

Ⓐ | April 20, 2026

REIMAGINING RESEARCH ENVIRONMENTS:

Embedding flexibility, storytelling, and digital impact

Tradeline, Inc. | Research Facilities | Forum H | Advent

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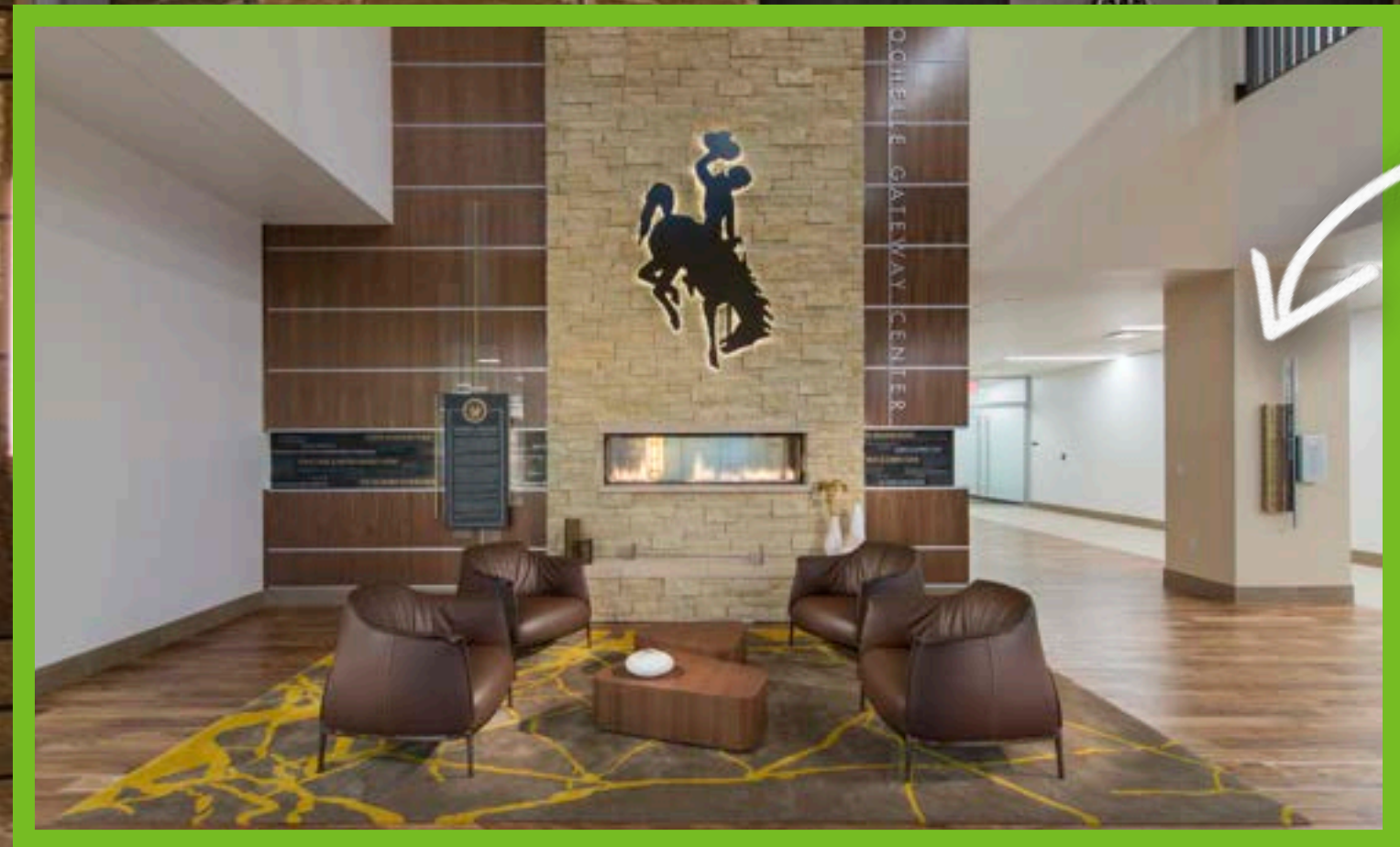
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ADVENT CREATES EXPERIENCES THAT MOVE PEOPLE ®





**STEAL
OUR
PROCESS.**



THE TRADELINE THREE

1

YOUR STORY IS YOUR SUPERPOWER.

Storytelling and emotional connection are tools to combat the challenges your institutions face. Intentional use of technology can help you leverage these things.

2

DRIVE IMPACT BY BEING INTENTIONAL

Start at the end. What do you want your audiences to Think, Feel, Remember, Do?

3

C.A.R.E FRAMEWORK

Make sure any technology you install in your spaces follow the CARE framework.



THE CHALLENGES.



The Coming Enrollment Cliff: Why Facilities Readiness Matters More Than Ever



Kristina Espinet



DIVE BRIEF

No letup in financial pressure on colleges in 2025, Fitch says

A declining body of first-year students, uncertain international enrollment and high costs are weighing on many institutions, the ratings agency said.

Published Dec. 4, 2024 • Updated Jan. 14, 2025



Ben Unglesbee
Senior Reporter



Early Cost Concerns Are Reshaping College Search

Families are scrutinizing college cost earlier and more intensely than ever before, reshaping how students search, apply, and ultimately enroll. As cost concerns increasingly influence how families evaluate colleges, enrollment leaders must adapt their strategies to better address affordability, communicate value, and engage families across the enrollment journey.

Family views are shifting amid a tough budget climate for higher ed:



Skepticism is rising

Families are increasingly questioning the value of higher education.



Funding cuts drive up costs

Many colleges must raise prices, deepening financial concerns.



FAFSA issues add confusion

FAFSA updates are making it more difficult and confusing for students and families to finish the process.



Value is harder to communicate

These pressures make it more difficult for colleges to explain cost and return on investment.

July 23, 2025

Federal Research Cuts Threaten U.S. Innovation and Leadership

BACKGROUND

FEDERAL BUDGET

INNOVATION AND COMPETITIVENESS

At a time when competitor nations are already neck-and-neck with the United States, recent administration actions could destroy our global scientific leadership. Massive cuts to research funding and other administration policies are putting the longstanding partnership between U.S. universities and the federal government – a relationship central to America’s global leadership in science, technology, and the economic growth that comes from innovation – at serious risk.

Federal Research Cuts Hinder Innovation

Overall, the administration has proposed cutting federal funding for all research by 22% and basic research by 34% in the next fiscal year.

TRADELINE, INC. | ADVENT This would effectively cede the race to China, whose research spending is expected to **grow** by 10% this year alone.



