

DATA-DRIVEN DECISION MAKING

GRADUATE STUDENT HOUSING: PROCESS, POPULATION, AND PRODUCT

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MASSART SEPTEMBER 2017



TODAY'S OUTLINE

- Class Survey
- Introduction to DP
- Process
- Population
- Product
- Infographics



PROCESS

PROCESS

ARTICULATE CORE ISSUES

How does housing relate to:

- The mission
- Other planning processes
- Larger goals

What are the challenges and opportunities?



PROCESS

CORE HOUSING QUESTIONS FOR UNIVERSITY

IMPORTANCE OF HOUSING

- Recruitment
- Town-gown
- Percent and type of students housed
- Academic and developmental mission
- Alumni attachment

CHALLENGES

- Limited resources
- Lack of clarity in mission (demonstrated by stakeholders)
- Low institutional priority
- Outmoded inventory
- Budget and financing
- Staffing
- Private market does it better
- Town-gown issues

OPPORTUNITIES

- Option to grow enrollment
- Improved student quality of life with housing and res life
- Developing community within and across graduate school programs
- Increased attachment to university as whole
- Increased predictability of housing choice and cost
- More competitive with peers

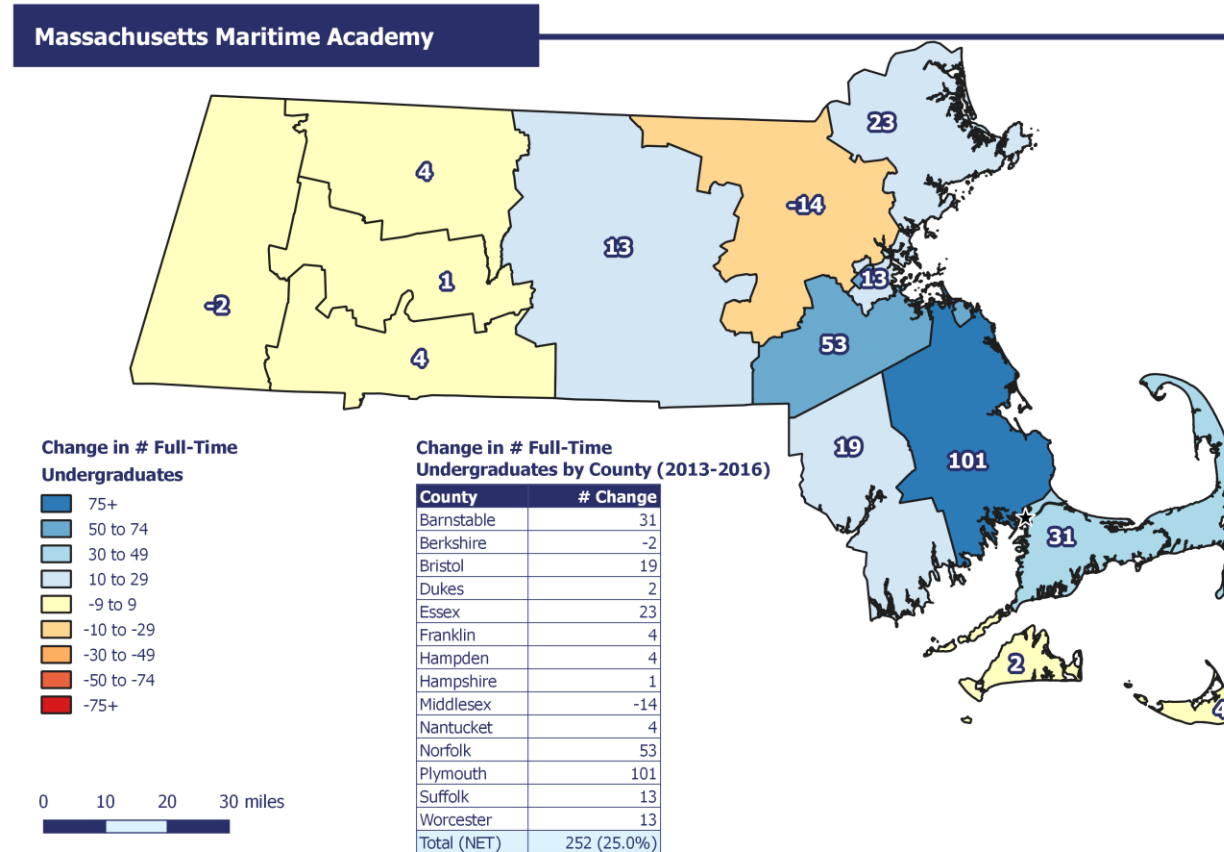


PROCESS

GATHER AND ANALYZE DATA

Examples

- Building program inventory
- Student demographics
- Growth projections
- Market and retail analysis
- Mapping



PROCESS

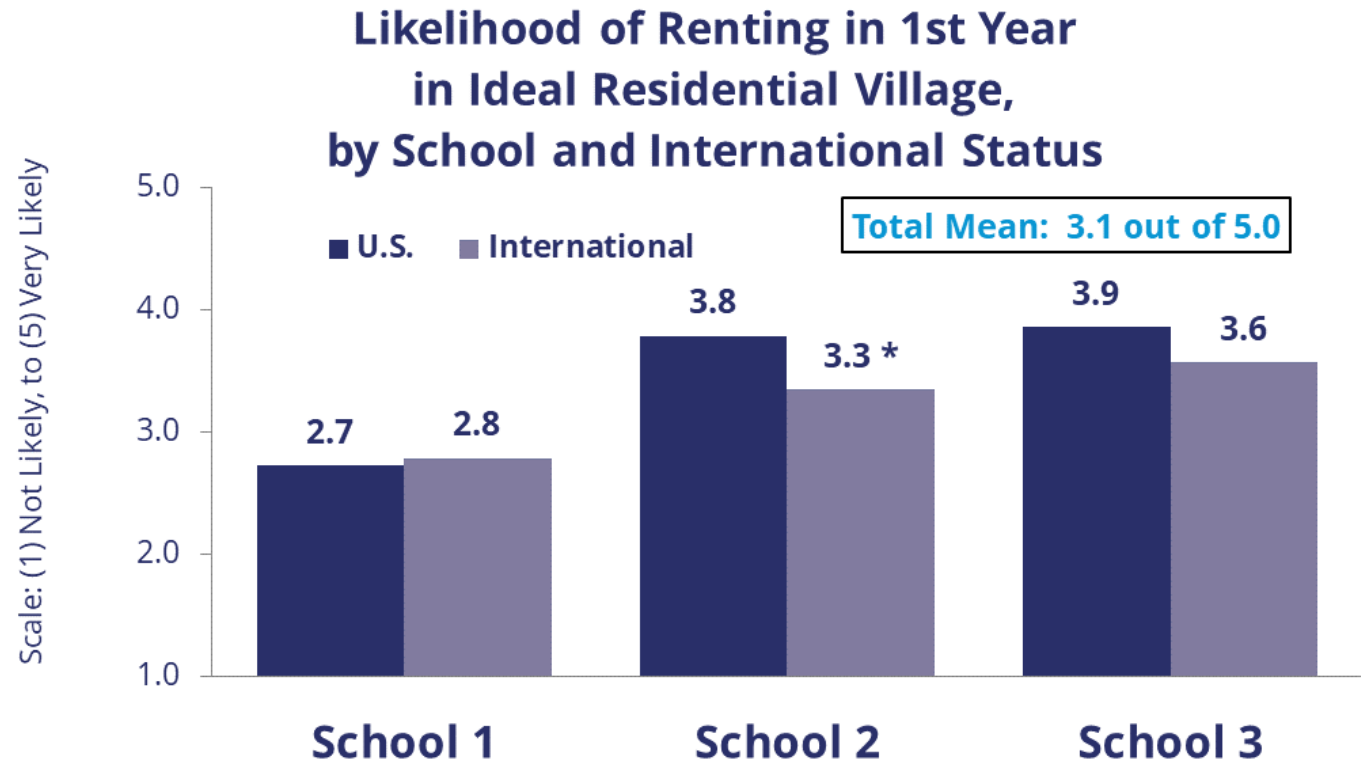
SURVEYS AND FOCUS GROUPS

Used to gauge:

