Allen Hall 3.0
Be a Part of It
Allen Hall 3.0

Returning Home

In December 2012, the UO School of Journalism and Communication will return to Allen Hall. However, our students and faculty will be returning to a very different building. Thanks to the generosity of donors and friends, we'll soon celebrate a $15 million renovation and expansion.

Our new facility will match the caliber of the excellent work we do, and it will make our ambitious plans for the future possible. Many donors have already chosen to be a part of the new Allen Hall by taking advantage of special naming opportunities for classrooms, office suites, and signature spaces.

This is your opportunity to make history and make a difference.

More Than Just a Building

Of course we’re excited to move into a newly renovated and expanded Allen Hall. But this isn’t just about a building. It’s about what people do here.

This project will help us address changes in media and technology. It will create space for sustainable innovation in an evolving market.

The transformed Allen Hall will enable the SOJC to prepare graduates for success in journalism, communications, public relations, and advertising. And it will help us take an even stronger leadership role.

Interested? Let’s talk.

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ETHICS. INNOVATION. ACTION.
On April 20, 2012, a group of SOJC students had the opportunity to visit the Allen Hall site and check out the construction of their new “home.” To see a video of their visit, go to journalism.uoregon.edu/allenhall/tour.
Total Renovation

Over the years, we’ve remodeled and expanded Allen Hall in piecemeal fashion. For the first time, we’re redesigning the entire facility. This project will transform our school as a whole, creating a spacious, thoughtful, and well-designed facility. This beautiful space in the heart of campus will make a bold visual statement about the SOJC.

A new world-class facility will leverage all our efforts to attract top students and faculty members. It will enhance the school’s excellent reputation. And it will help us strengthen relationships with alumni, donors, and professionals.

Above all, it will benefit our students. A new building that inspires creativity, fosters innovation, and builds community will help ensure the success of our graduates.

Facility for an Instant-Information World

Our students are digital natives. They grew up in a world with continuous and instant access to information. The new Allen Hall addresses these changes in how we teach and how students learn. We want our students to work and learn in a dynamic, 24-7 facility that reflects this new media landscape.
The new Allen Hall will feature many small details that add up to a great user experience. Walls will be magnetic and writeable. Students will showcase work in digital galleries. Open cable trays will make technology upgrades easy. Tethered iPads will be available throughout the building for students’ use.

These are just a few of the many ways this renovation will transform the student experience in Allen Hall. They will learn and create in an environment designed to meet their needs and maximize their potential.

**More Like the Real World Than a School**

The new Allen Hall will reflect how today’s students live, learn, and work. It will feel more like a newsroom, PR firm, or advertising agency than a traditional university building.

By opening up the building’s interior, we’re creating a flexible environment that better reflects our interdisciplinary academic programs and journalism and communication professions.

We know that learning doesn’t stop when the lecture ends. It spills out of classrooms. It happens in meetings, conversations with professors, and creative debate. Comfortable, informal learning areas will encourage impromptu discussions and creativity. Clusters of chairs and tables will serve as breakout spaces and foster collaboration.

Open, adaptable work areas will promote synergy and improve workflow. Visibility between spaces will create a welcoming environment and encourage interaction. A comfortable, well-lit central space, where students can power up, log on, and display their work will give the school a vibrant community center.
Three-story addition and remodel, including total renovation of the existing 1922 and 1954 wings, will allow the SOJC to grow, but remain at its current location in the heart of campus.

Square footage will increase by 40 percent (improved use of space makes impact even greater).

World-class facility will help recruit top students and faculty members.

Signature spaces will enhance pride and enable the school to host major events.

Three-story atrium will unify old and new structures, and honor our past.

A prominent front entrance will strengthen the SOJC identity.

Design will include collaborative and informal meeting spaces.

Building will enhance energy efficiency and sustainability.

24-7 access and comfortable work spaces will create a second home for students.

Adaptable infrastructure will enable the SOJC to pivot quickly when technology changes.
Ethics

SOJC students participate in challenging, pragmatic ethics course work. This emphasis on ethics has long been a cornerstone of the SOJC and a source of pride for the school, the university, and our alumni.

Regardless of their majors, all SOJC students benefit from studying ethics. They learn the essentials of theory, and practice applying it. Many of our alumni tell us their undergraduate experience provided them with the tools necessary to make ethical decisions as professionals.