**THESE CHALLENGES
ARE YOUR
OPPORTUNITIES.**

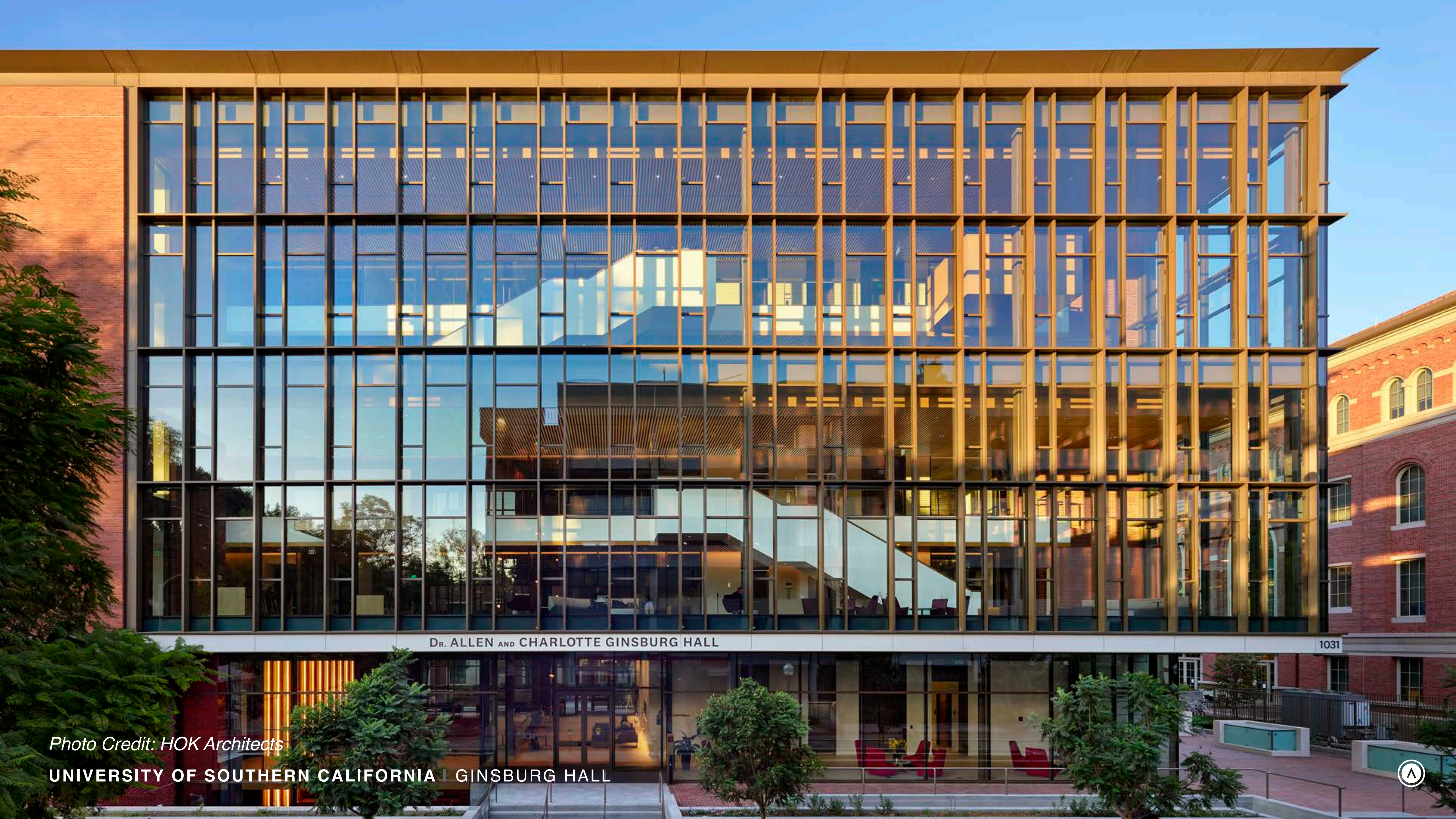


USC Viterbi

CLICK THE
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ADVENT'S
WORK AT THE
USC VITERBI
SCHOOL OF
ENGINEERING



UNIVERSITY OF SOUTHERN CALIFORNIA | GINSBURG HUMAN-CENTERED COMPUTATION HALL



DR. ALLEN AND CHARLOTTE GINSBURG HALL

1031

Photo Credit: HOK Architects

UNIVERSITY OF SOUTHERN CALIFORNIA | GINSBURG HALL



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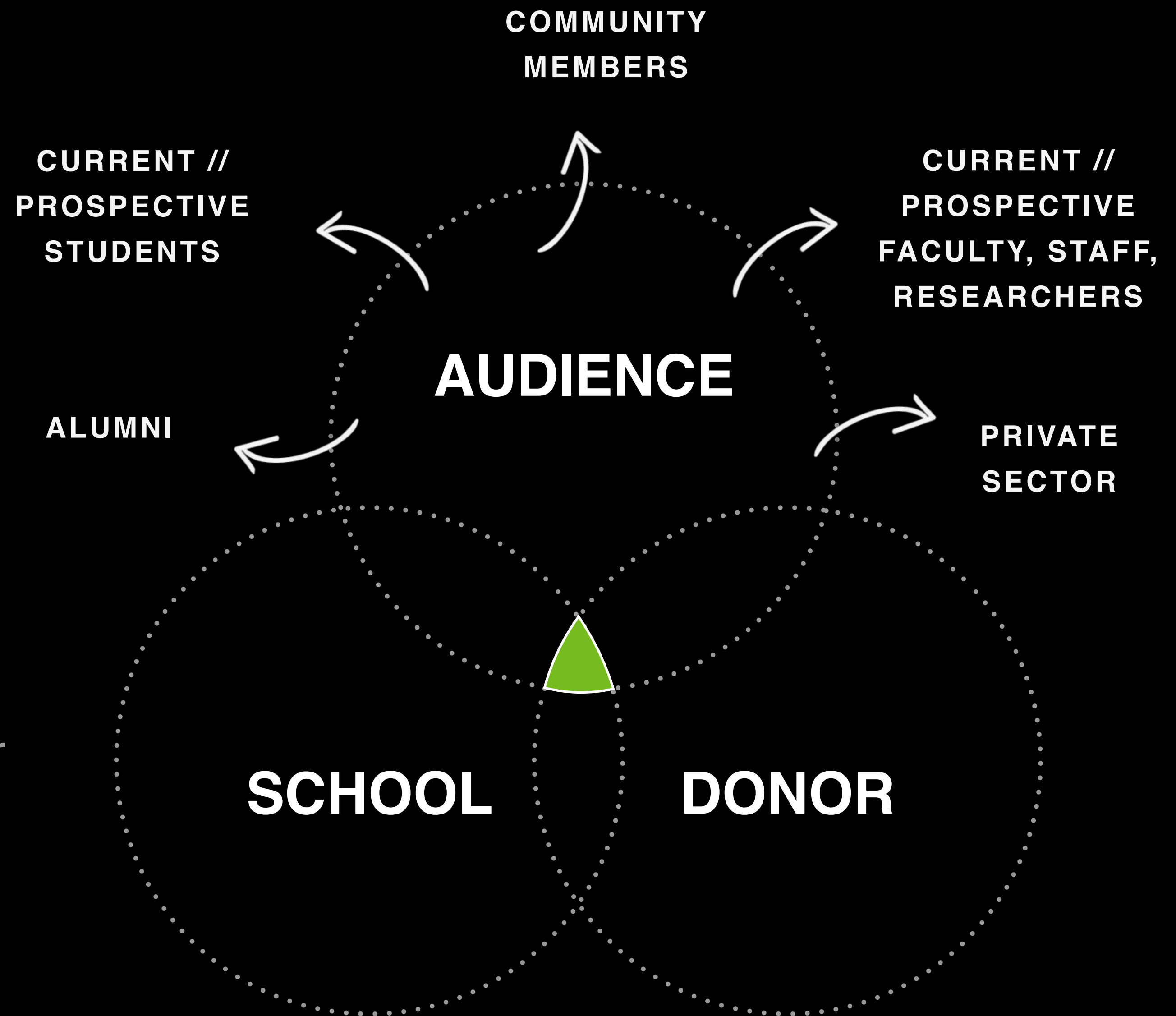
Donors don't give to have their name on a wall. **Donors give because they want their legacy to be attached to the work and people they believe in.**

