#### STORYTELLING IN SPACES:

DESIGNS AND TOOLS TO ENGAGE STAKEHOLDERS, CUSTOMERS, AND AUDIENCES





#### COLLEGE CHOICE STUDY

LEARN WHAT DRIVES A STUDENT-ATHLETE'S CHOICE

collegechoicestudy.com

#### COLLEGE CHOICE STUDY

LEARN WHAT DRIVES A PROSPECTIVE STUDENTS CHOICE









#### DR. DARIN WHITE

EXECUTIVE DIRECTOR
CENTER FOR SPORTS ANALYTICS



## 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.

### THE BETTER THE BUILDING

### THE BETTER THE FACULTY



### THE BETTER THE BUILDING

### THE BETTER THE FACULTY

## COLLEGE CHOCKE STUDY \*\*TOTAL COLLEGE\*\* \*\*TOTAL C



grace.johnson@adventmovespeople.com

#### CHALLENGING ENVIRONMENT

#### DECLINING ENROLLMENT

#### THE WALL STREET JOURNAL.

U.S.

#### **College Enrollment Declines**

About 1.5 million fewer students are enrolled than before the pandemic, says report from National Student Clearinghouse



PHOTO: ELIJAH NOUVELAGE/BLOOMBERG NEWS

## LOSING CONSUMER CONFIDENCE

#### THE WALL STREET JOURNAL.

♦ WSJ NEWS EXCLUSIVE | U.S.