- Demand
- Needs
- Preferences for location and unit types
- And more

Match inventory with population

Test-market new ideas



PROCESS

PEER COMPARISONS AND BENCHMARKING

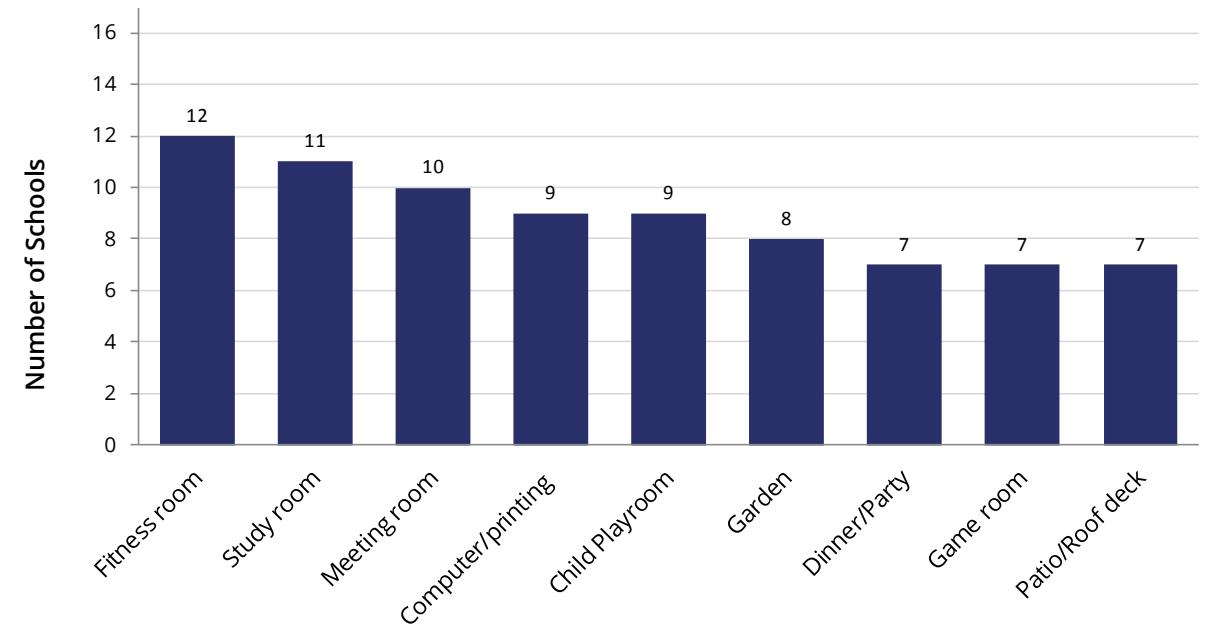
Comparisons with:

- Admissions peers
- Similar system peers
- Structural peers
- Consortial peers
- Aspirational peers

Best practices and hot topics

Number of Schools Providing Amenity Spaces Within Graduate Housing

Source: Schools, Demographic Perspectives, 2015



Note: Each school was counted once if it had a given amenity space located within at least one building used for graduate housing.



PROCESS

MORE STEPS

Not all planning projects lead to product

Project implementation

- Constraints and priorities may determine renovation vs. construction
- Project staging and swing space
- Communications plan: both internal and external

Post-project assessment

- How is this project working?
- POA: “Post-Occupancy Analysis”

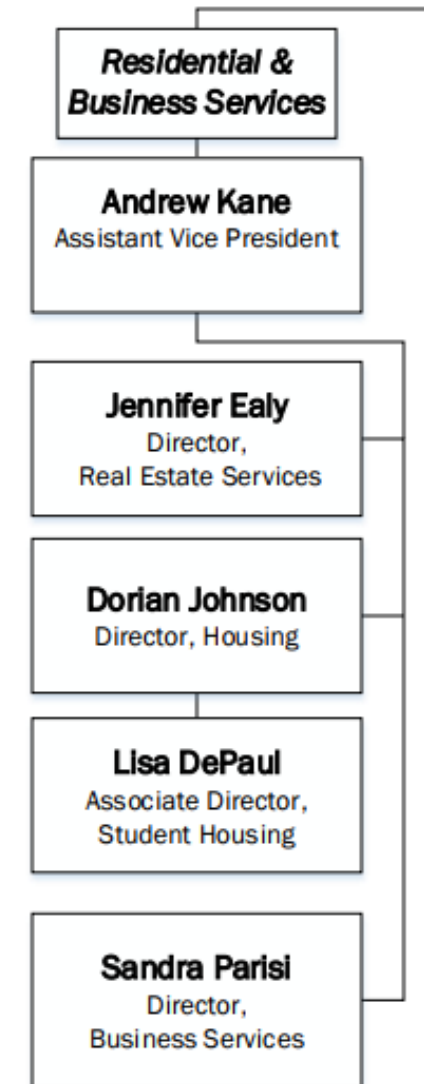


POPULATION

POPULATION

Array of Stakeholders

- Decision makers
- Administrators
- Potential and current residents



An aerial photograph of a school campus, featuring several long, rectangular brick buildings with dark roofs, interspersed with green lawns and numerous trees. A road with a few cars is visible at the bottom. The entire image is overlaid with a semi-transparent dark blue filter. The word "PRODUCT" is written in large, white, bold, sans-serif capital letters across the middle-left portion of the image.

PRODUCT

GRADUATE STUDENT HOUSING

Students Speak

Trends

Housing Options

- Traditional Dormitories
- Family Housing
- Multi-Family and Apartment Housing
- New-Style Residence Halls





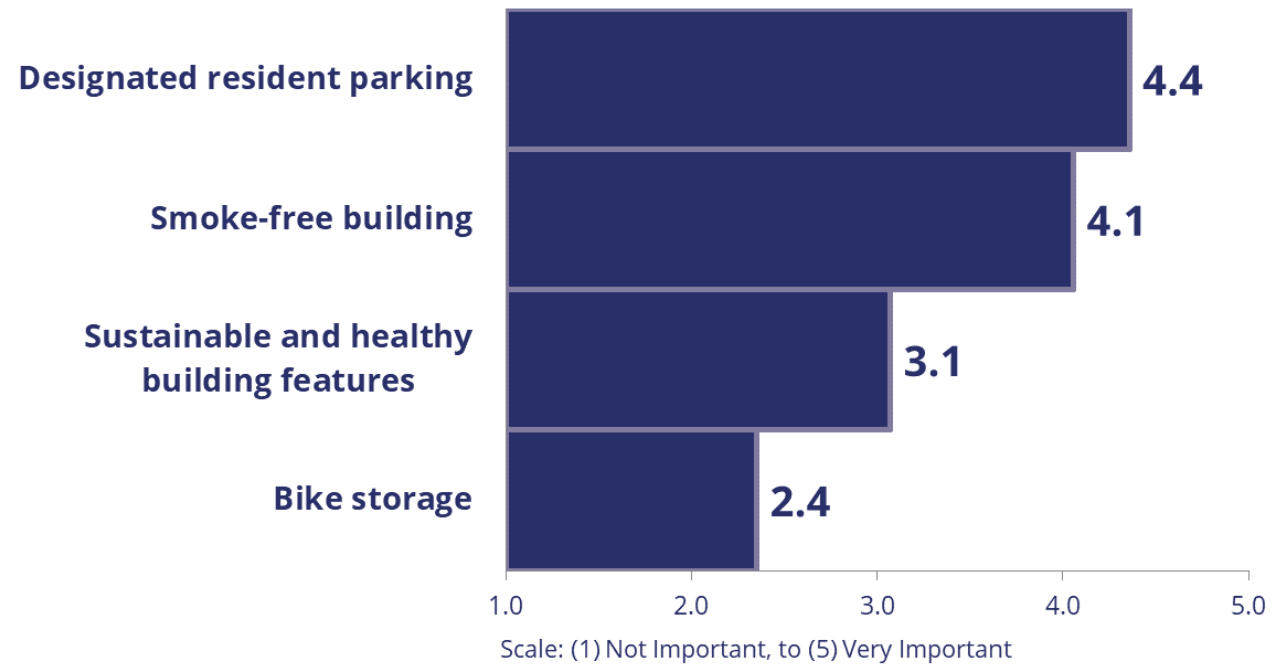
STUDENTS SPEAK

STUDENTS SPEAK

BUILDING TRADEOFFS

"The safety and security of the building is extremely important to me."