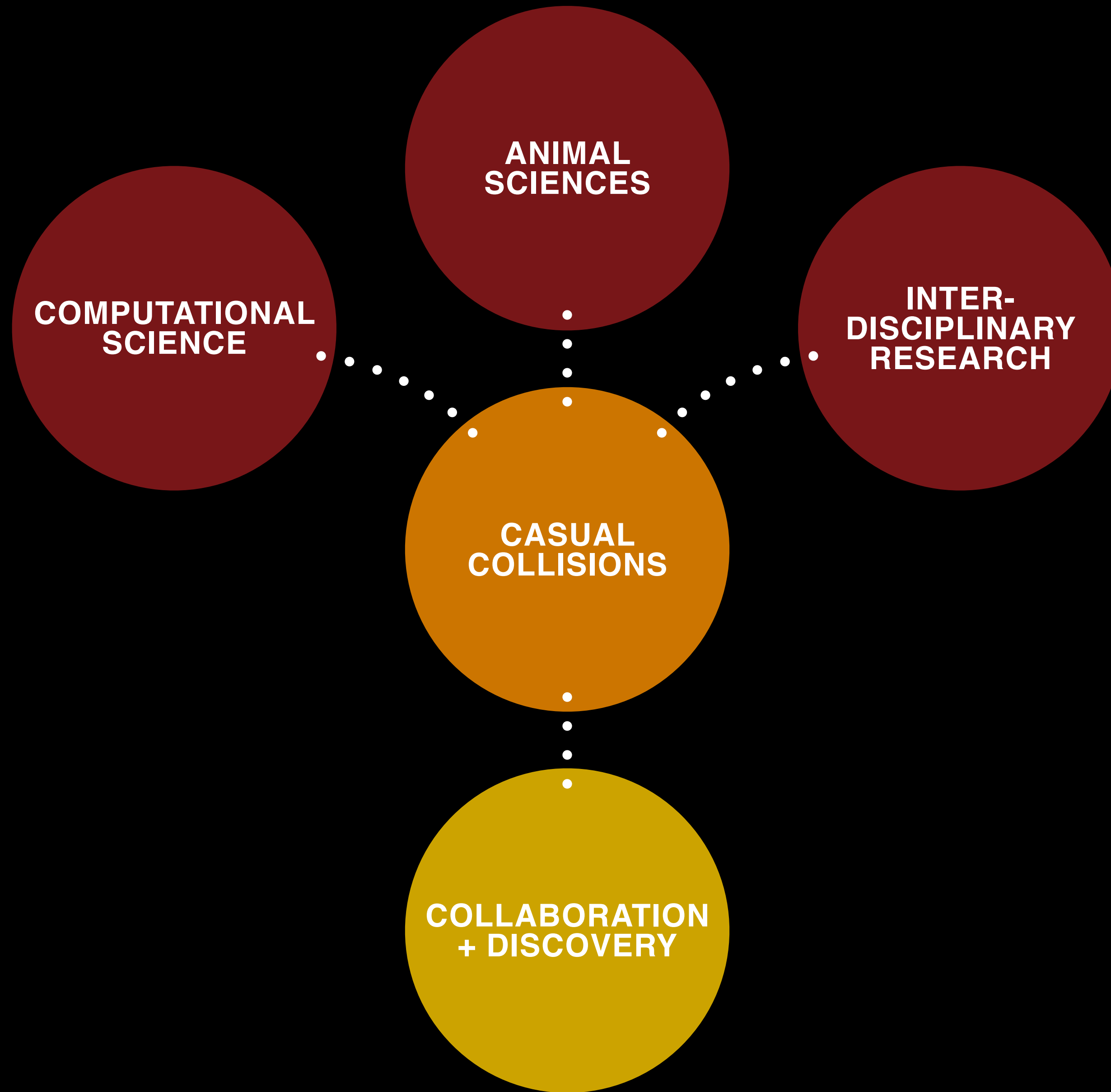


THE VALUE INTERSECTION™

Unlock the value between:

- The student/alum/recruit's desire for elevated experiences.
- The donor's desire for recognition of their story.
- The institution's desire for success, revenue and magnetic experiences.





THIS ROBOT'S GOT RHYTHM

USC robotics researchers join forces with dance students, elevating both algorithms and art.

By Rachel B. Levin

The robots in Quan Nguyen's Dynamic Robotics and Control Laboratory have been programmed to move in some pretty sophisticated ways. There's one that can climb stairs, jump and do backflips on its wheeled legs, and another that can navigate stepping stones of different heights. But for Nguyen, assistant professor of aerospace and mechanical engineering at USC Viterbi, the latest challenge for the lab's quadruped robot goes beyond locomotion and into the realm of artistic expression.

