and their planning and design consultants. It is also implied that institutions located in regions with limited economic growth prospects cannot expect the same level of support as those located in potentially high-growth regions. In terms of location therefore, it can be expected that the construction of educational facilities will likely reinforce the pattern of 1986 (Fig.15).

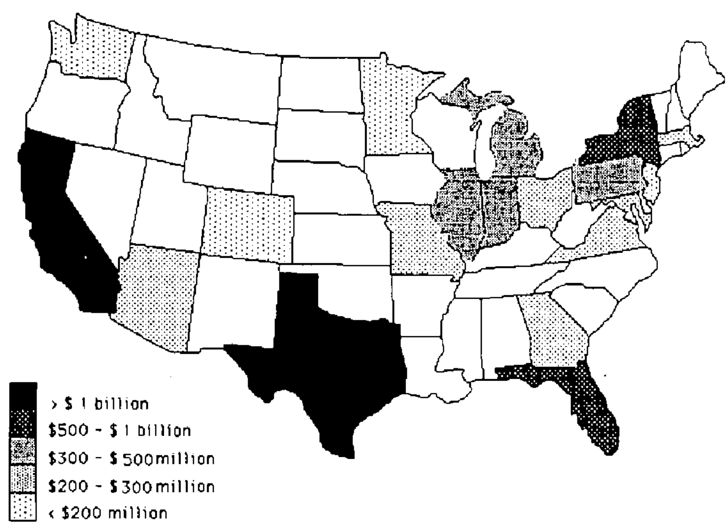

Figure 15: Value of Construction of Educational Facilities in Top 20 States, 1986
Source: ENR, McGraw-Hill Inc., Jan. 22, 1987

Joint ventures and development packaging are two penetration strategies that could work well for Canadian firms.

Nevertheless, post-secondary educational institutions present a wide range of opportunities for Canadian architects to engage in innovative planning, design and consulting work. Joint ventures with a US architectural firm may be required for initial entry into this niche but the facilities managers network of the APPA should also be actively pursued. Identification of institutions promoting on-campus commercial developments and encouraging Canadian developers to pursue these opportunities could