

Placemaking

Troy D. Glover, Ph.D.



UNIVERSITY OF
WATERLOO





**YOU
ARE
HERE**



What does
“university”
mean to you?

More than studying . . .

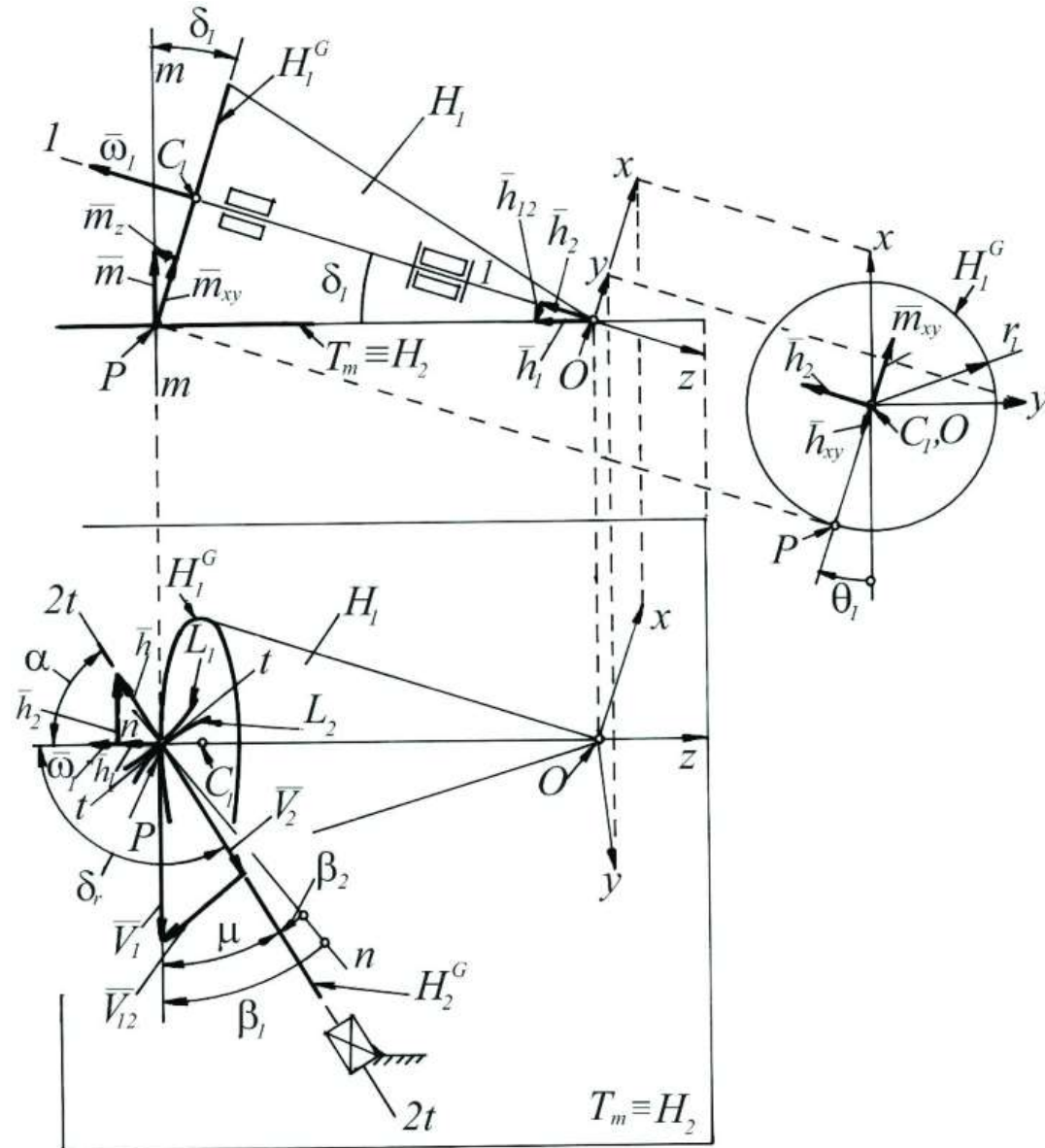


A word cloud featuring various university-related terms in different colors and orientations. The words include: JOIN, FUN, STUDY, TAKE, TALK, GO, MANAGE, AWARE, BUDGET, SEARCH, ACCOMMODATION, DIFFERENTLY, SOCIETIES, ASK, DEADLINES, LECTURES, EARLY, HELP, CLUBS, STARTENJOY, RESPONSIBILITY, DIFFICULTY, LECTURERS, and STUDY.