Can it bust a move?

Nguyen is working with Margo K. Apostolos, a professor in USC's Glorja Kaufman School of Dance, to explore how to make a four-legged robot dance with rhythm and grace.

"It may help to inspire us to develop a better algorithm for locomotion," said Nguyen, whose primary research interest is improving robot agility for risky tasks such as firefighting and disaster response.

Art meets science

Apostolos, who helped pioneer the field of robot choreography in the 1980s, approached USC Viterbi Dean Yannis C. Yortsos in June 2021 with a desire to revisit robotics research after a few decades away from it. She was looking for a







SCIENCE/TECHNOLOGY

Gift from Allen and Charlotte Ginsburg helps establish new building for computer science at USC

Support from ophthalmologist Allen Ginsburg and his wife, Charlotte, will help the USC Viterbi School of Engineering's computer and data science programs continue their dramatic growth.

January 29, 2020

Eric Lindberg

The thriving field of computer science will soon have a new state-of-the-art home at USC thanks to a lead gift from dedicated USC supporters Allen and Charlotte Ginsburg.

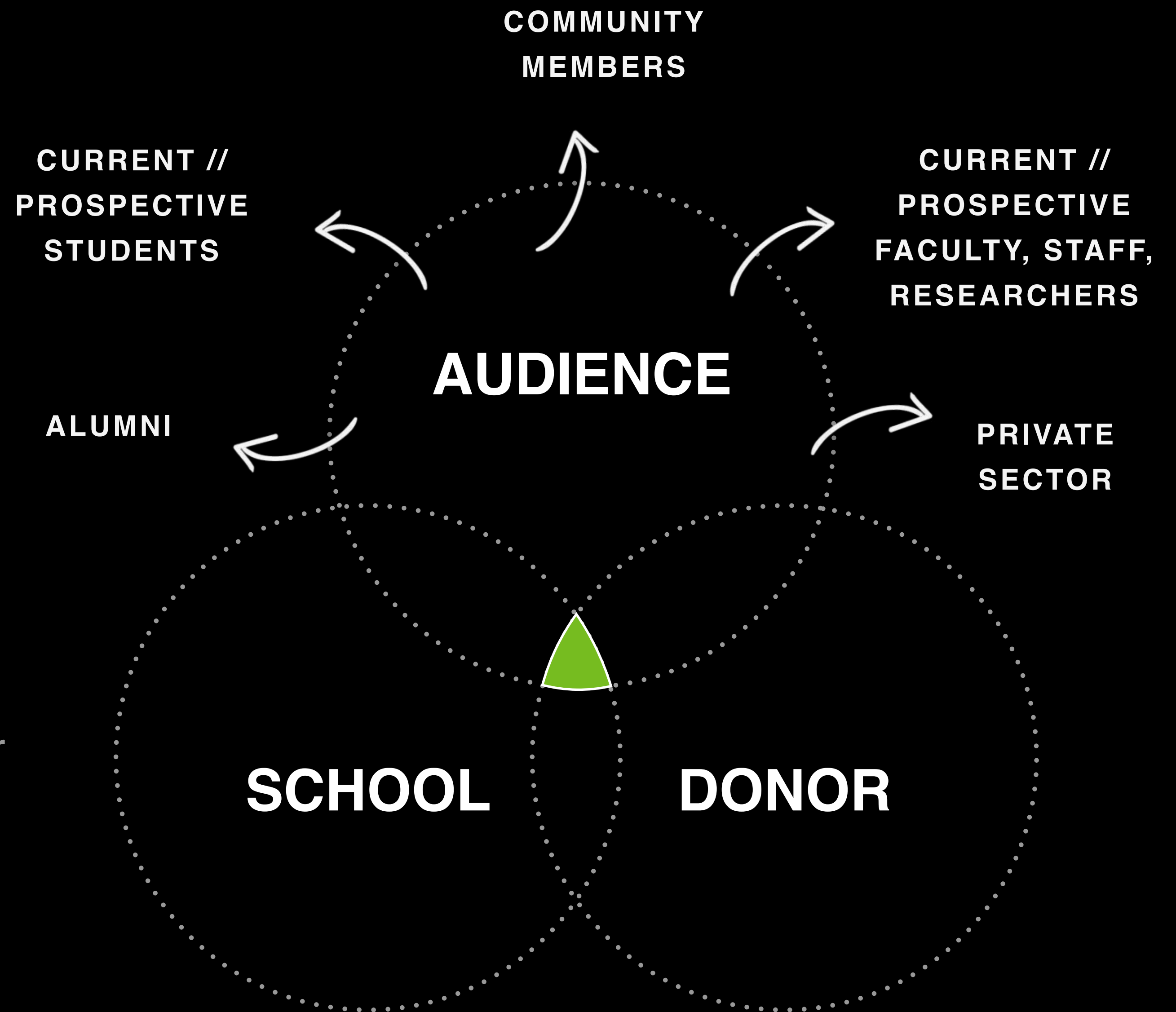
The 98,000-square-foot structure will house the USC Viterbi School of Engineering's Department of Computer Science. Research and teaching in the building will focus on advancing computer science's critical role in improving and benefiting society through areas including artificial intelligence, machine learning and robotics.



