

# <Building Campus Access >

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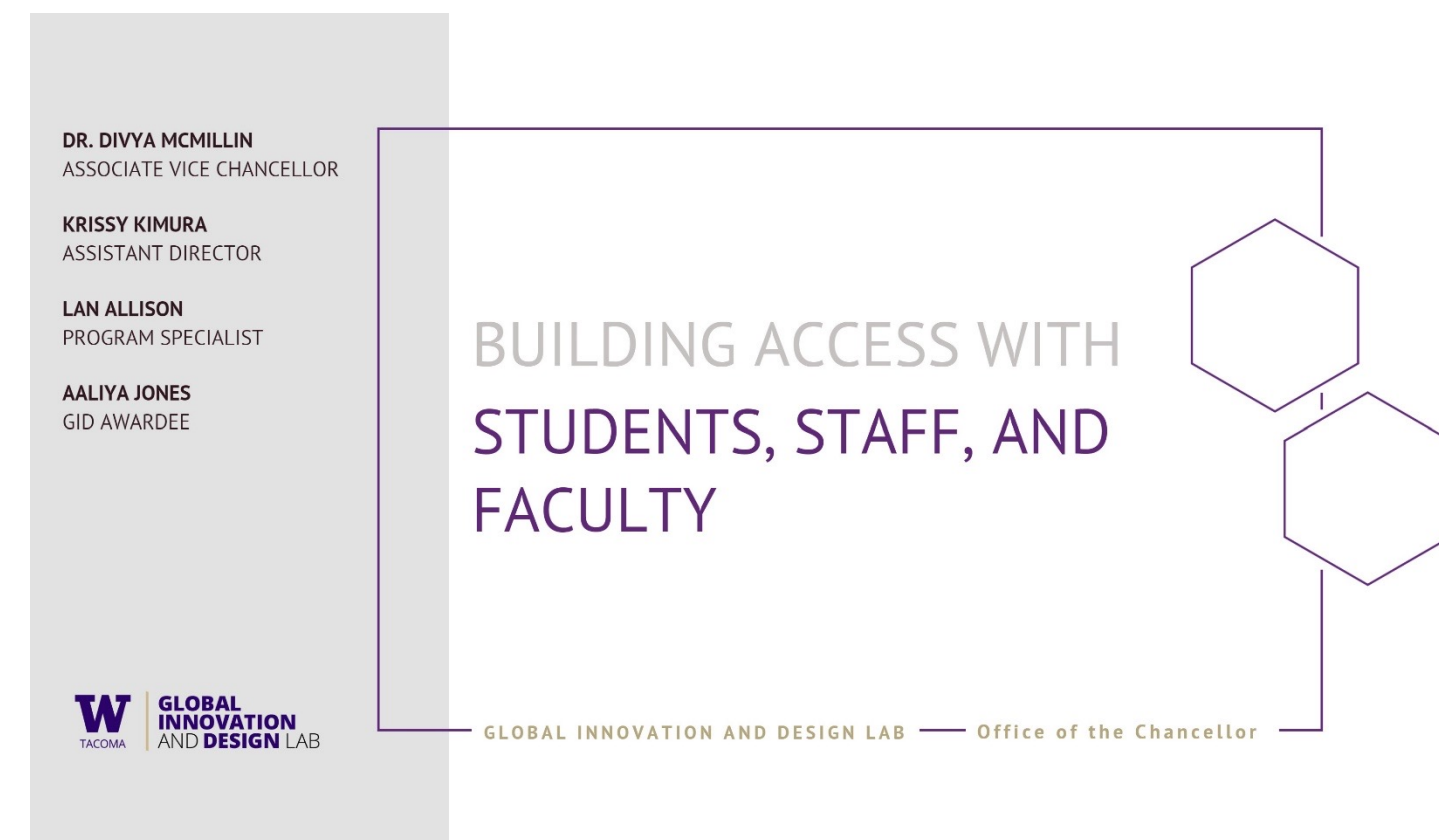
## ABSTRACT

This poster is a culmination of my GID work and experience as an awardee during the Winter 2022 and Spring 2022 quarters. As a transfer student during the 2020 pandemic, I was looking for a way to connect on campus while adding enhancement to my Urban Design degree once campus began to open. During my time as an awardee, I learned to affinity map using Mural which is a virtual whiteboard build for multiple users working at once, participate in university led workshops, and received many hours of hands-on learning while in the GID lab at the TPS building on campus. I enjoyed the experience so much during the Winter 2022 quarter that I wanted to continue to work on projects and on the process of ideation the following quarter.



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## INTRODUCTION AND PURPOSE



In November 2021, a town hall was facilitated by the Chancellor's office giving people on campus to express their frustrations regarding the hybrid schedules that allowed for maximum flexibility during the early stages of the pandemic. However, during the town hall, gaps in communication and trust between staff, students, and faculty members were revealed. The purpose of this project was to receive honest feedback from students, staff, and faculty as to how might the university enhance communication between everyone on campus that promotes consistency and trust.

