

**2023 ADRP Northeast – Mid-Atlantic Regional Conference**

July 20, 2023 | Seton Hall University  
South Orange, New Jersey



# Can You Feel It?

Using the experience of place to build community



Anne Manner-McLarty  
828.419.4685 | [anne@heurista.com](mailto:anne@heurista.com)  
Heurista, Co.

# Philanthropic placemaking

Using place as a conceptual focal point for rallying a community around shared values and ideals in order to foster the greater good and encourage various forms of engagement.

# Experiential design

Using design to influence both the experience of a place and the feelings for or about what the place represents.

Experiential design heightens the *genius loci* or *spirit of place* and aligns architecture, landscape, wayfinding, interpretive storytelling, and recognition.

# Placemaking is complex

- **Characterized by ambiguity and significant political influences**
- **Conducted over a period which exceeds the cycles of the technologies and resources involved, and/or**
- **Defined by its effect not the solutions reached**

# Principles

**Celebrate**

**Culture as your guide**

**Generate understanding**

**Create a place, not an object**

**Collaborate**

**Seek examples**

**Communicate clearly**

**Practice iteration**

**Plan for change**

**Invest and reinvest**



  
**Sheltering Arms Institute**  
A collaboration with **VCU**Health









# DELBARTON SCHOOL

# Project partners

Limited participation  
Changing roles and responsibilities  
Collective decision-making community

St. Mary's Abbey

Headmaster  
AH for Student Affairs  
Institutional Advancement  
Dean of Admissions  
Marketing & Communications  
Finance

Delbarton School

Technology Team  
Archives  
Athletic Directors  
Buildings & Grounds  
Major Donors  
Students

Heurista

Other design consultants

Fabrication & installation teams

Reviews, permits and scheduling

**5 years (2019 to now), 9 projects and still going!**

# Charge from the Headmaster

*[We have] "prime real estate" for recognition of donors/alumni, as well as highlighting our heritage and mission... it's time for us to develop and implement a plan to use these spaces to do the following:*

- 1. Tell our story as a school—highlight our history*
- 2. Proclaim what constitutes our Benedictine Catholic mission and identity—use the Hallmarks as an organizing theme*
- 3. Honor our Hall of Honor members and alumni advancement award winners*

*To this end, I ask each of you to serve on a committee that will research options to do the above, propose added objectives to the above list, develop a budget and an implementation plan to the final design concept selected. We can take as much time as needed, but I would hope that by the end of the academic year 2019-20, we can have a plan in mind to proceed.*

# Audit & Recommendations

- *December 2019-February 2020*
- *Primary contact established*
- *Data gathering and phone interviews*
- *3 days on campus for tours and interviews*
- *Draft report reviewed by primary contact*
- *Report submitted*