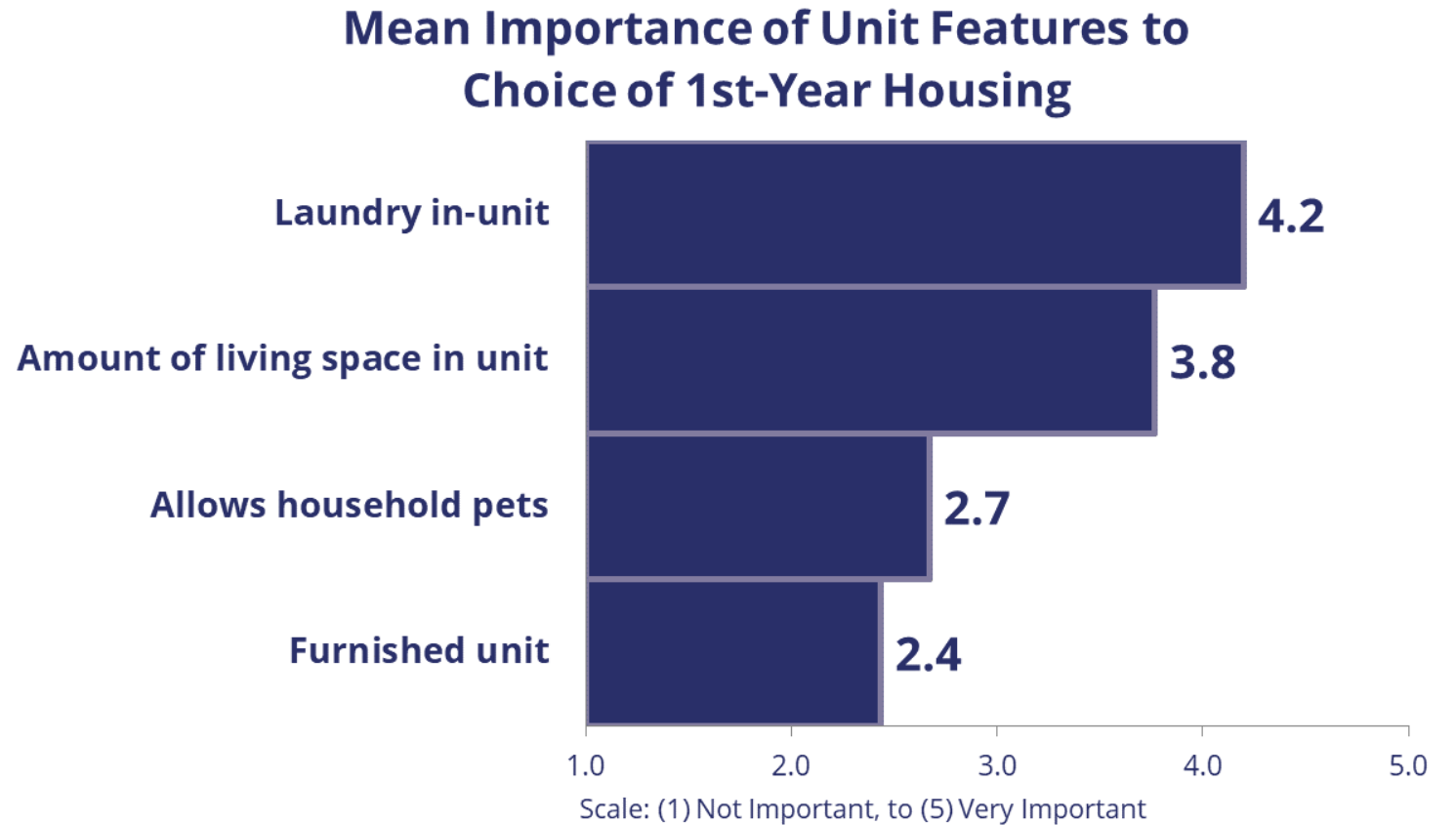
Mean Importance of Building Features to Choice of 1st-Year Housing



STUDENTS SPEAK

UNIT TRADEOFFS

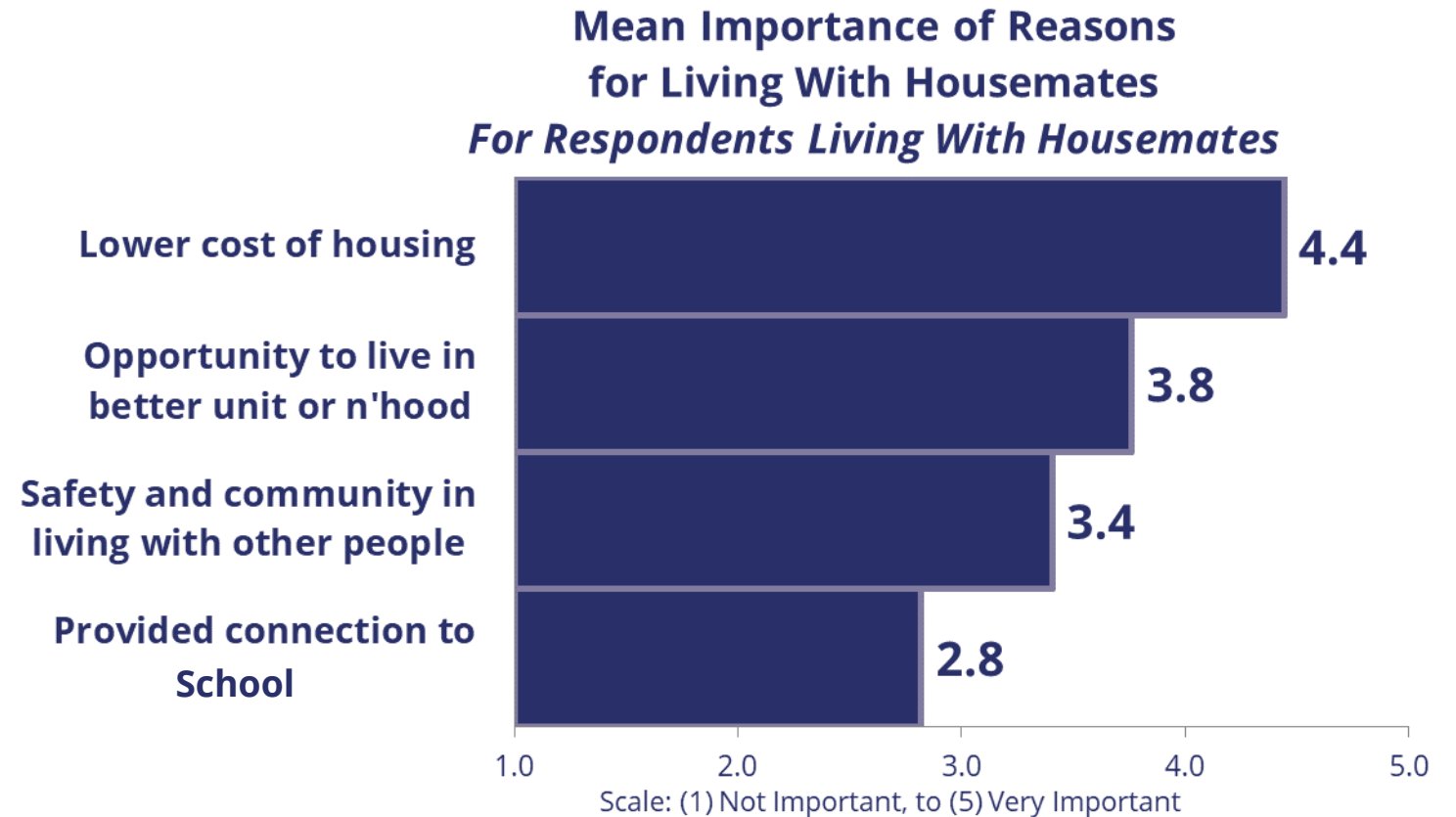
*“My next apartment
HAS to have laundry in
the unit!”*



STUDENTS SPEAK

ROOMMATES

"I couldn't afford to live in this area without roommates."

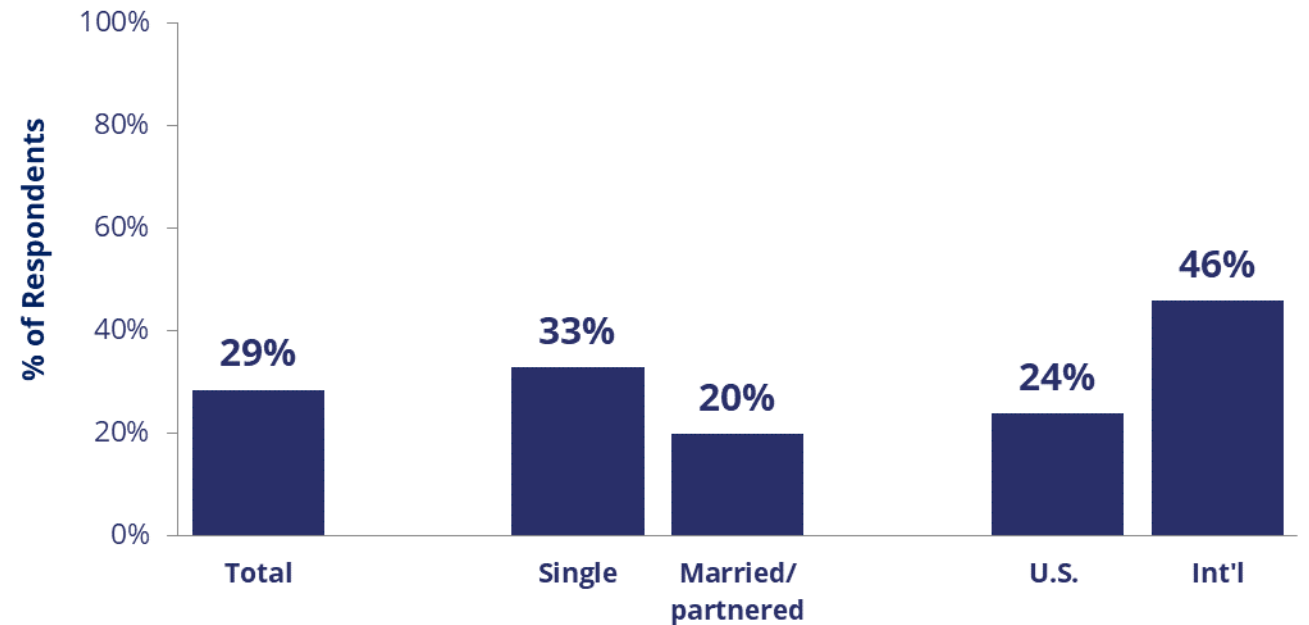


STUDENTS SPEAK

COOKING

About 5% of students say that they need no personal kitchen if a group kitchen is available