## HIGH LEVEL FINDINGS

### ELEVATE CAMPUS EXPERIENCE

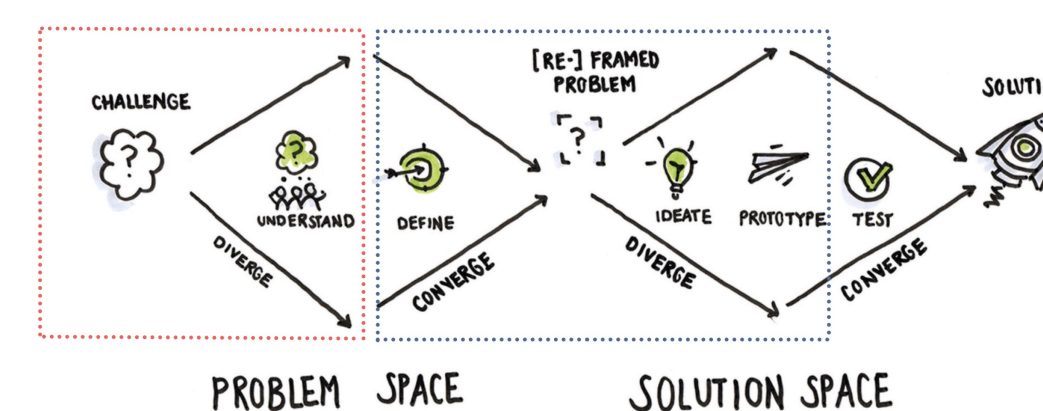
"Changing the Town Hall structure was great...[the] new format is a lot better for listening to people's opinions."

-Staff Member



There were 11 total respondents, breaking it down to 5 staff members, 4 students, and 2 faculty members. Many of the users felt that since this town hall improved structure, they have felt more involved and respected on campus but connecting quickly with staff or faculty can sometimes be difficult as they are not always on campus or in office. Additional feedback we received was that including hybrid hours in email signatures was helpful in addition to posting signs on office doors. Many users across campus used communication methods like Slack, Microsoft Teams, social media, and email. Making sure that all communication creates a connected and personal feeling was suggested by a user. A common theme from multiple users was one campus making decisions for a tri-campus educational institution., promoting campus unity was important to all users.

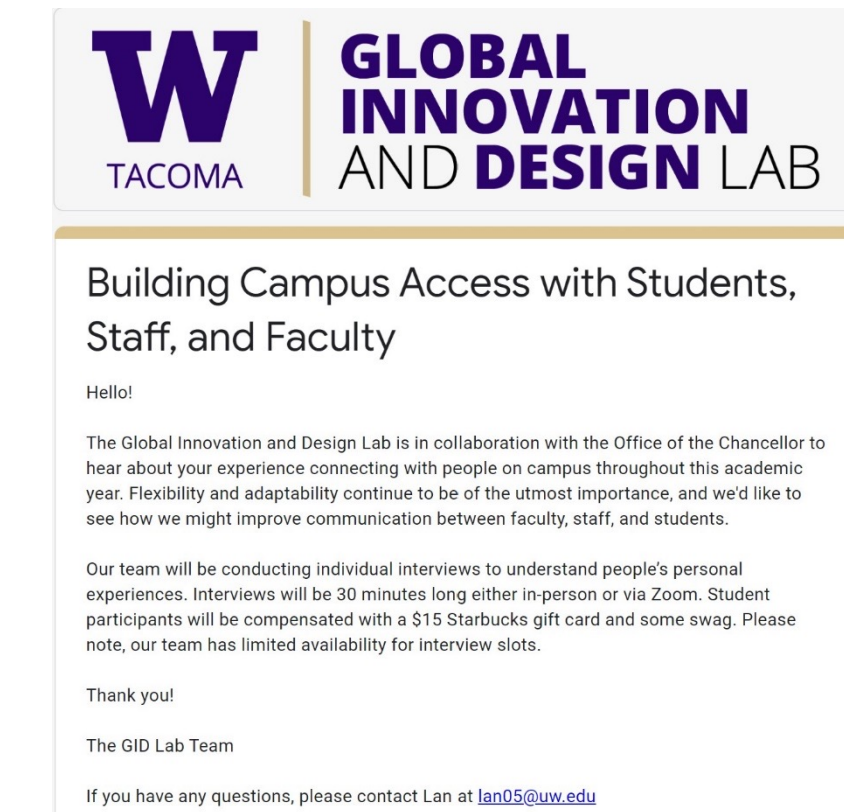
## THE PROCESS



Social Media Post Promotion

## METHOD(S)

To get the most accurate information, we decided on conducting initial Google forums for any student, staff, and faculty member who wanted to participate. The form asked basic questions like "how are you affiliated with the university, what is your preferred method of communication, and how many days a week do you come to campus." Using social media and email we spread the word regarding the upcoming survey. Over the course of two weeks, Lan the program advisor and myself interviewed roughly 11 participants who were a culmination of student, staff, and faculty members on campus. The confidential interviews were held via Zoom, asked the participants "what has been their overall experience on campus during the last 18 months during the pandemic, have they experienced any challenges communicating, and what design solutions they could suggest to help streamline the communication process between the various groups on campus.



## RESEARCH QUESTIONS

- What has **communication looked like** between faculty, staff, and students for the past 18 months?
- Where are the **different pain points** in communication and how do they differ between groups?
- What has **been working well** to communicate on campus?
- How could campus leadership help **facilitate** better communication, consistency, and trust?



## CONCLUSIONS

By conducting this survey, the GID lab along with the Chancellor's office learned that there have been some positive and negative results since transitioning to a hybrid model. However, working collaboratively with everyone across campus, the Chancellor's office will find a solution that is both adaptable a long-term.

Over the past two quarters as a GID awardee, I am extremely grateful to be apart of a hands-on program that has allowed me to make connections with people in the University and the Tacoma community. Being an awardee has given me a new professional confidence to add my input on issues that affect everyone on the University of Washington Tacoma campus. I also am excited to take the new skills that I have learned through this program and use them for the remainder of my academic career and translate them to the design industry as a professional.



Affinity Mapping Interview Responses

