Creating a Culture. How does the physical atmosphere of the RIDER Center communicate a culture of STEM to Stakeholders?

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Abstract

The importance of STEM has consistently been on the rise throughout recent history and becomes more apparent each day. It seems that every day there is a new game-changing invention that helps to make our lives easier and more efficient, helping to save time and energy. This is why it has become more important than ever before that STEM is being communicated effectively to stakeholders who are so important in the development of new inventions. This study aims to focus on how STEM can be effectively communicated to shareholders, specifically through the physical atmosphere of the RIDER Center and the immense diversity of the group to create a culture. The study uses the RIDER center's already established spaces along with its diverse team member to promote a culture that centers around STEM, making it easier to communicate the idea of development over time to investors. Developing an interior that incorporates the cultural diversity within the RIDER Center will help to create a positive environment that should have a beneficial influence on productivity. Additionally, an inviting and inclusive environment should make it easier to communicate the idea of STEM to prospective stakeholders.

Introduction

- Purpose: Gain insight on how to effectively communicate STEM to shareholders through the physical atmosphere and diverse culture of the RIDER Center
- Objective: Through the use of peer-reviewed article, determining the effects that the environment and a diverse culture of the RIDER Center has on communicating STEM to stakeholders

Methods

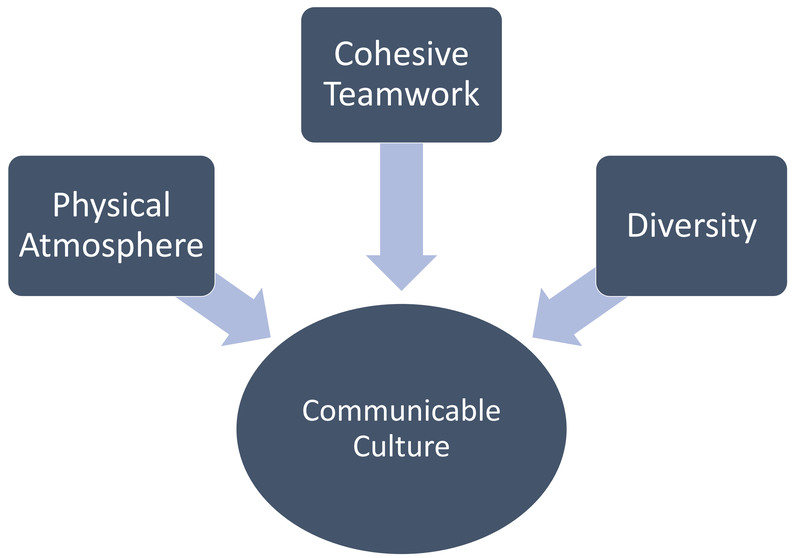
- This study focuses on the physical rooms of the RIDER Center and how they facilitate cohesiveness between the diverse groups using a mixed method research approach
- Rooms being evaluated: Colab, Conference Room, Student Offices, Faculty offices, kitchen, and the four labs
- The CoLab, student and faculty offices, along with the kitchen provide an interior space where members are able to work alongside one another on current projects helping to form a cohesiveness that increases productivity among group members
- “cohesiveness - performance effect does, in fact, exist to a highly significant degree.” (Mullen & Copper, 1994)
- The Conference room and Hallways act as spaces where formal and informal discussions can be held paving the way for positive relationships among group members
- Each Lab in the RIDER center works on problems alongside each other, knowing that diverse members bring new solutions to complex problems. (Ely et al., n.d.)

Discussion

From this study, we have determined there is a multitude of factors that go into developing a culture, ranging from cultural diversity and cohesiveness, all the way to the physical environment. This allows for STEM to be communicated to stakeholders in a more efficient and inviting way in which stakeholders are able to see the value of the Research center for more than just a space. These results are important because they allow us to continue to research culture and the different variables that contribute to its development.

Conclusion

- Peer reviewed articles support the hypothesis that the physical atmosphere has an effect on the culture being cultivated and how well STEM can be communicated to stakeholders
- The inclusion of cultural diversity played a large role in developing a complex culture
- The physical space of the RIDER Center gives the diverse team members a place where they are able to feel comfortable and get work done in private. ((Mahmoud, 2017)
- Future studies should focus on communication to stakeholders through social media and other mediums



Results

The physical atmosphere of the RIDER Center has created an environment that allows for cohesiveness between its largely diversified group. The cohesiveness formed within this diverse group allows for increased productivity in the workspace, cultivating a new culture within RIDER that communicates STEM to the fullest in the eyes of stakeholders.

Reference

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