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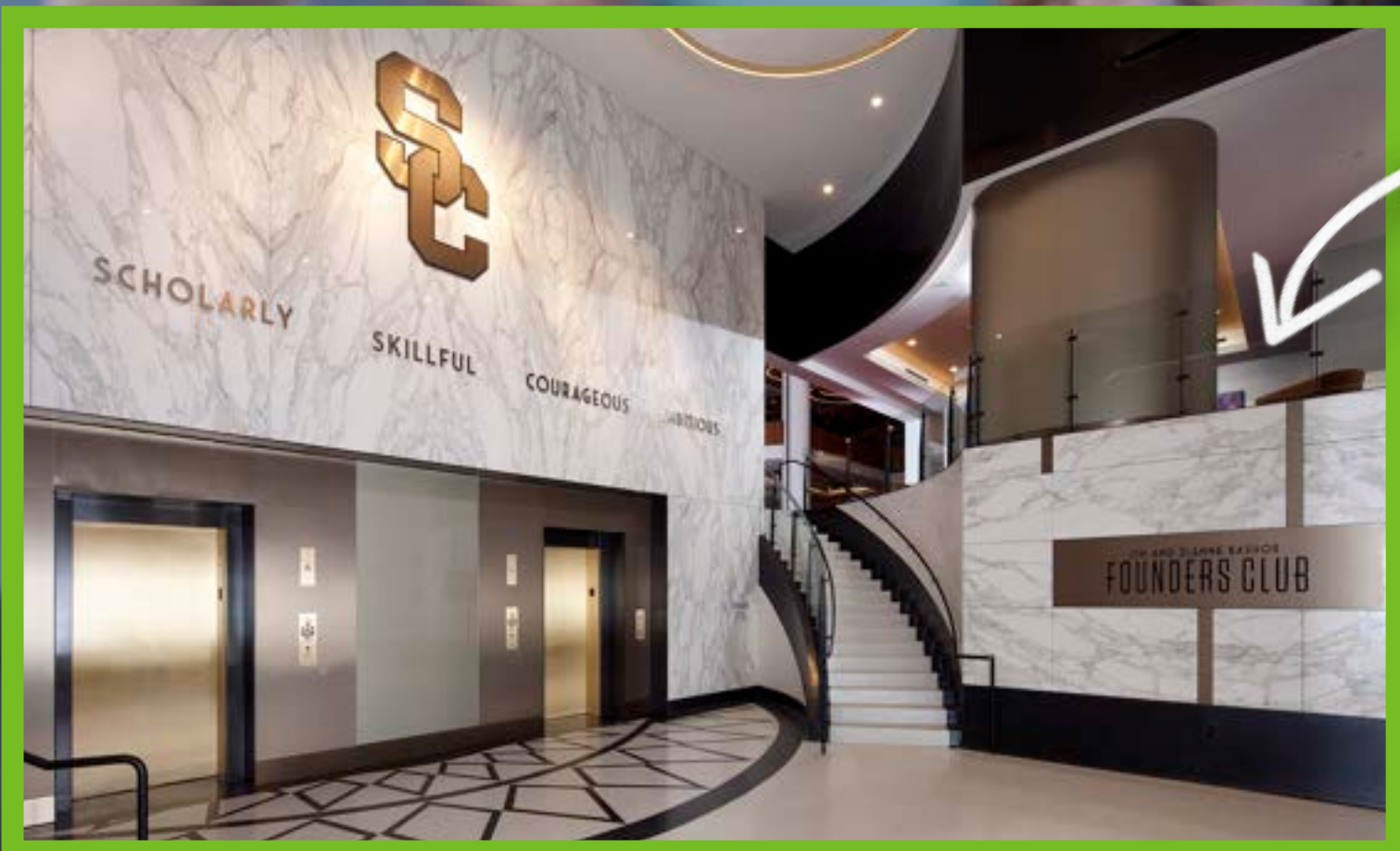
[ATHLETICS](#)

[ACADEMIC](#)

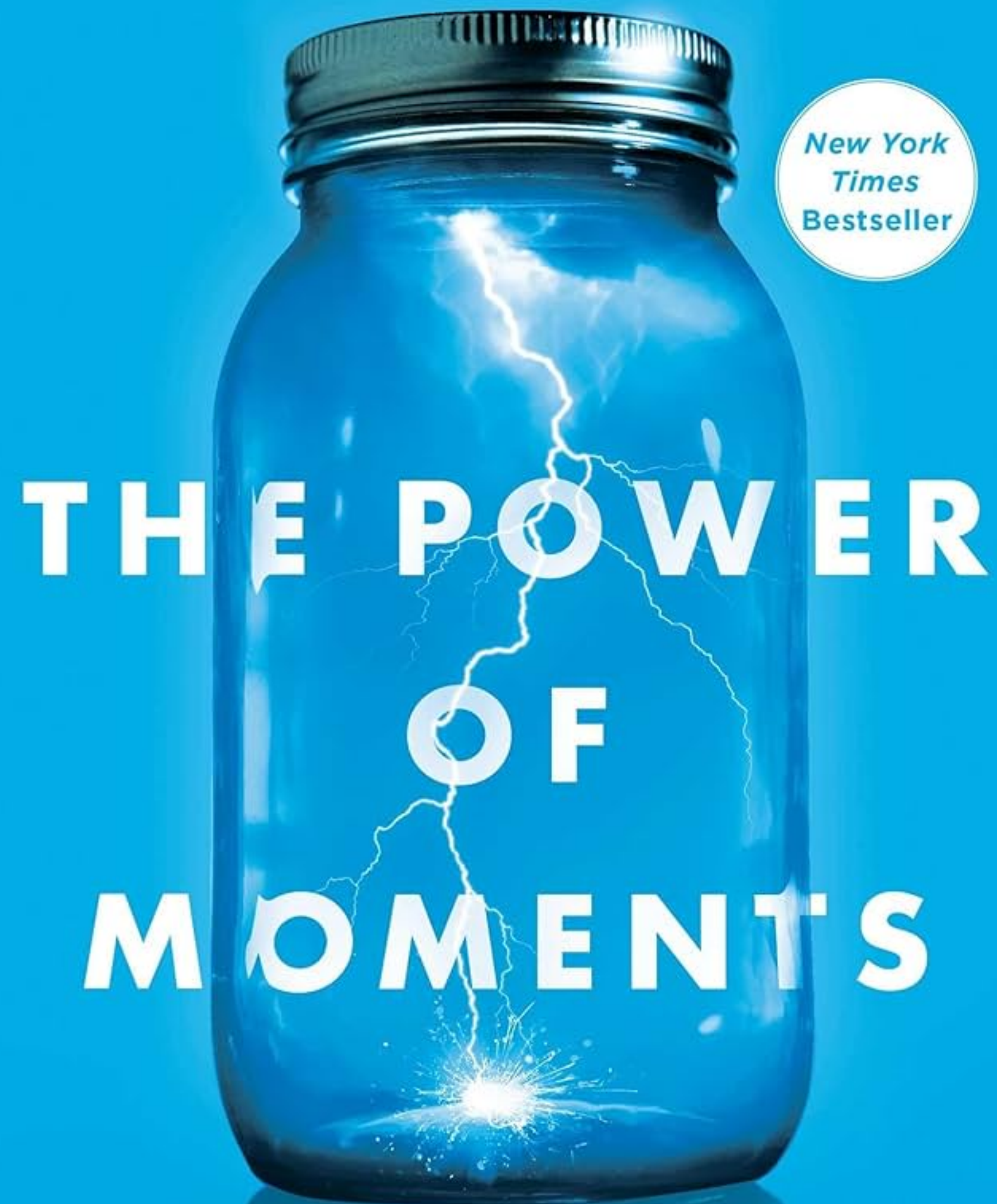
2025 COLLEGE CHOICE STUDY

DEEPENING THE INVESTIGATION IN THE COLLEGE DECISION-MAKING PROCESS.