#### 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

By <u>Douglas Belkin</u> Follow

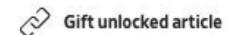
March 31, 2023 5:30 am ET

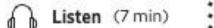






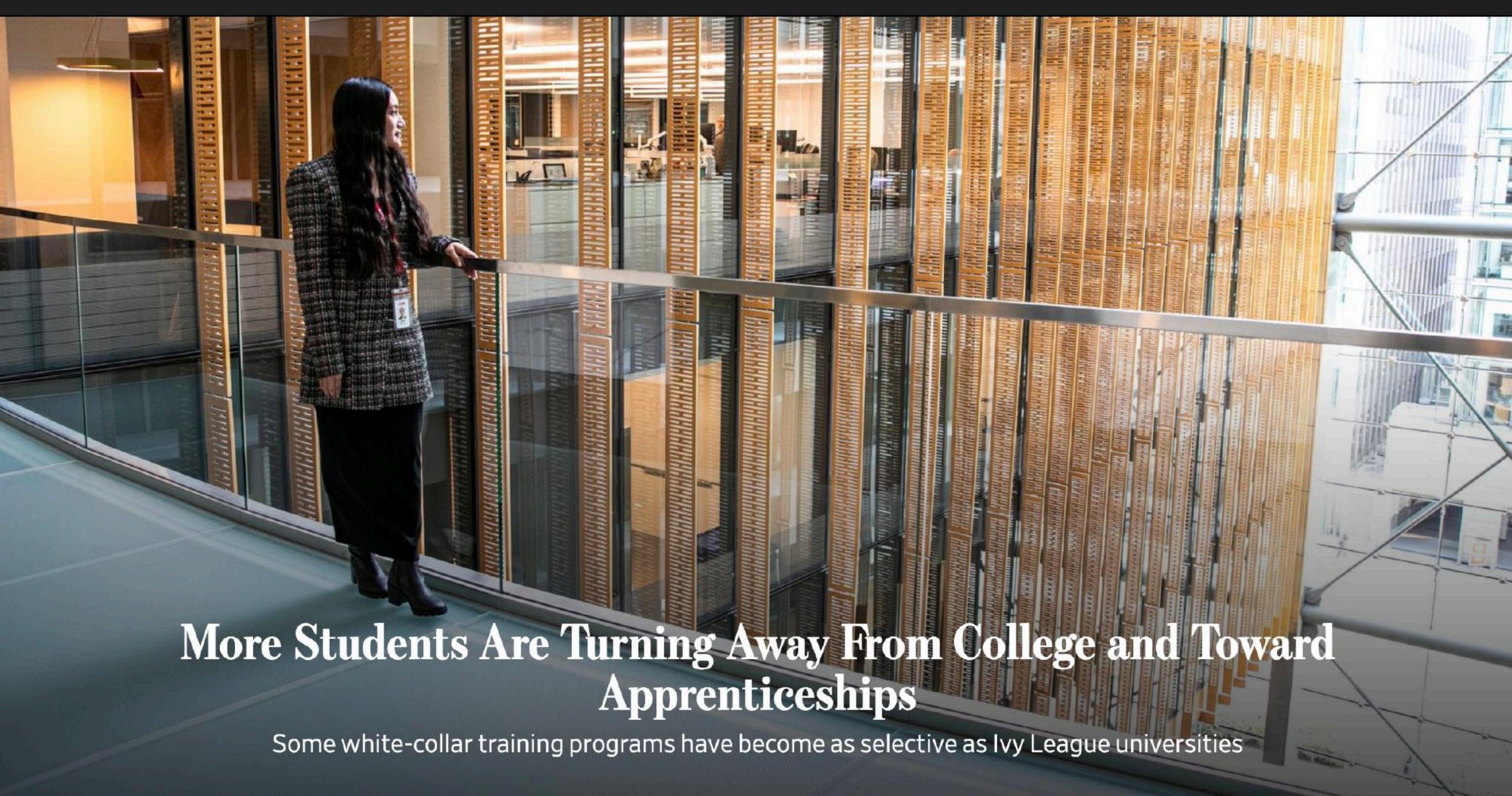








#### THE WALL STREET JOURNAL.



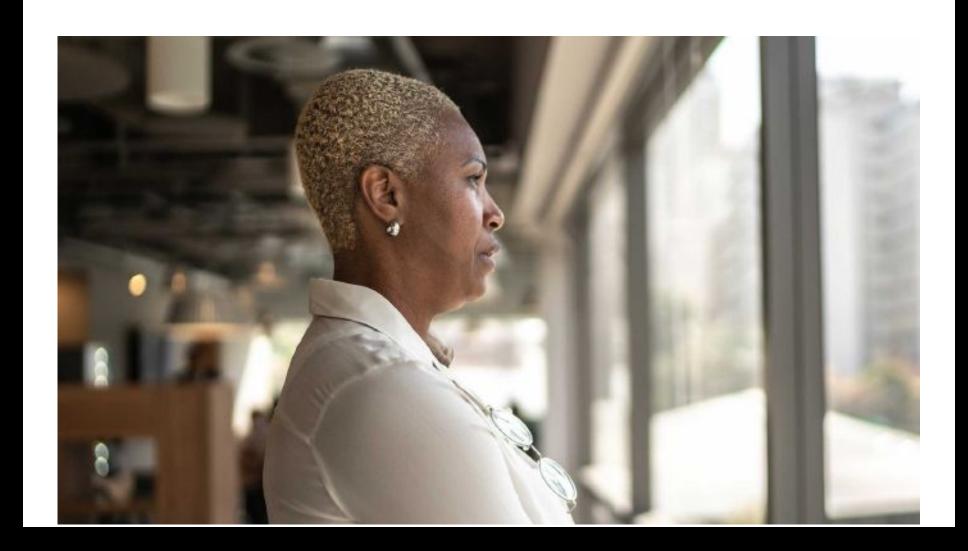
#### WORKPLACE INFLUX

#### GALLUP®

**JANUARY 7, 2022** 

U.S. Employee Engagement
Drops for First Year in a
Decade

BY **JIM HARTER** 



#### YOUR WORK MATTERS

#### TRADELINE THREE

- 1. Spaces can become a competitive advantage in persuading prospective students
- 2. Spaces are where the stories are made real, so be intentional about the stories you're telling
- 3. Employ Best Practices that consistently lead to Great Outcomes





#### ADVENT CREATES EXPERIENCES THAT MOVE PEOPLE®









### 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

#### **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 SUSTAIN**

Analytics
Updates and Maintenance
Ongoing Engagement Support

## UNDERSTAND. CREATE. DEVELOP. IMPLEMENT. SUSTAIN.

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#### UNIVERSITY OF ARIZONA

CAPITAL CAMPAIGN

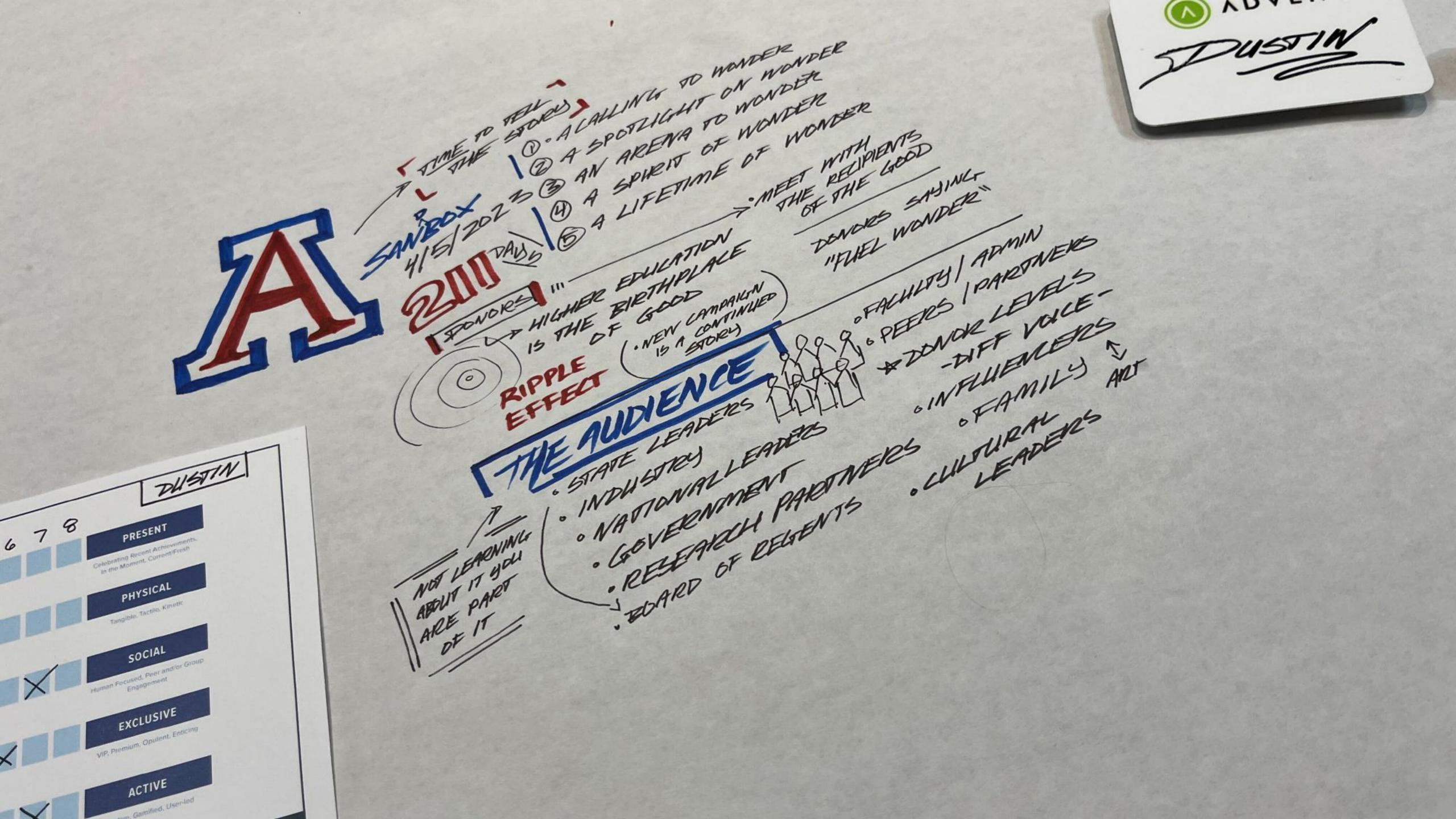














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# UNDERSTAND. CREATE. DEVELOP. IMPLEMENT. SUSTAIN.

