



REPORT

From the office of the...

SAB Space Allocation Ad-Hoc Committee

TO:	Members of the Student Representative Assembly
FROM:	SAB Space Allocation Ad-Hoc Committee
SUBJECT:	Final Report
DATE:	October 29th, 2018

Dear Members of the Student Representative Assembly,

A special referendum was held in March of 2017 where students voted in favour of a new fee structure that led to the creation of an expanded Pulse and new Student Activity Building (SAB).

The SAB Space Allocation Ad-Hoc Committee was struck at SRA Meeting 18B to make decisions and gather students input on behalf of full-time undergraduate students as to how the space will be allocated. In 2017, the committee worked to gather students input on recommendations for the overall structure of the building. This year, the committee worked to gather students input from an interior design perspective. This report contains the findings and recommendations of the committee, for your approval.

Sincerely,
The SAB Space Allocation Ad-Hoc Committee

Introduction	
SAB Space Allocation Ad-Hoc Committee	2
Campaign Structure	4
Survey Results	5
● Summary of Student Outreach	5
● First Floor Steps	7
● Exposed Black Spaces	8
● Third Floor Meeting Rooms	9
● Fourth Floor Nap Room	11
● Multi-Purpose Room	12
● Wall Colours	13
● Greenery	14
● First Floor Lobby	15
● Building Name	16
● General Building Suggestions	17
Appendix	
● Appendix A: Building Name Suggestions	19

The SAB Space Allocation Ad-Hoc Committee

Committee Inception

The Space Allocation Ad-Hoc Committee was struck at SRA Meeting 18B to gather student input regarding the design of the Student Activity Building (SAB). This committee was intended to build off of the work from last year's committee. The committee will then make a number of recommendations to the SRA regarding the interior design of the 40,000 square feet of student space.

Structure

The committee was to be comprised of 7 voting members -- the Associate Vice President Finance (as chair), 3 SRA members, and 3 MSU members. This year also had two additional MSU members sit in on the meetings.

Associate Vice-President: Finance	Alexandrea Johnston
SRA Members	Andrew Bonk Hargun Grewal Menatalla Ibrahim
MSU Members	Jovan Sahi (Voting) Harneet Hothi (Voting) Urszula Sitarz (Voting) Tushar Tejpal (Non-Voting) Nina Vujovic (Non-Voting)

Operating Procedure

As per the initial operating procedure, available through msumcmaster.ca/SAB: The committee shall be struct to solicit and compile information concerning student priorities for the allocation of space in the Student Activity Building. Using pre-existing data, newly obtained student feedback, and stakeholder consultation, the committee shall create a plan for the use of the 40,000 sq/ft of unallocated space within the building and present a plan to the assembly for approval.

Without limiting the generality of the of the foregoing, this committee shall:

Consist of the following voting members

- One (1) chair of the committee who shall be the MSU VP Finance of AVP Finance
- Three (3) SRA members elected by SRA
- Three (3) MSU members elected by the SRA

Include the following official observers

- All SRA members
- All members of the Executive Board
- The Board of Directors of the SRA 18 year

Intention

- To solicit student ideas and priorities on the space allocation of the Student Activity Building
- To provide a venue in which priorities may be proposed, discussed, and ranked
- To finalize recommendations within the timeframe dictated by the building schedule
- To ensure that students space, and as a result student fees, are being used in a way that will benefit all students
- To keep the assembly informed as the progress of the allocation

Process

- Meetings shall occur biweekly
- The committee shall have access to a promotions budget

Timeline and Dissolution:

- Submit a final proposal to the Assembly
- Dissolve upon the completion of their mandate

Campaign Structure:

The SAB Ad-Hoc committee met on a bi-weekly basis to develop a strategy that would successfully gather student opinions on the interior design of the Student Activity Building. A survey was created and shared both online and on campus over the course of 4 weeks. The committee selected areas with high student traffic in order to maximize campaign exposure. Committee members were present at information booths during Clubsfest (September 5th), Homecoming Expo (September 14th), and in the McMaster University Student Centre (September 25th/28th). Coffee vouchers for Union Market were used to incentivize student participation in the survey along with the chance of winning one of five \$100 pre-paid meal plan cards. A Snapchat barcode was created to make access to the survey quick and simple for students. The online strategy consisted of social media posts by committee members that were linked to the survey form. A video was produced and shared on relevant social media pages to provide another means to inform and engage students in the project.

