

Impacting Your University Mission with **UNIVERSAL DESIGN**





Peter Blanck, PhD
Chairman
Burton Blatt Institute
Syracuse University

ACCOMPLISHMENTS

- Chairman, Global Universal Design Commission
- Honorary Professor, Centre for Disability Law & Policy, National University of Ireland
- Former member of the President's Committee on Employment of People with Disabilities

PUBLICATIONS

- Employment, Disability, and the Americans with Disabilities Act (Northwestern U. Press 2000)
- Disability Civil Rights Law and Policy (with Hill, Siegal & Waterstone) (West 2005, 2009)
- Race, Ethnicity and Disability (with Logue) (Cambridge U. Press 2010)
- What Jobs Do People with Disabilities Want? The Same as Anyone Else (with Ali, Schur, and Kruse), Journal of Occupational Rehabilitation (2010)
- Employment of People with Disabilities (with Gottlieb and Myhill), International Encyclopedia of Rehabilitation (2010)





Michael Perry, AIA
Executive Vice President
Universal Design Consultant
Progressive AE

ACCOMPLISHMENTS

- Board member, Global Universal Design Commission
- Principal architect, Mary Free Bed YMCA
- Presented at global conferences Disability:IN and the Zero Project
- Presented to the USA Olympic and Paralympic Training Center
- Presented to United States Access Board
- Led Universal Design discussions with Notre Dame and Syracuse University
- International Universal Design consulting with Merck & Co.



Committed to Inclusion

“...We are committed to excellence and diversity in our students, faculty, staff, and all of our activities. **We provide an inclusive environment** where innovation and freedom of intellectual inquiry flourish...”



Committed to Inclusion

“...provides student-focused, **accessible**, quality technical and general education, academic transfer, experiential and co-operative education and workforce development.”



Committed to Inclusion

“...As Kentucky’s flagship institution, the University plays a critical leadership role by **promoting diversity, inclusion**, economic development and human well-being.”



Committed to Inclusion

“...an **inclusive educational community** rooted in the Catholic and Dominican tradition, provides a liberal arts education with a global perspective, emphasizes career preparation focused on leadership and service to others, and fosters a commitment to lifelong learning dedicated to the pursuit of truth and the common good.”



Committed to Inclusion

“...is committed to its mission to provide **accessible**, affordable and high-quality education to people in southern Ohio.”



The commitment to accessibility and inclusion is universal.



What is Universal Design?

The Old Definition States...

“The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.”



What is Universal Design?

The Old Definition States...

“The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.”

Today, the Definition is Shifting...

“A process that enables and empowers a diverse population by improving human performance, health and wellness, safety, and social participation by removing physical and social barriers.”



Seven Principles of Universal Design



DIVERSE



FLEXIBLE



INTUITIVE



PERCEPTIVE



MINIMAL HAZARD



LOW EFFORT



APPROPRIATE SPACE



ADA and Universal Design: *What's the Difference?*

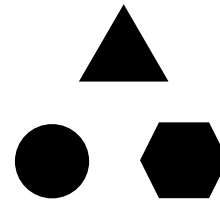
Spaces that are ADA compliant are not necessarily Universal Design, but all universally designed facilities are ADA compliant. This is because Universal Design goes above and beyond the requirements of ADA to address the needs of all people.



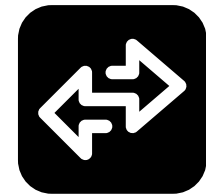
Equality vs. equal use – using ramps instead of stairs creates equality among users.



Seamless transitions mean able and disabled persons can navigate a building along the same path.



Colors and shapes can help users with wayfinding and to convey information.



Promote independence by going above beyond. Mat tables in dressing rooms and transfer stations in pools are examples.



Syracuse University

Burton Blatt Institute

“...advance the civic, economic, and social participation of people with disabilities.”

- Design highly-inclusive space for employees, visitors and students
- Universal Design site survey established best practices base line
- Execute Universal Design strategies in an existing building



Syracuse University

Measures

1. Quality of staff interactions and engagement with users and law students
2. Increased usage of space by other SU units and community
3. Becomes a model for best practices on campus and globally
4. Demand for telling the story by news outlets and articles written
5. Cost/sf for non-ADA accessibility enhancements



Ferris State University

“By providing a campus which is supportive, safe, and welcoming, Ferris embraces a diversity of ideas, beliefs, and cultures.”

