Ohio Union
Project Update
Ohio Union Project Update

- Feasibility study conducted in 2003.
- Study recommended replacement of current facility.
- Student governments provided support.
- June of 2004, project was formally approved by the Board of Trustees.
- Board approved the project at $100 million.
- Project to be paid for by central funds (University), capital reserves (Student Affairs), Union earnings, and a student fee.
Ohio Union Project Update

- Reasons for a new Union:
  - Old and Outdated
  - More space needed for student organizations and events
  - To provide a good first impression for recruitment
  - To remain competitive with benchmark institutions
Ohio Union Project Update

• Project Planning Begins
  
  – Planning team hired beginning September 2004

  – Moody Nolan (Columbus, Ohio) hired as Architect of Record; Michael Dennis and Associates (Boston, MA) hired as Design Architect

  – Planning team retreat and kick-off February 2005

  – Trips to visit other student unions (10)
Ohio Union Project Update

• Planning Team includes Student Representatives (8 total students)
  – Student Governments
  – Multicultural Center
  – Council on Student Affairs
  – Ohio Union Council
  – Board of Trustees
  – Ohio Union Activities Board
• Student representatives take part in additional planning sessions with architects.
Ohio Union Project Update

• Currently in design development planning phase.
• Building can be described as a large building that is made up of a series of smaller spaces.
• Conducting focus groups (10) to develop “brand”, or story that the new building should tell.
• LEED (Leadership in Environment and Energy Design) accredited sustainable/green design.
• Construction/demolition is scheduled to begin in 2007.
• Habitat for Humanity will be involved in the building deconstruction.
• New building anticipated opening in 2010.
Ohio Union Project Update

Site Plan
Ohio Union Project Update

1st Floor (Highlights)
- 24-Hour Diner
- Marketplace Dining
- Performance Hall
- Conference Theater
- Retail offerings
- Courtyards
- Multicultural Center
Ohio Union Project Update

2nd Floor (Highlights)
• Ballrooms
• Meeting rooms
• Student organization offices
• Senate Chambers
• Lounges
Ohio Union Project Update

3rd Floor
(Highlights)
• Student organization offices
• Lounges (including commuter lounge)
• CAP spaces (dance, arts and crafts)
• Interfaith Prayer and Reflection Room
• Enrollment services (satellite) and Buck ID
Ohio Union Project Update

Transition Plan

• Offices in the Ohio Union (Multicultural Center, Off Campus Student Services, Student Advocacy Center, Ohio Union/Student Activities, student governments, and student organizations) are scheduled to move to swing space in 2007. The location of swing space is currently being finalized. All groups will not move to same location.

• Ohio Union Transition team has been meeting since July of 2004.
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Transition Plan

• Transition tasks include:
  – Packing and moving, including storage of items
  – Archiving history of building
  – Planning events to say goodbye
  – Cookbook project
  – Relocating events
  – Marketing/Communication Plan
  – Morale/incentives
Ohio Union Project Update

Transition Plan/Communication and Marketing

• Goals:
  – Provide as much information as possible to a broad audience (focus on students).
  – Provide basic directional information including where to find relocated programs and services.
  – Create excitement for the move and transition space.
  – Center all communication/marketing around the
Ohio Union Project Update

Transition Plan

Communication and Marketing

• Marketing Tools
  – Transition Newsletter (Trading Spaces)
  – Poster Series
  – Articles and ads in campus publications
  – Roadshow presentations
  – Signs/banners
  – Promotions: trading cards and other baseball-themed items
THE OHIO UNION
MOVING ROUND THE BASES
and coming back to home

THE FIRST PITCH, LEADING US OFF...

PLANS ARE UNDERWAY TO DESIGN A NEW, STATE-OF-THE-ART STUDENT UNION.
THE NEW UNION WILL BE CONSTRUCTED ON THE SITE OF THE CURRENT OHIO UNION.

CURRENT SERVICES WILL BE RELOCATED TO THE PAVONET CENTER UNTIL CONSTRUCTION
OF THE NEW UNION BEGINS, WHICH IS PROJECTED TO BEGIN IN 2007.

TRANSPORTATION WILL BE PROVIDED FOR STUDENTS AND GUESTS TO THE PAVONET CENTER.

DURING THE TRANSITION, IT IS OUR GOAL TO PROVIDE THE SAME LEVEL
OF SERVICE TO ALL STUDENTS, GUESTS, AND CLIENTS.

FOR MORE INFORMATION, PLEASE VISIT
WWW.OHIOUNION.OSU.EDU

SERVICES LOCATED IN THE OHIO UNION.
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Questions?

For more information please contact:

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