### 17 FILMED INTERVIEWS | 26 INDIVIDUALS | 1 BELMONT FAMILY STORY

### MOMERIUM 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

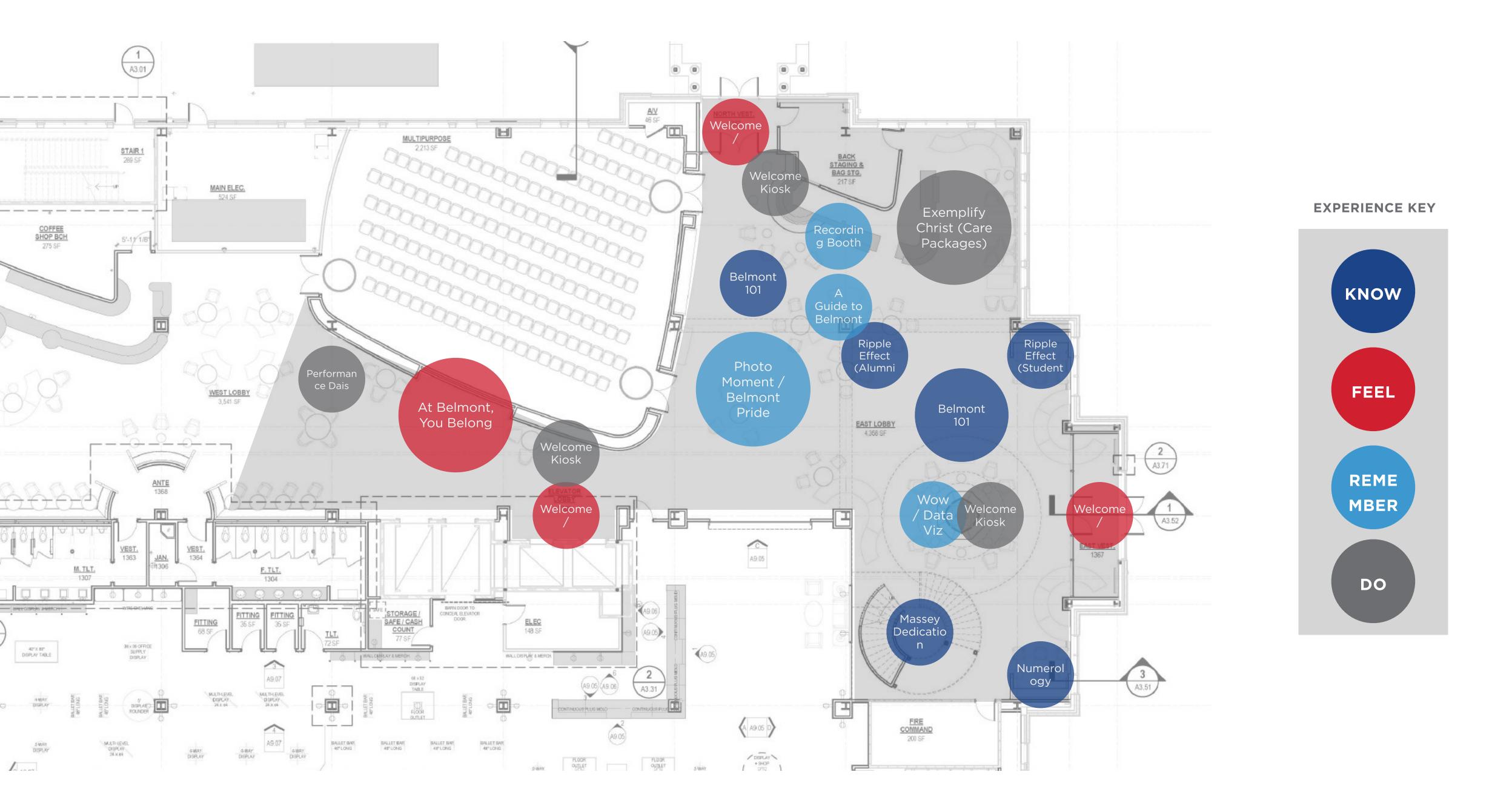




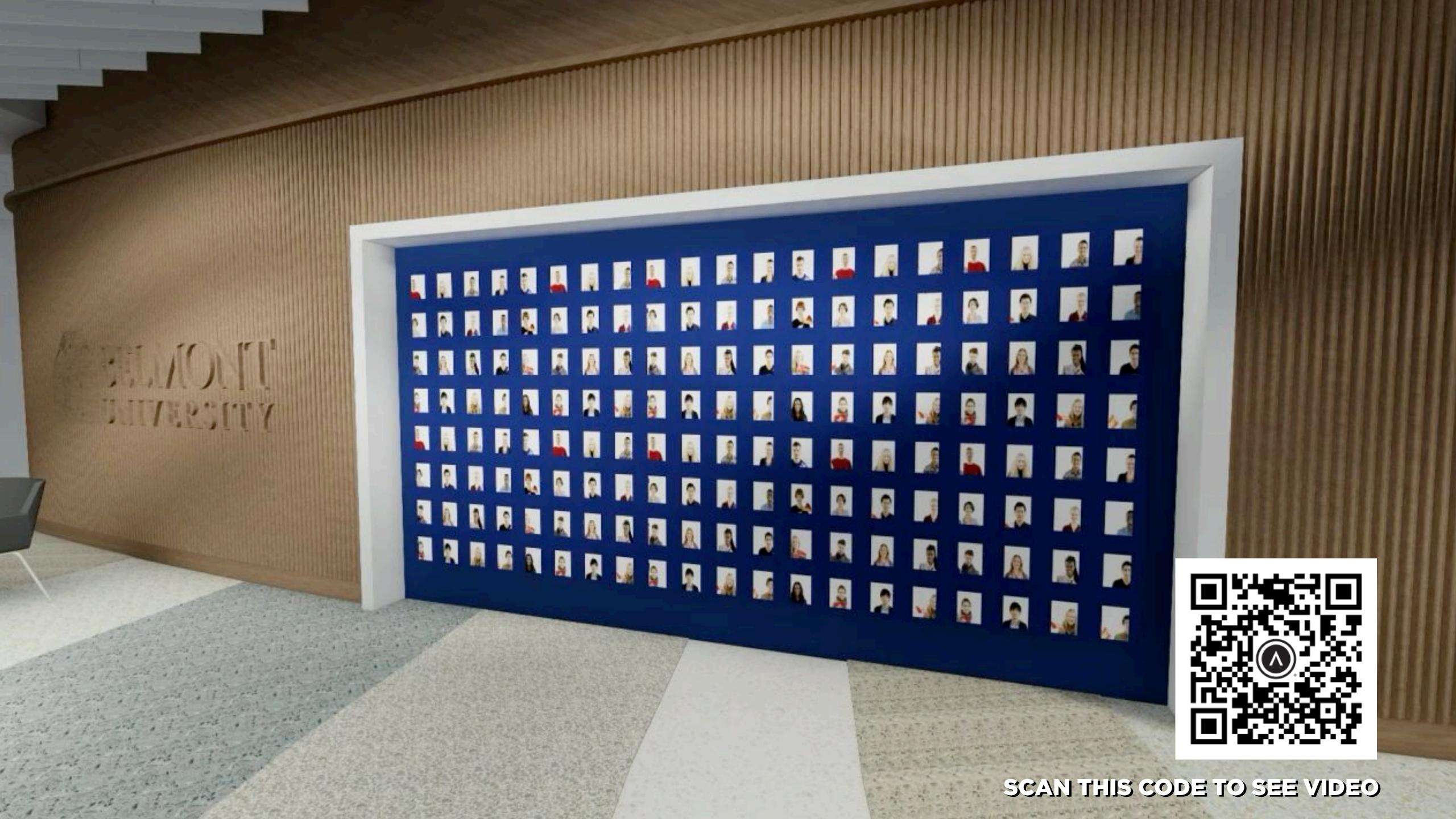
### **BRAND EXPERIENCE:**

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

STORY MAP | ADMISSIONS



