

MEETING MINUTES

DATE: August 30, 2016
PROJECT: P002715.00 UWL Wittich
PURPOSE: Workshop 6: AV Planning & Programming
LOCATION: Murphy Library UWL

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1. AV Overview & Schedule

Participants:
Schumacher Scott J
Milner Laura M
Rhee Kenneth S
Gunderson Joseph J
Mike Eberle
Doug Pahl
Greg Clark
Todd Kreps

- 1.1. Aro Eberle reviewed Project Work Plan & Pre-Design Phase Work Plan
 - Draft Concept 10% Report Draft mid/late Sept.
 - Final Concept Report slated for mid-Oct.
- 1.2. TSG – Introductions and General Info:
 - COB runs own TV Displays (Digital Signage). Currently have both digital signage systems outside of Dean's office – campus-wide DS and COBA DS. Need to determine where the two systems will be located in the building. Dean Milner would like to have more than a single digital signage display location for the Business program.
 - TSG: Need to understand what platform is used for COBA DS. Campus-wide digital signage uses the Tight Rope platform with Brightsign players at the flat panel display.
 - Dean Milner would like to avoid power cord tripping hazards. Scott commented hard to avoid for flexible furniture - tables must have wheels. Flexible rooms need to take advantage of floor box for power. Recommend multiple configuration options per space type in a flexible room to take advantage of floor box locations for power - need a happy medium; discussed possibility of raised floor - cost-benefit analysis of spending \$ in the right tech-intensive space if never will change; Aero Eberle: existing floor-to-ceiling height is a premium. Will be replacing concrete slabs in lower level spaces and classroom on 1st floor.

2. Market Focus Group / Interview Rooms

Participants:
Schumacher Scott J
Milner Laura M
Rhee Kenneth S
Achenreiner Gwen R
Hengel Susan M
Mike Eberle
Doug Pahl
Greg Clark
Todd Kreps

- 2.1. Primary Use: These are separate defined spaces with different purposes.

THE SEXTANT GROUP INC.
TECHNOLOGY CONSULTANTS
700 WATERFRONT DRIVE
SUITE 200
PITTSBURGH PA 15222
412.323.8580
www.TheSextantGroup.com

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Currently have two interview rooms for sales classes. One Focus Group room used for queuing area/prep/staging area for interviews due to location. Primary use is for marketing focus group sessions. Plays a role in sales competition for prep and review.

2.2. Interview Rooms:

- Primary use: sales classes; mock sales pitch to prospect, role-play w/2-3 person max.
- Practice for sales competition
- Practice student presentation delivery with recording for review
- Mock interviews
- Use for confidential personnel interviews

2.3. Sales Competition Use: Interview room - Student (Sales person) with Guest Executive or Buyer from Industry (Sales Prospect). Video feed from Interview rooms for reviewers/judges to view live. Judges are in another room (conference room) in another part of the bldg watching the sales interview. One judge assigned per interview space. "A" judge watches "A" room and "B" judge in separate space watching "B" room. UWL benchmarks Eau Claire in sales competition.

2.4. Equipment currently used for Sales Interviews.

- Use IP-based cameras and recording software; ceiling microphones (used to have two-way mirror but now monitored electronically)
- Desktop PC
- No video monitor beyond computer monitor required
- Room Access control currently in place – students use ID with Seaboard system. Prevent use of rooms as study carrels.
- System currently in Wimberly hall.

2.5. Current needs for interview rooms -

- More interview rooms needed. Add two (2) more interview rooms for a total of four (4) interview rooms to meet student demand and reduce wait times.
- Recommend hallway between entry of interview rooms for access and privacy control. Acoustics between rooms is important to prevent audio pickup between rooms.
- Room scheduling system for interview rooms. See which ones are free/available. Reserve online.
- IP-camera system is a proprietary security system with surveillance cameras not ideal for this purpose. Using "Exacq Vision" server. <https://www.exacq.com/index.php> Has audio lag, lip sync issues, drift, loss of audio recording.
- Voice pickup quality is essential. Need to improve microphones. Currently using low end ceiling mics. Careful consideration for location.
- Consider IFB for judge, instructor or others to speak to student interview participant for coaching, queuing, prompting, etc.
- Concern for camera angles and heights to capture interviews. Current camera is low end and fixed static. Pan-Tilt-Zoom (PTZ) camera needed with preset shots.
- Discussion of applications using camera control thru voice prompt – person speaking is where camera is focused. Possible need for two (2) cameras with one focused on student sales person and second as a wider shot of the two-person interaction. Possible Extron or Crestron media capture with multi-window viewing. Still need to capture sessions for archival purposes.
- Control of cameras and recording currently by web interface which is clunky. Requires setup. Prefer simple trigger from touch panel.
- Each student has an edited version for review. System needs to support editing snippets. (Need to understand how and what system is used to edit the video. Is the video MP4? MJPEG?)
- Currently no ability to watch video off-campus - firewalled. IP-camera system is a proprietary security system not integrated into Media Site. Instructors do have concerns for who sees live camera feeds – password protected but if know URL or in IT then can be monitored. Needs to be addressed. Instructor currently unplugs camera when not recording.

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- Identify which rooms are to receive feeds from interview rooms. Assignable.
- Market focus group room can be located elsewhere.
- UWL stated better to have simple setup that works with lower quality than state of the art and hard to use. Need to consider refresh every 4 years and build in maintenance and replacement costs, annual licensing if applicable.

2.6. Marketing Focus Group Room:

- Queuing/waiting area, prep, staging area for interviews and sales competition. Partly due to location.
- Debrief and critique post interview
- Focus group activity with larger number of participants
- Review of past interviews
- Teaching space
- Group size will be 8-12 plus one or two facilitators

2.7. Current needs for Focus Group rooms -

- Debrief of sales interviews - currently use 70" smart touch screen; no need for 2 screens; communal display often used to watch pre-recorded sales interviews after the fact (archived).
- Can be located elsewhere. Not necessarily tied to sales interviews. During competition room is used for waiting area, prep.
- Use for larger focus group activities. Need cameras that can see everyone at the table. Plan for two to record focus group sessions.
- Needs to be PTZ camera with presets to certain areas of the table. Consider auto-tracking camera that pans to active speaker.
- Audio quality is important.

3. 40-Seat Conference Rooms (Meeting Rooms)

- 3.1. Primary use: by Small Business Development Ctr for training to outside groups, alumni, etc. Business people learn about best practices. Some sessions are full day and others over multiple days. Setup food in different area but eat inside conf rm/mtg rm; Small side room can be used for catering. Seat 60-70 people comfortably and 80 packed in. Typically 40-50 in conference style. 1125 sq ft seminar style rows of front facing seating or reconfigure to breakouts within the room or flexible configurations for meetings and training.
- 3.2. Types of events: Lectures, seminars, poster sessions, training, Executive Ed, Outside guest presenters, interactive sessions with breakouts (would prefer to stay in the same room rather than relocate to other remote spaces).
- 3.3. Current needs:
- Acoustics - must be good in each room if both are used. Acoustical partition is critical. Some business info may be sensitive.
 - Windows - face east; possible use for motorized shades. High up off of the floor - space was once a pool.
 - Infrastructure to support small breakouts in the same room - this is the trend in executive training; desirable to stay in same room.
 - Recording - provide student view + presenter view (2 cameras) + content feed (PPT). Currently record via shared media site recorder with designated video codec and matrix switcher in room; alternate can use capture device (Crestron media HD) at less cost to capture speakers. Streaming need is limited.
 - Need for physical space: Business class may do poster sessions in the room. Need physical space for this purpose. Electronic posters aren't as good on a flat panel display (FPD).
 - Placed floor boxes/poke thrus for power. Wireless connectivity. AV connectivity in identified boxes near front speaking areas for portable lecterns.

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- Multiple FPD: on side walls can be used for breakouts, supplemental viewing of presenter content from projection system. Don't want Best Buy look. Possibly close, hide or retract. Better than displays on carts which require resources, setup, connectivity, etc. Consider alternate of short throw projectors with writable white bds. Businesses using the space will benchmark UWL. Going more interactive. Breakouts are important. TSG - spoke to huddles in corporate projects. This is how students will work.
- Smart bds - UWL Q: are these in use within business? Should we move to 75" SMART touch displays with SMART notebook similar to Education? TSG - businesses are more agnostic. See generic annotation provided by Windows and use of systems like Epson short throw projectors with annotation and writing over electronic content. SMART requires use of pen, use of proprietary software. Higher Ed Faculty are moving toward use of annotation projectors onto projection-compatible whiteboards - use regular dry erase markers or finger to annotate (analog or digital).
- Business faculty - students took poll on campus and 70% of faculty do not touch the SMART board or use the SMART annotation software. Can't write on it. Business people will benchmark what is installed at UWL as leader and this space will be a showcase. Outreach becomes model for area businesses to adopt.
- Post-it note flip charts - these are ideal since can tear off and hang on wall. Consider wall hangers, poster hangers for support of these traditional presentation tools. Old school but still good. Consider writable surfaces.
- Interest in capture. Playback guest speakers to others later or students.
- Audio and Video Wireless presentation capabilities.
- ADA: sensitivity to users and hearing impaired. Discussed coil loop vs portable. Recommend portable system as more appropriate. Cost and tech issues.
- VTC: will receive but not necessarily host a video conference. Use jabber or skype to bring in remote presenters. (TSG: this will still require Audio and Video). Dedicated VTC may be difficult in this space.
- Consider large screen projection along window wall in each meeting room with interactive wall-mounted flat panel displays on side and rear walls to support break outs.

