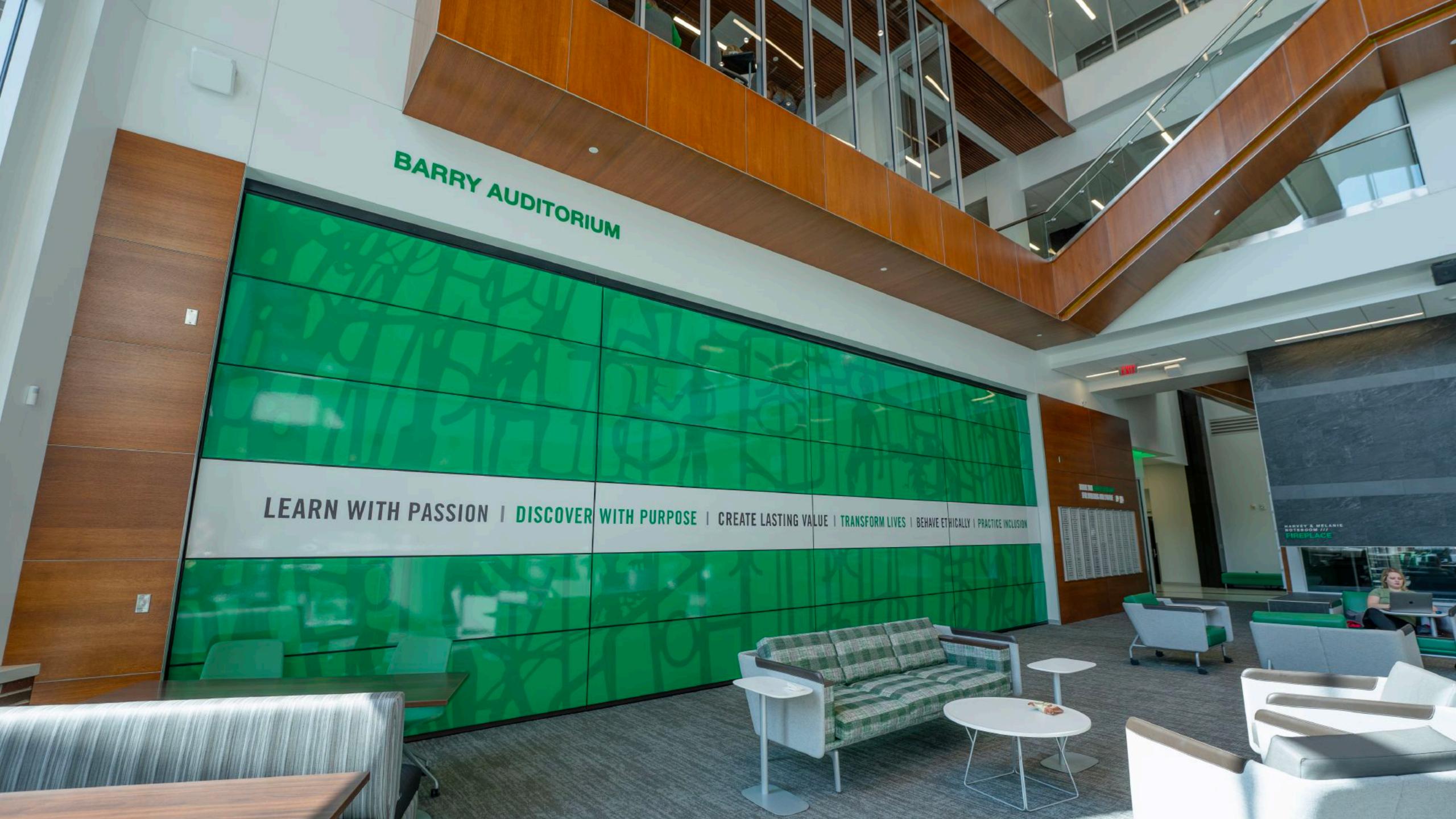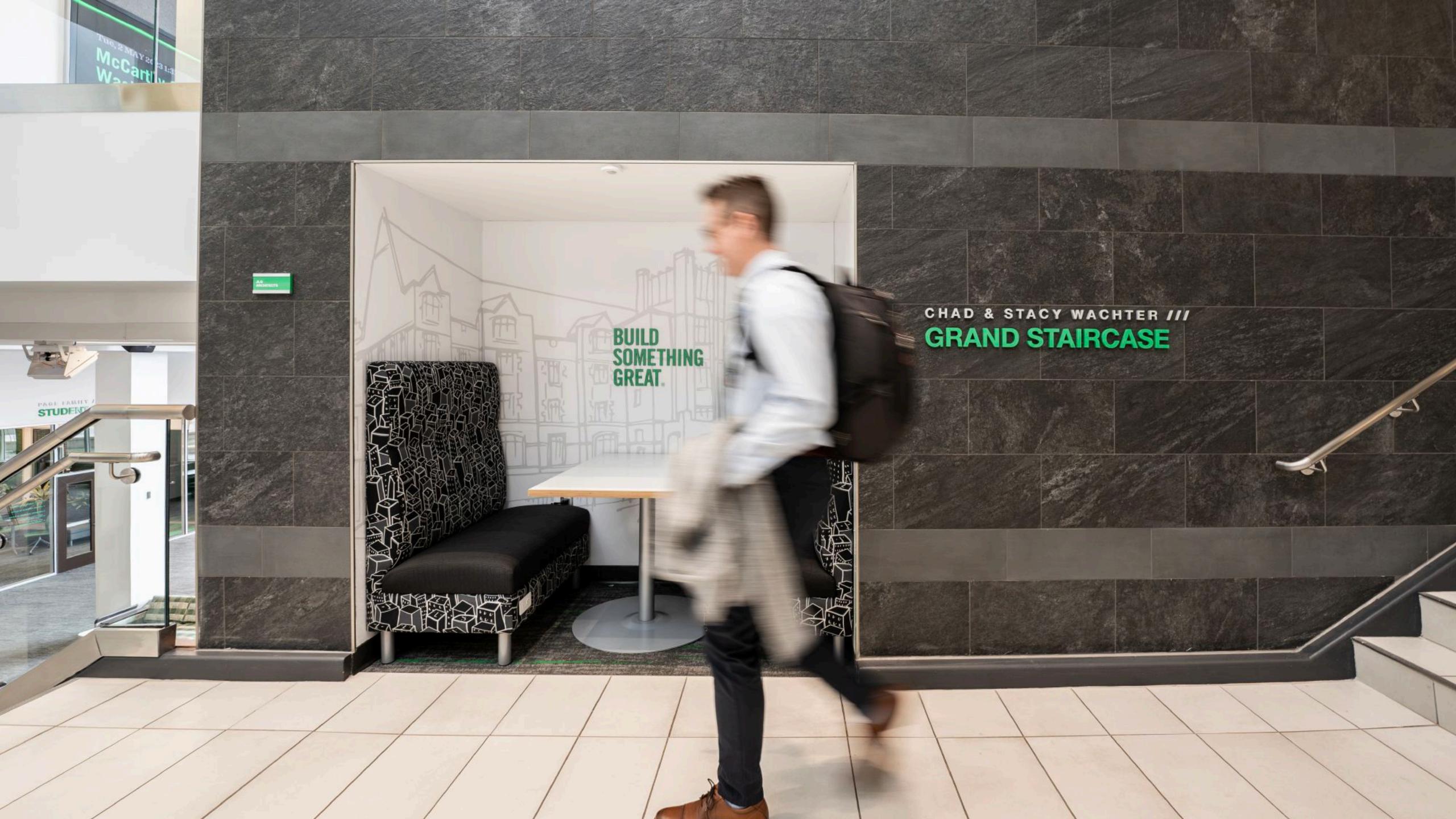