University as a *Space*

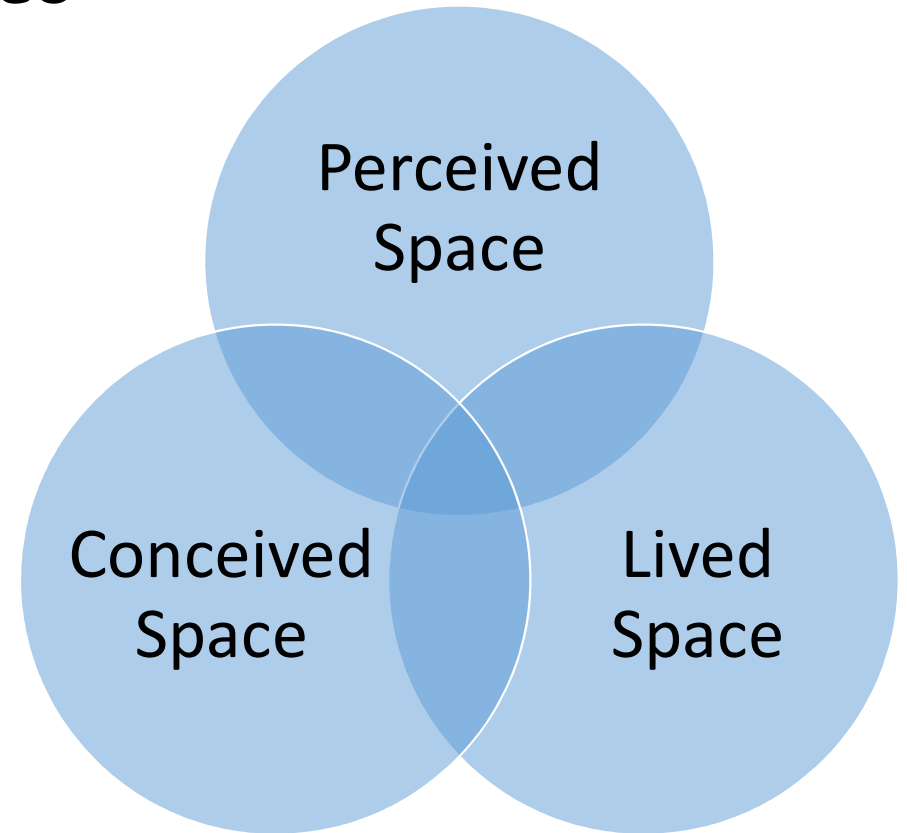
- “Abstract geometries” (i.e., distance, direction, size, shape, volume) detached from material form and cultural interpretation
- “Space is what place becomes when the unique gathering of things, meanings, and values are sucked out”

Source: Gieryn, T. F. (2000). A space for place in sociology. *Annual Review of Sociology*, 26, 463-496.



More than just coordinates

- *Space is conceived* insofar as it was designed for intended uses
- *Space is perceived* insofar as its users understand it has particular uses
- *Space is lived* insofar as people use it in intended and unintended ways



Source: Lefebvre, H. (1991). *The production of space* (Vol. 142). Blackwell: Oxford.

What is “place”?

An aerial photograph of a university campus, likely the University of Waterloo, showing various buildings and streets. The buildings are labeled with letters and numbers in white circles. The map includes streets like Columbia Street West, Ring Road, and University Avenue West. A large white box is overlaid on the top left of the map, containing the text '1. Geographic Location'.

1. Geographic Location

“Place is a unique spot in the universe”
- Gieryn (2000, p. 464).