BELMONT | Jack C. Massey Center October 3, 2023



### **WE LISTEN**

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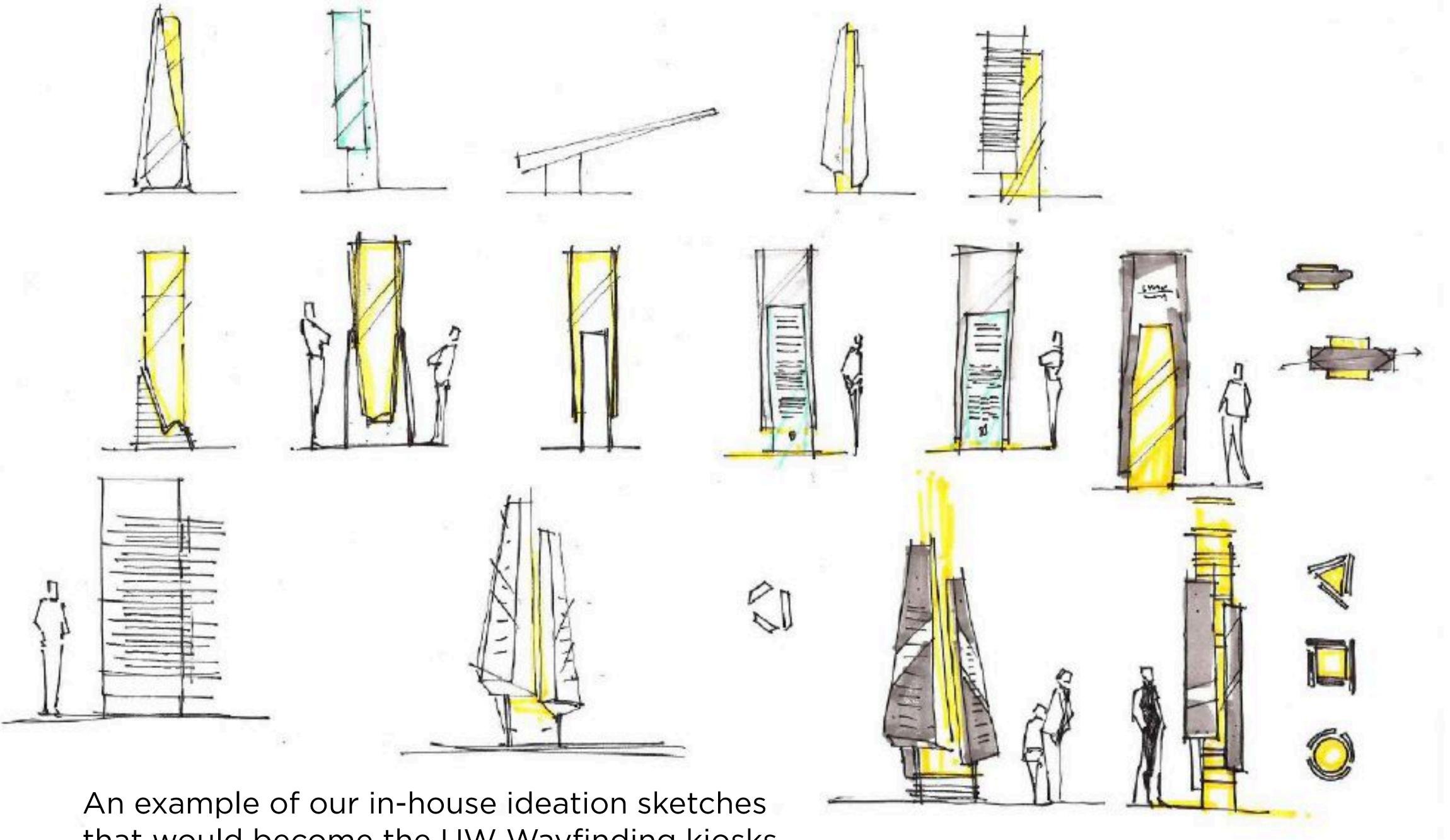
### **WE BUILD**

Fabricate Displays Install Experience Exceed Expectations

### WE SUSTAIN

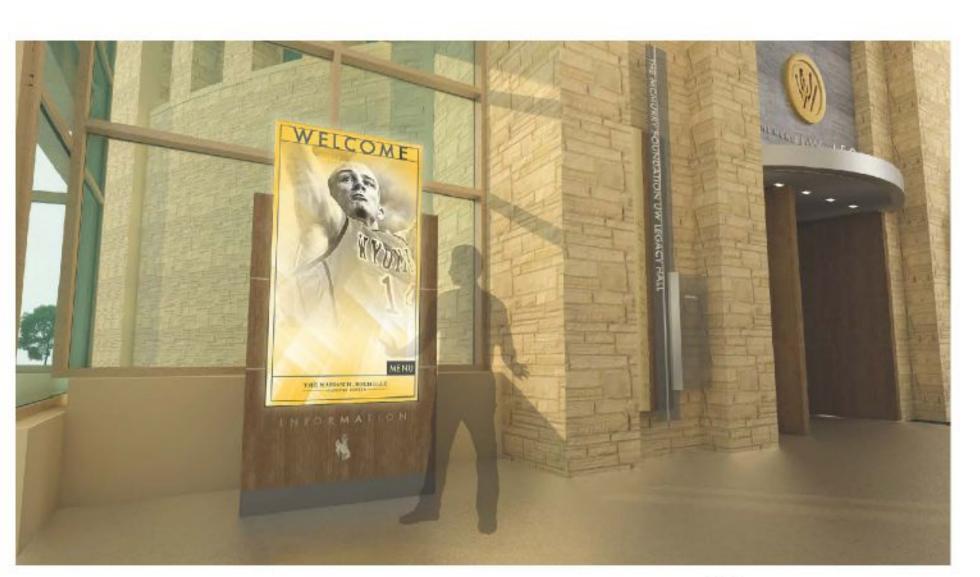
Analytics
Updates and Maintenance
Ongoing Engagement Support

