

## **PROPOSITIONS "Managing the university campus" – Alexandra den Heijer**



Propositions for PhD thesis Alexandra den Heijer "Managing the university campus - Information to support real estate decisions", defended March 4, 2011.

1. Each university goal can be frustrated by the physical campus.
2. Campus management is improved as real estate decisions are explained with more concrete data to policy makers, controllers, users and technical managers, referring to key performance indicators.
3. The campus of the future is a city.
4. The innovative and flexible knowledge economy can bring new life to obsolete industrial heritage buildings.
5. Considering the added value of the university for the knowledge economy, the Ministry of Economic Affairs, Agriculture and Innovation should contribute substantially to the public funding of Dutch universities, next to the Ministry of Education, Culture & Science.
6. It takes a crisis – for example a fire – to change the academic workplace.
7. The campus will benefit from pop-up retail\* and leisure.  
  
\*Pop-up retail, also known as pop-up stores, pop-stores (US) or pop-up shops (UK), is the trend of opening short-term sales spaces (Wikipedia 2010). Examples for the campus are temporary outlet stores, karaoke bars, multi-cultural restaurants, sandy beaches and ice-skating facilities with drinks and food.
8. Alumni should be considered important stakeholders whose substantial financial contributions to the campus will benefit both the university and alumni themselves.
9. The virtual campus is less sustainable than the reduction of m2 on campus might suggest.
10. A new building is not appropriate for a national historical museum.

These propositions are regarded as opposable and defensible, and have been approved as such by the supervisor, prof. dr. ir. H. Priemus.

More information: <http://www.managingtheuniversitycampus.nl>