Source: Gieryn, T. F. (2000). A space for place in sociology. *Annual Review of Sociology*, 26, 463-496.

2. Material Form

“Place is stuff. It is a compilation of things or objects at some particular spot in the universe.”

- Gieryn (2000, p. 465)



Source: Gieryn, T. F. (2000). A space for place in sociology. *Annual Review of Sociology*, 26, 463-496.

3. Investment with Meaning and Value



“A spot in the universe, with a gathering of physical stuff there, becomes a place only when it ensconces history or utopia, danger or security, identity or memory.”

- Gieryn (2000, p. 465).

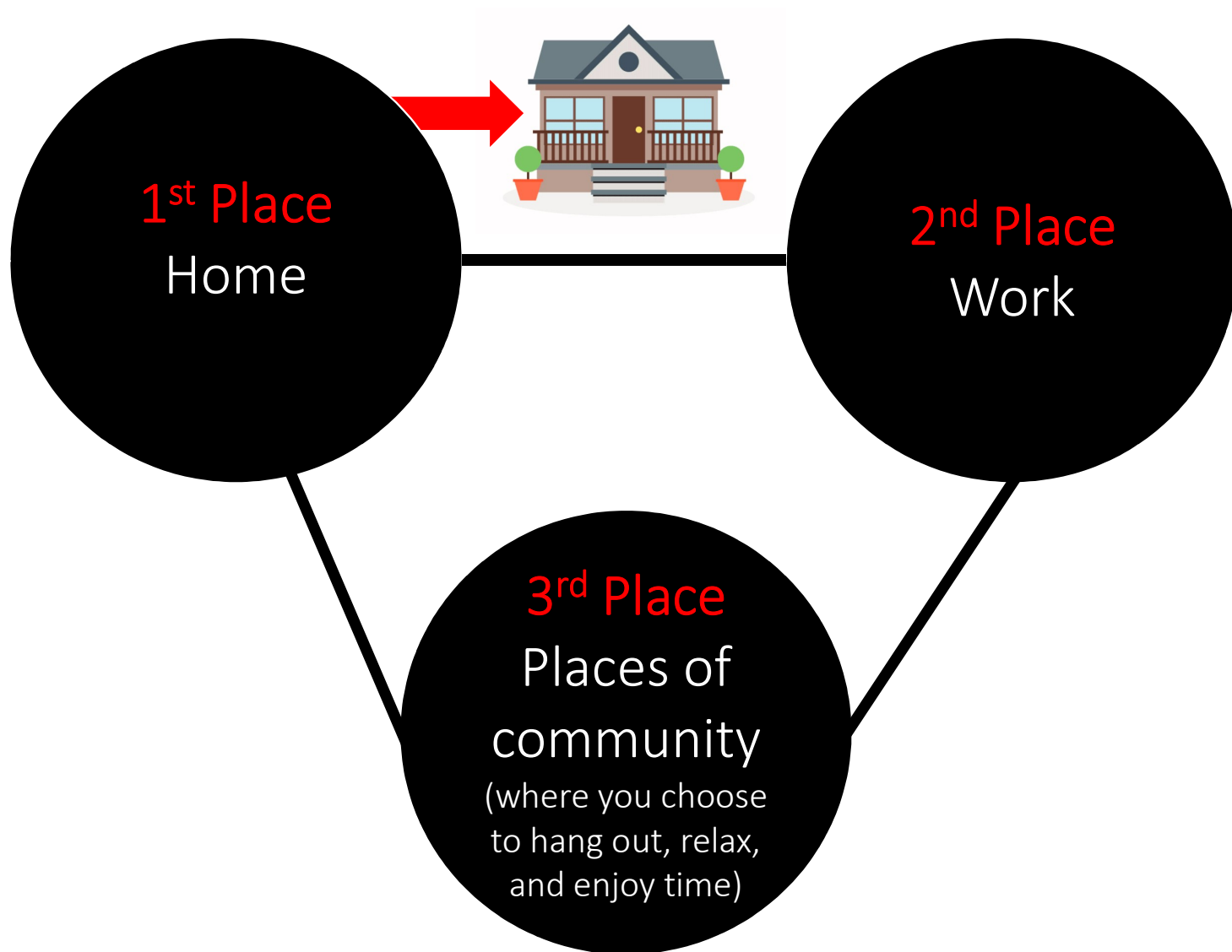
Source: Gieryn, T. F. (2000). A space for place in sociology. *Annual Review of Sociology*, 26, 463-496.