# UNDERSTAND. CREATE. DEVELOP. IMPLEMENT. SUSTAIN.

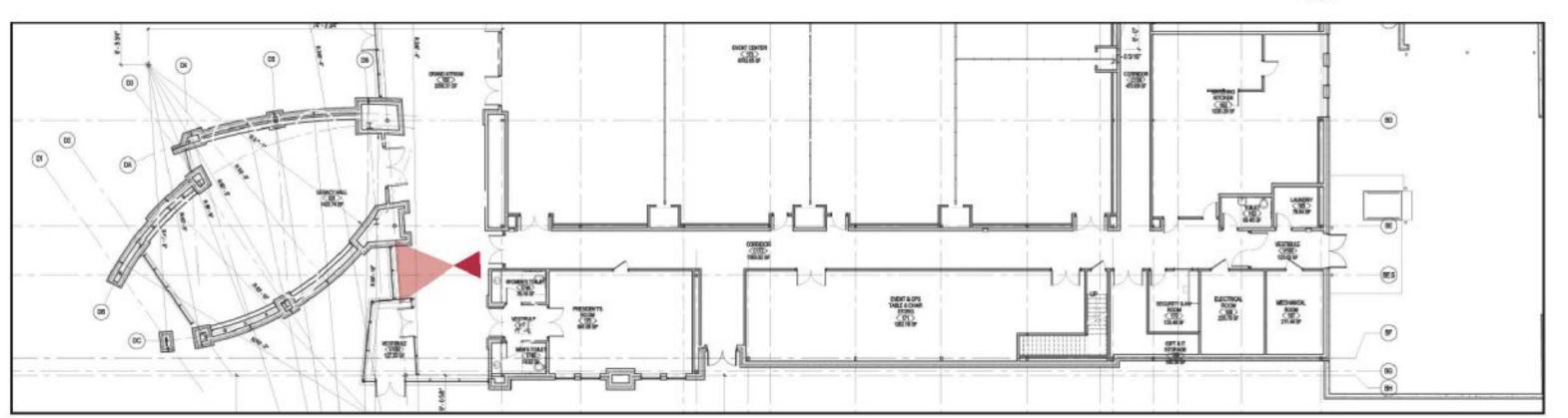


that would become the UW Wayfinding kiosks.













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

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PRODUCTION DOCUMENT

### NOTATIONS

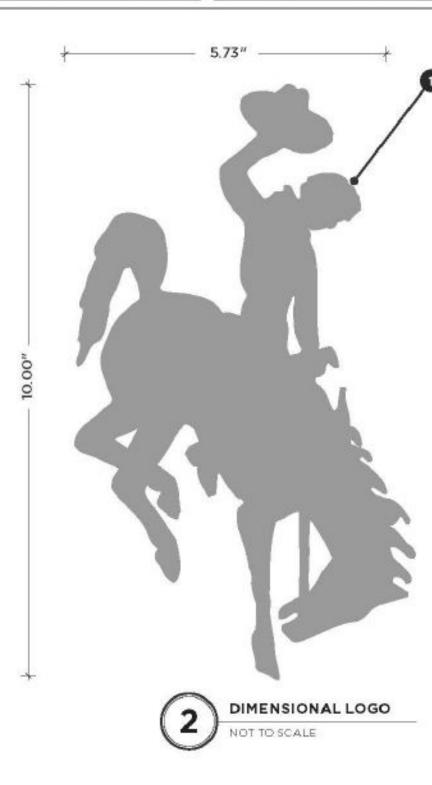
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PRODUCTION DOCUMENT

### 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"

DIMENSIONAL LETTERING NOT TO SCALE

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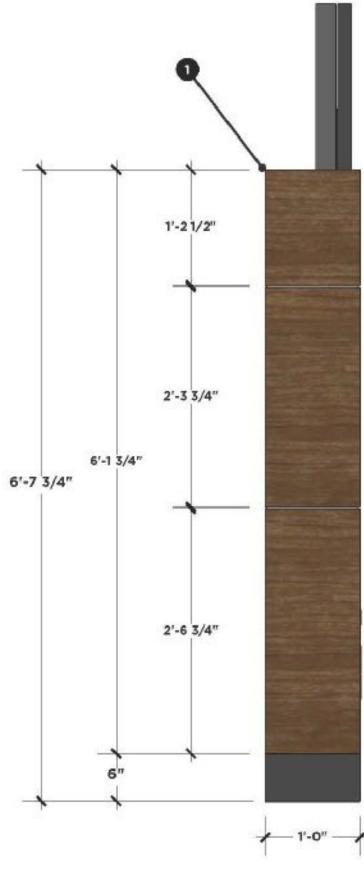
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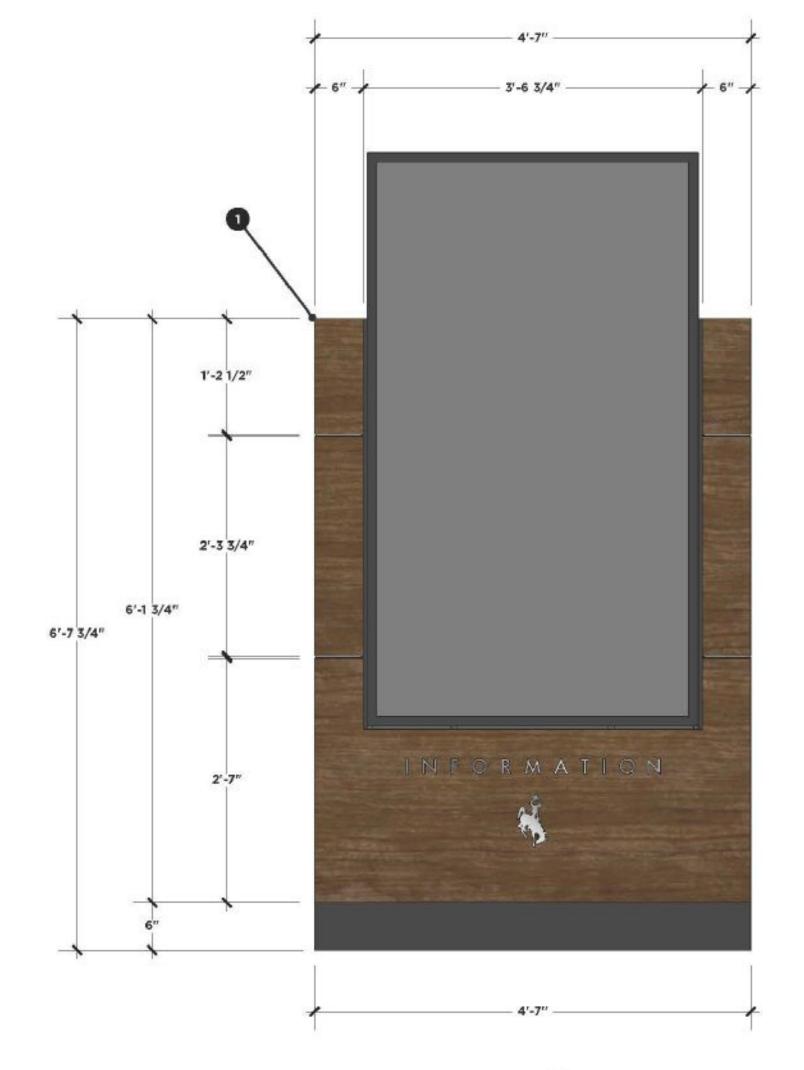
