CLICK THE IMAGE TO LEARN MORE ABOUT ADVENT'S 2025 COLLEGE CHOICE STUDY



Why Certain Experiences Have Extraordinary Impact



New York
Times
Bestseller

ELEVATION PRIDE INSIGHT CONNECTION

“YOU CAN BE THE ARCHITECT OF
MOMENTS THAT MATTER.”

— *CHIP & DAN HEATH*

CHIP HEATH & DAN HEATH

The bestselling authors of *SWITCH* and *MADE TO STICK*

TRADELINE, INC. | ADVENT



YOUR BRAND IS NOT THE HERO

HOW STORY WILL
REVOLUTIONIZE
YOUR MARKETING

DONALD MILLER





APPEAL TO
LOGIC
AND REASON



THINK



FEEL



REMEMBER



DO

KEEP AND
SHARE


AN ACTION,
NOT A TRANSACTION

BUILDING
EMOTIONAL
CONNECTION







EXPERIENCE KEY


- 

THINK
- 

FEEL
- 

REMEMBER
- 

DO



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ABOUT THE
STORYMAP



DIGITAL EXPERIENCES:



DIGITAL EXPERIENCES: TECHNOLOGY VS. CONTENT



CHASE CENTER

WARRIORS				CELTICS			
PTS	REB	AST	STL	PTS	REB	AST	STL
108	38	22	10	92	35	18	12
42.8	11.8	8.2	3.0	35.8	10.7	6.8	3.8
45.8	11.4	7.8	3.2	31.4	10.2	6.5	3.5
44.4	11.1	7.5	2.9	23.8	9.8	6.2	3.2
84.8	18.1	12.1	5.1	80	18.1	12.1	5.1

92 80

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FLS 0 3RD QUARTER FLS 0

Hewlett Packard Enterprise

FAN CAM



SCAN HERE TO GO LIVE



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C.A.R.E FRAMEWORK



C.A.R.E

CURATE.

PLAN THE AUDIENCE
JOURNEY.



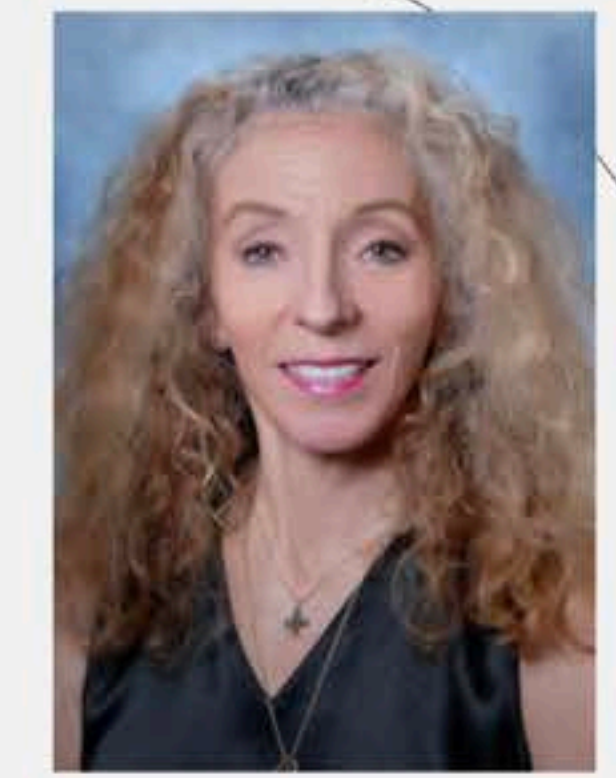




Quan Nguyen
Assistant professor of aerospace and mechanical engineering at Viterbi

Aerospace and Mechanical Engineering X Fine Arts
Can We Teach a Robot to Dance?

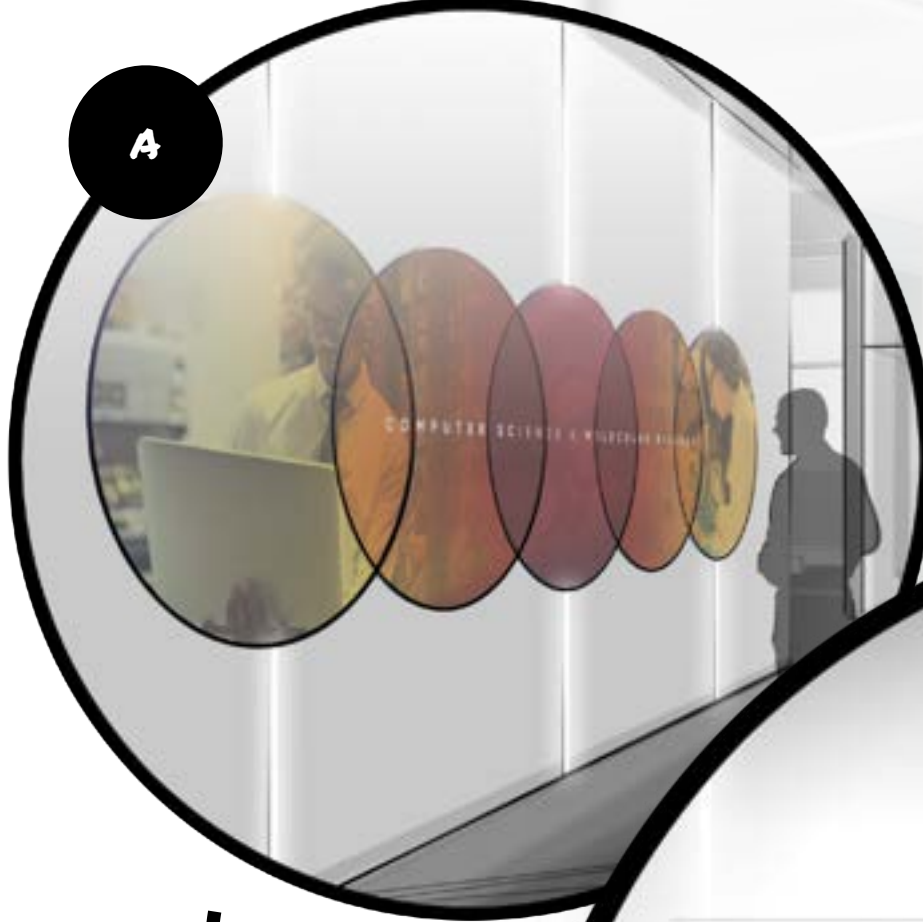
The robots in Nguyen's Dynamic Robotics and Control Laboratory can climb stairs, jump and do backflips, and navigate stepping stones of different types. Nguyen now wonders if his robots can dance. Nguyen, Apostolos, and Viterbi students are exploring how they can make a four-legged robot dance with rhythm and grace. The research could lead to better algorithms for robot locomotion. As a result, robots could be more agile for risky tasks such as firefighting and disaster response.