4. Teaching Lab & Classrooms (1109SF Lower Level and 919SF First Level)

- 4.1. **Teaching Lab:** Primary Use specialty business software. Need 30 seats minimum. Not necessarily 30 computers. Need space to support student walk-in laptops. Like idea of folding desktops to support computers at some times and writing or laptops at other times.
- 4.2. Space needs:
 - Utilization: there are enough sections offered to fully utilize the computer lab. Lab will be used heavily by multiple depts.
 - Double booking - done by many faculty so can have lecture component and lab component. Can we combine the two? Faculty do not like rows of CPUs and monitors blocking sight lines to students and main classroom screen. Repurpose classroom rather than double book.
 - Flexible - Need touch down space for faculty. Some will require while others ok with walking around. Like perimeter wall concept of tables with computers with center tables flexible to support laptops, writing, lecture, or as additional computer seats. Tables should be on wheels so they can be aligned in rows or brought together; students group breakout in groups of 5. Need projection screen on one wall. Like large FPD on opposite wall above seating to show same material, show for both students and instructor. "Confidence" monitor. Or have two projectors. Some combo of popup computers in center. Not every station needs a computer. The center work surface is important.

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- Faculty - round tables are a nightmare on exam day. No round tables. Like rectangular tables over horseshoe or odd shaped tables. Flexibility of "retractable" or "pop-up" monitors would be nice to allow students to use laptops if they choose. Multiple common displays required for instructional content to enable sightlines from all seats. Students break out into groups of five; often on only 1 or two computers. Like idea of meeting space in center of room.
 - Classroom Management Software - used in three+ IS labs. Not currently used in business labs. Suggest using here so faculty can monitor students, blank out screens, class management and screen sharing. Software "lockdown" is used for testing. Software "Impero Education Pro" used as the matrix system. <https://www.imperosoftware.com/> Less reliance on projection system.
 - Like Architect layout or similar photo provided by TSG.
 - Business 230 - pure computer lab = teaching lab. Asked to share TSG slide deck with SOB. Would consider ALC space. 6 pods w/4-5 students per group to seat 24-30 students per class for this course.
- 4.3. **Classrooms:** Primary use for lecture but also active learning space. Suggest setup smaller room for traditional lecture with some flexibility and larger second space dedicated for Active Learning. Dual screen flat panel displays mounted to walls or tables.
- 4.4. Space needs-
- UWL Faculty member - most people will not reconfigure space and will use it as a lecture room. Can put in the infrastructure but some faculty will not use a room setup for active learning. Training will be required and the pedagogy adapted.
 - UWL needs to look at portfolio of classrooms available to business and campus-wide to determine inventory of what is needed and available. Then see how best use proposed rooms.
 - Faculty - round tables are a nightmare on exam day. No round tables. Like rectangular tables over horseshoe or odd shaped tables.
 - Can use active learning arrangement for multiple depts. and classes including consideration for Investment Center. Five+ computers can be imaged with specialty investment software which is costly and would be shared by groups of students. One computer per student group table.
 - Likely to be assignable/ general access classrooms.
 - Flexibility to conduct Active Learning classes is appealing. Group sizes of 4-5. Not less than 25 students. Plan for Six stations to accommodate either 24 or 30 students.
 - Consider this for the larger of the two classroom spaces.
 - Preference is to utilize straight table that could be used for traditional classroom style seating then broken out into small group and displays also.
 - Dean Milner: need greater input from faculty on what kind of classroom styles are preferred.

5. Student Investment Center & Statistics Methods Lab

Participants

Schumacher Scott J
Milner Laura M
Rhee Kenneth S
Mike Eberle
Doug Pahl
Valenti Mark J
Wolf Robert C
Greg Clark
Todd Kreps

- 5.1. **Student Investment Ctr:** TSG showed slides that asked what the use of the space will be and anticipated costs.
- 5.2. **Primary Use:** teaching space w/finance software and simulation.

What is the Trading Lab used for?



- In the Rise Survey we received numerous reasons for building a trading lab - the top choices were:
 - 77.4% - A showplace for students, alumni, and faculty
 - 75.5% - To boost the quality of the business program
 - 69.8% - To provide real-life experience for students
 - 69.8% - Enhanced job prospects for graduates
 - 69.8% - A recruitment tool to entice new applicants
 - 60.4% - To run a student-managed investment fund
- From our survey the top 3 activities handled in the trading lab are:
 - 79.2% - Teach general finance and research classes
 - 60.4% - Run a student managed fund (real money)
 - 58.3% - Run simulated portfolios (play money)



What does a Trading Lab cost?



- The Rise survey showed the following investment to build a trading lab:
 - 29% spent less than \$100,000
 - 40% spent between \$100,000 - \$500,000
 - 9% spent between \$500,000 - \$1,000,000
 - 7% spent more than \$1,000,000
- The Rise survey found that schools used the following funding sources:
 - 44% used the school's capital budget
 - 53% relied on alumni donations
 - 26% received corporate sponsorships
- Lehigh University developed a model that worked: identify a large corporate donor and a generous alum, and build from there. The school's initial goal was to raise \$1M, after 3 years they raised \$9M.
- School presently has \$100K donation for this space (Baker Tilly)
 - Rob Wolf believes this should be more prominently located other than basement. Tickers have less learning value but more for show. Put the ticker outside of the classroom or in the building lobby.
- "Mentoring Lab" = 10-14 class size. UWL: Cannot afford it.
- "Atrium Model" = hub and open space, ticker, showy. This model doesn't fit our school.
- "Computer Lab" model - shared space that can also serve as investment ctr and finance lab classes. Practical.
 - Portfolio management and simulations? Yes. UP to 25 students in three class sections.
 - Might consider pods of 5 students each; to limit the number/cost of licenses needed. \$8K for 5 licenses/year (Capital IQ). Use as Active Learning model.
 - Just a few faculty teaching in investment so will not be used by many otherwise - prefer shared 30-35 seat computer class open to all.
- Rob feels that this space should be a computer lab that also functions as an Investment Center. Dual purpose to maximize use.
 - May not be consistent with Computer lab requirements; may be a better match to combine with an ALC configuration.
- Investment Center Work Area (presently) is for small break-out/group work.



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- Seems to be momentum around combining the Investment Center function with one of the three classroom spaces.
- Space will need to be able to accommodate 25-30 students. Currently only sized for 12 persons. May be best to consider 12 licensees that can be used by 2-3 students each. Run "Stocktrack" for simulated trading. Not Bloomberg for \$20K per seat. "portfolio mgt" class uses real analysts tools. Thomson Reuters is based in Milwaukee - maybe use them. Consistency of software is important. Must maintain licensing over many years and consider faculty training/adoption.
- Rob will review with faculty and attempt to provide better direction on where they'd like to see this go. For now, we'll need to make some assumptions and apply a cost allowance; perhaps as a range.
- Faculty - sees large screen projector and side flat panel displays for business software and live data feeds. Two screens at student desks for finance lab but is not practical for other dept/lab uses. Need space for 30 computers + space for writing and taking notes so can move keyboard out of way.
- Like idea of large video wall or TVs with news feeds when walk into the building.
- Ero Eberle envisions this space to be purpose-built and unique. Tempe Investment Ctr as a draw for students and campus visits. Should look and feel like a real world investment center.
- 400 students are majoring in finance. One of largest majors on campus.

5.3. **Statistics Methods Lab:**

5.4. Purpose:

- Statistics Methods lab is not an instructional space; serves as more of a student research space. Separate function from a classroom space.
- Student research and project lab. Not scheduled as classroom. (4) seats of sales negotiation software = proprietary. 2 screens for team setup and 55" FPD for center table small group collaboration.
- Likes foldable computer tables for taking notes. Or put displays on poles and arms so free up desk space for note taking.

6. **Adjourn**

The above minutes constitute our understanding of pertinent issues discussed. Any additions or corrections to these minutes shall be submitted in writing to The Sextant Group within ten days or they shall stand as submitted.

Sincerely,

THE SEXTANT GROUP, INC.