Ethics isn’t an elective. It’s not something we teach because it’s a nice thing to do. Ethics is fundamental—to the SOJC, the professions we serve, and society.

Innovation

The SOJC has always responded quickly to changes in media, technology, and industry. We now have begun to play an active role in leading these trends. Tomorrow’s SOJC will play a similar role for journalism and communication as a whole. The new Allen Hall will make it possible.

Our students won’t just learn production models. They’ll create them. A series of spinoff companies will emerge from the new Allen Hall, and business leaders will look to Oregon for innovation.

A bold proposition? Perhaps. But considering the success of our alumni and students, we have every reason to be optimistic.

Action

At the SOJC, innovation isn’t just theoretical. We’re doing it. For example, three SOJC students have developed a new way for users to listen to music, watch video, and view pictures—all in one place. One of the budding entrepreneurs, SOJC senior Ryan Rellinger, describes it as “Pinterest on steroids.”

These three UO undergraduates will spend summer 2012 with three colleagues from Caltech launching their new company. Thanks to a successful pitch at a business plan competition, a Los Angeles–based business incubator has offered them a $20,000 grant and office space.

“Our goal is to reshape the already booming interest-based social media,” says Rellinger.

The new Allen Hall will be a flexible, collaborative building designed to foster vibrant learning experiences.
Mobile Media

SOJC students created the first student-produced tablet magazine. OR magazine was developed with the same software used to publish electronic versions of Wired, Martha Stewart Living, and The New Yorker. In another example, Allen Hall Advertising created an iPad app and used social media to promote Duck baseball.

The new Digital Commons will encourage more innovative projects like OR magazine and enable groups like Allen Hall Advertising to try new ideas.

Viral Ducks

Videos made for Duck TV, a television variety show produced by SOJC students, often go viral—in big ways. Among the highlights: “I Love My Ducks,” which led UO students to YouTube stardom, merchandising deals, and national recognition on ESPN and elsewhere.

Their follow-up, “Return of the Quack,” was equally popular. Recently, students collaborated on a rap video celebrating the UO men’s basketball team and its fans.

The new Allen Hall will give students the technology, tools, and workspaces they need to create outstanding videos. It will also provide the flexibility to quickly embrace new formats as technology changes.

Flux

The students who create this award-winning magazine push traditional boundaries and focus on storytelling. These content creators simultaneously work as producers, videographers, photographers, interviewers, and editors. This year-round effort requires intensive communication and collaboration.

The flexibility of the new Digital Commons will enable classes like Flux to meet as a whole—something they have been unable to do in Allen Hall—and easily break into teams as needed.

Start-ups, Spin-offs, and Game-Changing Innovation

Our students and faculty members are already entrepreneurs. In the future, we will see even more innovative ideas coming out of Allen Hall.
News Lab

In this hands-on class, students collaborate to produce packages for local media. Examples include a time-lapse video of Matthew Knight Arena’s transformation from a basketball court to a rodeo arena, a fundraiser for the Special Olympics, and an investigation of the impacts of the wars in Afghanistan and Iraq on the local area.

New open computer labs will give content creators all the tools they need for interdisciplinary projects.

Innovative Curricula

We’ve rewritten traditional education models with our innovative Gateway to Media series. By adding new ways to apply core curricula, we’re giving students the latest practical skills. And we’re still covering essentials like ethics, information gathering, and grammar.

This mandatory course cluster integrates multimedia storytelling with critical thinking. In Gateway to Media, students use new tools to build fundamental skills. They gather information, then write and produce stories for print, web, and multimedia formats.

The new Allen Hall will seamlessly combine traditional classroom settings with labs and collaboration spaces—the ideal setting for Gateway to Media classes and other innovative curricula.

New Business Models for News

Our renewed emphasis on entrepreneurship will help our students, the university, and Oregon’s economy. It will also benefit society, because our graduates will develop tomorrow’s business models for the news industry.

Because a functioning democracy requires a functioning news media, our efforts to innovate and find ways to monetize news distribution will become increasingly important. The new Allen Hall will help foster this kind of innovation.

As the SOJC renews its emphasis on entrepreneurship and innovation, the new Allen Hall will serve as the ideal incubator for new business ideas.
Digital Commons $1,000,000

The Digital Commons is the cornerstone of the Allen Hall transformation. It will provide an open, adaptable studio environment for teaching, collaboration, and production. It will be the nerve center of the SOJC—bustling with activity 24-7.