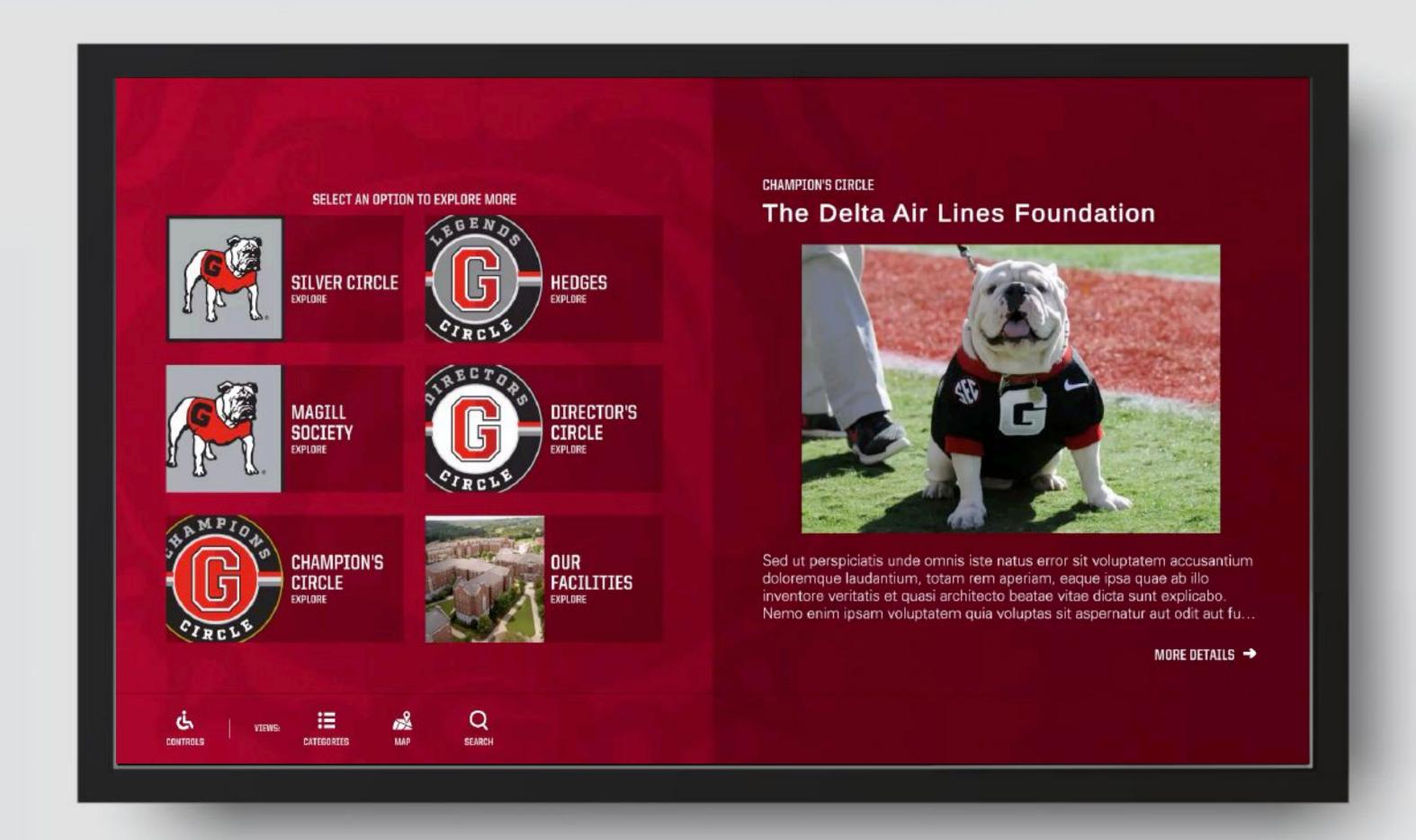# TRADELINE THREE