Todd Kreps
Project Consultant
tkreps@thesextantgroup.com

cc: file

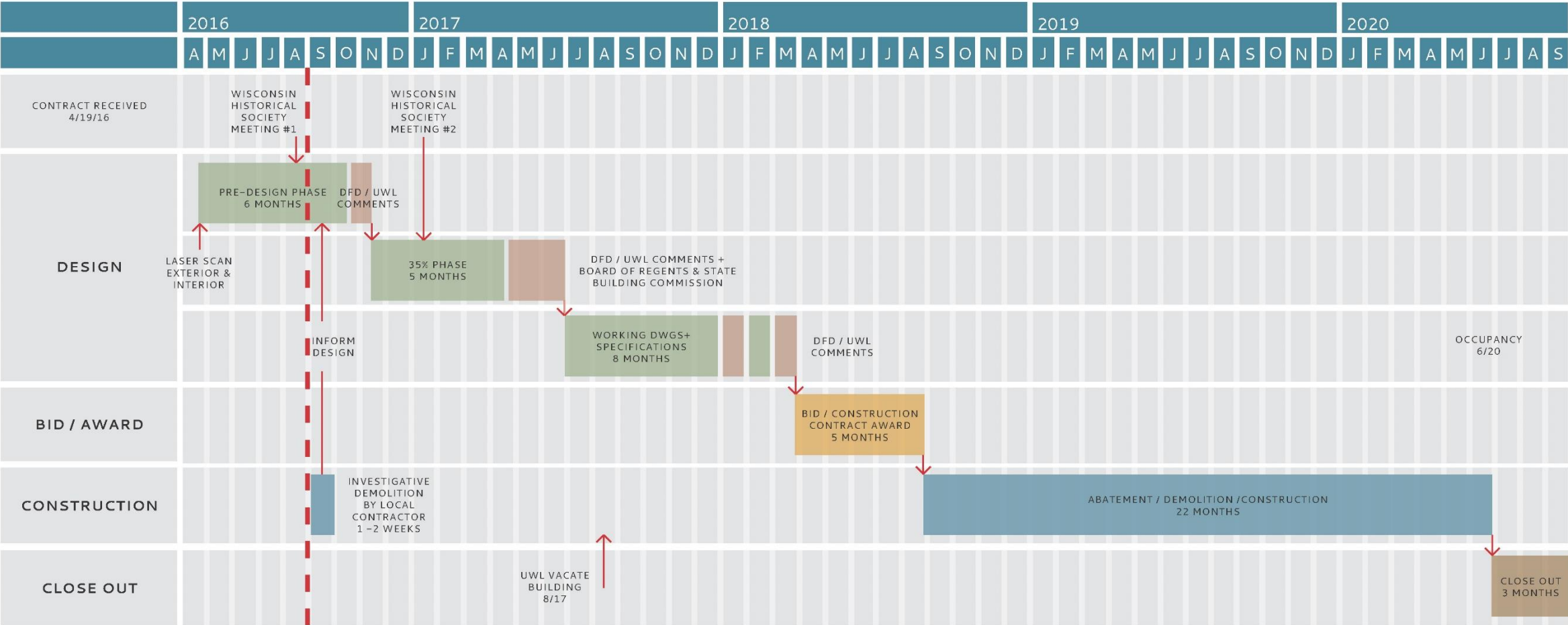
WORKSHOP 6 - AUGUST 30 / 31



ARO EBERLE
ARCHITECTS

WITTICH HALL

PROJECT WORK PLAN



PRE-DESIGN PHASE WORK PLAN

2016	APRIL		MAY			JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER														
	18	25	02	09	16	23	30	06	13	21	27	04	11	18	25	01	08	15	22	29	05	12	19	26	03	10	17	24	31							
EXISTING CONDITIONS SITE / BUILDING SHELL / CORE	SITE & BUILDING BASIS · Historic Structure Basis / Roadmap · Site Master Plan Review · Site Utility Analysis Review · Facility Condition Assessment Basis		INITIAL SITE / BUILDING ASSESSMENT · Initial Historic Structure Review · Wittich Mall Analysis Review · Initial Facility Condition Assessment Review · Building Code Analysis Review			REFINE SITE / BUILDING · Refine Historic Structure Review · Building Shell / Envelope Alternatives · Wittich Mall Options · Preliminary Site Utilities Plan · Refine Facility Condition Assessment · Service Core Alternatives				REFINE SITE / BUILDING · Draft Historic Structures Report Issued · Preservation Plan Initial Review · Draft Facility Condition Assessment Report Issued · Refine Core + Shell Alternatives				REFINE SITE / BUILDING · Refine Preservation Plan Review · Develop Site / Shell / Core Package for Cost Estimate · Construction Schedule / Constructability Review				DRAFT REPORTS · Draft Preservation Plan Issued · Develop Draft 10% Design Report				FINAL REPORTS · Final HSR issued with Draft 10% Design Report · Final PP issued with Draft 10% Design Report · Final FCA issued with Draft 10% Design Report				FINAL REPORT · Develop Final 10% Design Report				FINAL REPORT REVIEW (3 WEEKS)						
	PROGRAM BASIS · Review Program Basis · Benchmarking Overview · Data Collection & Assimilation		INITIAL PROGRAM · Initial Program Interviews · Virtual Benchmarking Tours · Develop and Distribute Draft Program.			REFINE PROGRAM · Secondary Program Interviews · Develop Room Data Sheets · Initial Blocking/Stacking				INITIAL FIT-OUT · Final Draft Program Statement Issued · Initial Interior Concept Review				REFINE FIT-OUT · Refine Interior Concepts · Develop Interior Fit-Out Package for Cost Estimate				FINAL FIT-OUT / DRAFT REPORT · Final Interior Concepts · Develop Draft 10% Design Report				FINAL REPORT · Final Program Statement issued with Draft 10% Design Report				FINAL REPORT · Develop Final 10% Design Report				FINAL REPORT REVIEW (3 WEEKS)						
SYSTEMS, SUSTAINABILITY + COST	SYSTEMS / COST BASIS · Systems / Sustainability Goals · Project Cost Model Review		INITIAL SYSTEMS & COST MODELS · Systems Model Baseline + Upgrade Options · Sustainability Baseline · Systems Cost Model with Target Values			REFINE SYSTEMS & COST MODELS · Coordination of Systems Scope with Cost Model Target Values · Sustainability Charrette · Develop Soft Costs for Review				REFINE SYSTEMS & COST MODELS · Develop Systems Basis of Design Manual for Cost Estimate · AV Programming				REFINE SYSTEMS & COST MODELS · Cost Estimate Basis · Coordinate Owner Furnished Items Cost Estimate · Develop AV Estimate				ESTIMATE · Develop Cost Estimate · Refine Soft Costs · Refine Owner Furnished Items Cost Estimate · Identify Systems Options to Meet Construction Budget				DRAFT REPORT · Develop Draft 10% Design Report · Draft Cost Estimate Issued				FINAL REPORT · Develop Final 10% Design Report				FINAL REPORT REVIEW (3 WEEKS)						
	WORKSHOP 1		WORKSHOP 2			WORKSHOP 3				WORKSHOP 4				WORKSHOP 5				WORKSHOP 6 Wisconsin Historical Society Meeting #1				WORKSHOP 7				WORKSHOP 8				WORKSHOP 9						
AGENDA	Define Project Aspirations Define Process Critical Path / Key Issues		Programming Interviews 1 Existing Conditions Understanding			Programming Interviews 2 Review Existing Conditions Progress				Review Initial Findings Initial Concepts				Progress Review Decisions to Complete Concept Design				Progress Review Page Turn Review of Packages for Cost Estimates				Review Secondary Findings Page Turn Review of Packages for Cost Estimates				Review Draft 10% Design Report Draft Cost Estimate				Final Cost Estimate Submit Final 10% Design Report						
	Confirm Project Parameters Set Goals and Vision		Initial Direction			Comments				Critique of Alternatives Confirm Program, FCA & HSR				Select Preferred Alternatives Confirm Detailed Fit-out Requirements				Comments				Confirm Project Scope / Quality vis-a-vis Construction Budget				Comments										
APRIL 25		MAY 16-18			JUNE 7-8				JUNE 28-29 & JULY 8				JULY 20-21				AUGUST 9-10				AUGUST 30-31				SEPTEMBER 20/21				OCTOBER 11				NOVEMBER 1			

ROUND 6 MEETINGS- 8/30 & 8/31

Tuesday, August 30, 2016

- **8:00-8:30am** **AV Overview & Schedule**
 - Scott, Laura, Ken, Stakeholders, UWL ITS
- **8:30-9:30am** **Market Focus Group / Interview Rooms**
 - Scott, Laura, Ken, Stakeholders, UWL ITS
- **9:30-10:30am** **40-Seat Conference Room**
 - Scott, Laura, Ken, Stakeholders, UWL ITS
- **10:30am-11:30am** **Teaching Lab & Classroom**
 - Scott, Laura, Ken, Stakeholders, UWL ITS
- **11:30am-12:30pm** **Lunch Break**
- **12:30-1:30pm** **Student Investment Center / Statistics Methods Lab**
 - Scott, Laura, Ken, Stakeholders, UWL ITS
- **1:30-2pm** **AV Wrap /Follow-up**
 - Scott, Laura, Ken, Stakeholders, UWL ITS
- **2-3:30pm** **Exterior Envelope**
 - Executive Committee (with Laura& Ken optional)

ROUND 6 MEETINGS- 8/30 & 8/31

Wednesday, August 31, 2016

- 8-10:15pm Interior Architecture / Character
 - Executive Committee
 - Design Committee (Chairs, Others Interested, Students)
- 10:15am-1pm Lunch Break / Chancellor's Address / Design Team Work Time
- 1-2pm Wittich Mall / Site / Civil Utilities
 - Executive Committee (with Laura & Ken optional)
 - Campus Utility Personnel
- 2-3:30pm Executive Committee
 - Executive Committee