Survey Results:

Summary of Student Outreach:

Within the four weeks, the survey was open, we gathered 945 responses from full-time undergraduate students. This is a 105% increase in responses from last year's committee. We had a table at the McMaster Homecoming Expo and we connected with approximately 1200 students through handing out information cards. Our video was viewed for a total of 2,854 minutes and reached approximately 5,000 unique viewers. Video stats can be seen below in Figure 1 and Figure 2. Further, through the use of our tabling efforts in MUSC we connected to approximately 150 unique students each day.

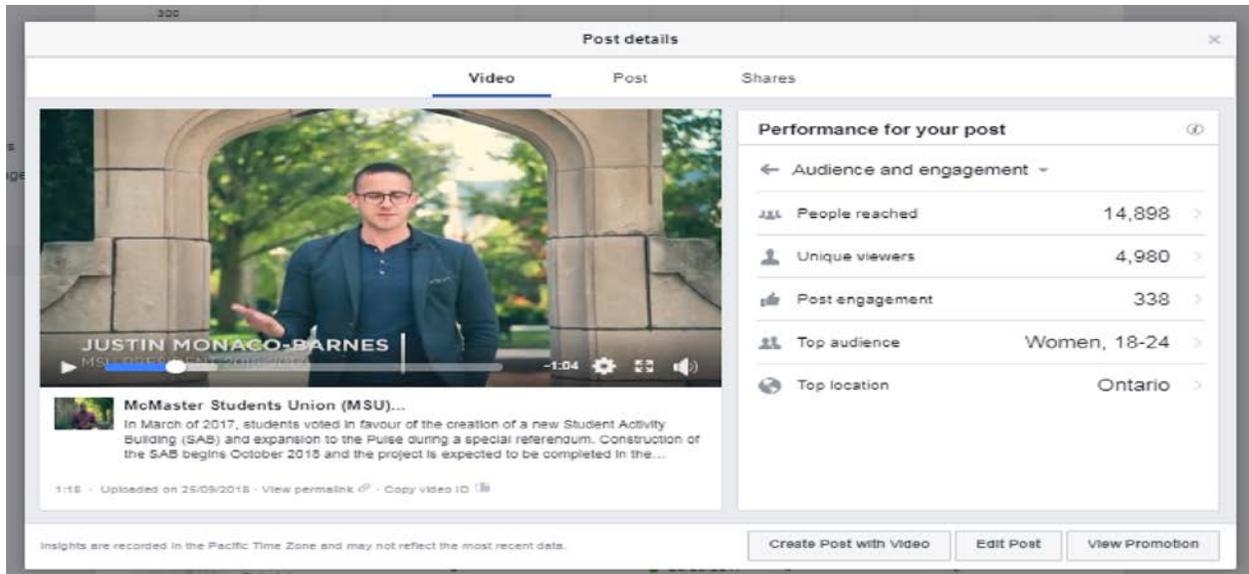


Figure 1: Summary of promo video's performance.