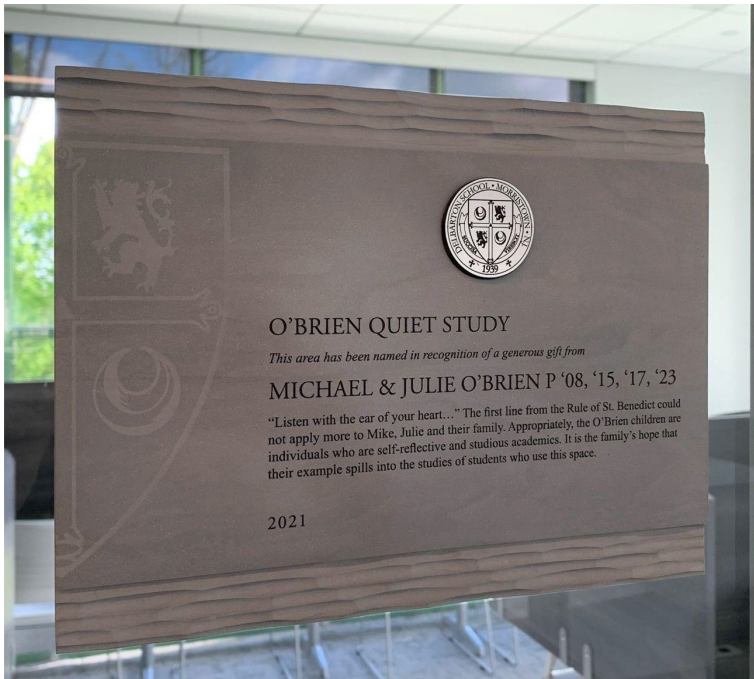
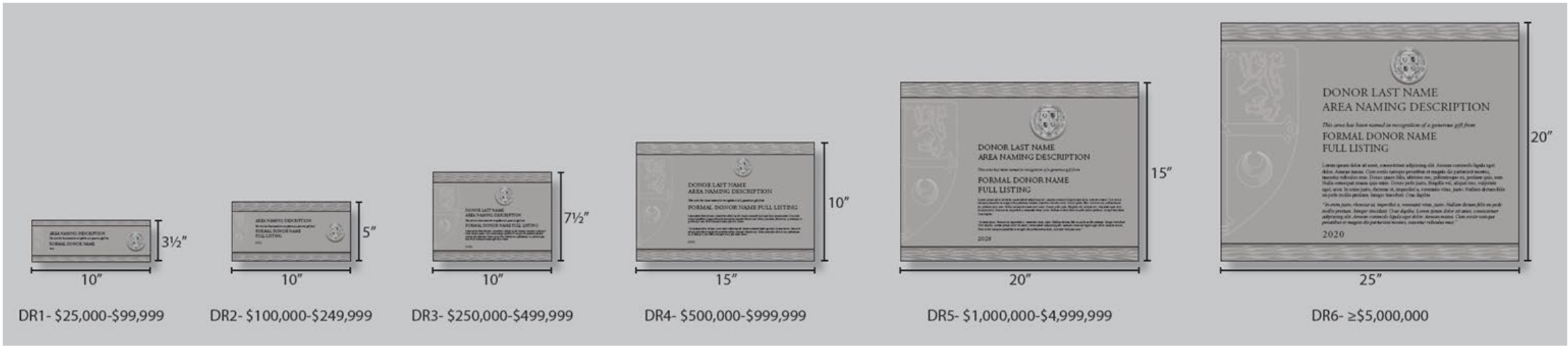
# Identified goals

*“Primary goals for the new communication tools are to **enhance the visitor, student, faculty and staff experience; to strengthen alumni and donor relations; and to aid in new student recruitment** by encouraging greater understanding, differentiation, and appreciation of the benefits of a Delbarton education.”*