WHITTICH HALL RENOVATION

AV PROGRAMMING

**Greg Clark and Todd Kreps,
The Sextant Group**

August 30, 2016

UNIVERSITY of WISCONSIN
LA CROSSE



AV OVERVIEW



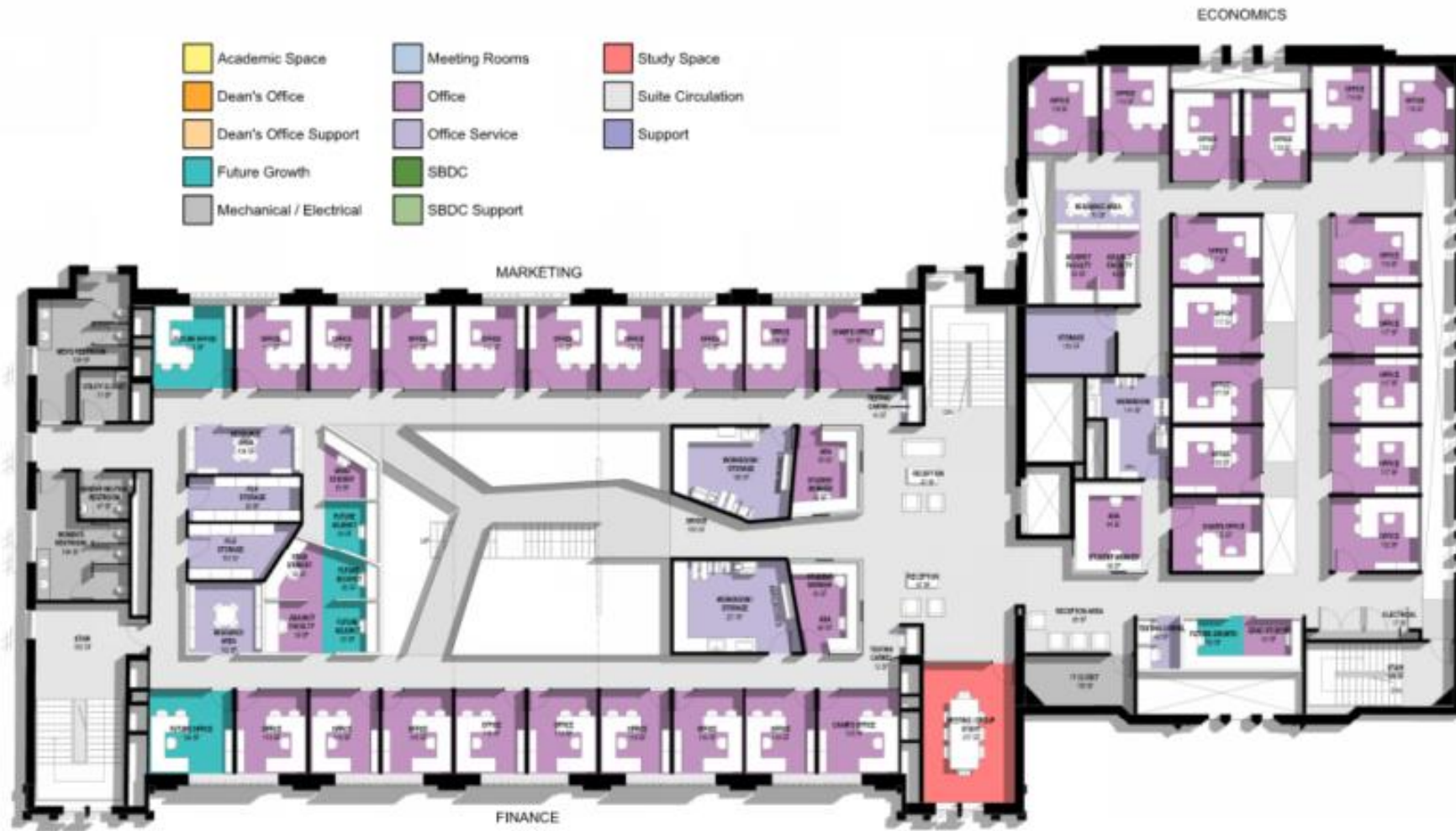
AV OVERVIEW



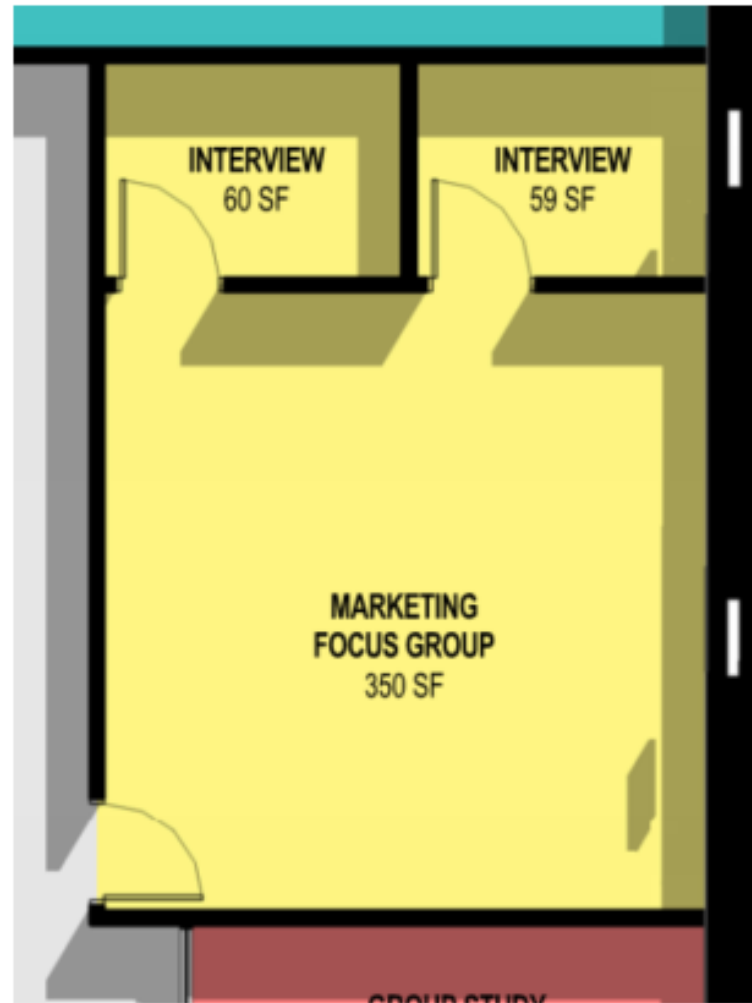
AV OVERVIEW



AV OVERVIEW



MARKET FOCUS GROUP / INTERVIEW ROOMS



MARKET FOCUS GROUP / INTERVIEW ROOMS



Santa Clara University

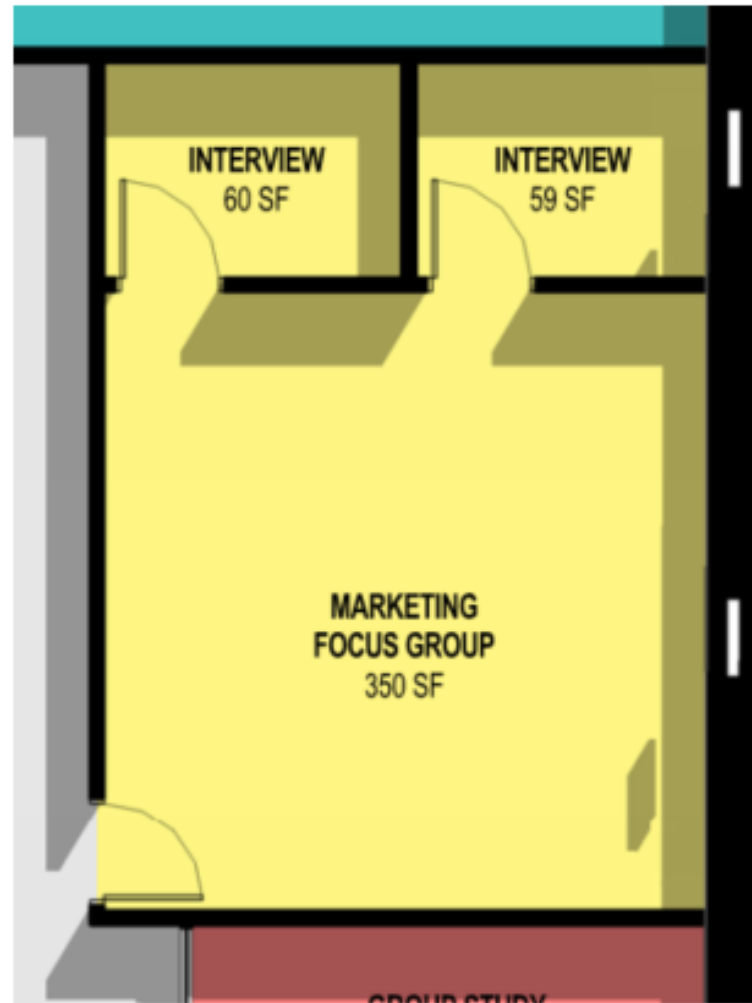
MARKET FOCUS GROUP / INTERVIEW ROOMS



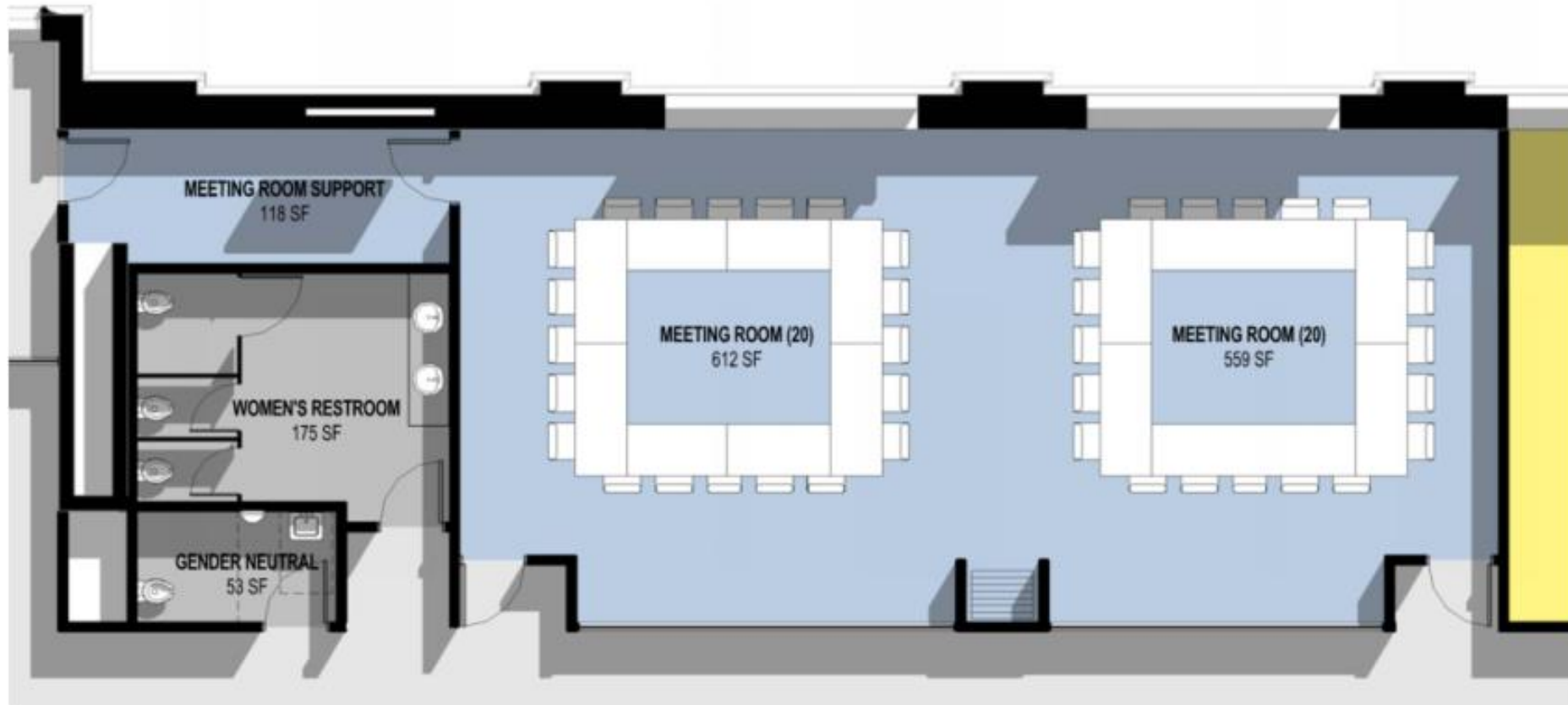
MARKET FOCUS GROUP / INTERVIEW ROOMS