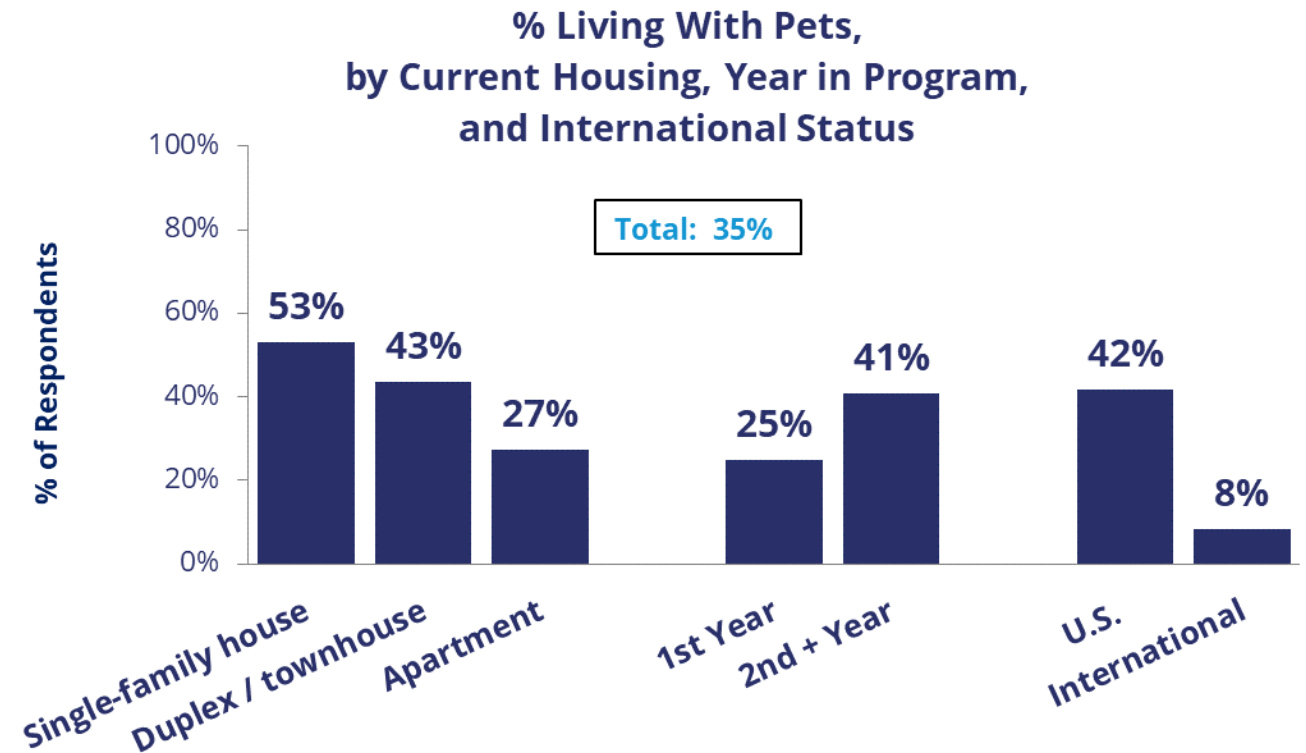
**% Choosing Efficiency over Full Kitchen,
by Year in Program and International Status**



STUDENTS SPEAK

PETS

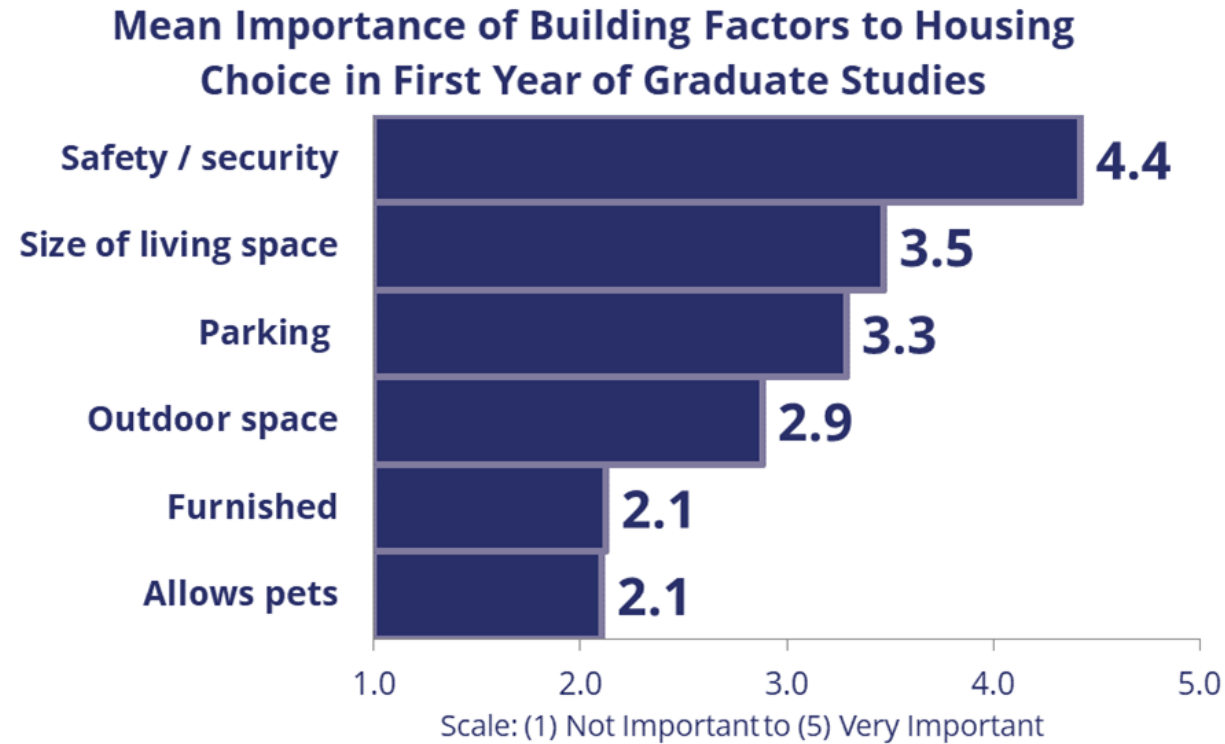
*"We're VetMed students...
of course we have pets!"*



