

### ***Why Isn't This Working; How to Use the Design Thinking Process to Engage the Students You Want***

Do you know which students are using your facilities and programs? Better yet, do you know which students aren't? Through the example of Arizona State University's 4 unique campuses, come learn how to use the Design Thinking process along with Semi-Structured Interviewing to engage more and different students in your campus recreation facilities and programs. This program will allow participants to work through the design thinking process based on ASU interviews and build their own Mind Mapping Exercise.

- Lead Presenter: TJ Hill, Arizona State University
- Terrace Room