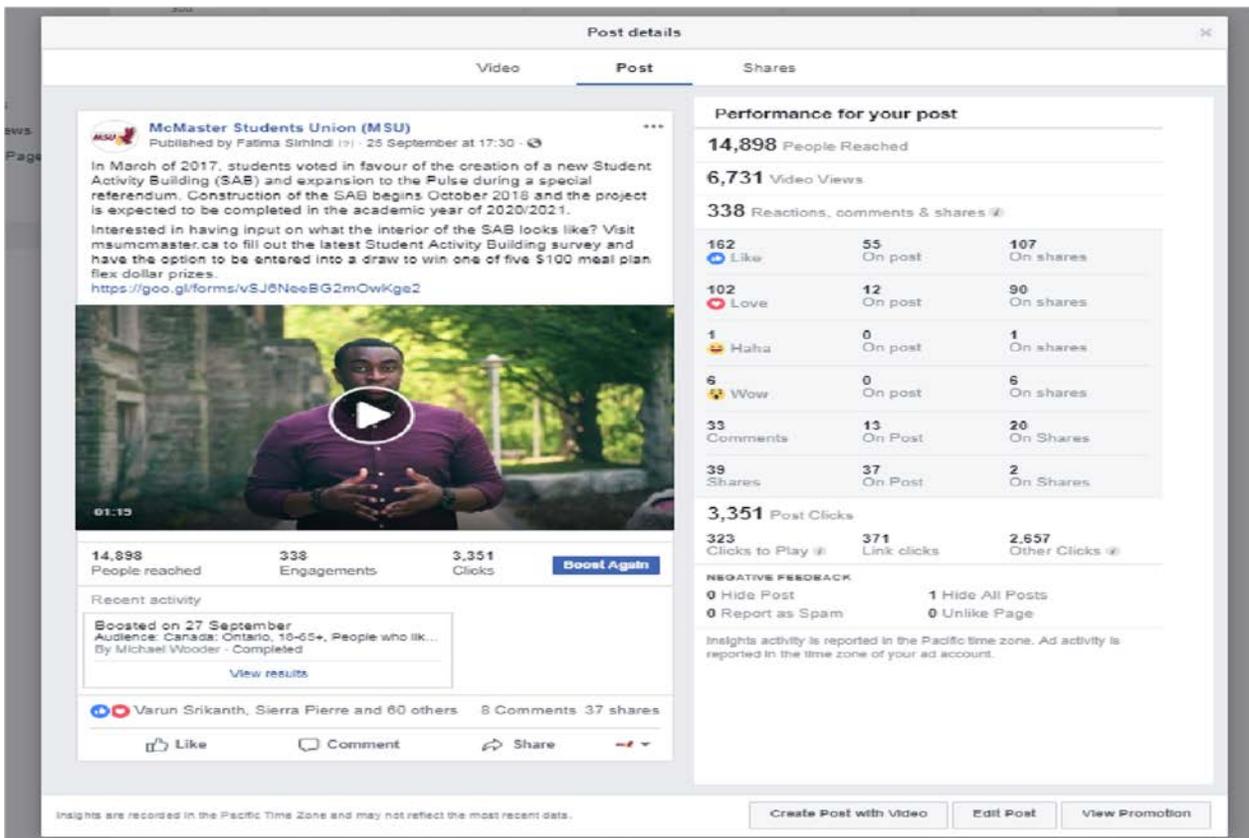
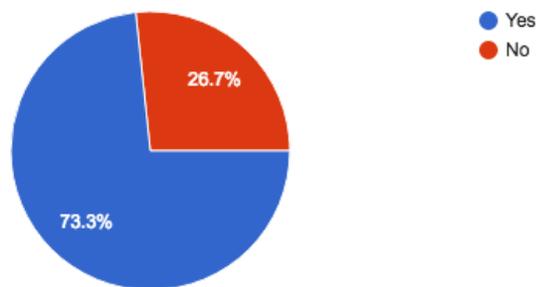


Figure 2: Summary of promo video's outreach.

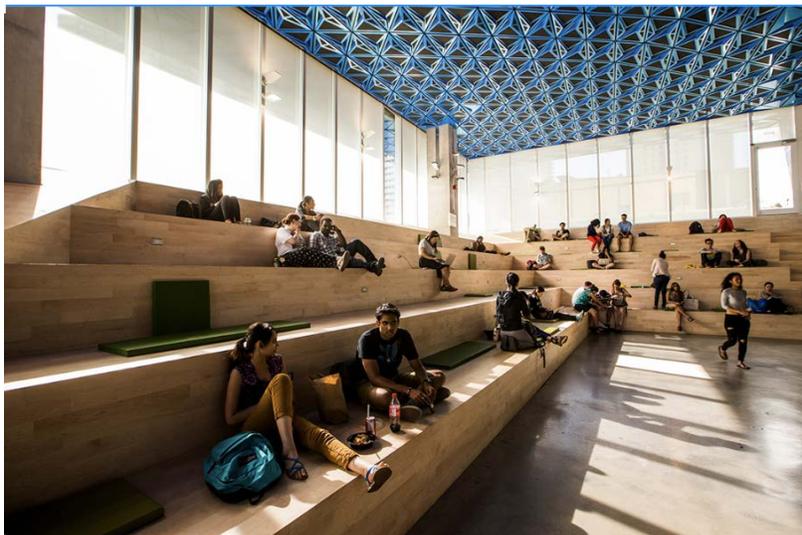
First Floor Steps

The first floor of the building will have large open steps. Do you think the large open steps should have cushions?