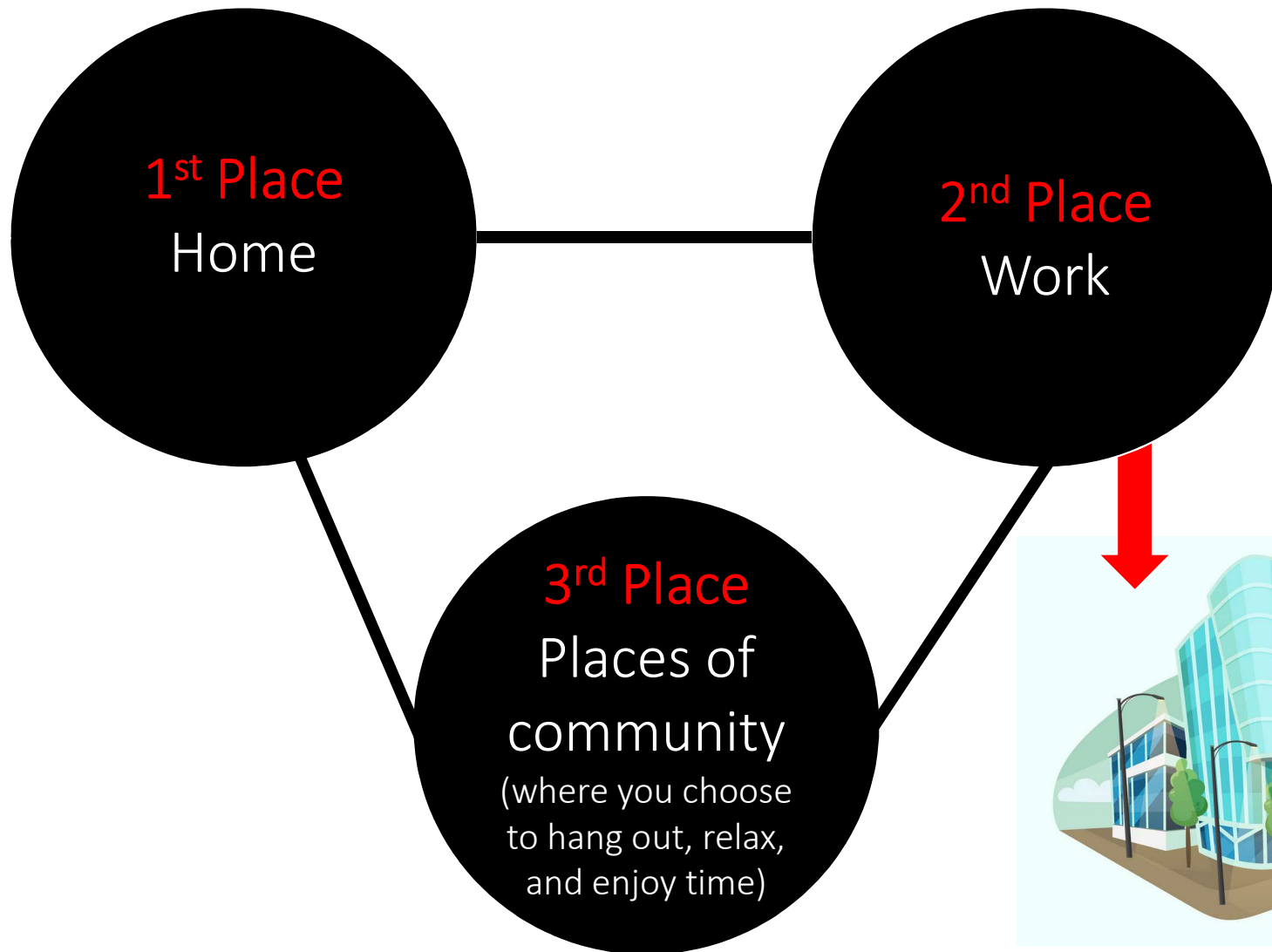
“Physically robust infrastructure is not enough if it fails to foster a healthy community; ultimately, all infrastructure is social.”

