



## Rickes Associates Inc.

*Helping Campuses Pave a Brighter Future*



**Persis C. Rickes**

As a longtime veteran of higher education and state government, Persis C. Rickes, Ph.D. understood and appreciated the concept of “best use of resources.” She knew that an institution of higher learning — be it a community college, specialized institution, liberal arts college or major research university — could not fulfill its promise if inefficiencies and poor space design were undercutting its mission. She also knew that, in order to remain competitive, campuses must adapt to cultural change and projected growth by way of smart planning.

These are critical needs. Yet, in the early '90s, consultants specializing in higher education planning were few and far between. Rickes reasoned that, given her unique mix of experience and skills, she could make a significant impact.



**Monica C. Meyerhoff**

Enter Rickes Associates Inc., a higher education planning firm whose intimate grasp of campus environments and precise, data-driven approach have made it an industry rarity. Celebrating the firm's 20th anniversary in 2011, Rickes and Vice President Monica C. Meyerhoff, M.Ed. lead a world-class team of higher education experts proficient in data analysis and project management. Rickes Associates enjoys international reach, serving campuses of 500 to 50,000 students in 24 U.S. states, the District of Columbia and Puerto Rico as well as four other countries.

### Meeting Needs Large and Small, Current and Future

From retooling single buildings to planning a campus from scratch, Rickes

Associates has left its mark on institutions of all sizes, executing projects that vary widely in nature, scope and complexity. The firm has earned many repeat clients and word-of-mouth referrals, collaborating with institutions to optimize existing space, clarify instructional space needs or calculate future space requirements based on projected enrollment.

Over a period of 36 months, Rickes Associates conducted an in-depth, **instructional space utilization study for Massachusetts' 10 state universities and 14 community colleges.** Quantitative data combined with campus visits, walk-throughs and surveys allowed the firm to assess how these institutions could more effectively use existing space and plan for additional space to support contemporary pedagogy.

Rickes Associates supported **site selection and a master plan for Iceland's Reykjavik University**, which culminated

in a new, unified home for two existing campuses. The firm provided strategic direction, site selection criteria and a detailed program identifying the individual spaces needed to support academic, administrative and student operations.

### The Difference Is in the Details

According to Rickes, the firm's signature planning process and its background in higher education make Rickes Associates uniquely qualified to deliver superior results — something she and her team are often told when chosen for projects over much larger competitors.

“Because we rely heavily on both quantitative and qualitative data, we see things that are often overlooked,” she explains. “We understand what the data are telling us. We plan from the inside out, looking at a project from multiple perspectives and translating those requirements into the appropriate language. Our interest, and our strength, is optimizing resources to save our clients money and better serve their needs down the road.”



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