945 responses

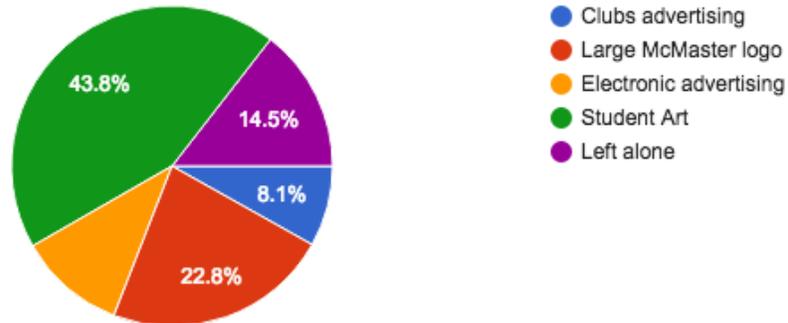


Students were asked if they wanted to have moveable cushions placed on the large open steps on the first floor of the building. The question received 945 responses. From this, a total of 73.3% of respondents (693/945 responses) indicated that they wished to have cushions placed on the steps. As a result, the committee recommends that the SAB has some form of removable cushions students can use on the steps.



What would you like to see on the exposed black spaces on the image below?

945 responses



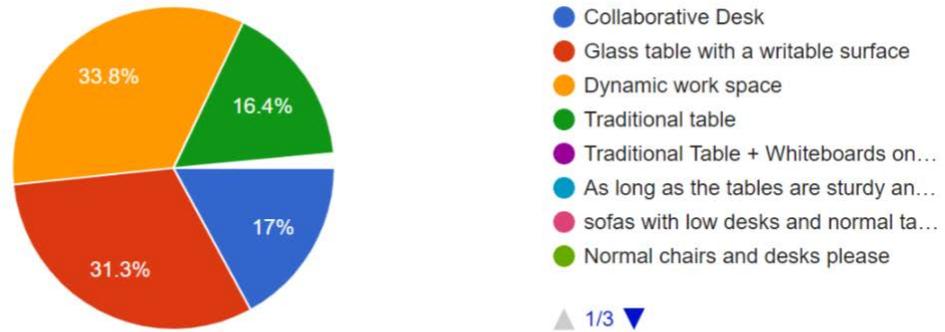
Exposed Black Spaces

Students were asked what they would like to see on the exposed black spaces on the walls of the Student Activity Building. The question received 945 responses. From this, a total of 43.8% of respondents indicated that they wished to have student art placed on the space. 22.8% of the respondents indicated that they want a large McMaster logo on the space. 14.5% of the respondents indicated that they would like to leave the space alone without anything covering it up. 10.8% of the respondents would like to see electronic advertising on the space. Finally, 8.1% of the respondents said they would like to see the space used for clubs advertising. As a result, the committee recommends that the exposed black spaces are used to showcase students art.



The third floor will have meeting/study rooms. What kind of tables would you like to see in these rooms?

945 responses



Third Floor Meeting Room

Students were asked what kind of table they would like to see in the meeting/study rooms on the third floor of the building. Students were presented with four options; all four options can be seen below. Of the 945 responses, 33.8% of students wish to see dynamic workspaces within these study rooms whereas 31.3% want glass tables with writable surfaces. As a committee, we recommend the third-floor meetings rooms resemble a dynamic workspace, however, the tables have a glass writable surface.



Option 1: Collaborative work space



Option 2: Glass table with a



Option 3: Dynamic workspace

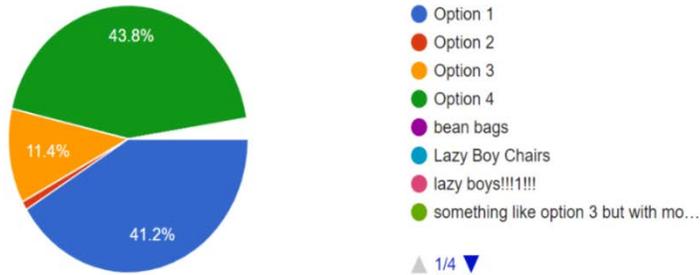


Option 4: Traditional Table

Fourth Floor Nap Room

The fourth floor of the building will have designated nap room. What kind of nap chairs would you like?

