DATA-DRIVEN DECISION-MAKING

FOR REAL ESTATE PLANNING

AUREO 2014

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The Tale of Graduate Student Housing

“We heard that graduate students were sleeping in their cars.”

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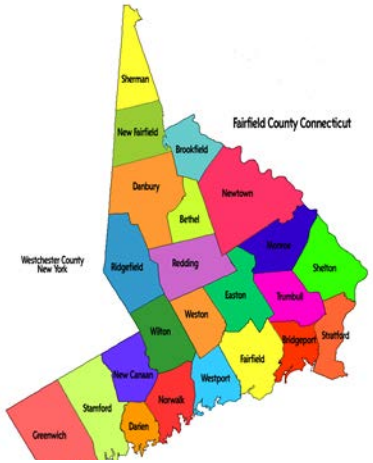
PASSIONATE ABOUT SUPPORTING STRATEGIES WITH DATA



Live with friends or near friends	○	○	○	○	○
Lower cost than on-campus housing	○	○	○	○	○
Good value for cost compared to on-campus apartment options	○	○	○	○	○
Desire to not have campus meal plan	○	○	○	○	○
Unit amenities (e.g., d/w, a/c, carpeting, spacious room size)	○	○	○	○	○
Building amenities (e.g., common rooms, storage, parking, backyard or patio)	○	○	○	○	○
Quality and attractiveness of housing	○	○	○	○	○
Good maintenance	○	○	○	○	○
More independence, 'real world'	○	○	○	○	○
Religious or personal needs (e.g., candles, special foods, allergies)	○	○	○	○	○
Physical accessibility	○	○	○	○	○

Other important reasons for choosing off-campus housing:

Please specify your room type.

- ○ Single
- ○ Double
- ○ Triple

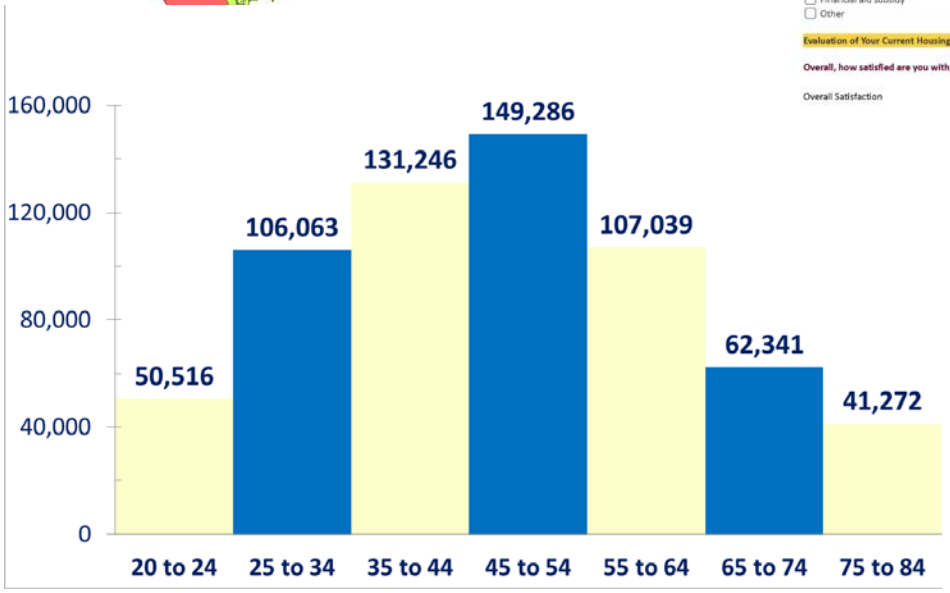
Where do the funds come from to pay for your current housing costs? *(Please mark all that apply.)*

- ☐ Your earnings or savings
- ☐ Your parents or relatives
- ☐ Financial aid subsidy
- ☐ Other

Evaluation of Your Current Housing Situation

Overall, how satisfied are you with your housing situation this year?