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### UNIVERSITY OF WYOMING

PRODUCTION DOCUMENT

### NOTATIONS

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.

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# UNDERSTAND. CREATE. DEVELOP. IMPLEMENT. SUSTAIN.

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

```
File Edit View Marigate Code Refactor Build Run Tools Git Mindow Help DoW - Info Kiosk - KioskMap.as
🚍 KluskMap 🞩 🔻 🔨 📨 D:/_wrk/UoW/kiosk/build.gradle [doTheMagic] (2) 🔻 🕨 🙇 💽 🚱 🔻 💮 Git: 🏏 🗸 🖊 🚫 🤚
  ) betru
                                🕟 VisualRowteObjects.as 🗵 🎧 BusRowtesMgr.as 🗵 🎧 BusData.as 🗵 🕟 BusRowteData.as
  ) im events:
    Jebon 📶
                                BusStopData.as RapUtils.as
                                                                                                   <u>A</u>7 <u>A</u>2 <u>√</u>2 ∧ ∨
                                                private var legendImages : Vector. < LegendItem VO:
                                                private var mapLayers
       Cartes BusRoutesMgr
                                                private var map
                                                private var codeMapLayers : Dictionary
                                                private var layerData : Vector.<MapLayerData>;
                                                public function KioskMap(){
       a DirEntry
                                                 override protected function initSlide() : void {
                                                     if(:slideData.validated){
       Kiosküirectorvvo
                                                        slideData.validated = true;
                                                    var i:int;
                                                    topImages = new Vector. <Bitmap>();

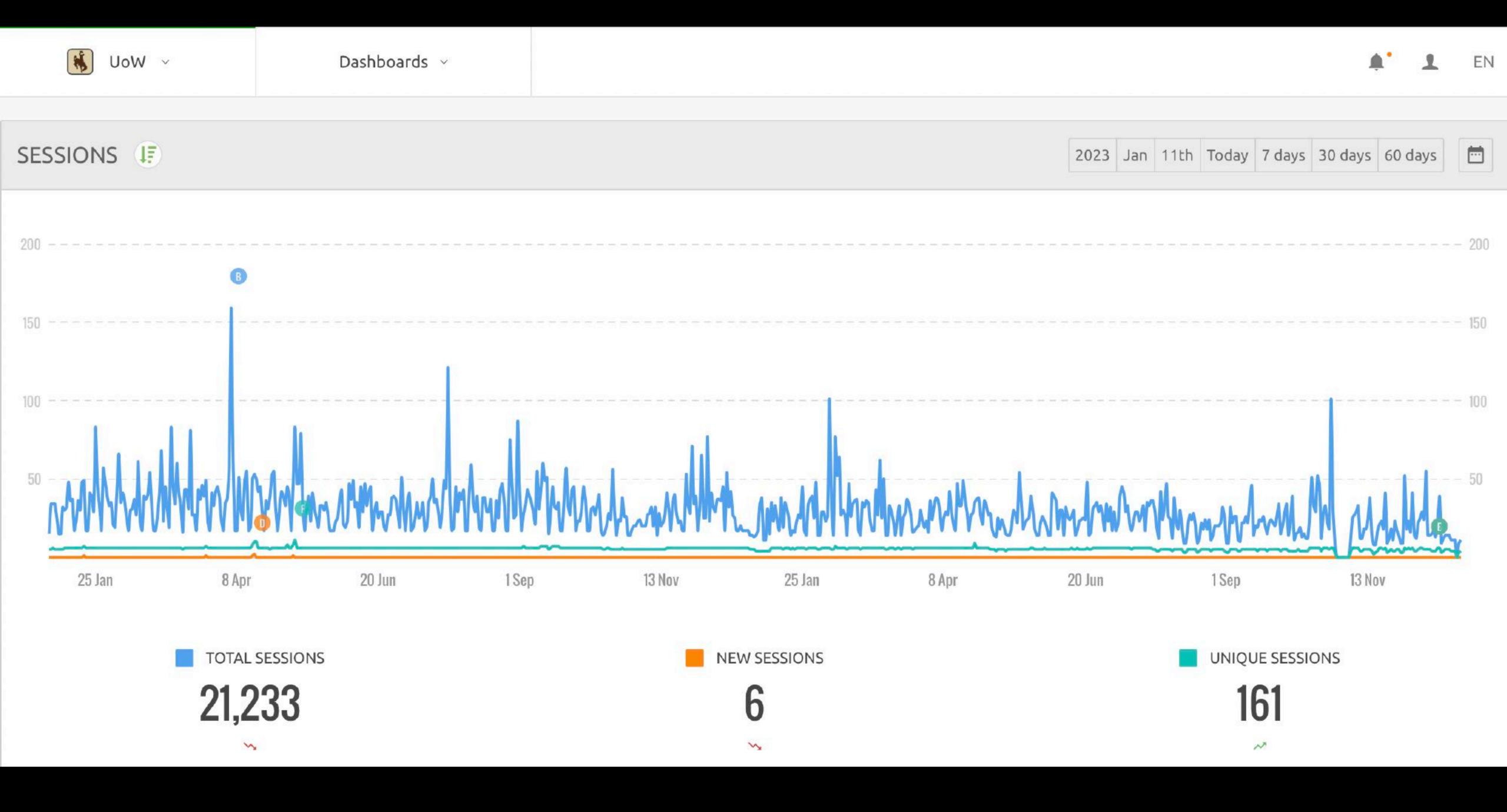
☐ MarkWelcomeVO

                                                     var b2l:Vector.<BitmapLoaderV0> = new Vector.<BitmapLoaderV0>
                                                    b21.push(new BitmapLoaderVO( DMD: bkg = new Bitmap(), slideDat
       MapPlaceVO
                                                    codeMapLayers = new Dictionary();
  v iew
                                                     legendImages = new Vector.<LegendItemV0>();
                                                     for(i=0; i<slideData.legendItems.length; i++){</pre>
         BusRoutes
                                                        var item:Object = slideData.legendItems[i];
         BusSprite
                                                        var livo:LegendItemV0 = legendImages[i] = new LegendItemV
                                                        b2l.push(new BitmapLoaderVO( bmp: livo.bmp = new Bitmap(
                                                     layerData = new Vector.<MapLayerData>();
     > 🖿 nap
                                                     layerData[0] = new MapLayerData();
                                                     mapLayers = new Vector. <Bitmap>();
                                                    b21.push(new BitmapLoaderVO( bmp: layerData[0].bmp = mapLayer
       RioskDirectory
                                                     for(i=0; i<slideData.showItems.length; i++){</pre>
                                                        var layer:String = slideData.showItems[i].layer;
                                                             var ld:MapLayerData = layerData[i+1] = new MapLayerDa
       (a) WioskMap
                                                             if(slideData.showItems[i].offsetX){
                                                                ld.offset.x = slideData.showItems[i].offsetX;
ld.offset.y = slideData.showItems[i].offsetY;
       RSSEventParser
                                                             if(layer.indexOf("code/")==-1){
                                                                b21.push(new BitmapLoaderVO( hmm: ld.bmp = mapLaye

    □ DirManager

  view.
                                                                 ld.code = codeMapLayers[i] = layer.replace(/code\/)
  onton
                                                        else
                                                            mapLayers[mapLayers.length] = new Bitmap(new BitmapDat
         (a la ColorSchene
                                                     loadBitmaps(b21);
                                                override protected function showUp():void{
  h InfoKiosk
  oVersion
                                                    bkg.alpha = 0;
                                                     title = new KioskSectionTitle(slideData.title);
                                                     title.x = title.y = Cfg.MARGIN;
                                                     setTimeout(title.showUp, 500);
  eprint.p12
                                                    menuButton = new BackToMenuButton();
                                                    menuButton.x = Cfg.APP_W - Cfg.MARGIN - Cfg.FRAME_W - menuButt
                                                    menuButton.y = Cfg.FRAME_BTM_LINE + Cfg.FRAME_W;
                                                    menuButton.addEventListener(MouseEvent.CLICK, handleBack2Menu)
  operties.sample
  _gradle
                                                    mapMenu = new MapMenu(slideData, legendImages);
                                                    wild.sh
  braries
                                           view | KioskMap | initSlide()
  Profiler : TODO • Problems ■ Terminal • Services P Git
🔲 Gradle build scripts found // Load Gradle Projec... (a minute ago) 94:10 CRLF UTF-8 🔚 Info Miosk / dev (... 🗦 Tab 🗗 master 🧣 🍪
```