*Excerpt from the 2020 Recommendations Report*

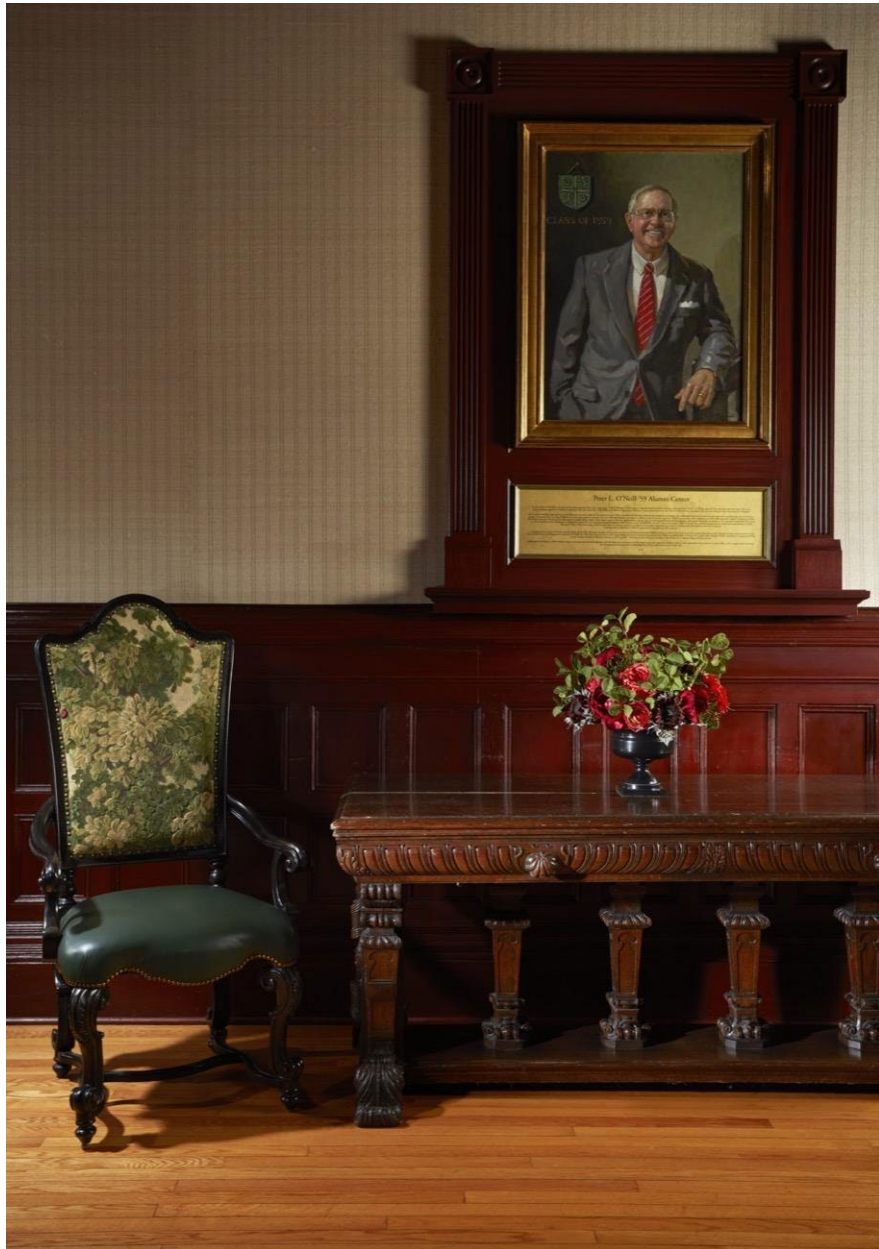
# Donor Recognition Program

- *Establish a hierarchy of area naming signs with content improvements*
- *Define naming standards appropriate to the academic and monastic communities*
- *Create a prominent, expandable plan for recognition of primary giving societies*
- *Refine policy, procedures and sustainable documentation*









# Donor impact

*“The work we’ve done to improve our donor recognition practices has been an undeniable factor in the School’s fundraising success. Delbarton is able to raise more money than ever because donors see that our values are demonstrated in everything that we do.”*

*John O’Brien, Delbarton Advancement Team*

# Environmental Graphics

- *Make use of renovations and construction to improve the on-campus experience and engage all audiences*
- *Reiterate the Delbarton Hallmarks, the stated principles that guide the community*
- *Convey the history of the community and their lifelong commitment to Delbarton and one another*
- *Celebrate the spirit of the Delbarton student as he grows in mind, body and spirit*



# Community recognition





# Student experience

*“Delbarton is living up to all its aspirations. We are recognized for our pursuit of excellence and shared commitment to service. This ethos is now more evident on our campus. Everything you hear or read can now be felt when you’re here. The Delbarton experience provides a strong and lasting connection between our students, past and present, and engages all audiences.”*

*Pat Collins, Delbarton Advancement Team*

# Wayfinding

*Hospitality is a Delbarton Hallmark, make the campus more welcoming and easier to navigate*

- *Entrance signs*
- *Directionals*
- *Destination signs with donor recognition*
- *Maps*







Heurista, Co. | [www.heurista.com](http://www.heurista.com) | 828.419.4685



ADRP Northeast & Mid-Atlantic Regional Conference July 2023

# Challenges

- *Decision-making “rights” and responsibilities*
- *Managing delays and budget overruns*
- *Fostering “graduated independence”*
- *Balancing legacy-building versus reputation-building*

# Process similarities

- *Assessment/determining the spirit of the place*
- *Focus on desired effect over envisioned outcome*
- *RACI diagramming*
- *Choosing the first “big win”*
- *Managing simultaneous projects/complexity*
- *Client exhaustion*

# Explore further

*[Heurista.com/heurista-project-summaries](https://heurista.com/heurista-project-summaries)*

*[Heurista.com/heurista-blog/category/Placemaking](https://heurista.com/heurista-blog/category/Placemaking)*

*[CreativePlacemaking-Paper.pdf \(NEA\)](#)*

*[PPS.org - Project for Public Places](https://pps.org)*

*[JournalDRS.com - Book 5: Resilience \(April 2024\)](https://journaldrs.com)*



**Anne Manner-McLarty**  
**828.545.0420 | [anne@heurista.com](mailto:anne@heurista.com)**

Questions?



ASSOCIATION OF  
DONOR RELATIONS  
PROFESSIONALS

BUILDING  
RELATIONSHIPS  
FOR GOOD

# View the Full Schedule and Details Online





ASSOCIATION OF  
DONOR RELATIONS  
PROFESSIONALS

BUILDING  
RELATIONSHIPS  
FOR GOOD

# Join Us at the 2023 Annual International Conference October 5 – 7 in Minneapolis!

CULTIVATING  
A CULTURE OF CARE

ADRP ANNUAL INTERNATIONAL CONFERENCE

*Minneapolis*  
2023