	Not at all satisfied				Very Satisfied
Overall Satisfaction	○	○	○	○	○



TODAY'S AGENDA

- Select Examples
- Review 12 Step Process
- Discuss Data Tools
- Introduction to a Project Planning Brief
- Important Considerations
- Discussion and Questions

- Follow-up Workshop at 10.30

DATA-DRIVEN DECISION-MAKING: EXAMPLES

- Support recruitment and retention
- Manage off-campus housing
- Attract good retail partners

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12 BASIC PLANNING STEPS

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DEFINE & ALIGN

Step 1: Articulate Problem

- Underlying vs. Immediate
- Influence vs. Accept
- Challenges and Opportunities
- Internal vs. External

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DEFINE & ALIGN

Step 2: Clarify Mission and Goals

- Definitions
- Examples

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CLARIFY PROCESS

Project Brief

- Consolidate thinking on one-page
- Practical, not theoretical

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DATA STEPS

Step 3: Stakeholder Input

- Surveys
- Focus Groups
- Interviews

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POLL #1a

Have you have done a survey or focus groups?

1. No
2. Have done a survey
3. Have done focus groups

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POLL #1b

If you have done a survey or focus groups, have you learned something useful from it and applied it in some way?

1. Results have been useful and utilized
2. Have done a survey, but results were NOT particularly useful or utilized
3. Other

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DATA STEPS

Step 4: Existing Data

- Resident/customer lists
- Building program inventory
- Demographic data
- Growth projections
- Hidden gems in other campus studies
- Market analysis
- “Little data”

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DATA STEPS

Step 5: Benchmark and Best Practices

- Quantitative
- Qualitative

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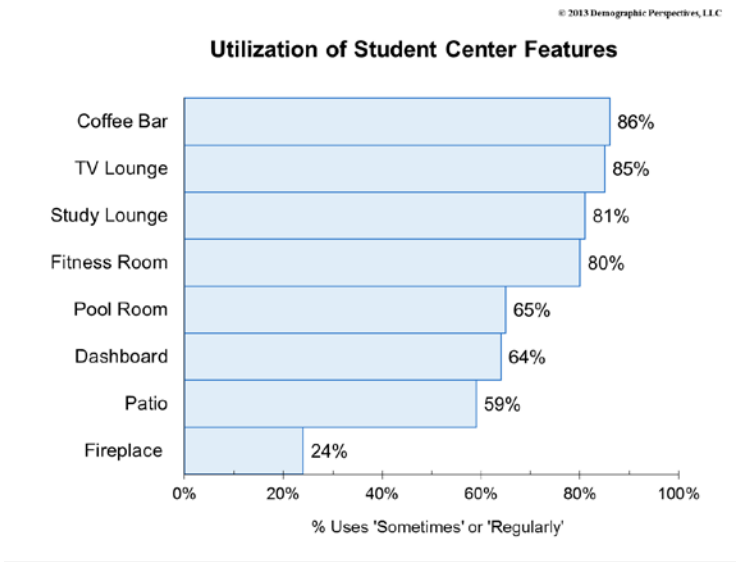
PEER BENCHMARKING

- Comparisons with admissions peers, system peers, structural peers, consortial peers, aspirational peers
- Best practices and hot topics



Res Life Unit Mix

	Traditional Res Halls	Suites	Apts.	Small Houses
Your School	X	X		
School A	X	X	X	
School B	X	X	X	X
School C	X	X	X	X

REPORT AND PRESENT

Step 6: Report

- Analysis: Simple vs. Complex
- Integrate
- Strategy

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REPORT AND PRESENT

Step 7: Present

- Style
- Audiences
- Feedback

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OUTCOMES

Step 8: Planning Steps

- Incorporate feedback
- List of strategies
- Prioritize strategies
- Refine project brief

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OUTCOMES

Step 9: Communicate

- Who needs to know/ transparency
- Community building
- Marketing moment
- Delivery method

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OUTCOMES

Step 10: Implement

- Begin core strategy!

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ASSESSMENT

Step 11: Assessment

- Match to goals
- Measurement of achievement
- Areas of unexpected achievement
- Tools

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POLL #2

When starting a new program, how often does your organization plan for a formal, periodic, program assessment?

