

LOCAL PRODUCT COUNCILS PRESENT

WHAT'S NEW WHAT'S NEXT



HELSC & ODC

Health, Education
& Life Sciences

Office

MODERATOR



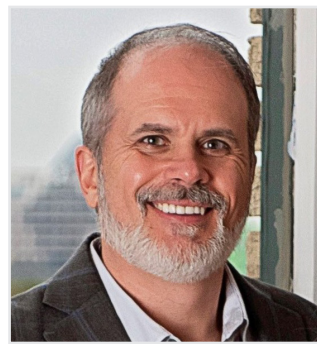
Dr. Cullum Clark
George W. Bush
Presidential Center



Allison Baker
Turner & Townsend
Heery



Abbie Harper
East Texas A&M
University



Charles Shelburne
Baylor Scott & White
Health



Dr. Brad Williams
El Centro, Dallas
College

Can Education & Healthcare Save Office?

*Transforming Building Product from Under-Performing Office
into Higher-Performing Education & Healthcare Occupance*

SPONSORED BY

HOEFER WELKER

&

Trammell Crow Company



THE DISCUSSION

Challenging market conditions during the COVID era, competition from new Class A properties, changing workplace requirements, and current economic disruptions with looming uncertainty about geopolitics and trade all have had adverse impact on commercial real estate. Without question, it has been difficult in the last few years for struggling owners of Class B office building product. Faced with increased vacancies and dwindling rent roles, these building owners have a choice: do nothing and hope for the best (“extend and pretend”) or implement a repositioning program to transform their underperforming building into one with a renewed market presence and increased value.

Upgrading from Class B to attract new tenants is the most common repositioning strategy for struggling office building accommodation and a remains a good option for building owners. However, this maneuver assumes that the building is in a location that is worthy of investment and warrants a value-add approach to updating its common areas, amenities, infrastructure system, and envelope. Collaborative conversions that involve public-private partnerships (P3s) also are driving adaptive reuse of Class B offices particularly in urban cores, and suburban centers, and proximity to health, education, and life science campuses.

The panel discussion’s moderator will engage panelists in a timely discussion, unlocking opportunities to identify and repurpose Class B office building product that require adaptive, re-use conversion strategies. Panelists will share viewpoints and experience in repurposing building product, particularly with educational and healthcare occupants. As the education market drives workforce development of the new office-to-school paradigm and healthcare providers target growth areas and underserved communities.

Session attendees also will learn about accommodation requirements of 21st-century learning environments with multi-functional hybrid spaces, as well as those for medical and allied health education. As decentralized healthcare eco-system elevates the role of the physician offices and outpatient services in community wellness amid an expanded aging population with healthcare spending capacity.



BIOS

Dr. Cullum Clark Cullum Clark is Director of the Bush Institute-SMU Economic Growth Initiative and Adjunct Economics Professor at SMU. Cullum's work focuses on creating prosperous, high-opportunity cities as a path to improving economic mobility in America. He co-authored the 2021 book *The Texas Triangle: An Emerging Power in the Global Economy*. Cullum's work has appeared in *City Journal*, *Real Clear Policy*, and numerous other publications, plus the *Freakonomics Radio* podcast.

Cullum worked in investments for 25 years, founding two firms. He serves as Board Chair of the charter school network Uplift Education and on several foundation and endowment boards. He earned a B.A. in History from Yale, a Master's Degree in Political Science from Harvard, and a Ph.D. in Economics from SMU.

Alison Baker Allison Baker serves as Director for Turner & Townsend Heery, overseeing operations and strategic initiatives across North, Central, and West Texas. Turner & Townsend Heery has a long-standing focus on supporting higher education clients, and Allison works closely with colleges and universities to deliver facility assessments, capital planning, project and program management solutions that drive campus transformation and long-term success. She earned her undergraduate degree from the University of Texas at Austin and her MBA from Texas A&M University–Commerce. With a collaborative, client-centered approach, Allison is a trusted advisor across education, government, and cultural projects throughout the region. Outside of her professional work, Allison is married to Josh and is a proud mom to two children, Grant and Livia.

Charles Chelburne Committed to solving strategic & fiduciary healthcare real estate challenges, so patients have high quality, safe & thoughtful space to receive care.

As the System Vice President of Real Estate - Campus Planning at Baylor Scott & White Health, I lead a team of professionals dedicated to healthcare facility planning, design, occupancy management, and document management. With over 20 years of experience in the healthcare industry, I have successfully directed capital construction projects, strategic planning, negotiations, vendor selection, entitlement efforts for site selection, targeted acquisitions, and master-planning. My team and I oversee capital budgeting and project-related planning expenditures of 500M annually.

In addition to my current role, I have a rich background in project management, having served as the Vice President of Project Management at CB Richard Ellis. There, I was responsible for a 20-person team that acted as owner representation for budgeting, planning, design, and construction services. I increased customer satisfaction from "Yellow" to "Green" on the annual Kingsley customer satisfaction rating, created short-term and long-term capital project budgets totaling 500M, and developed staffing and workload modeling for the project management team. I am passionate about delivering high-quality healthcare facilities that meet the needs of our patients and staff.

Dr. Brad Williams Dr. Brad Williams is Vice Chancellor of Operations for Dallas College, where he also serves as President of their El Centro Campus. Previously, he served as President of Oklahoma State University in Oklahoma City. Driven by a strong commitment to student success, employee excellence and community relevance, he values creativity, innovation, collaboration, and the integration of technology to enhance resources and provide students hope, help and a way forward.

Dr. Williams earned his bachelor's degree in communication, marketing, and music. He also has a master's degree in human resource administration from East Central University in Ada, Oklahoma and a Ph.D. in educational leadership and higher education from Oklahoma State University.



BIOS

NOTES

A grid of 20 columns and 15 rows of small gray dots, intended for writing notes. The grid is partially obscured by a dashed green line in the bottom right corner.