MORE SURVEY RESULTS

MORE SURVEY RESULTS

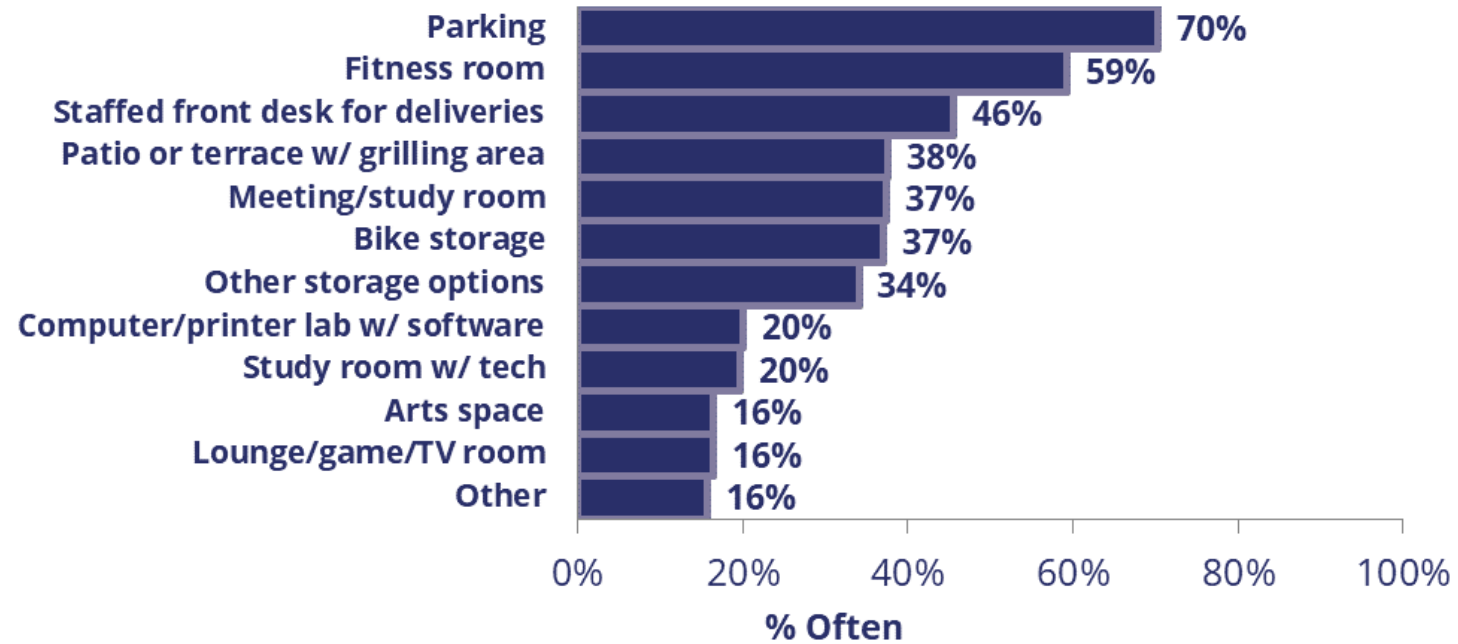
BUILDING FACTORS



MORE SURVEY RESULTS

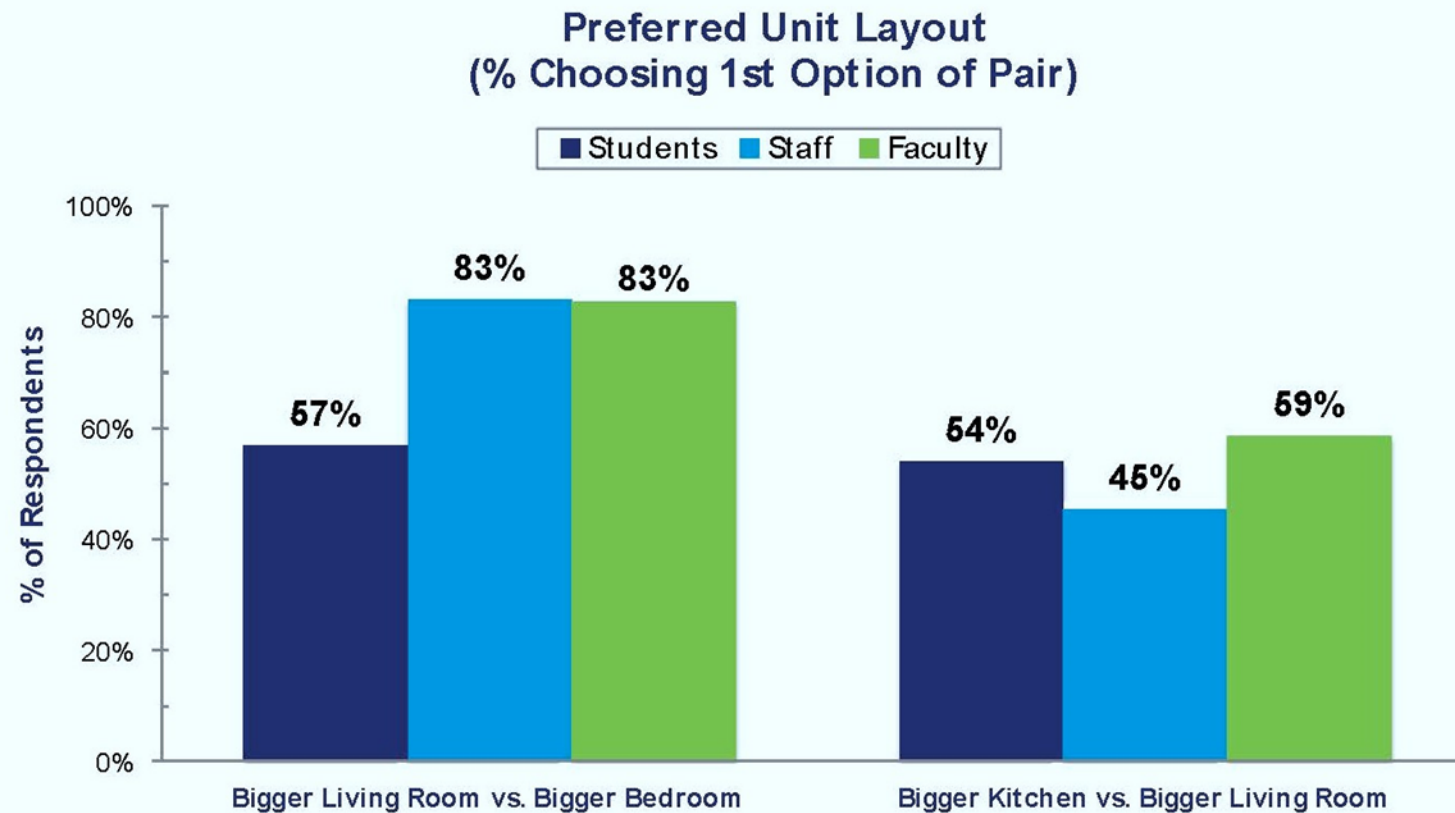
COMMON SPACES

Frequency With Which Common Spaces Would Be
Used in Hypothetical Housing



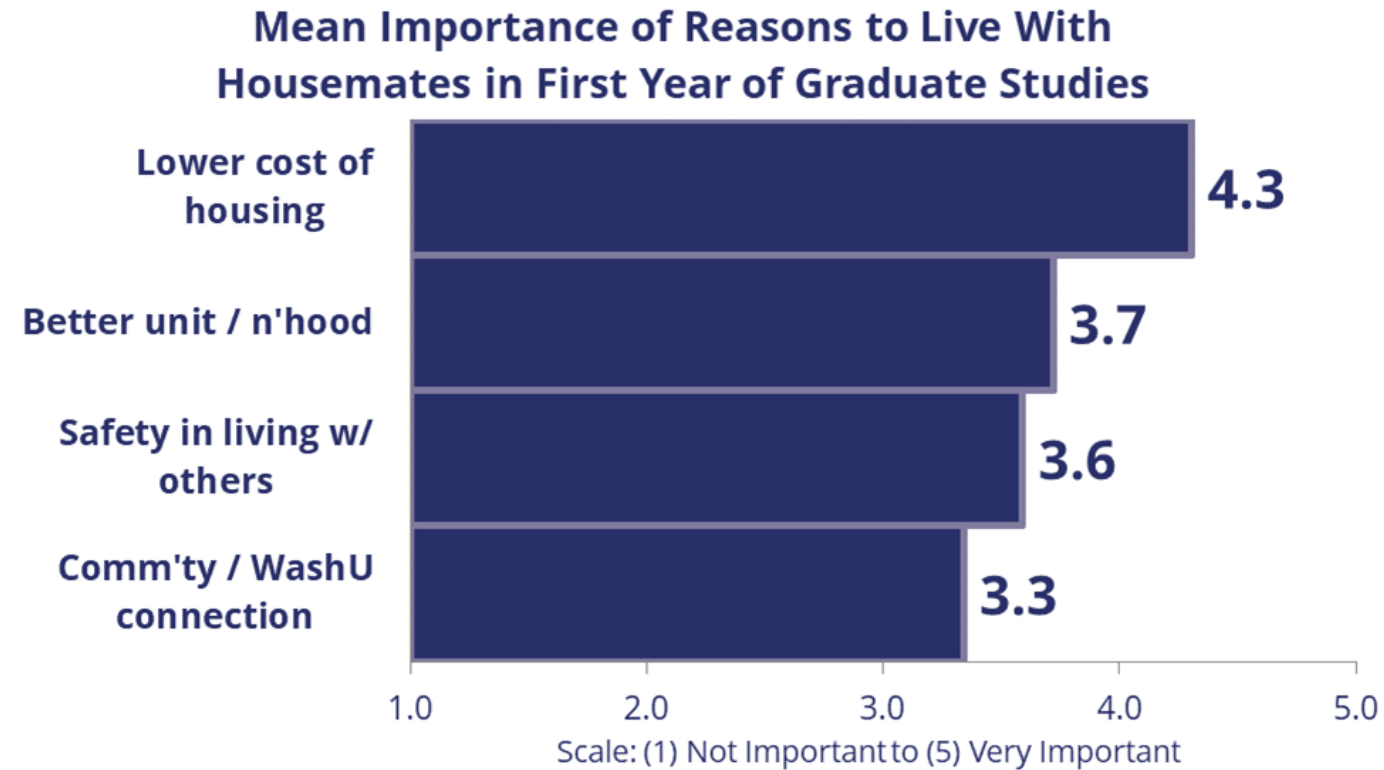
MORE SURVEY RESULTS

PREFERRED UNIT LAYOUT



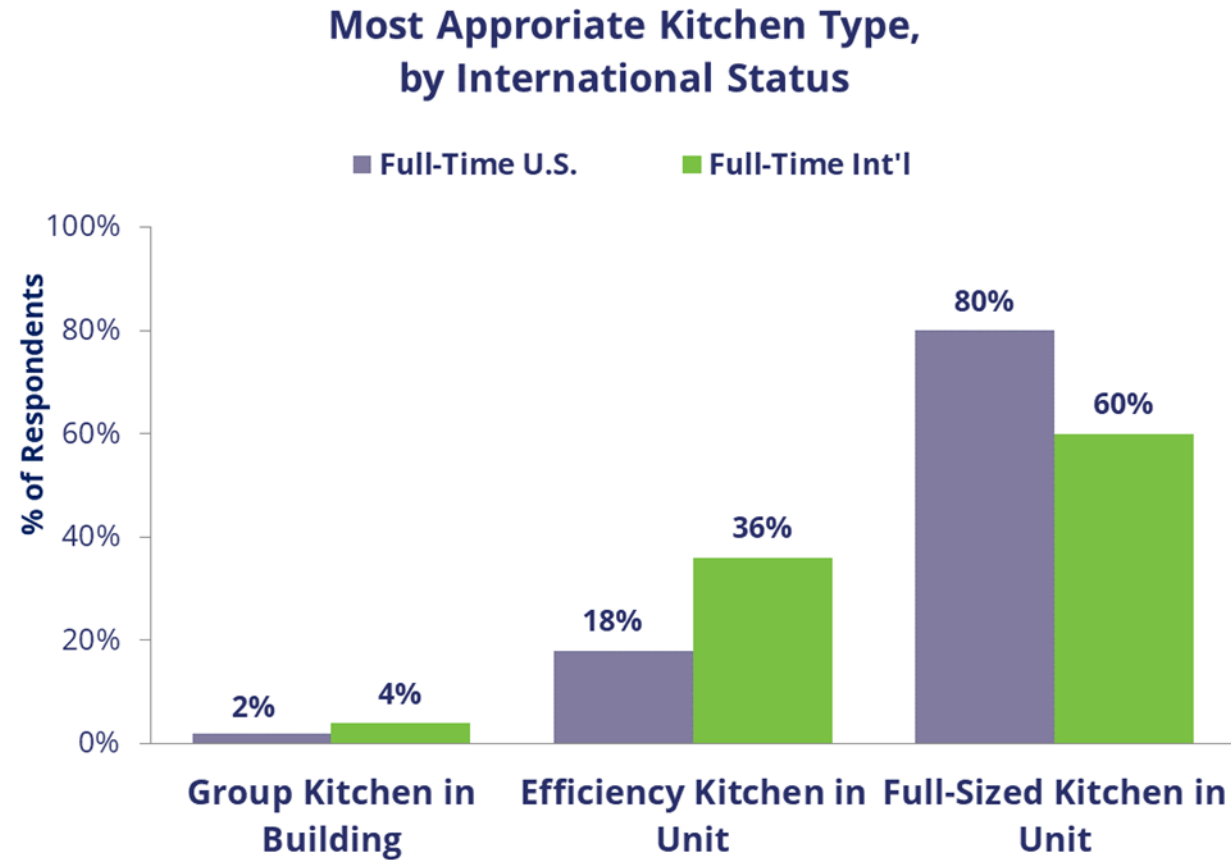
MORE SURVEY RESULTS

HOUSEMATES



MORE SURVEY RESULTS

KITCHEN TYPE



BUILDING TRENDS

BUILDING TRENDS

LUXURIOUS FINISHES



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DEMOGRAPHIC PERSPECTIVES, LLC



BUILDING TRENDS

SUSTAINABILITY: SOLAR PV PANELS



BUILDING TRENDS

SUSTAINABILITY: LOBBY ENERGY DASHBOARD



BUILDING TRENDS

SUSTAINABILITY: GREEN FURNITURE



BUILDING TRENDS

GROUP KITCHEN FOR DEMOS AND COMM'TY





HOUSING OPTIONS

HOUSING OPTIONS

Graduate, Faculty & Staff Properties

A sense of community is key at WashU, which is why we provide a variety of off-campus housing options dedicated to graduate students, staff, and faculty. Properties that are currently available will fall at the top of your search, followed by the remainder of our properties, starting at the lowest price. Our goal is to help you move now, or in the future!