1. Never
2. Occasionally
3. Always (or try to)
4. Required for outside grant agency, accreditor, budget review.

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ASSESSMENT

Step 12: Modify

- Develop strategies and prioritize
- Set up to succeed

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IMPORTANT CONSIDERATIONS

- Opportunities
- Challenges

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8-Step Project Brief

Background	What was the catalyst for the project? Why Now? Opportunities? Challenges?
Goals	What is to be accomplished? What is the methodology to be utilized?
Population	Who is the project about, and for? Is there a priority population for the plan?
Message	In the end, if you had 5 minutes to present to the Executive Director or Board Chair, what would that slide say?
Deliverables	What is needed to get your message across to your audience, e.g., a full report, just charts with text, illustrations, statistics/quotes, just bullet-pointed slides?
Timeline	Is there an end date for the project that is tied to a calendar date? Seasonal? If this is a repeating process, is there a specific season to target, or to avoid?
Budget	What is the proposed budget? Where will the money come from? How much room is there for budget overrun?
Staff	Which internal constituents/offices need to be represented in the process? Will this process be done in-house, with consultants, or a hybrid?

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PROJECT MANAGEMENT

Project Participants

University Staff: (Oak City U)

Demographic Perspectives Staff
Rena Cheskis-Gold, Principal Survey Consultant, Demographic Perspectives *(RCG)*
Alex Danahy, Survey Consultant, Demographic Perspectives (*AD*)
Michael Ben-Avie, Web Consultant, Demographic Perspectives (*MBA*)

Other Consultants Staff
Vineyard Architects (VA)

Project Task	Project Team
1. Survey Design	
Determine issues to address and prioritize, population to survey	Univ., Demographic Perspectives (DP); VA
Survey Drafts	DP, Univ., VA
IRB Survey Approval	Univ., DP.
Final Survey Instrument	DP, Univ.
Survey Web Design	DP

Survey Calendar	
10/14 (Day 1)	Survey Launch (11 a.m.)
10/16 * (Day 3)	First reminder (5 p.m.)
10/20 * (Day 7)	Second reminder
10/23 * (Day 10)	Third reminder
10/27 * (Day 14)	Survey Close

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DISCUSSION AND QUESTIONS

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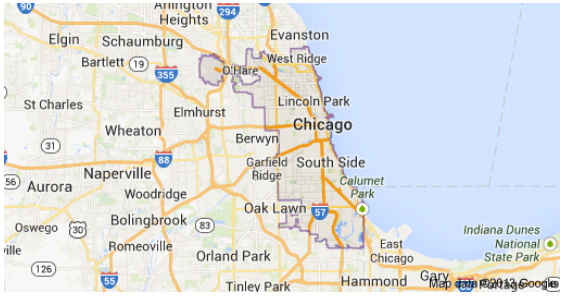
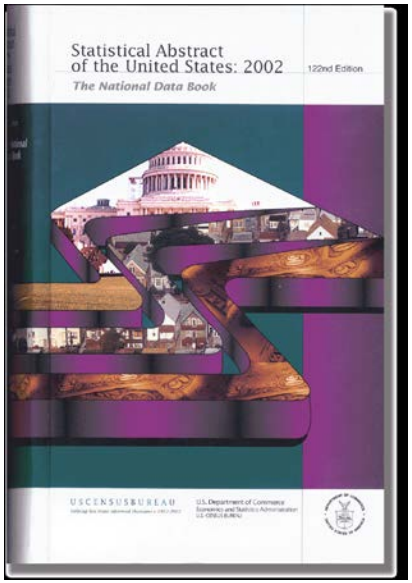
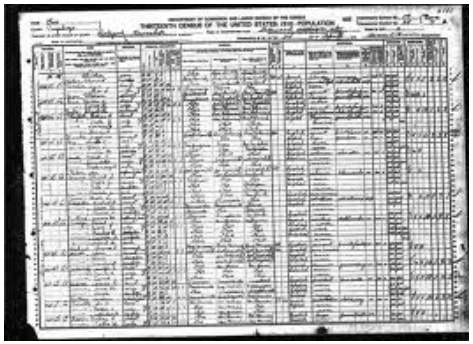
HOW DID I GET TO BE A DEMOGRAPHER?

MATH TEACHER???

crazy love







U.S. Census

BROWN

LOCAL HERO

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Providing data and analysis for strategy, communications, assessment, and for managing change.

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