- Pete Buttigieg
Mayer of South Bend, IN



Source: Oldenburg, R. (1999). *The great good place: Cafes, coffee shops, bookstores, bars, hair salons, and other hangouts at the heart of a community.* Da Capo Press.





1st Place
Home

2nd Place
Work

3rd Place
Places of
community
(where you choose
to hang out, relax,
and enjoy time)



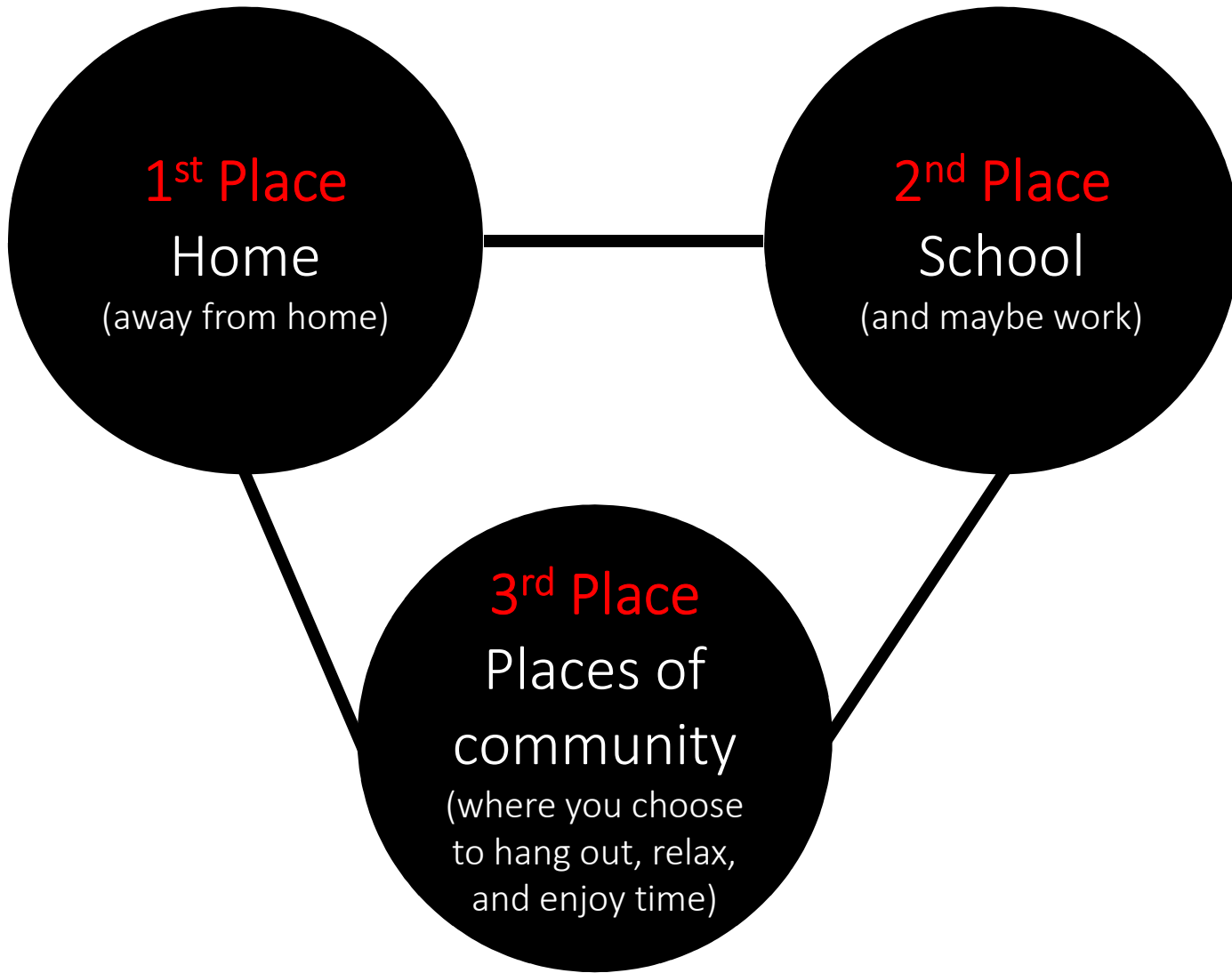
1st Place
Home

2nd Place
Work

3rd Place
Places of
community
(where you choose
to hang out, relax,
and enjoy time)