MARKET FOCUS GROUP / INTERVIEW ROOMS



40-SEAT CONFERENCE ROOM



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40-SEAT CONFERENCE ROOM



40-SEAT CONFERENCE ROOM



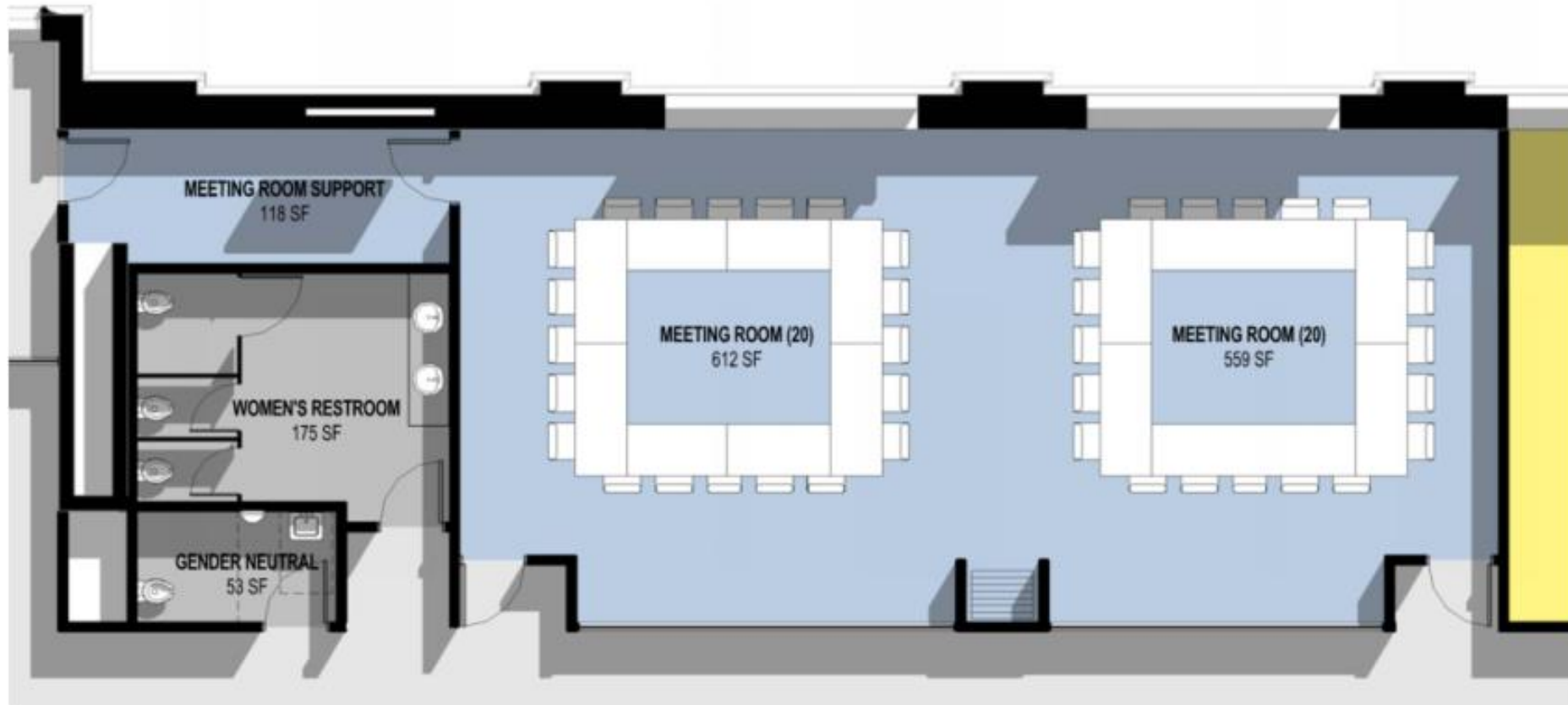
40-SEAT CONFERENCE ROOM



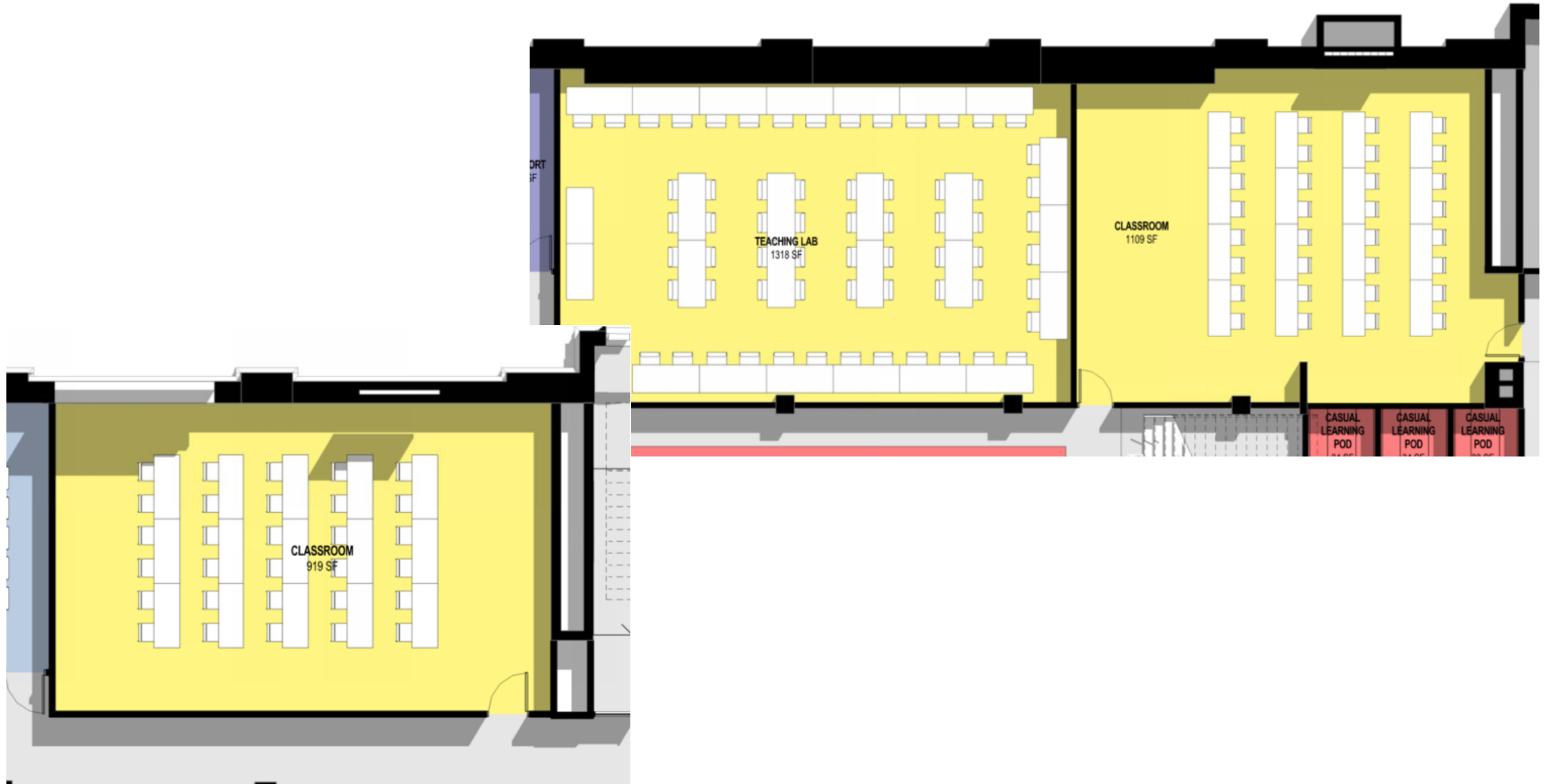
40-SEAT CONFERENCE ROOM



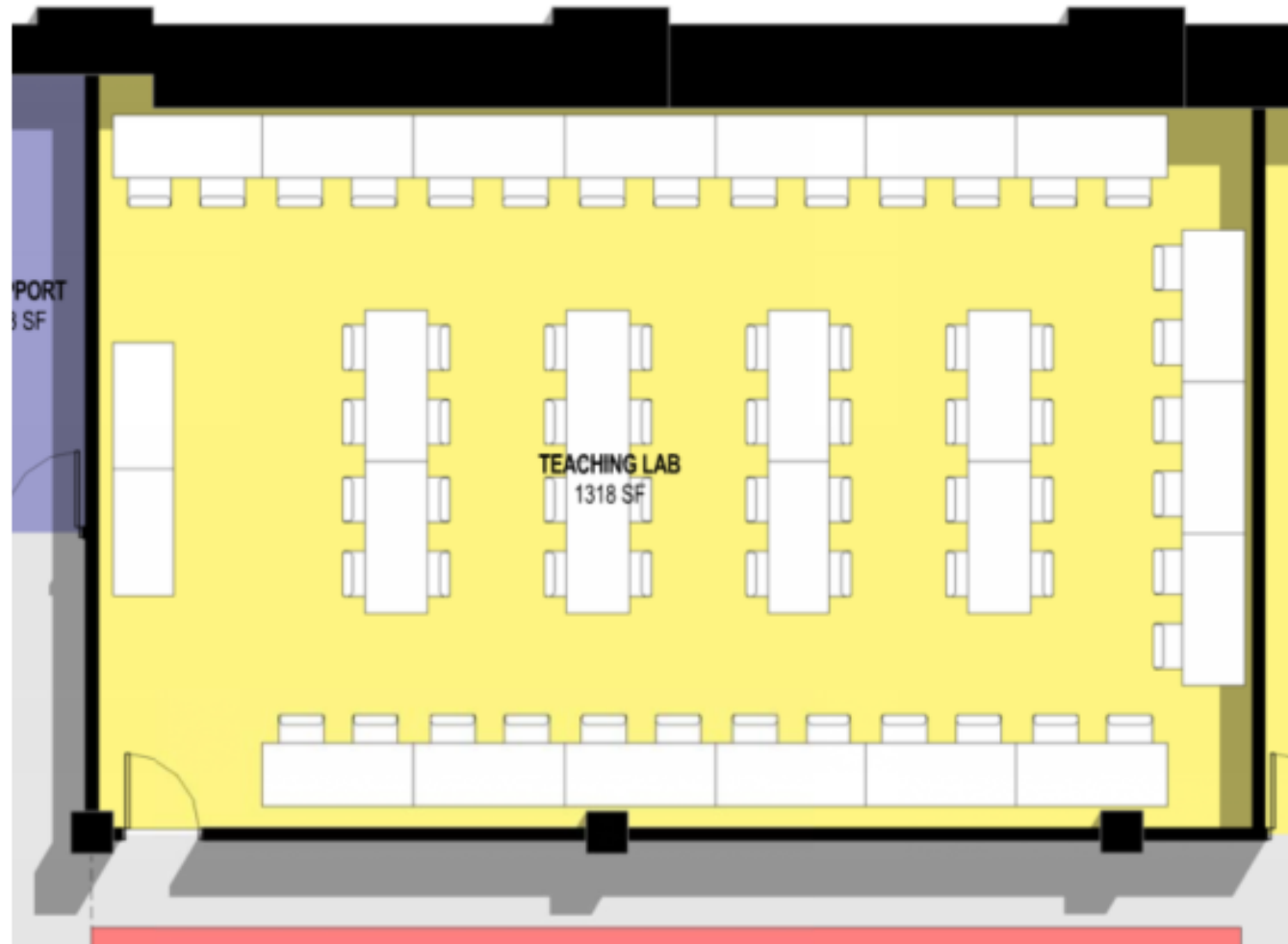
40-SEAT CONFERENCE ROOM



TEACHING LAB & CLASSROOM



TEACHING LAB



TEACHING LAB



TEACHING LAB



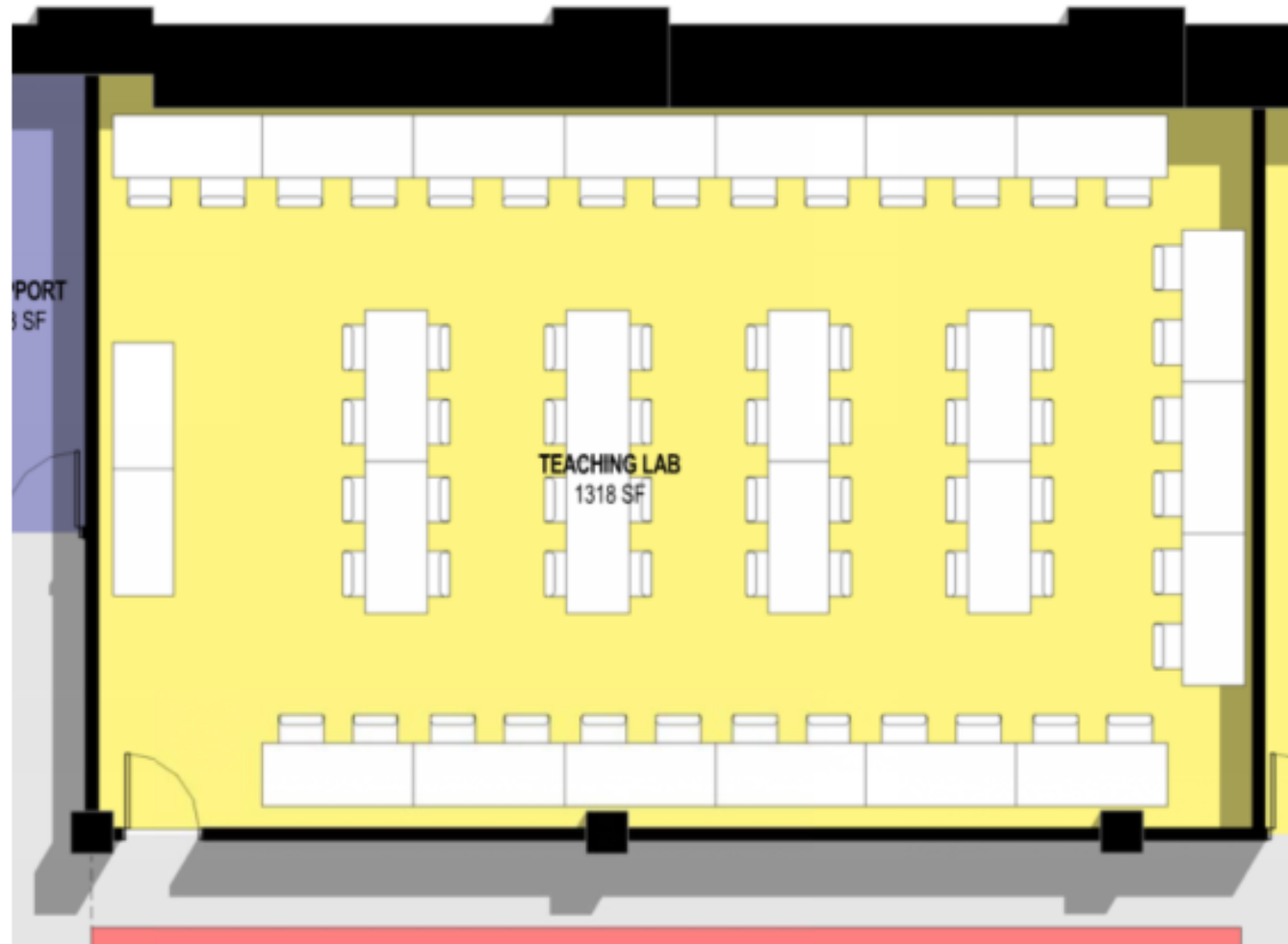
TEACHING LAB