945 responses



Students were asked which kind of nap chairs they would like to see in the designated nap room on the fourth floor of the building. Of the 945 responses, 43.8% of students wish to see Option 4 as their preferred nap chair while 41.2% of students want Option 1. The white space within the pie chart represents new suggestions that were submitted such as bean bag chairs and reclining armchairs, however, these do not make up a significant portion of the votes. Given the students responses were so close, we as a committee recommend that the nap room should have a combination of nap chairs similar to those in Options 1 and 4.

Option 1



Option 3



Option 2

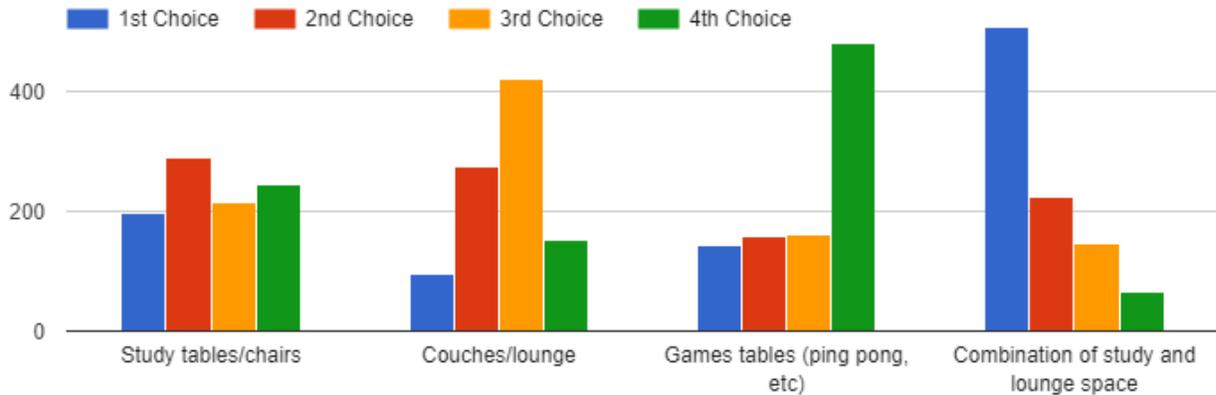


Option 4



Multi-Purpose Room

The fourth floor will have a large multi-purpose area. How would you like this space to be used?

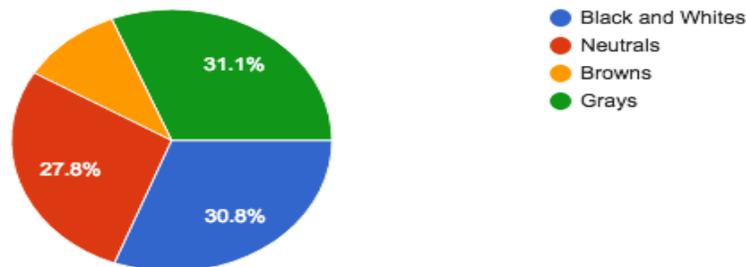


The fourth floor of the new Student Activity Building will be taken up mostly by a multipurpose room. This room has been designed to suit everyday student needs and to function as an event space. In the survey, students were asked about their preferences for the everyday uses of this multipurpose area. The students were provided with four choices: study tables/chairs, couches/lounge, games table, and a combination of study and lounge space. They were asked to rank each option from their first to fourth choice. The survey found that 53.8% of students would like the multipurpose room to have a combination of study and lounge space. The second choice of students was study tables/chairs at 30.5%, followed closely by couches/lounge at 29%. The results of this question support the multipurpose room to be truly multipurpose, both in its daily and occasional functions.

Colours

What kind of colours would you like to see in the building?

945 responses



Students were provided with four colour palettes and asked which they would like to see within the Student Activity Building. The colour palettes, each containing 15 individual shades, were grays, browns, neutrals, and black and white. The students' votes were 31.1% for grays, 27.8% for neutrals, 30.8% for black and white and 10.3% for browns. These results show an approximately equal preference among the three muted palettes with a slight preference against the brown palette. As a committee, we do not have a formal recommendation other than traditional light colours, as suggested by the students. In other suggestions, many students asked for natural colours/light colours over dark colours.