The University Camps



1st Place

Home

(away from home)

2nd Place

School

(and maybe work)

3rd Place

Places of
community

(where you choose
to hang out, relax,
and enjoy time)

1st Place

Home

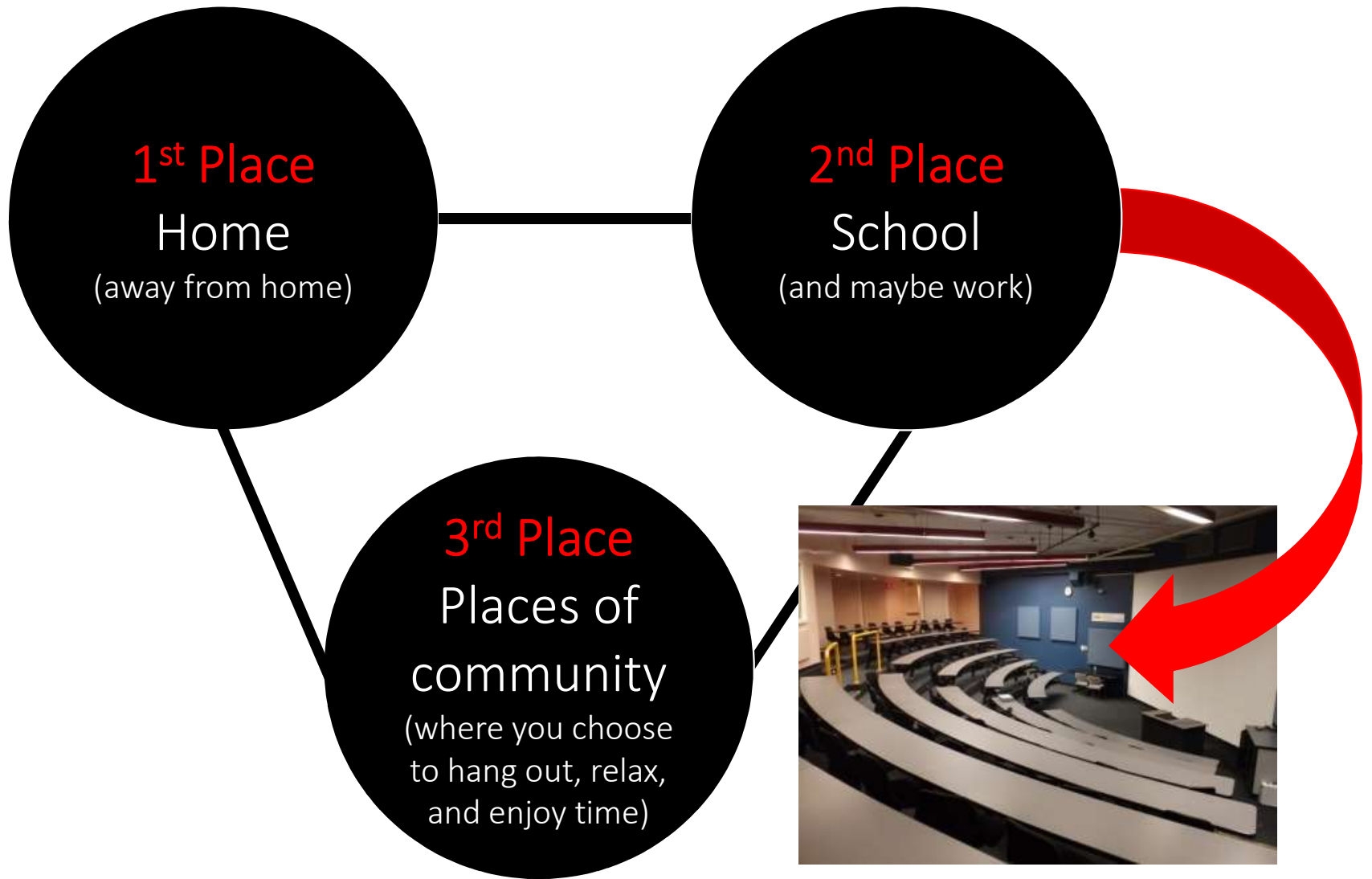
(away from home)

