



Schoolhouse *of* Quality

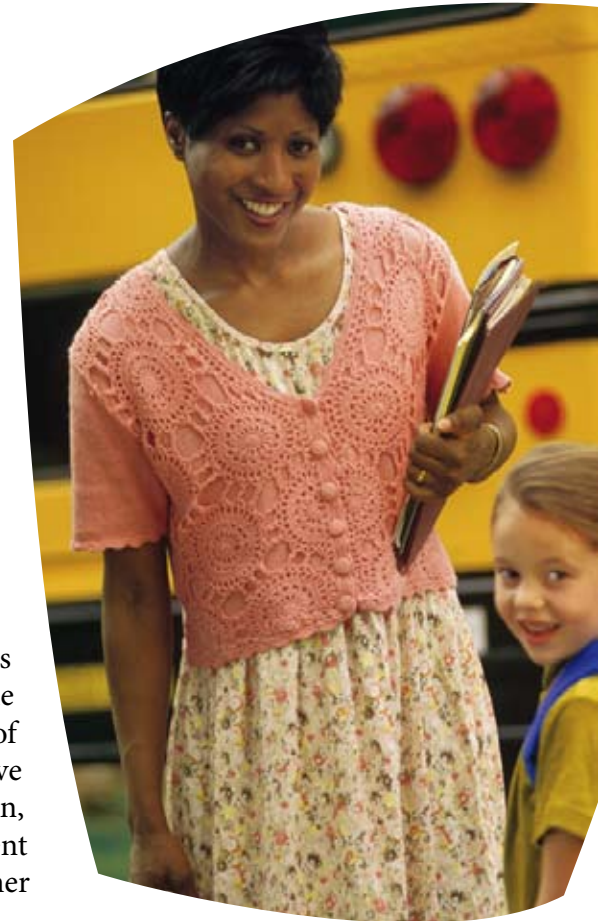
ENRICHING COMMUNITIES FOR LIFE

REASONS WHY

In 1990, in an effort to respond to school districts' need to develop educational facilities that could be supported and enjoyed by all customer groups (teachers, students, parents, residents without children and business/community leaders), Steed Hammond Paul began to investigate the best customer focused product development processes in the world and ultimately applied this thinking to architecture. This led to the development of *The Schoolhouse of Quality*™ process.

The Schoolhouse of Quality is supported by world class product development processes, which ensure that customer requirements lead design development. These processes have been used to develop products in a variety of industries such as automotive, consumer electronics, consumer-packaged goods and business services.

The Schoolhouse of Quality is a planning and design development process that incorporates the “voice of the customer” in a very strategic way. The “voice of the customer” is uncovered and defined through a variety of marketing research methods (qualitative and quantitative). The objective is to first understand all the underlying issues related to facility design, and then, allow this input to influence and direct the design development process. Ultimately, these customer requirements, also known as “customer values,” are translated into architectural and planning solutions.



Since 1990, Steed Hammond Paul has used The Schoolhouse of Quality process for nearly a billion dollars of projects, including technology planning, facility renovations, new facilities and entire master planning efforts across the spectrum of educational levels (K-12 and higher education). This process has helped produce innovative designs, and has proven to be flexible in accommodating the changing needs and trends of school districts.



REASONS WHY

1) Provides Credibility

Using this method for planning and designing educational facilities/services provides districts with the credibility that comes with using the same type of planning processes used by many prominent companies around the world. As with these companies, school districts need to produce buildings and other projects that satisfy customer requirements, are completed ahead of schedule and are within budget.

2) Bottom-up, Objective, Customer Driven

Because this is a bottom-up, objective, customer driven process, many people in your community will have the opportunity to provide perspective.

3) Done Right the First Time

The Schoolhouse of Quality process also provides thoroughness in planning so that implementation (detailed design development,

drawings and construction) can be done right the first time. Comprehensive, up-front customer research and planning produces projects that require much less re-work and re-design.

4) Offers Flexibility

The Schoolhouse of Quality also provides flexibility to incorporate or add value to existing planning efforts, as well as take advantage of past planning efforts.

5) Allows Great Ideas to Surface

This process utilizes cross-functional design teams. Individuals with a high level of interest or professional background in design and who have different perspectives on facility design issues will have a chance to contribute in a meaningful way. This method of planning allows great ideas to surface, which are unique to specific districts, not “off-the-shelf” solutions.

6) Logic Trail Trackability

This process provides a defined “logic trail.” This means customer requirements, and the translation of these requirements into architectural solutions, is documented in an objective fashion throughout the design process (i.e., planning charts and computer 3-D models). The logic trail is a powerful tool that can be used to explain why specific decisions are made.

7) Measures Itself

The Schoolhouse of Quality process measures the extent to which solutions meet customer requirements. This measurement provides focus on areas of



“The whole process and the building of the school has brought the community together number one, and has changed the way we value education in our community. It was a big part of our rise in success academically, I really believe that.”

Dan Bennett, Superintendent
Little Miami School District

improvement for future projects, as well as stimulates communication between project team members and district constituents.

8) Excites and Delights Communities

Finally, the use of this planning process demonstrates that the district leadership is innovative, creative and future focused. These characteristics create vision for a district and ultimately deliver educational facilities that excite and delight communities.



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