Black and Whites



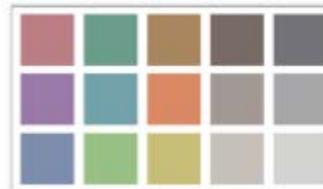
Browns



Neutrals



Grays



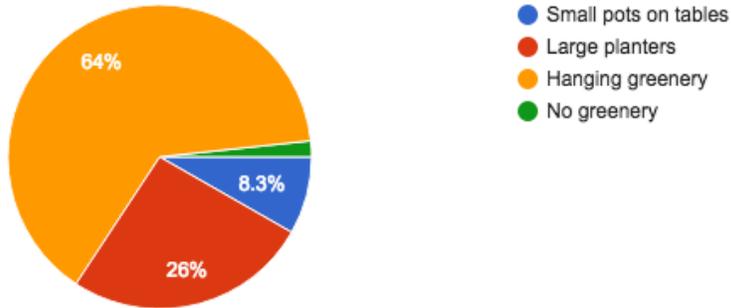
Greenery

The committee provided students with options for the type of greenery that will be included throughout the SAB. The three options were small pots on tables, large planters, and hanging greenery. With 64% of the votes, hanging greenery proved to be the students' top choice for greenery. Large planters had 26% of the votes and small pots on tables 8.3%. Our results show not only a large preference for hanging greenery but also a clear interest in the presence of

greenery in the SAB, as the no greenery option only got 1.7% of the votes.

What kinds of greenery would you like to see in the building?

945 responses



Small pots on tables



Large planters

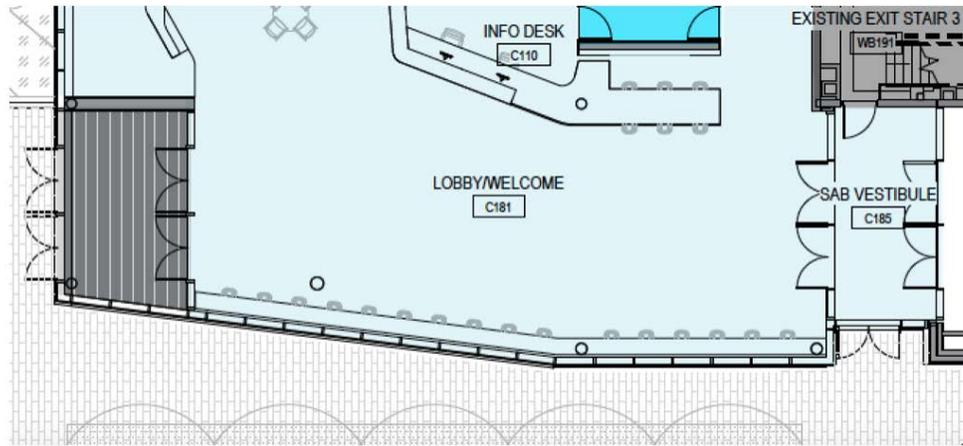


Hanging greenery



First Floor Lobby

Do you have any suggestions for what you would like to see in the first floor lounge area?



Short answer text

Of the 945 survey responses, 542 of the respondents indicated other alternative suggestions on how the space on the First Floor Lounge Area should be allocated. A total of 58 responses were considered to be invalid, resulting in a final total of 484 responses. The responses were then sorted into 6 major themes. A total of 20% (97/484) of the respondents indicated that they wished to see a Cafe/Restaurant be allocated to the space. A total of 30% (143/484) of the respondents indicated that they wished to see the space be allocated with comfortable sitting/study spaces. Other common themes included a Greenery/Plant Wall space (8.1%), Charging Stations (6.6%), Gaming Tables/Multimedia Entertainment (5.6%), as well as a Waterfall/Water Fountain (7.0%). Given the second floor of the building will have a grocery store, we do not recommend a cafe, however, we do recommend the space is functional for both studying and socializing. To do this, we think open tables/chairs is the best solution.

Building Name

"Student Activity Building" was a temporary name given to the original campaign. What would be your suggestion for the building's title?