Technology will continue to change. So will teaching and learning. The Digital Commons is designed to adapt to these continual changes.

The Digital Commons will create a dynamic, interactive environment where teachers as well as students will learn. Faculty members will serve as project facilitators and collaborators, fostering a continuous exchange of ideas and creation of knowledge.

The Digital Commons is where the next 100 years of SOJC history begins.
Allen Hall Wings (three available) $500,000 each

Though we’ve renovated Allen Hall incrementally over the decades, this is the first renovation that addresses the entire facility as a whole. Allen Hall’s existing wings (circa 1922 and 1954) will be updated and fully renovated to integrate seamlessly with the new addition.

Each of the three wings—two historic and one new—present leadership gift opportunities for meaningful investment in the SOJC.

Atrium $250,000 and Atrium Stairway $150,000

The soaring, three-story atrium will bring together all the different elements of Allen Hall. This beautiful architectural feature will also give the SOJC a prominent new front door on the east side of the building.

The atrium will incorporate the building’s past, by preserving the brick façade of the original 1922 wing, while making a strong statement about its future. The all-glass atrium will open the building’s interior to the exterior. From the outside, windows will reveal the activity within.
**Student Gallery $250,000**

Our students produce outstanding work. A fitting space to showcase their materials will benefit the entire SOJC. The second-floor gallery will build pride among students, faculty members, and alumni.

The gallery will be an active public space—the one central place to check out what’s happening at the SOJC and show off current projects. It will also provide a focal point and a gathering space where students can discuss their work and find insight and inspiration.

**Classroom $200,000**

The new Allen Hall will feature many innovative learning spaces. This renovation will add much-needed space, including several distinct classrooms equipped with the latest technology. These new classrooms are designed to foster dynamic, interactive presentations.

Like the rest of the facility, these classrooms will feature many details that add up to a great experience for students and faculty members alike. They are designed to encourage learning and collaboration. Only one classroom remains as a naming opportunity.

**Faculty Staff Lounge $150,000 and Faculty Services Suite $150,000**

These naming opportunities represent essential facilities that help our faculty and staff members serve our growing student population. The Faculty Staff Lounge will foster collaboration and community. The Faculty Services Suite will provide crucial technology support that makes our outstanding research and teaching possible.

The lounge and services suite will leverage all the good work of our faculty and staff members, making their efforts more efficient and effective. They will also help the SOJC attract and retain the best talent.

**Visiting Scholars, Professionals, and Emeritus Office $100,000**

Visiting faculty members give our students professional insight and fresh perspectives. They balance academics and theory with practical experience—an important feature of a professional school.

SOJC visitors need a place to meet with students and turn their ambitious teaching ideas into reality. Premier office space will help us bring industry professionals to Allen Hall.
**Instructor Teaching Suite**  
$100,000

For instructors and adjunct faculty members, a proverbial “room of one's own” in the new Allen Hall will make a big difference. This dedicated space for instructors and adjunct faculty members will enhance their ability to mentor students and to collaborate with senior faculty members.

Instructors have a tremendous impact on the student experience and our professional curriculum. The Instructor Teaching Suite will help them with all their important work. It will also help us recruit top instructors.

**Graduate Teaching Suite**  
$100,000

Graduate students work as catalysts for the entire university, enabling faculty research and improving the undergraduate experience. As a professional school with a world-class faculty, the SOJC depends on graduate students to make our learning model succeed.

Hands-on classes require intensive management, individual attention, and a workshop approach that differs from typical lecture courses. Graduate students play a vital role in these projects. Great facilities will help us recruit and retain top candidates.

**Student Lounge $100,000 and Reading Alcoves $50,000**

This renovation will welcome students to make Allen Hall a second home where they can work and collaborate. Informal learning and collaboration spaces are an important part of this comprehensive plan to serve students and create a vibrant learning community.

The student lounge will provide a comfortable space where students can meet, prepare for a test, or just hang out. The reading alcoves will give students quiet, welcoming spaces to study.

**Faculty Offices $15,000**

Well-designed offices will enhance the faculty’s teaching and research efforts, providing spaces to meet with and mentor students. The investment in faculty space will also help the SOJC recruit top new faculty members.

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