#3: BREAKING DOWN THE BARRIERS BETWEEN THE WORK YOU'RE DOING AND THE STORIES YOU'RE TRYING TO TELL.

How can story, creativity, and technology come together to expand human empathy?

We can **create and collect** the bricks to build.

But what if we can shape something <u>new</u>?

Image: Sawaya, Nathan. "Human Condition". http://www.nathansawaya.com. Accessed 10 Feb. 2023.

We can follow a formula for **predictable** results.

Image: SaladBricks. "Grauman's Chinese Theatre". Product Idea for Lego, https://ideas.lego.com/s/
p:a77a9236949e432ba6399317a379d528. Published 8 Jun. 2020. Accessed 10 Feb. 2023.

Our Future

The Institute for Creative Technologies is uniquely positioned as a bellwether for USC's Silicon Beach Campus to become a place where people from all disciplines and all walks of life find answers that stretch human and national potential.

MEHARRY MEDICAL COLLEGE | SCHOOL OF APPLIED COMPUTATIONAL SCIENCES

DEAN FORTUNE S. MHLANGA, PH.D.
SENIOR VICE PRESIDENT FOR ENTERPRISE DATA AND ANALYTICS,
FOUNDING DEAN, SCHOOL OF APPLIED COMPUTATIONAL SCIENCES

T.L. WALLACE, PH.D.
CHAIR, BIOMEDICAL DATA SCIENCE DEPARTMENT,
PROFESSOR, COMPUTATIONAL SCIENCES

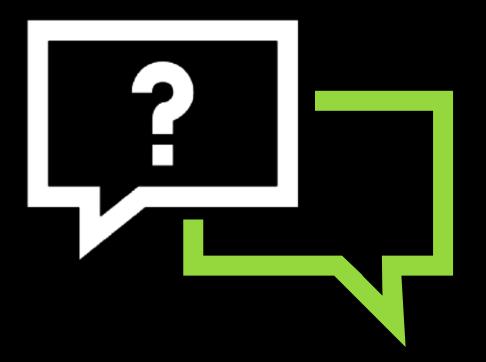Our school is building a first class

YOUR WORK MATTERS, NOW MORE THAN EVER

YOUR WORK IS CRITICAL TO YOUR UNIVERSITY'S SUCCESS

TRADELINE THREE

1. Spaces are where the stories are made real, so be intentional about the stories you're telling.

2. Stories can become a competitive advantage in obtaining research funding.

3. Breaking down the barriers between the work you're doing and the stories you're trying to tell.

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