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WELCOME	TO THE UN	IVERSITY OF WYOM	NING	
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CAMPUS MAP/BUSES MAP				
ABOUT UW EVENTS MA			AIN /	MENU
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MARIAN H. ROCHELLE  GATEWAY CENTER  LEED CENTIFIED SILVER BUILDING				













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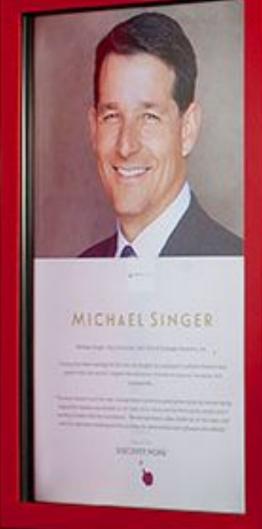
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MARSHALL SCHOOL OF BUSINESS









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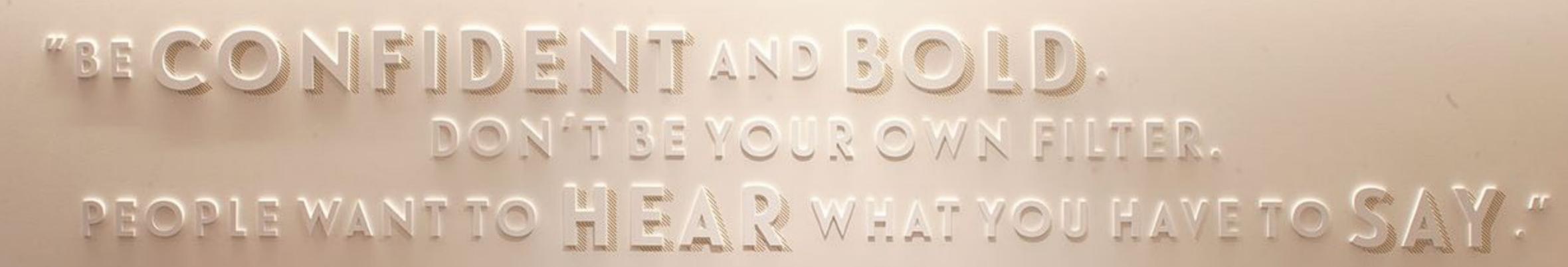








ROBERT







EDUCATIONAL ENGAGING EFFECTIVE ENDURING EXCEPTIONAL













**NEWS RELEASES** 

## AI helps place drones in remote areas for faster emergency response

USC researchers harness the ability of AI-powered decision making as part of a broader effort to use scarce data more effectively.



### UNIVERSITY OF OREGON

STUDENT WELCOME CENTER





















### YOUR WORK MATTERS

# YOUR WORK IS CRITICAL TO YOUR UNIVERSITY'S SUCCESS

### TRADELINE THREE

- 1. Spaces can become a competitive advantage in persuading prospective students
- 2. Spaces are where the stories are made real, so be intentional about the stories you're telling
- 3. Employ Best Practices that consistently lead to Great Outcomes



Grace Johnson grace.johnson@adventmovespeople.com



John Roberson john.roberson@adventmovespeople.com







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Abilene Christian University Alabama A&M American Baptist College Arkansas State University Atlantic Sun Conference **Auburn University** Austin Peay State University **Belmont University** Bethel College **Boston College Boston University** Bowdoin College Cal Bakersfield Cal Northridge Calhoun Community College California Baptist University Central Michigan University Centre College Clemson University Coastal Carolina Colgate University College of Charleston College of William & Mary Colorado State University Columbia University Creighton University Dartmouth College Davidson College Eastern Kentucky University Eastern Michigan University Elon University Fairfield University Fisk University