2nd Place

School

(and maybe work)



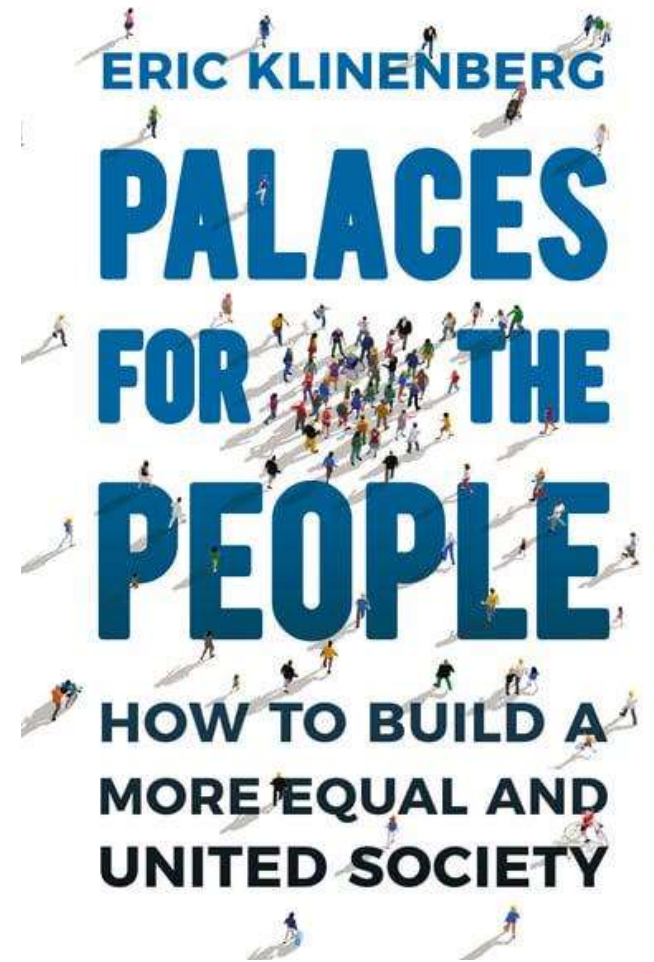




Social infrastructure

The physical conditions that determine whether human connection and relationships are fostered.

- Do the features of our campuses help students form connections?



Source: Klinenberg, E. (2018). *Palaces for the people: How to build a more equal and united society*. New York: Broadway Books.

Now more than ever,

This is a job
for . . .



AMICCUS
members

Placemaking

Intentional and aspirational efforts to make space more meaningful, to turn it into a “place”



Not enough to create place, Need to Create Social Value

- Positions exist in the minds of stakeholders
- Improve perceptions held by stakeholders so that your services are viewed as making more substantial contributions to important “community” concerns

Emphasize Outcomes

Outputs

- The direct products of program activities
 - # of participants served

Outcomes

- *Benefits or changes for individuals or populations during or after participating in program activities*
 - Changed attitudes or values, modified behaviour

Strategies* for (Re)positioning

- Real
 - Actually changing what you do so that your offerings are perceived as addressing important student needs
- Psychological
 - Altering stakeholders' beliefs about what you currently do

Source: Kotler, Haider & Rein (1993)

