Maplewood Mansion Learning Lab:

Mutually-Beneficial Opportunities Through Community Partnerships

Maplewood Mansion Learning Lab

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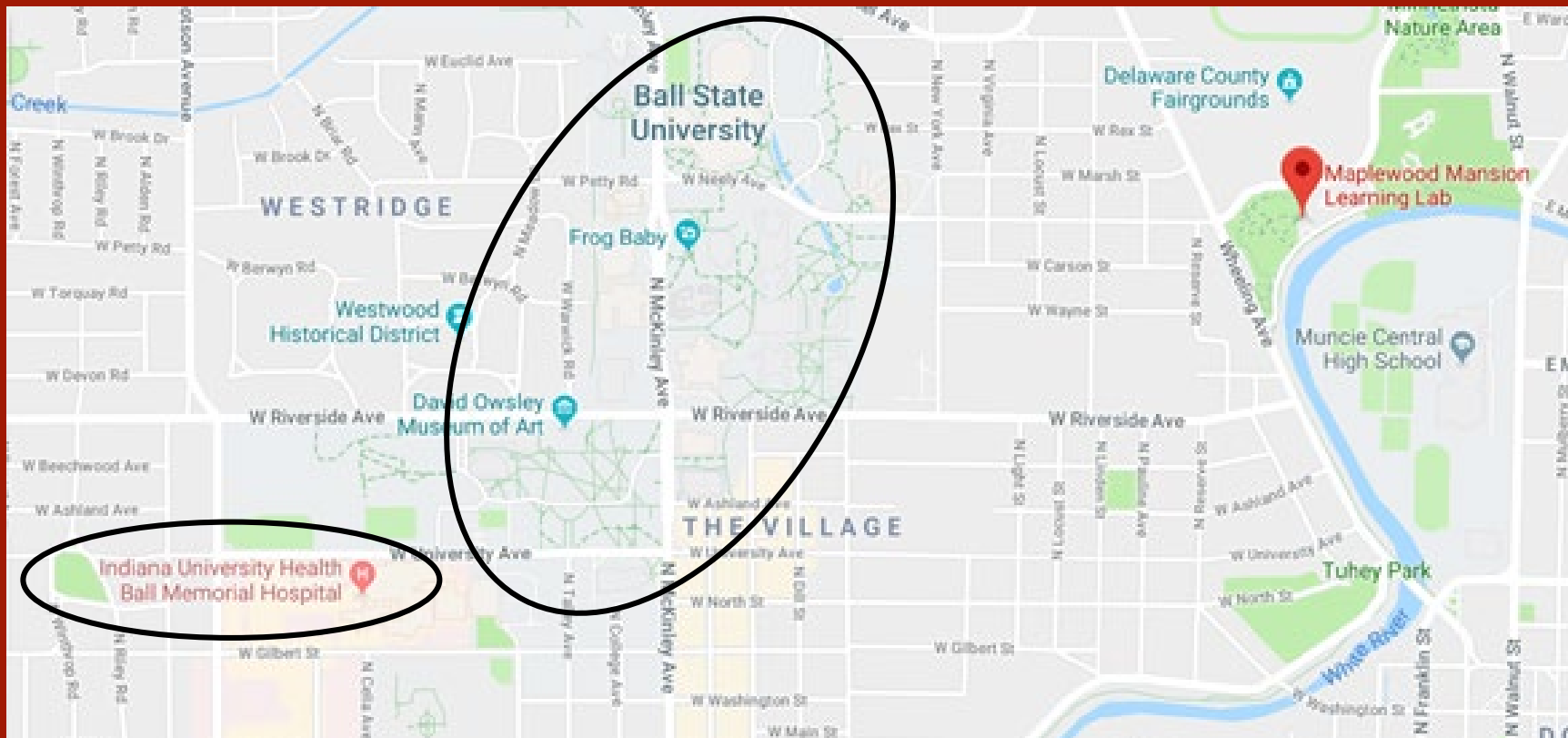BALL STATE
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One of the original Ball Family homes

Maplewood Mansion
Learning Lab

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Located in the Minnetrista Historic District, about 1.5 miles from Ball State University and about 2 miles from Ball Memorial Hospital

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Adjacent to the Minnetrista Gathering Place

minnetrista
gathering place

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o 9 fully-furnished bedrooms
with private bathrooms

o Common areas:
- o Full kitchen, dining room, breakfast area
- o Conversation room with piano and bar
- o Study area and lounge
- o Screened-in porch ("sleeping porch")
- o Laundry room

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Previous Uses of Maplewood Mansion

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Ball Brothers Foundation

SAINT-GOBAIN

Ball

NAVAJOS

ArdaghGroup

verallia

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Ball mansion's future use up in the air

the daily
ballstatedaily.com

tsp The StarPress
PART OF THE USA TODAY NETWORK

Ball brothers' historic 'Maplewood' mansion to be up for lease

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The beginning of a partnership...