Price Range

\$0 - \$2,200


Beds

0 1 2 3


Bathrooms

1 1.5 2 3


Pets

No preference 

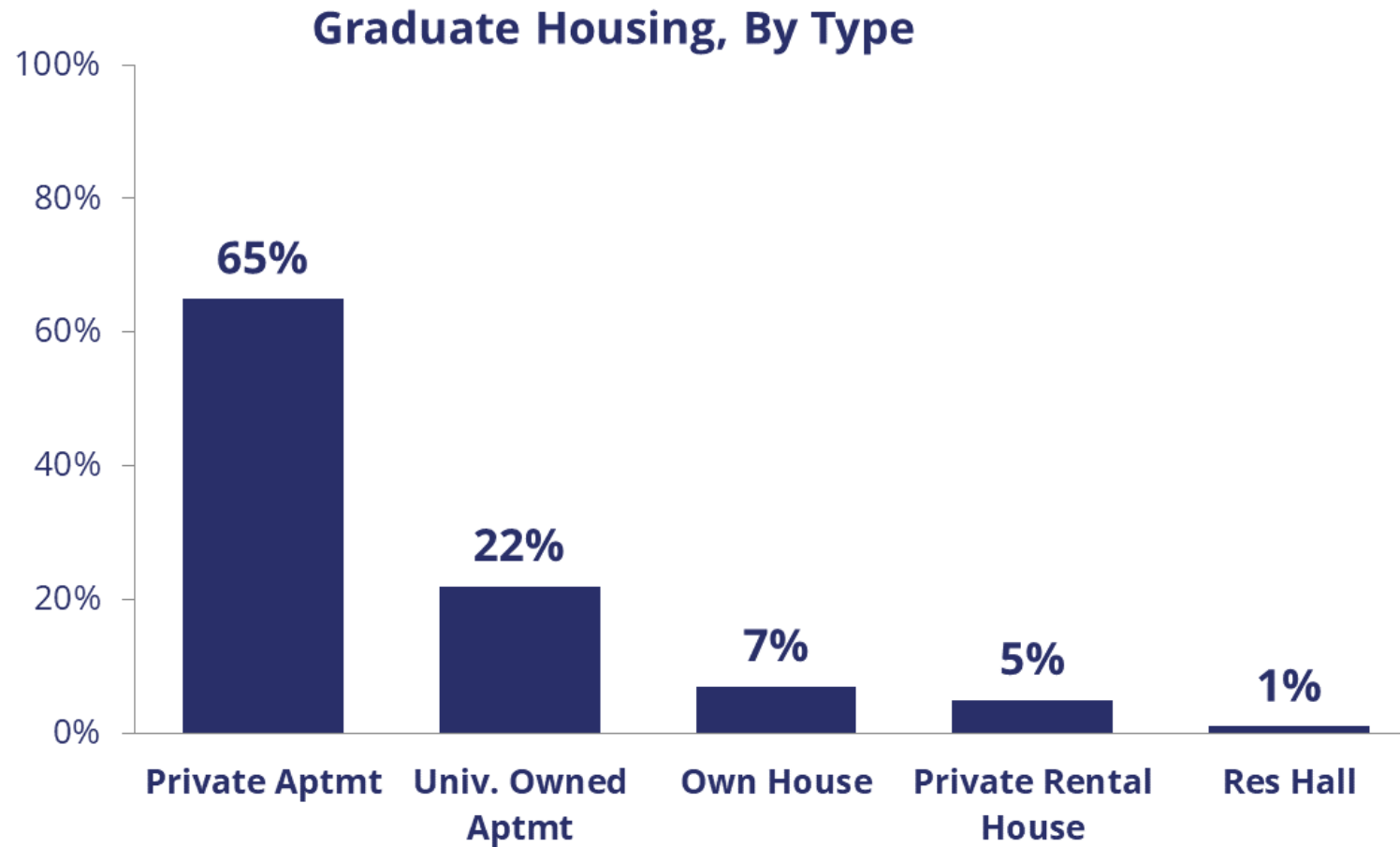
Neighborhood

All 

Submit

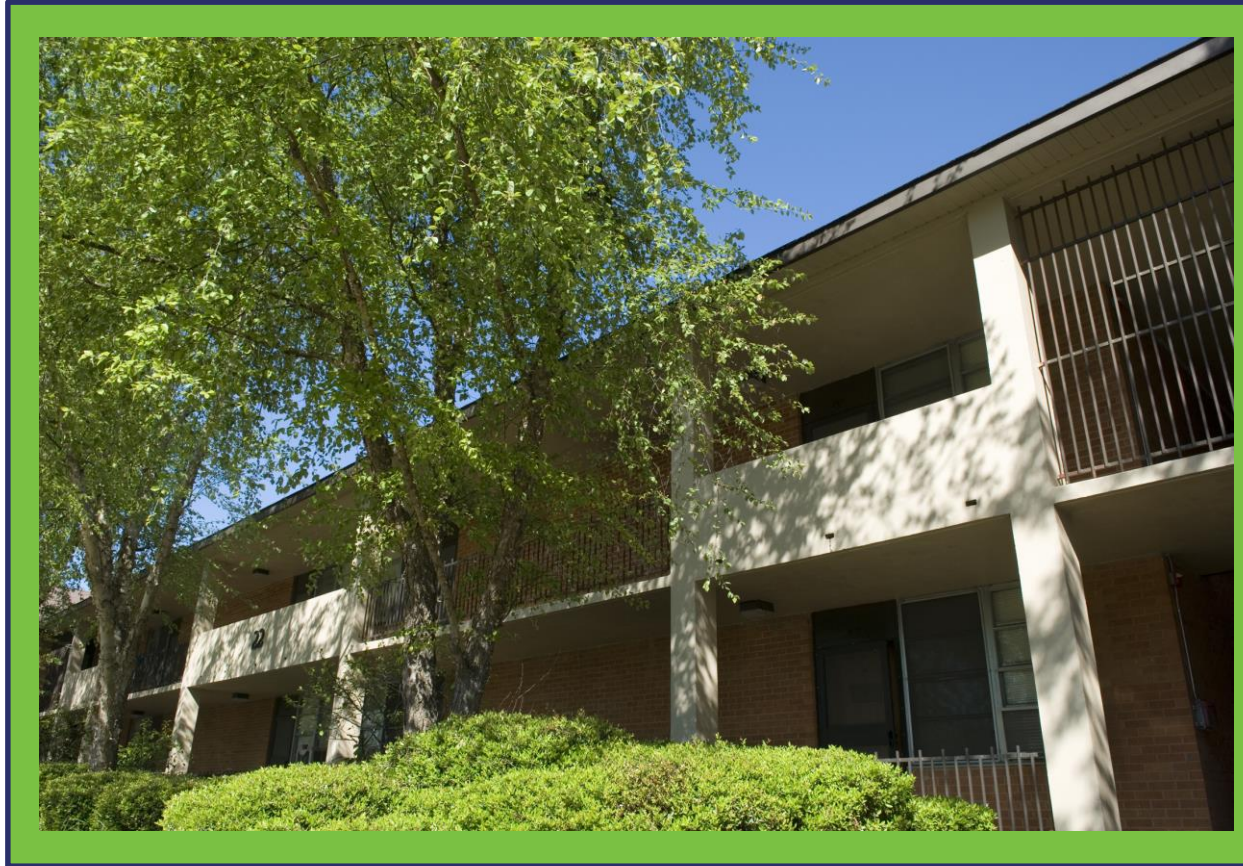


HOUSING OPTIONS



HOUSING OPTIONS

TRADITIONAL RESIDENCE HALLS



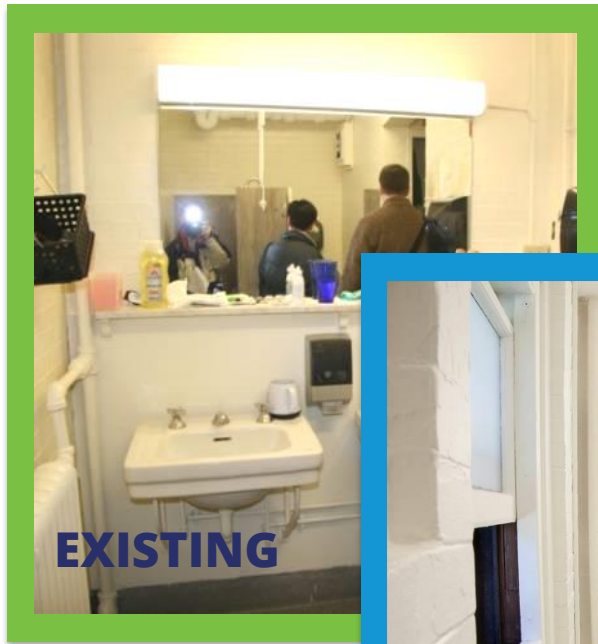
HOUSING OPTIONS

TRADITIONAL RESIDENCE HALLS RENOVATIONS



HOUSING OPTIONS

TRADITIONAL RESIDENCE HALL BATHS



HOUSING OPTIONS

FAMILY HOUSING APARTMENTS



**Fewer than 10% of
graduate students
typically have children**



HOUSING OPTIONS

FAMILY HOUSING APARTMENTS



HOUSING OPTIONS

MULTI-FAMILY HOUSING



HOUSING OPTIONS

COMMUNITY IN MULTI-FAMILY HOUSING

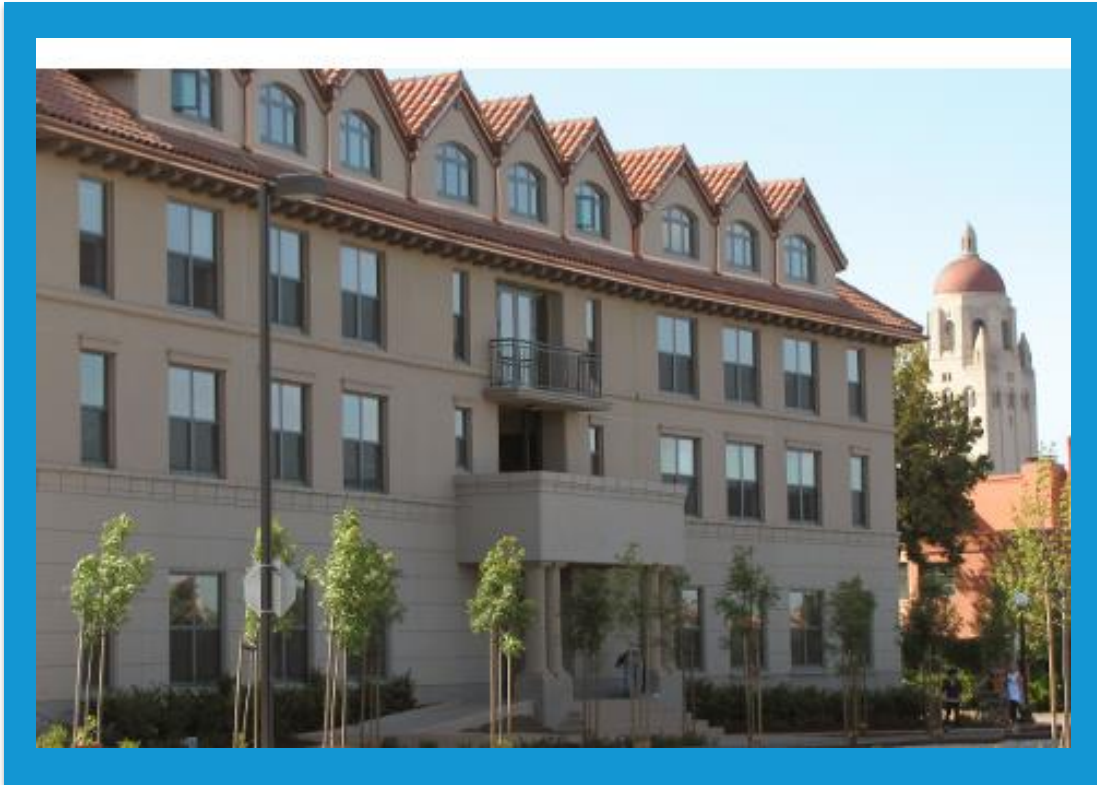


Relocated wood frame buildings create a new terraced courtyard.