Margo K. Apostolos
Professor in USC's Gloria Kaufman School of Dance

MAIN LOBBY: CONVERGENCE

VENN DIAGRAM DIGITAL DISPLAY HIGHLIGHTS THE CONVERGENCE AT USC VITERBI



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

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

MAIN LOBBY: CONVERGENCE



C.A.R.E
AMAZE.
SURPRISE & DELIGHT.



MAIN LOBBY: CONVERGENCE





C.A.R.E
REWARD.

LET YOUR AUDIENCE
TAKE THE WHEEL.





1880



Welcome,
to the Dr. Allen and Charlotte Ginsburg
Human-Centered Computation Hall



SCAN THE QR CODE
TO START THE APP



C.A.R.E ENGAGE.

GO BEYOND [JUST] A
TRANSACTION OF
INFORMATION.
EVERGREEN
EXPERIENCES.



DONOR WALL REVISED DESIGN



DONOR WALL REVISED DESIGN



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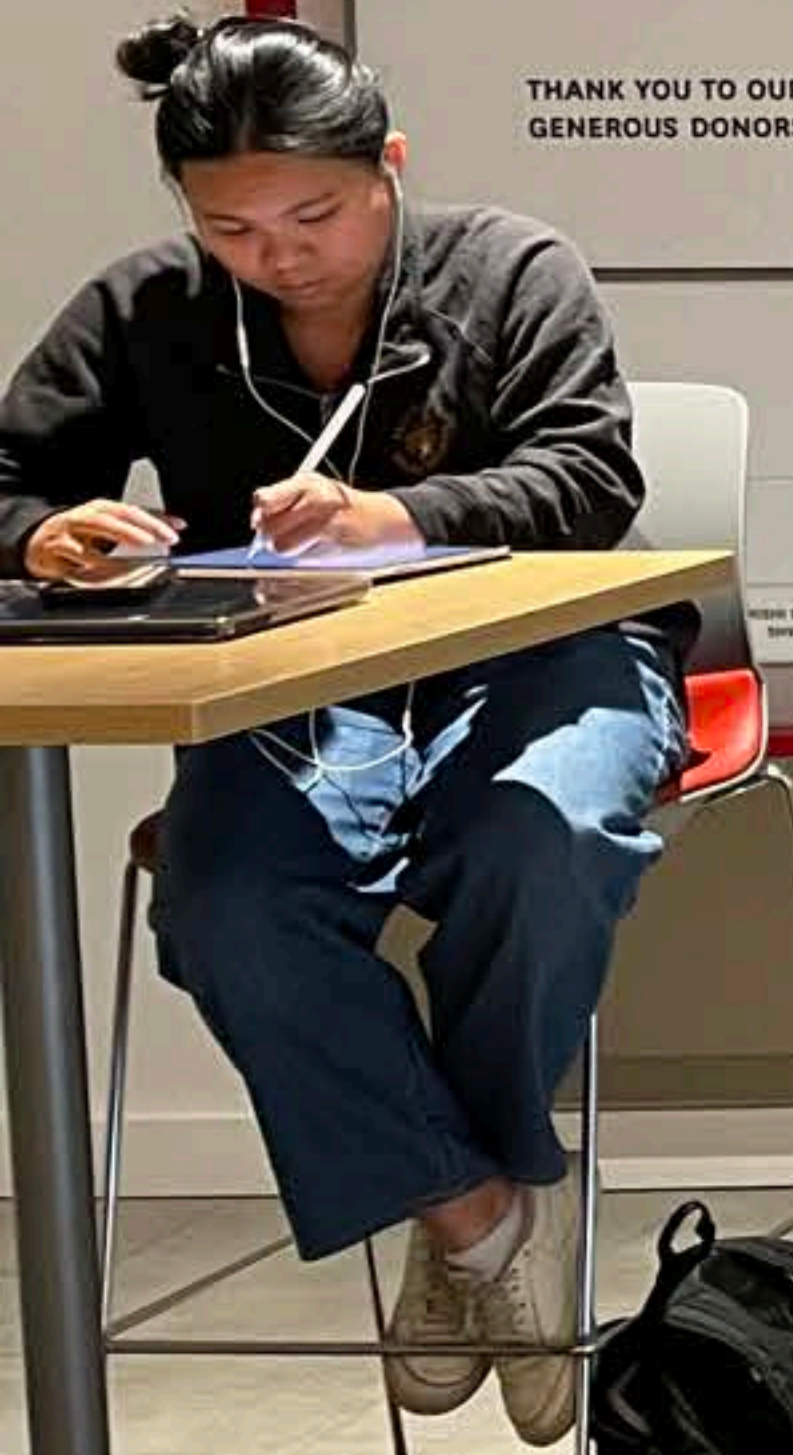
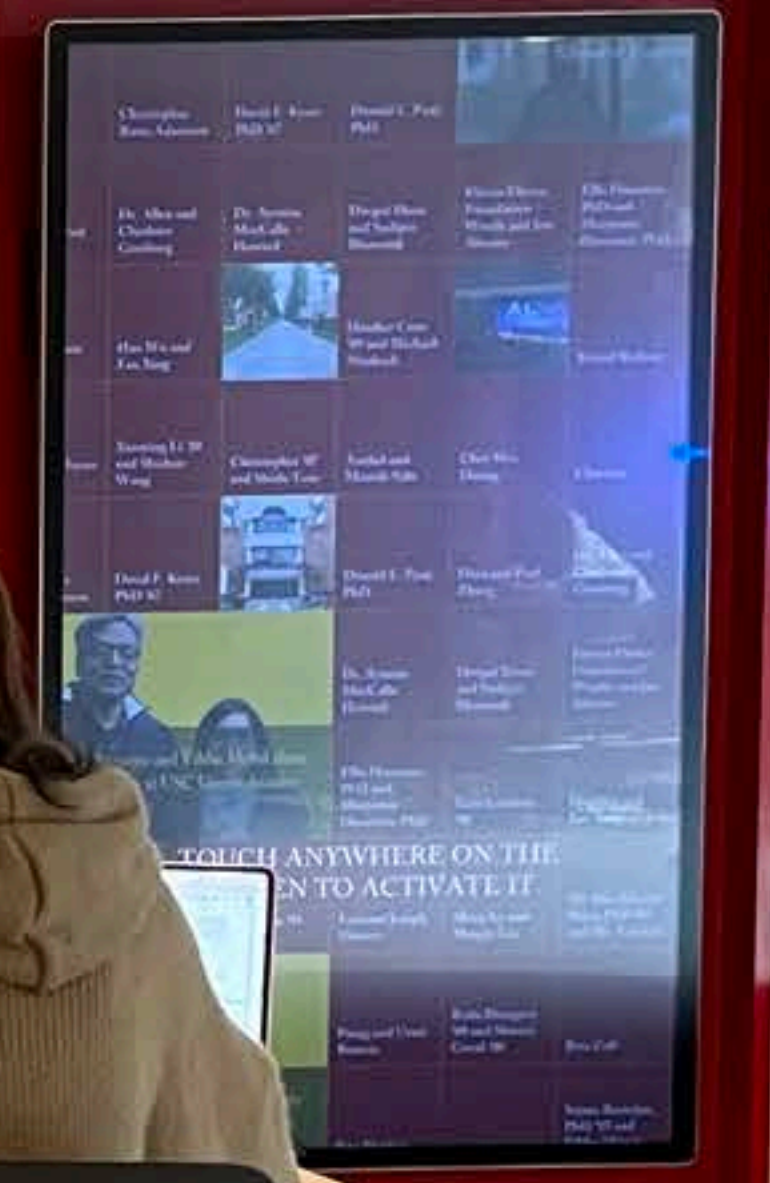
YAE KIM