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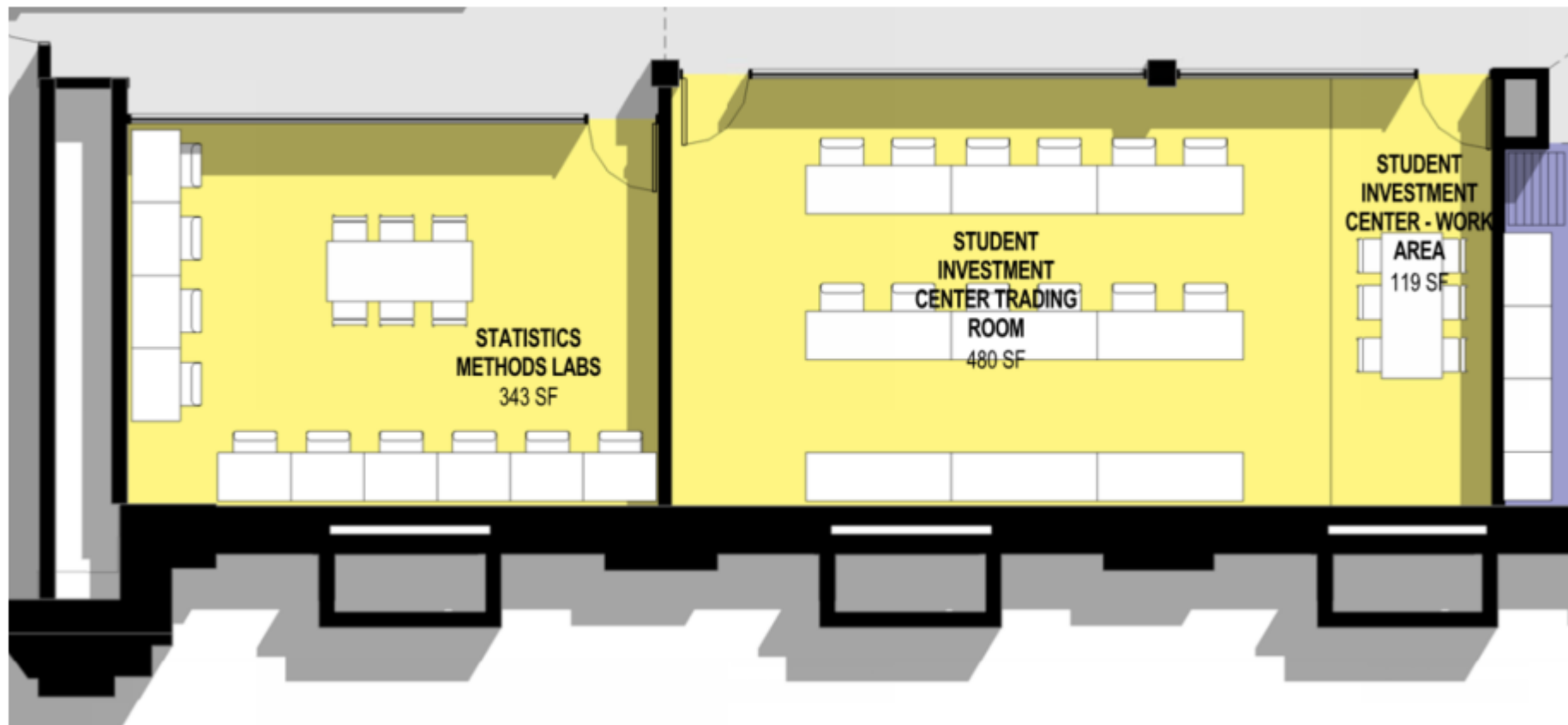
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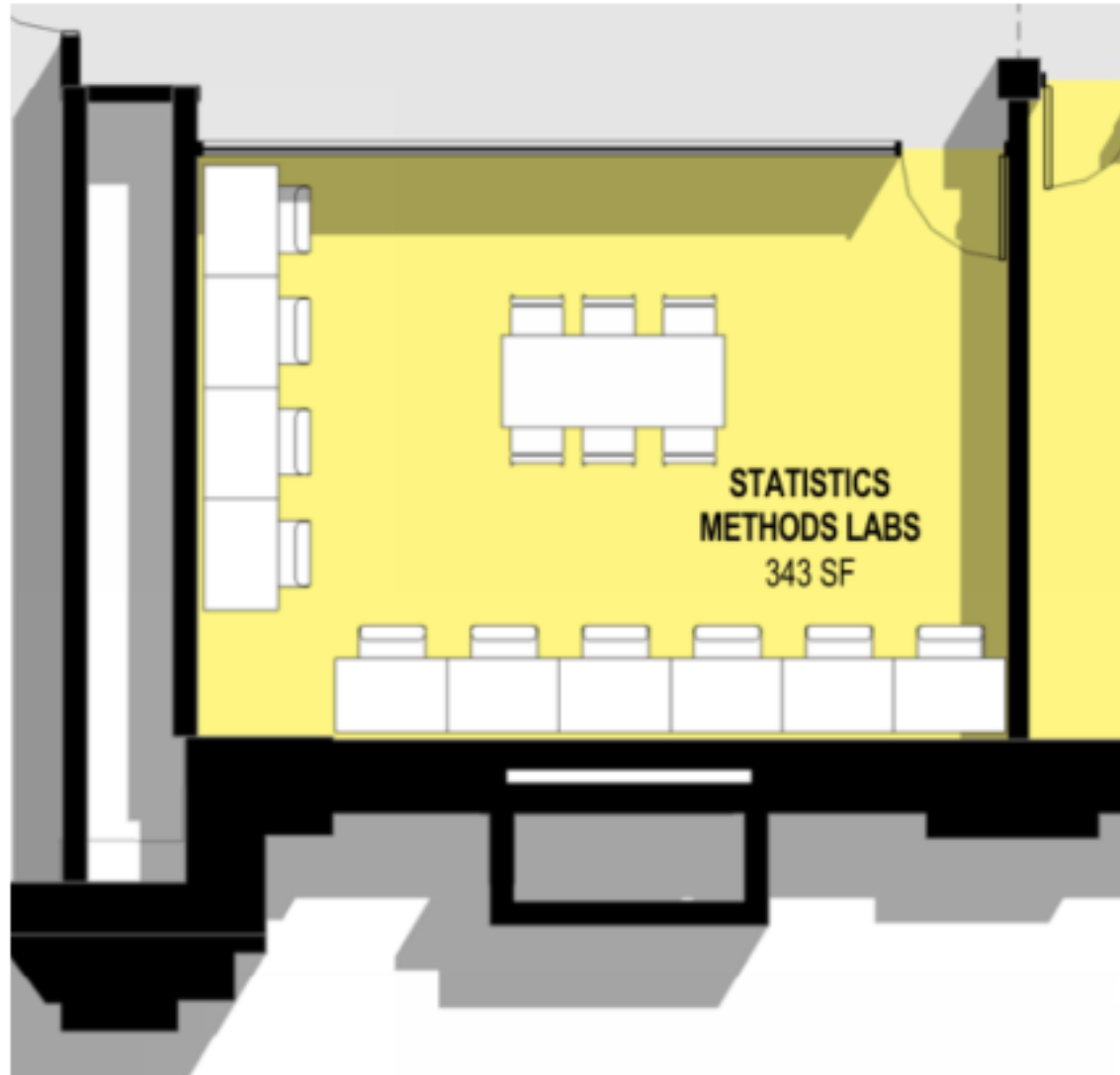
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STUDENT INVESTMENT CTR / STATISTICS METHODS LAB



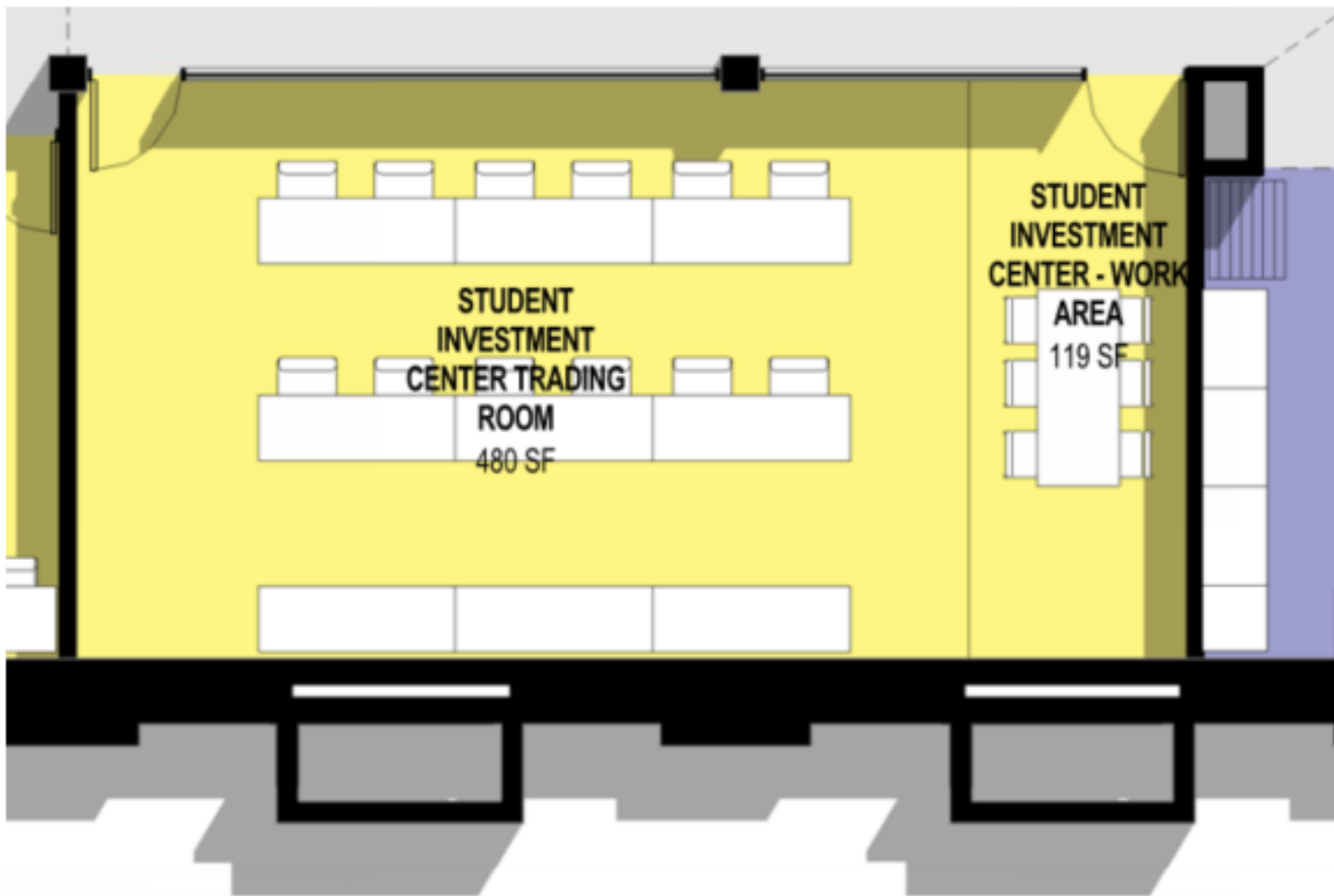
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What is the Trading Lab used for?

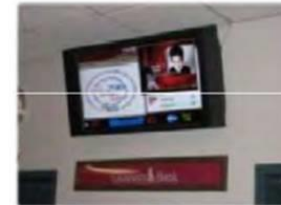
- In the Rise Survey we received numerous reasons for building a trading lab - the top choices were:
 - 77.4% - A showplace for students, alumni, and faculty
 - 75.5% - To boost the quality of the business program
 - 69.8% - To provide real-life experience for students
 - 69.8% - Enhanced job prospects for graduates
 - 69.8% - A recruitment tool to entice new applicants
 - 60.4% - To run a student-managed investment fund
- From our survey the top 3 activities handled in the trading lab are:
 - 79.2% - Teach general finance and research classes
 - 60.4% - Run a student managed fund (real money)
 - 58.3% - Run simulated portfolios (play money)





What does a Trading Lab cost?