Florida Atlantic University

Florida State University Gallaudet University Georgia State Gonzaga University Harding University Harvard University **High Point University Holy Cross IMG College LLC** Indiana State University Iona College Jackson State University James Madison University Kansas State University Kennesaw State University La Salle University Liberty University Life Pacific College Lipscomb University Louisiana Tech Loyola New Orleans Loyola University Marquette University Martin Methodist College Maryville College McNeese State University Meharry Medical College Miami University Michigan State Mississippi State University Missouri State University **MTSU** Murray State NC State University

New Mexico State University

North Carolina State North Dakota State Ohio State Ohio University Old Dominion University Oregon State University Penn State Pepperdine University Pomona and Pitzer College Prairie View A&M Princeton University Providence College **Purdue University** Regis University Rice University Samford University San Jose State UniversitySanta Clara Shenandoah University Siena College Southern Methodist University Southern Utah University Spring Arbor University St. Lawrence University St. Louis University St. Peters University Stanford University Stetson University Stony Brook University Tennessee Technological University Texas A&M Texas Christian University The State University of NY at **Buffalo** 

Trevecca Trinity University **TSU** Tulane **UCLA UMass Lowell** Univ. of North Carolina-Asheville Univ. of North Carolina-Chapel Univ. of North Carolina-Charlotte University at Albany University of Alabama University of Arizona University of Arkansas University of California Davis University of California-Berkeley University of California-San Diego University of California-San Francisco University of Colorado - Denver University of Evansville University of Georgia University of Iowa University of Kansas University of Kentucky University of Louisville University of Maryland University of Memphis University of Miami University of Michigan University of Minnesota University of Nebraska University of Nevada, Reno University of New Mexico University of North Dakota University of North Texas

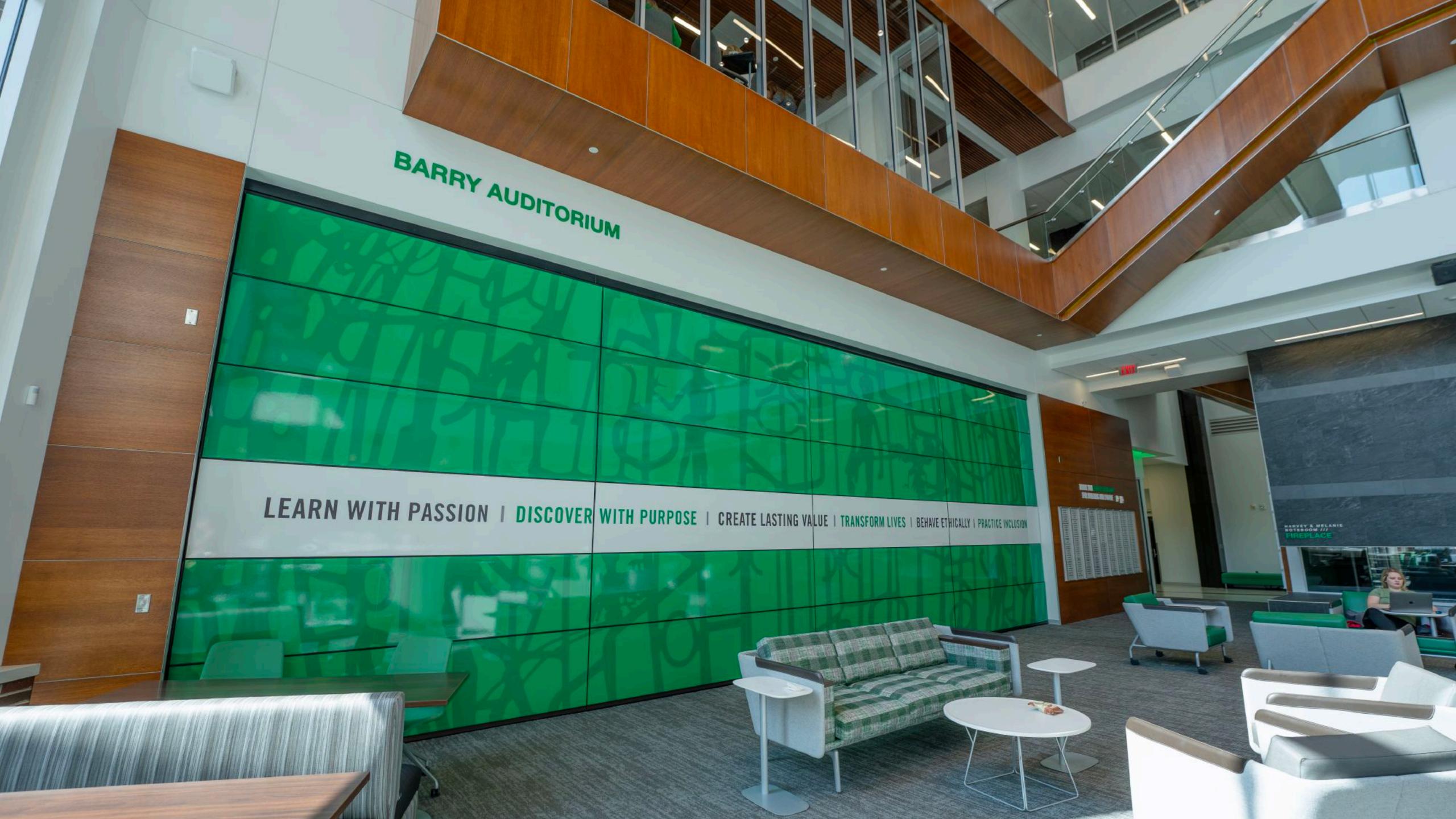
University of Northern Iowa University of Notre Dame University of Oklahoma University of Oregon University of Pennsylvania University of Pittsburgh University of Richmond University of Rochester University of San Francisco University of South Alabama University of South Carolina University of Southern California University of Tampa University of Tennessee University of Tennessee Martin University of Texas at Arlington University of Texas at Austin University of Texas at Dallas University of Texas San Antonio University of the Pacific University of Utah University of Virginia University of Washington University of Wisconsin University of Wyoming **US Army USAF** Valdosta State Vanderbilt Villanova University Virginia Commonwealth University Virginia State University Virginia Tech University Washington University in St. Louis



### UNIVERSITY OF NORTH DAKOTA

NISTLER COLLEGE OF BUSINESS





















MAKE AN MAPACT MYEST MYOUR FUTURE





























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Institute for Creative Technologies