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WING KU AND MAGGIE LIU

DHIVYAL DESAI AND
SUDIPPA BHOWMIE

DAVID K. AND JANELLE K. K



PGA | Welcome Jdownie | ADVENT [EMS]

Global Dashboard | Dashboard

LOBBY

- Lobby - Members LED
- Lobby - Welcome Screen

EC

- EC - Ticker
- EC - Pathways to membership
- EC - Stairs LED Board
- EC - Section Finder

HERO WALL

- Hero Wall - Instagram Screen
- Hero Wall - Trophies Look Thro...
- Hero Wall - PGA Greats
- Hero Wall - Passive Screens
- Hero Wall - Timeline
- Hero Wall - Journeys Video Wall



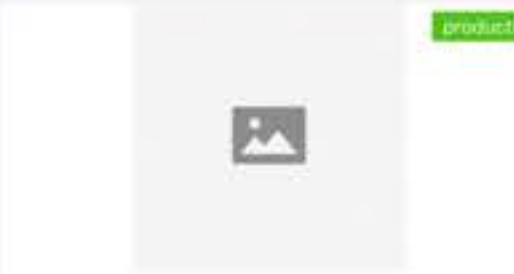




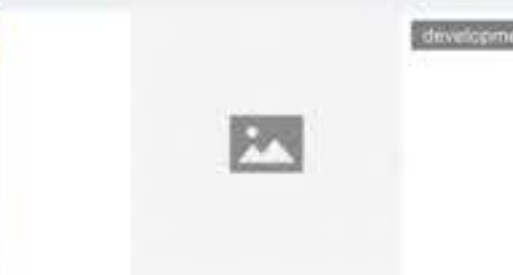
ROLEX

- Rolex - Championships Video W...
- Rolex - Drawers 1
- Rolex - Drawers 2
- Rolex - Drawers 3
- Rolex - Drawers 4

4TH FLOOR

- 4th Floor - PGA District Directors
- 4th Floor - Exec Suite LED

20 / page | Go to Page

Name	Select status	Select type	Select mode
 PGA - 4th Floor - Section finder View details	 PGA - 4th Floor Exec Suite LED View details	 PGA - AR View details	 PGA - EC - Pathways to Membership View details
Status: 🟢 Last seen a minute ago Published 2 months ago	Status: 🟢 Last seen a minute ago Published 13 days ago	Status: 🟡 Last seen - Published 5 hours ago	Status: 🟢 Last seen a minute ago Published a month ago
 PGA - EC - Section Finder View details	 PGA - EC - Ticker View details	 PGA - EC - Understairs View details	 PGA - Greats [Dev] View details
Status: 🟢 Last seen 2 minutes ago Published 15 days ago	Status: 🟢 Last seen 2 minutes ago Published a day ago	Status: 🟢 Last seen 10 hours ago Published 8 days ago	Status: 🟡 Last seen 3 months ago Published 15 days ago



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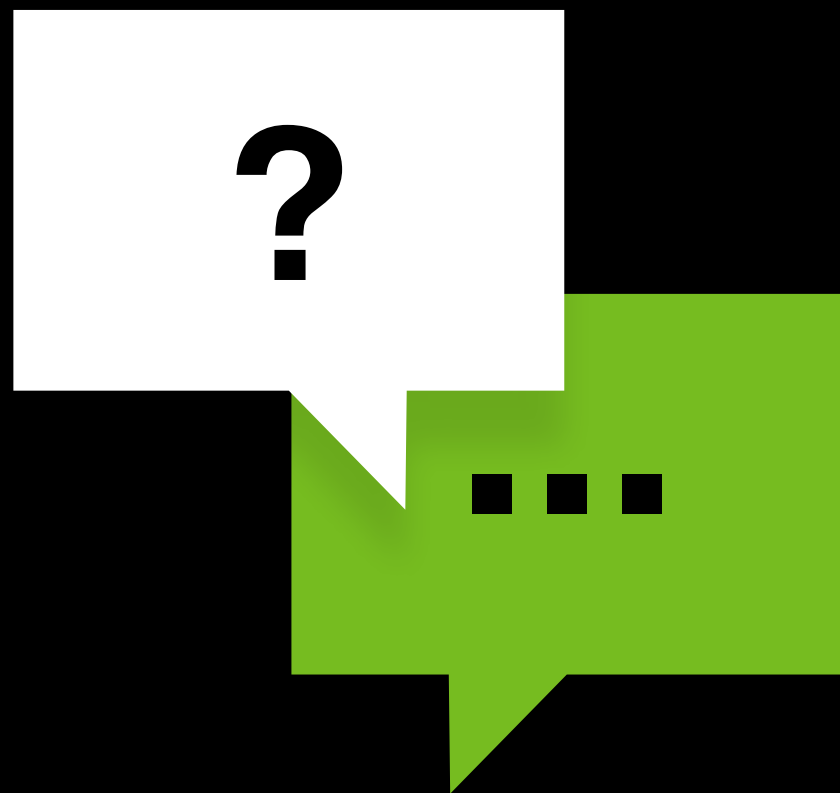
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