- The Rise survey showed the following investment to build a trading lab:
 - 29% spent less than \$100,000
 - 40% spent between \$100,000 - \$500,000
 - 9% spent between \$500,000 - \$1,000,000
 - 7% spent more than \$1,000,000
- The Rise survey found that schools used the following funding sources:
 - 44% used the school's capital budget
 - 53% relied on alumni donations
 - 26% received corporate sponsorships
- Lehigh University developed a model that worked: identify a large corporate donor and a generous alum, and build from there. The school's initial goal was to raise \$1M, after 3 years they raised \$9M.



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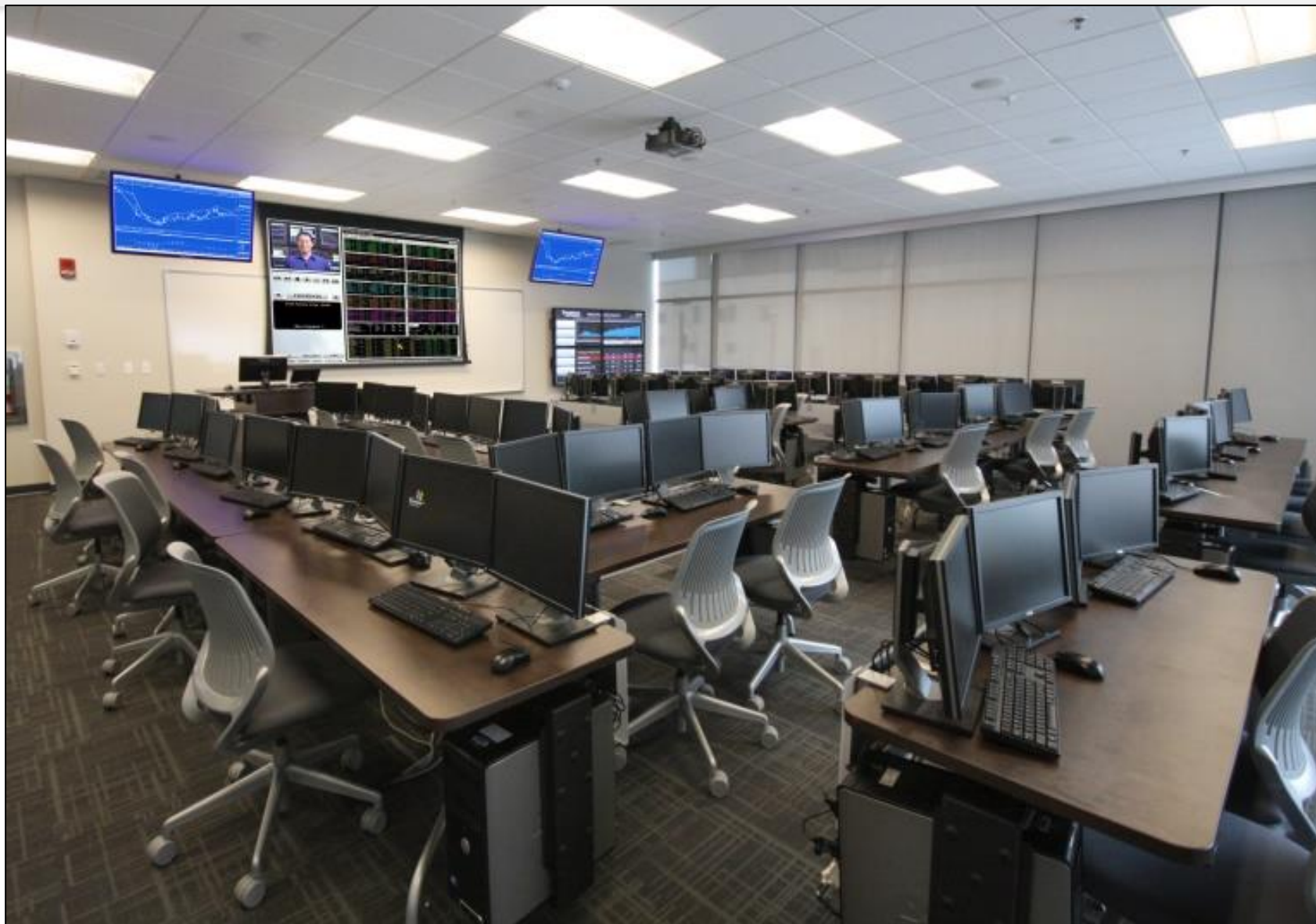
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RISE DISPLAY

UNIVERSITY OF SOUTH ALABAMA

touch a market

instrument below to interact

10:25 AM
April 25, 2013

DOW JONES IND. AVG.

Last 14,749.02 Change ▲72.72

Day Week Month 3 Months 6 Months 1 Year 5 Years

Watchlist

	Last	Change	% Change
AMAZON.COM	AMZN 273.33	▲4.55	▲1.69
BANK OF AMERICA	BAC 12.48	▲0.17	▲1.38
COLGATE-PALMOLIVE CO	CL 120.50	▲2.60	▲2.21
DELL	DELL 13.36	▲0.06	▲0.41
EBAY INC	EBAY 52.78	▼0.19	▼0.36
3M CO.	MMM 104.90	▼2.97	▼2.75
NIKE	NKE 61.82	▼0.47	▼0.76
PEPSICO INC	PEP 82.00	▼0.10	▼0.12
WELLS FARGO	WFC 26.00	▼0.10	▼0.38
YAHOO INC.	YHOO 20.00	▼0.10	▼0.50

Headline News

Wall Street climbs on earnings, but Exxon and 3M drag

By Chuck Mikolajczak NEW YORK (Reuters) - Stocks edged higher on Thursday, as investors digested a raft of earnings and a drop in initial jobless claims, though declines in Dow components ExxonMobil and 3M Co capped the advance. United Parcel Service Inc., considered an economic bellwether, advanced 1.5 percent to \$84.74 after the world's largest package-delivery company reported a quarterly profit above analysts' estimates. Akamai Technologies Inc surged 18 percent to \$42. ...

Indices Currencies Commodities Bonds Nasdaq NYSE

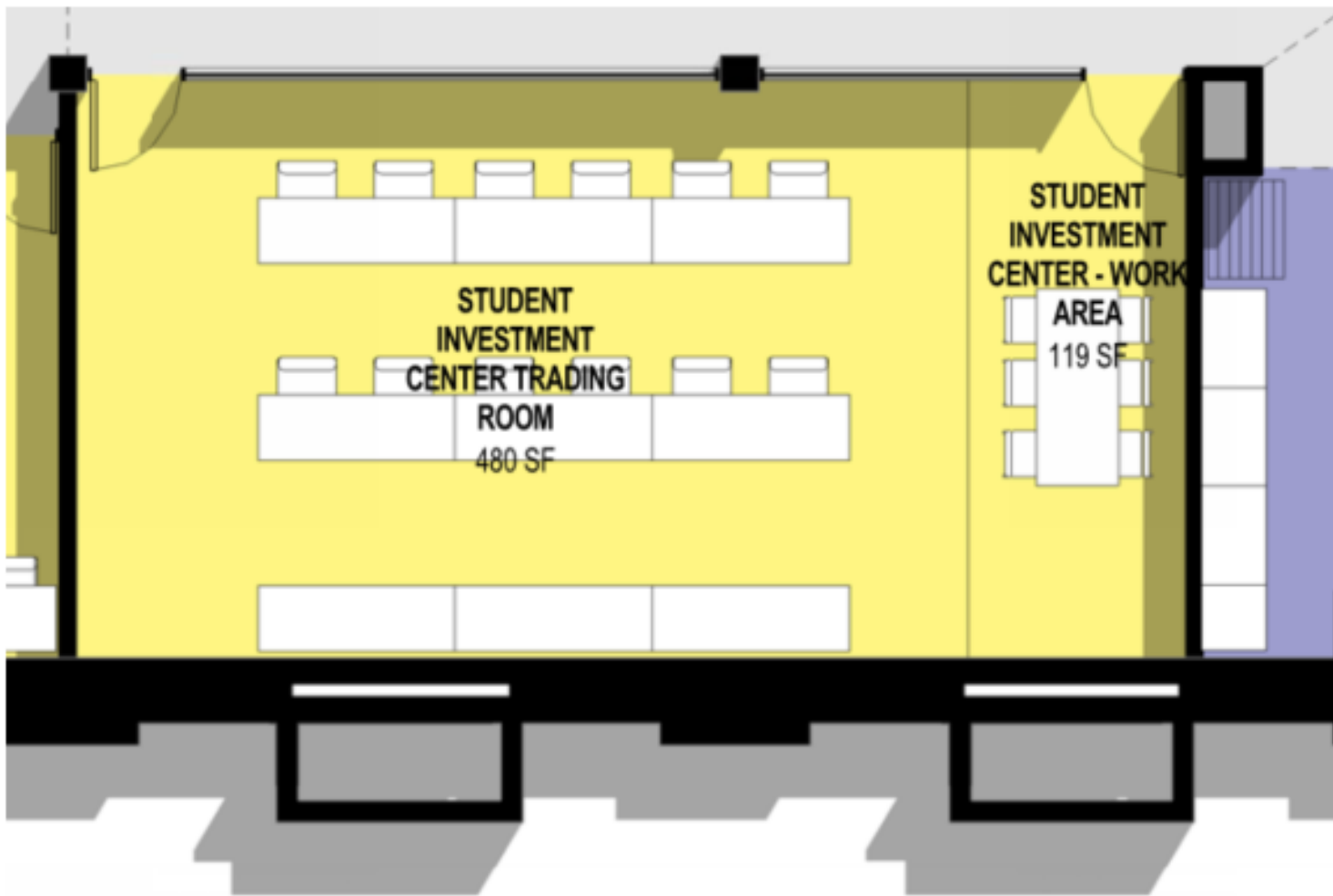
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DISCUSSION