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INDIANA UNIVERSITY SCHOOL OF MEDICINE — Muncie

Needs short-term housing for medical students completing their "clerkship" at Ball Memorial Hospital

Ball Brothers Foundation

Wants more health care providers to live and work in the Muncie area ("Optimus Primary")

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Looking for opportunities for students to practice what they are learning in the classroom

o   Ardagh Group moves out, Summer 2016

o   Ball State University expresses interest

o   Partnership formed between Ball State University, Ball Brothers Foundation, Muncie Campus of Indiana University School of Medicine

o   Manager hired (full-time BSU professional staff)

o   Medical students move in

o   *RPM Project* class begins immersive learning activities at Maplewood Mansion, Fall 2017

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Medical students call Maplewood "home" for 4-6 weeks

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Residential Property Management classes meet in the dining room at Maplewood Mansion

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Students researched…
Best practices in property management

- Life as a medical student

- Corporate housing

- Student housing

- Utility use and costs

- Renters Insurance

- Social media

- Bike share program

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Students created…Mission, Vision, Values

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- The mission of Maplewood mansion learning lab is to provide supportive and comfortable living accommodations for medical students working in Muncie and East Central Indiana, while also providing Ball State University students with opportunities for Immersive Learning.

- The vision of Maplewood Mansion Learning Lab is to promote Muncie and East Central Indiana as a preferred location for completing a medical residency, and to highlight the region as an ideal place to live and practice medicine.

- We value community partnerships, positive impressions, a sense of community, and immersive learning.

Students created…Resident Handbook

- Move-in / Move-out Procedures

- Resident Policies
  - Mirror university policies for on-campus housing
  - On-going review by staff and future classes

- Information about the area
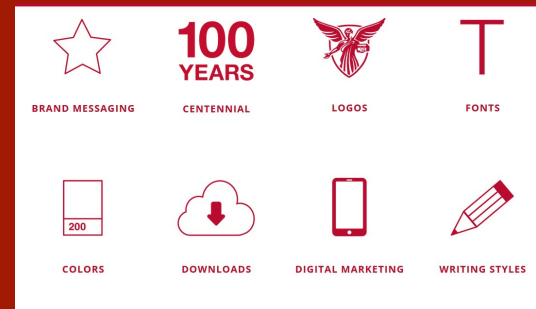 - What is nearby
  - What makes Muncie unique

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Students created…Branding & Promotions, working with University Marketing and Communications
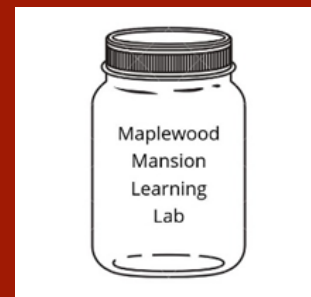
- Content for University Website

- Facebook Page

- Maplewood Mansion Image

BRAND MESSAGING

CENTENNIAL

LOGOS

FONTS

COLORS

DOWNLOADS

DIGITAL MARKETING

WRITING STYLES

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Students created…Furniture Plan for 3rd Floor Study Lounge

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Students learned…leadership, professionalism, time management, and more

Students rotated management role throughout the semester

- Responding to fictitious situations
- Dress code
- Public speaking skills
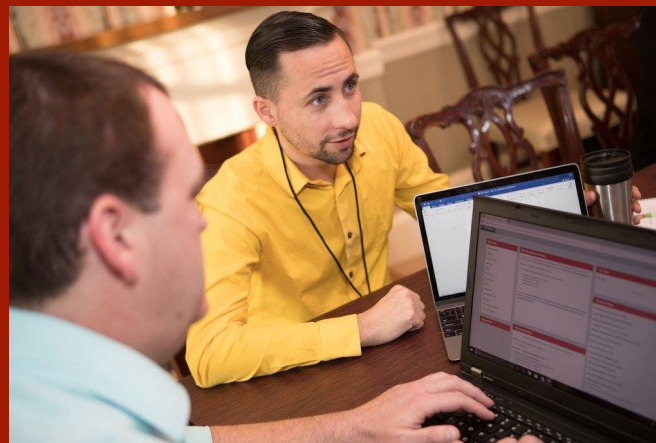- Performance evaluations
- Reports to classmates

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Serving as a Graduate Assistant at Maplewood Mansion Learning Lab...

- Facilities Planning, Layout, and Design

- Hospitality and Food Management Catering

- Maintenance for Managers

- Management Capstone

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Challenges

- Reluctance to shift to immersive learning style of education

- Distance from campus presents logistical challenges with transportation and course scheduling

- Providing learning opportunities for Ball State students without interrupting daily activities of Maplewood residents

- Cost of operations and upkeep for an old historic building

- Unable to replicate some property management learning opportunities

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Spreading the Word

- Website, Facebook Page, Instagram

- Presentations to Ball Brothers Foundation, faculty groups, campus administrators

- Other conference presentations – ITGA, AAFCS

- Media attention – *Ball State Magazine*, *Alliance Magazine*, Ball Brothers Foundation newsletter

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Students Featured at Immersive Learning Showcase

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Measures of Success

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- Medical students returning to Muncie for additional clerkships, residency program

- Ball State University, IUSM-Muncie, and Ball Brothers Foundation making a long-term commitment to this project by investing in major updates to the mansion

- RPM students report learning outcomes that improved their property management skills and professionalism, which had a positive influence on obtaining employment

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Future Opportunities

- Individual RPM students will take turns spending a night in the mansion to obtain a better understanding of the resident experience and evaluate the building after hours

- Additional media attention…*Ball State Business* magazine

- Potential interest from local artist-in-residence program to replicate the immersive learning activities being conducted at Maplewood

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Credits

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Credit is extended to a variety of supporters for their assistance with projects at Maplewood Mansion Learning Lab:

- Ball State University
- Ball Brothers Foundation
- Indiana University School of Medicine – Muncie Campus
- Miller College of Business Immersive Learning Grants
- Rodewald Immersive Learning Fund
- RPM Advisory Board

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QUESTIONS?

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