

CREATIVE SPACES Proposal Instructions

Mount Mary commits itself to excellence in teaching and learning with an emphasis on thinking critically and creatively. Join in realizing our Mission by submitting proposals for new creative spaces on campus!

We promise that students will graduate with creative thinking skills, defined as *Agility, Exploration/Experimentation, Imagination, Open Mindedness, and Navigating Complexity (AEIOC)*. Students are developing these skills in the curriculum and co-curriculum. Let's enhance spaces that speak to the excitement of teaching and learning in community at Mount Mary University.

Share your innovative ideas that tell the story and celebrate the distinctive features of a Mount Mary education. Having a hard time narrowing down the infinite number of possibilities? Think about the types of spaces that will inspire current and potential students to transform the world. Still too broad? Keep your mind open while you consider the following guidance:

DETAILS FOR SUBMITTING PROPOSALS

- Proposals are to be completed using the Application form found on the website.
- Proposals are to be delivered or emailed to the Office of the President by the deadline of Friday, November 10th.
- Visual depictions may accompany the proposal submission, but are not required. Any renderings or drawings should be packaged with completed Application form and submitted together.
- Any individual or group including Mount Mary employees, current students and alumnae may submit a proposal.
- Individuals or groups may submit more than one proposal.
- Questions should be directed to Pam Owens, Karen Friedlen or Dave Wegener.

CRITERIA FOR REVIEWING PROPOSALS

Proposals will be reviewed relative to four criteria:

1. Potential impact on growing enrollment by inspiring current and potential students to transform the world.
2. Connection to the University's Creative Campus themes with a forward looking perspective on the four University values: *Competence, Community, Compassion and Commitment*. Implications for the surrounding spaces adjacent to the proposal's location, i.e. will it compliment and not alter the function and purpose of the spaces around it.
3. Creates positive impression for guests through the telling of our story.
4. Only proposals with recommendations for space on one of the following hallways will be considered for this project:
 - Bergstrom Hall Lower – Arches Area
 - Bergstrom Hall – 1st Floor – Hallway
 - Bergstrom stairwell
 - Bloechl Center – Atrium
 - Caroline Hall 1st Floor – Desk area
 - Caroline Hall – Student Services Hallway
 - Fidelis Hall Lower – Tunnel
 - Haggerty Library – Café Area
 - Helfaer Hall – Ramp to Library
 - Notre Dame – Lower Level
 - Notre Dame – 2nd Floor
 - Stairways – step faces and walls
 - Elevator Doors viewable from hallway

CRITERIA FOR REVIEWING PROPOSALS CONT.

- Proposals cannot exceed a projected **maximum cost of \$20,000** for all design, labor and materials.
- Proposals **cannot require any major construction**. This would include projects changes that would not be part of the obvious visual impact of the project. Examples would include plumbing, HVAC, electrical, masonry.
- The **target audiences** are related to growing enrollment and include prospective students and parents, alumnae and groups visiting the campus.
- Proposals will be reviewed the week of **November 13th** by the following committee:
 - Dr. Pharr, President
 - Barb Armstrong, Dean of the School of Art & Design
 - Gigi Szeklinski, Department Chair for Interior Design
 - Bethany Lehman, Visitor Services Director
 - Scott Larson, Trustee
 - Becky Johnson, Director of Buildings and Grounds
 - Amber Brown, Student Representative
 - Sue Nieberle, Member of Development
 - Marcia Van Vreede, Alumnae Member

EXAMPLES OF CREATIVE SPACE PROPOSALS

- Development of an interactive space for exploring or explaining the academic programs of Mount Mary.
- Transform the steps in a stairwell or the walls in a tunnel to provide images or phrases tied to the creative campus.
- Create three-dimensional spaces that students/guests could walk completely around. A circular glass case with a revolving mannequin displaying a garment designed by a Fashion major.

QUICK FACTS

Tour Route Background for Creative Space Initiative

AUDIENCES VISITING CAMPUS

- Prospective Students
 - Graduate Students and guests
 - Undergraduate Students: high school, transfer and adult students and guests
- Donors
- Alumnae
- Groups visiting for university meetings or events – WAICU, High school groups, etc.
- Audiences visit campus in 3 ways – Individual Visits, Recruitment Events, and Visiting Groups.

INDIVIDUAL VISITS

- Mount Mary hosts over 450 prospective students each year for individual campus visits.
- A campus Visit has seven elements:
 - Invitation and Reservation
 - Pre-visit instructions and parking
 - Welcome upon arrival
 - Campus Tour
 - Interviews – Admissions Counselor, Faculty member in the student's major and Athletic Coach (if student is interested in playing a sport)
 - Post Campus Visit Survey
 - Admissions Counselor post-visit follow-up
- Students may also sit in on a class and stay for lunch or dinner.

RECRUITMENT EVENTS

- Admissions hosts 20+ graduate and undergraduate recruitment events each year with over 350 attendees. The programming includes presentations, faculty interaction and campus tour.

VISITING GROUPS

- Visiting groups are primarily hosted by three areas of the University:
 - Admissions – high school groups, Community Based Organizations, etc.
 - Development – alumnae groups and donors
 - University Events Office – meetings, walks (Catholic Soles), weddings, etc.

CUSTOMIZED TOUR ROUTES

Visitor Services has developed customized tour routes for the following groups:

- Prospective Undergraduate Students
 - General
 - Fashion
 - Interior Design
 - Occupational Therapy
- Prospective Graduate Students by Program
 - Art Therapy
 - Counseling
 - Education
 - Occupational Therapy
 - Business Administration
 - Dietetics
 - English

TOUR ROUTE CONSIDERATIONS

The campus tour is provided by a trained student worker in Visitor Services. The tour route is a specific sequence of locations that were developed with several considerations in mind:

1. The tour route is intended to help the prospective student see themselves here at Mount Mary and feel like they are welcomed.
2. Content of the tour includes key themes that are coordinated with the messaging that is provided by the Admissions Counselor in the student interview and with other university content (web site, printed materials) that the student will receive during the recruitment experience.
3. The routes are handicapped accessible.
4. Timed, but flexible to match the needs of the student.

UNIVERSITY THEMES DURING THE CAMPUS VISIT

- Creativity and the Creative Campus
- Leadership Development
- Social Justice – understanding and action
- Catholic Identity and SSND Charism
- Employment and Outcomes
- Benefits of a Women’s University
- Competitive Advantages That Differentiate Us