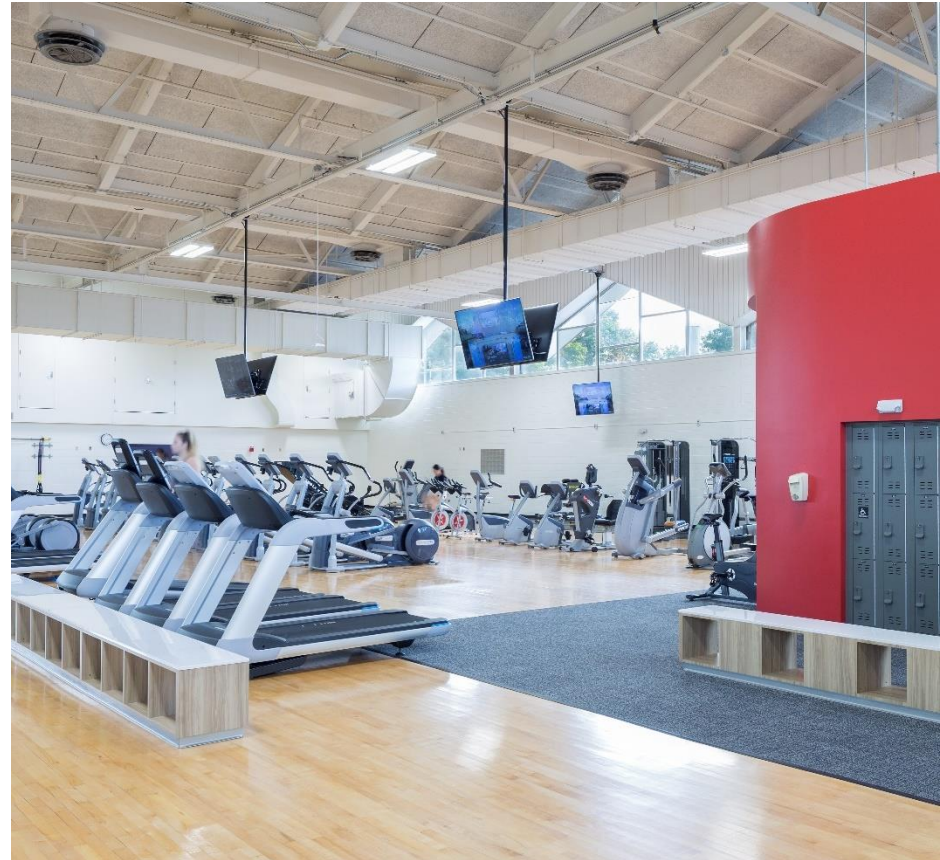
- Break down barriers that limit accessibility to students and the community
- Be accessible to all segments for the FSU and local community
- Reduce injuries
- Be a positive differentiator for prospective and incoming students



Ferris State University

Measures

1. Increase student satisfaction and use of facility
2. Increase community membership
3. Reduce number of safety incidents
4. Understand the impact of the recreation facility on student's decision to attend the university



1ST BUILDING
certified by the GUDC



Mary Free Bed YMCA

- Align with Y USA's DIG (diversity, inclusion and global) initiative
- Model for collaboration and inclusion
- Platform for new and innovative programming
- Serve as a model for YMCAs across the country
- Be a community hub



1ST BUILDING
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Mary Free Bed YMCA

Measures	Year 1	Year 2
1. Increase in membership	366%	515%
2. More monthly gate visits	351%	600%
3. More senior members	200%	250%
4. Increase in revenue	25%	35%
5. New programs	19	25
6. New adaptive sports programs	8	11
7. Decrease in utility expenses	14%	35%



Merck & Co.

- Providing Universal Design leadership and education for Merck's Global facilities team
- Developing UD strategies for all of their Global facilities
- Led Global UD Web-X training conferences across Europe and Asia
- Developed a UD "train the trainers" checklist for building renovations



Merck & Co.

Measures

1. Improve safety outcomes
2. Promote workforce diversity
3. Utilize a user-centered approach that is cost effective
4. Improve talent recruitment and employee satisfaction
5. Model for accessibility best practices



The Tools You Need

- **Site Assessment** – Utilize the Universal Design site survey tool
- **Recommendations** – P1 and P2 priorities are identified for you to consider and are organized by cost impact and degree of impact to users
- **Design/construction team communications** – meet with consultants, trade contractors and equipment suppliers/vendors to insure understanding and ownership of UD execution





Levels of Certification

(new building)

Universal Design Gold

- Awarded with 100% compliance of P1 and P2 strategies

Universal Design Silver

- Awarded with 100% compliance of P1 strategies and 50% of P2 strategies

Universal Design Bronze

- Awarded with 100% compliance of P1 strategies





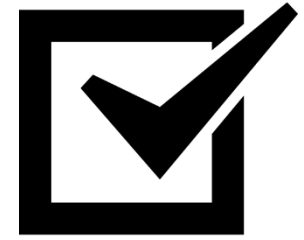
Levels of Certification

(existing building)

Universal Design Certification

- Awarded with 100% compliance of agreed upon P1 and P2 strategies





Checklist Sections

- Site Entrances + Exits
- Site Circulation
- Transit + Parking
- Building Relationships
- Outdoor Amenities
- Building Entrances + Exits
- Building Circulation Systems
- Space Relationships
- Assembly Spaces
- Restrooms
- Fitness + Locker Rooms
- Aquatic Areas
- Sleeping Rooms
- Product Display
- Information Transaction Kiosks
- Workspaces
- Indoor Amenities
- Food Service
- Customer Service
- Facilities Management
- Residential Units



Universal Design is about celebrating and valuing the diversity of people as a natural part of the human experience. It's about **including all individuals in the collective enterprises and experiences that society has to offer**, and not excluding people based on difference alone.



Universal Design is the future. It's about changing mindsets and putting access at the forefront of design.



Thank you!