Short answer text

The title, “Student Activity Building” was a temporary name given to the original campaign. Thus, in the form of an optional short answer question, students were asked for suggestions for possible titles to give this building. Subsequently, this question received 360 responses. From these responses, 8.61% of the suggestions indicated keeping the current title of the building. However, these suggestions also included modifications such as “Student Activity and Study Base” and “McMaster Student Activity Building.” Another common theme amongst the suggestions was to name the building after a notable figure whether that be a McMaster alumnus or a woman who has made a significant impact in their respective fields, for example, the “Roberta Bondar/Donna Strickland Building”. Recurring answers also included “the hub (21),” “homebase (2)”, and names that incorporated the word activity (35) such as “Activity Center for Excellence”, “Student Life Activities Center” and “Active Learning Center.” Incorporating the word “student” (84) into many of the names other than “Student Activity Building” was also another recurring theme. “Student Life Building”, “Student Care Center” and “Student Community Center” are examples of this. As a committee, we do not have a formal recommendation for the building name, we believe further investigation and consultation is required. We believe this task is better suited for the specific SAB naming committee, the top three names will be sent to a student vote and we believe this will be the most effective way at choosing a final name.

General Building Suggestions

Do you have any other ideas or suggestions for the building?

Long answer text

- 39 students asked for increased study designated areas whether it is private, group, or public. The suggestions were as follows:
 - They asked the rooms to be for everyone, not faculty specific.
 - Also, to be soundproof, have comfortable seating and many power outlets and to be used by first come, first serve concept.
- 29 students asked for food places and revolved around being cost-efficient, address the diversity of food restrictions, healthy and taste good.
- 8 students asked for more nap space extension to the 10 spots in MUSC.
- 19 inputs suggested more greenery.
 - The ideas were centralized around natural light, colors, balconies, etc.
- 16 students asked to provide plenty of power and USB outlets around the building and many in lecture rooms.
- 13 students incorporated water in their suggestions.
 - Examples were waterfalls, water fountains, many water filling stations, and free hot water to make drinks for students.
- 3 students asked for soundproof rooms. especially for napping and study rooms.
- 12 students emphasized better accessibility generally for this building.
 - One specific example was not putting ramps only on the sides.

- 11 students asked for large windows looking over to the sky, greeneries, or just for natural light.
- 10 students asked for game tables like residences for off-campus students.
- 10 students' ideas were around building a relaxing theme throughout the building and destressing ideas such as swings, a wall with a big fidget or writing thoughts out and has a modern style another 4 suggested that walk-in activities like yoga or puzzle would be an assist.
- 7 students suggested lounges generally and for off-campus students specifically.
- 6 students asked for movie theaters/screening rooms.
- 6 students about having better washrooms that can accommodate more than one-person gender-specific, and gender-neutral washrooms, full-length mirrors, good air ventilation to smell clean, and to be close to the prayer room.
- 5 students suggested opening it for 24/7 building or at least the study spaces. 5 students want public music rooms/pianos.
- 5 students asked to be sustainable and energy-efficiency.
- 4 students want a full Tim Hortons.
- 4 inputs asked for dance studios and big rooms for other teams that require a big private space.
- 2 students asked for better Wi-Fi services.
- 3 students asked for whiteboard walls with markers to study/brainstorm.
- 3 students asked for bicycle racks that are well spaced with good light to keep the space safe.
- 2 students asked to keep peer support services separated as they serve different causes and to stay in MUSC to be easily reached.
- There were many interesting single ideas such as calling the nap room "Marauders' Nest" and calling the multi-faith room "A house of Prayer for All Nations", creating bus routes close to the building, designated areas for club promotions and team recognition, a garden/greenhouse open for public student use with provided materials, big clock wall, a cornerstone dedicated to students and to have interfaculty representation.