* Strategies are *not* mutually exclusive

Addressing important matters

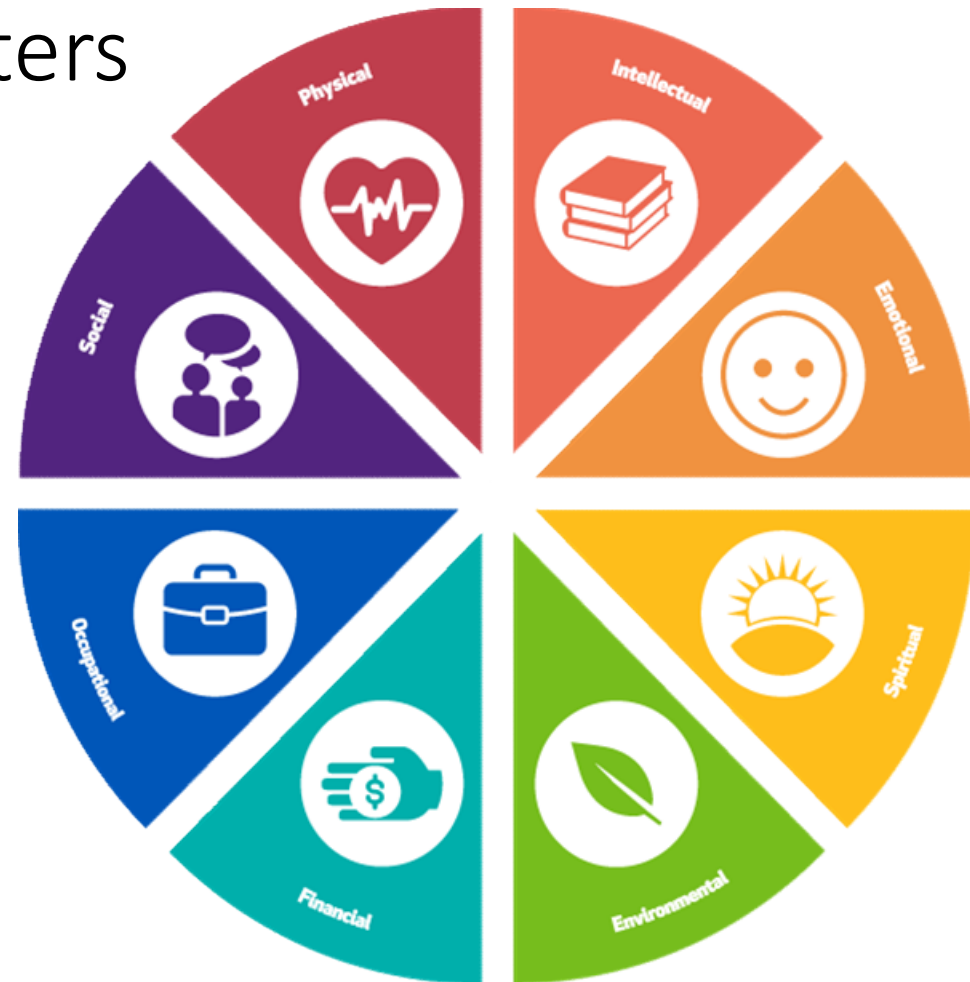
- Recruiting top-notch students – from across Canada and around the world
- Enriching our students' experience



Addressing important matters

Health:

- Social isolation, loneliness
- Mental health
- Work-life balance



Contributing to a “Flourishing Organization”

- Fostering positive emotions (e.g., joy, gratitude, hope)
- Engaging students in endeavours that fosters growth
- Encouraging positive relationships
- Contributing to positive meaning
- Accomplishment (i.e., seeing that student efforts are meaningful to them)



Source: Seligman, M. E. (2011). Flourish: a visionary new understanding of happiness and well-being. *Policy*, 27(3), 60-1.

What
department
do you work
in?

RECREATION AND LEISURE STUDIES

[Recreation and Leisure Studies](#) » [People profiles](#) »

Troy D. Glover

FILTER

Professor, Department Chair

Director of the Healthy Communities Research Network





Thank you

Email: troy.glover@uwaterloo.ca

URL: www.ahs.uwaterloo.ca/~tdglover

Twitter & Instagram: @Troy_D_Glover