Appendix A: Additional Name Suggestions

1. MUSC 2.0
2. Student Living Building
3. Student multipurpose center
4. MacSpace
5. The McFuture
6. Student Lounge
7. MACTivity Student Center
8. Student Life Building
9. Student Center 2.0
10. McMaster Center for Excellence
11. Peter George Center for Learning and Living
12. Community Enrichment Building
13. The Bondar Building
14. McMaster Activities Center
15. Marauder's Nest
16. Student Recreation Center
17. Marauder Mainstay
18. The Hub
19. Marauder Home Base
20. Student Continuous Improvement Building
21. Mac Live
22. Marauder
23. McLounge Space
24. The Roberta Bondar Center for Excellence
25. Activity Centre for Excellence
26. Master Zone
27. McMaster Recreation Centre
28. Architecture McMastered
29. McMaster Student Zone
30. MAQ- McMaster Activity Quarters
31. General Vivacity Centre
32. Student Activity Hall
33. Strive for Success Structure
34. Student Learning Centre
35. Student Unity Project (SUP)
36. Student Enjoyment Centre
37. McMaster Community Building (MCB)
38. Centre for Student Expansion & Life (CeSEL)
39. Student Space
40. McMaster Rec and Leisure
41. Creators Space
42. Living and Learning Centre
43. McMaster Centre for Student Engagement
44. Student rejuvenation center/building

45. Mac-tivity Lounge
46. The Rec building
47. Active learning building
48. MacSpace
49. Mac Pad
50. Multi Purpose Community Centre (MPCC)
51. Marauders Activity Center (MAC)
52. The Marauder
53. Marauder HQ
54. McMaster Student Hall
55. Student Living and Activities Centre
56. Student Success Building
57. McMaster Student's Place
58. Marauder Zone
59. Mac Centre Building (MCB)
60. Patrick Deane Activity Centre
61. Interdisciplinary student building
62. The Nest
63. Eugene Levy Activity Building
64. DBAC 2
65. Student Life Building (SLB)
66. McMaster Student Collaboration Centre
67. Student Lounge and Activity Building (SLAB)
68. McMaster Action Centre (MAC)
69. Student Multi-purpose Complex
70. SLAC (Student Life Activities Centre)
71. The Student Shack
72. The Commons
73. Student base
74. Marauders center for living
75. Chill zone
76. Student Care Centre (SCC)
77. Student Community Centre
78. The Mosaic Building
79. McMaster Legacy Centre
80. The Excel Centre
81. The Solarium
82. Marauder Corner
83. MARS (McMaster's Area for Relaxation and Study)
84. Residence-Recreation-Study (RRS) Building
85. McMaster University Student Activity Building (MUSAB)
86. Mac Hive
87. McMaster Fitness and Wellness Center
88. Rec Facility
89. The Student Space
90. McMaster University Student Activity Centre (MUSAC)

91. Student Union Building
92. Student Socializing Centre
93. McMaster Center of Student Recreation
94. Student Activity & Leisure Complex (SALC) or Student Leisure and Activity Building (SLAAB/ SLAB)
95. Marauder Community Hall
96. The Think Tank
97. H.O.M.E (Helping Oppourtunity Magnify Experience)
98. The Garden
99. Marauder Life
100. McMaster Community Plaza/Centre/Square
101. Student city center
102. Student Residential Learning Complex
103. Mactivity / MACTivity Centre
104. Marauders Mansion
105. Student activity quarters
106. The maroon room
107. Student Activity Building
108. Study, Health and Accommodation Centre (SHAC)
109. McMaster Productivity Centre
110. University Place
111. Student wholeness building
112. The Marauder's Den
113. McMaster student engagement building MSEB
114. Jacob Makris building
115. Student Learning Building
116. Relaxations station
117. McMaster Integrated Student Life Building
118. Magic Mac Lounge
119. Student Activity and Study Base (SASB)
120. Clubhouse
121. Collaborative Activity Centre
122. Marauders Crossing
123. MSU House
124. Marauders' Multispace
125. Machill Spot
126. The McMaster Den
127. Marauder Square
128. Mary Henderson Building
129. The Welcome Building
130. A name formed through consultation with Indigenous leaders to speak to the fact that McMaster is built on traditional territory of the Haudenosaunee, Anishinaabe and neutral peoples
131. Centre of Open Thinking and Engagement for Students (COOTES)
132. Union Square
133. Marauders Meeting Place

- 134. The Bulb - for bright ideas
- 135. Mac Station
- 136. Cultivating Brighter Minds Building (CBMB)
- 137. Maroon & Grey Pride Building (MGPB)
- 138. McMaster Activation Place (MAP)