HOUSING OPTIONS

NEW-STYLE RESIDENCE HALL EXTERIOR



HOUSING OPTIONS

NEW-STYLE RESIDENCE HALL COMMON SPACES



Governance and Community Populations:

- Housemaster
- House Manager
- Student Officers
- Alumni Board
- Interest Groups
- Cultural Exchange Groups
- Building Volunteers



HOUSING OPTIONS

NEW-STYLE RESIDENCE HALL APARTMENTS



Range of sizes,
from Studio to
4-bedroom, 4-bath



OTHER HOUSING OPTIONS

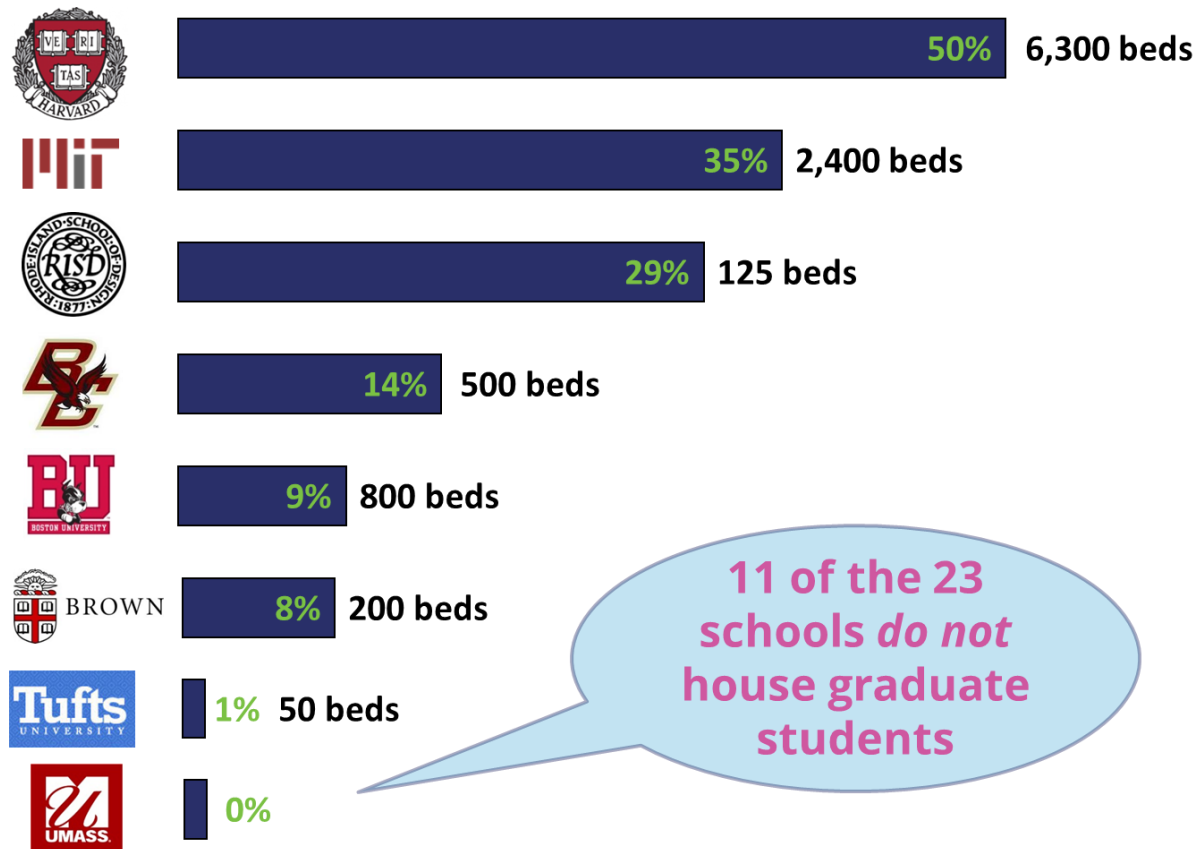
DEVELOPER PARTNERSHIPS “P3”



OTHER HOUSING OPTIONS

NO HOUSING

% BOSTON AREA GRADUATES HOUSED, AND NUMBER OF BEDS



Total high school graduates

The total number of public high school graduates* in Massachusetts increased by 12% since 2004.



Planning on going to college

The total number of public high school graduates who planned on attending college increased by 22% since 2004.



Additionally, the percent of public high school graduates who planned on attending college increased by 76% since 2004.



Planning for a public education

The number of public high school graduates who planned on attending four-year public college increased by 41% since 2004.



Full-time undergraduate enrollment

Freshman full-time enrollment at Massachusetts

State University increased by 21% since 2004.

Here is a look at Massachusetts public high school graduates in 2004 and 2013, and what they said their future plans were

The total number of public high school graduates* in Massachusetts increased by

14%



CHARTS ARE DIVIDED BY YEAR



The total number of public high school graduates who planned on attending college increased by

21%



The total number of public high school graduates who planned on attending college increased by

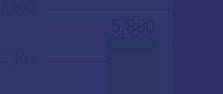
21%

The number of public high school graduates who planned on attending 4-year public college increased by

36%

Here's what Massachusetts State University full-time freshman enrollment looked like in Fall 2004 and Fall 2013

Freshman full-time enrollment at Massachusetts State University increased by 21% since 2004.

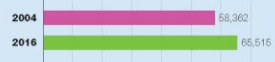


Massachusetts Student Cascade

A look at Massachusetts public high school graduates in 2004 and 2016 and their future plans.

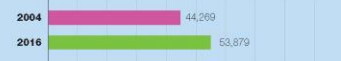
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Planning on going to college

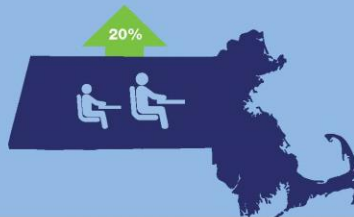
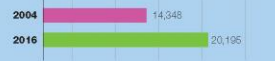
The total number of public high school graduates who planned on attending college increased by 22% since 2004.



Additionally, the percent of public high school graduates who planned on attending college increased from 76% in 2004 to 81% in 2016.

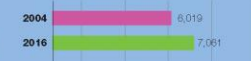
Planning for a public education

The number of public high school graduates who planned on attending four-year public college increased by 41% since 2004.



Full-time undergraduate enrollment

Freshman full-time enrollment at Massachusetts state schools increased by 20% since 2004.



The percent of all enrolled students who are full-time has increased from 78% in Fall 2004 to 82% in Fall 2016.

Update: Massachusetts is now the only state in New England that is growing in population.

How will this affect college enrollments, if at all?



HOUSING GOAL SET IN 2005:

To house 50% of the 28,761 system-wide full-time undergraduate students.

The Campuses

Salem State University

Fitchburg State University

Massachusetts Maritime Academy

Framingham State University

Westfield State University

Massachusetts College of Art & Design

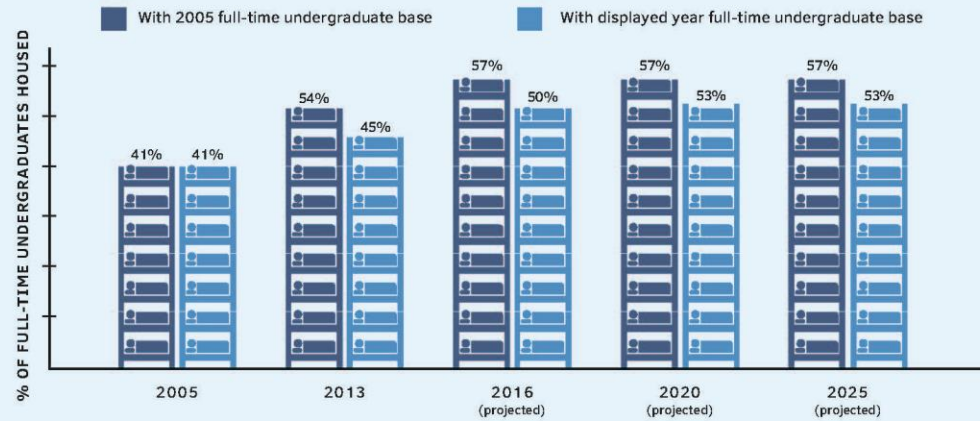
Worcester State University

Bridgewater State University

Massachusetts College of Liberal Arts

Has the System-Wide Goal Been Achieved? Yes!*

*based on 2005 full-time undergraduate numbers... but the full-time undergraduate population has grown. In 2016, with all beds in development completed, that housing goal will be reached. (Campuses may have individual goals that vary.)



MSCBA Plan: Seeking Opportunities to Support...

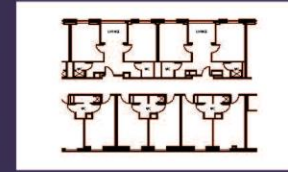
Campus Housing



Reinvestment



Sustainability

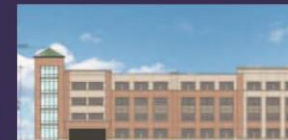


Broadening inventory
(Semi-Suite floor plan)

Recruitment, Enrollment, and Student Life



Dining



Parking



Student Activities

Enrollment and Housing

Campuses are conducting a variety of creative strategies to keep enrollments stable in the face of fewer high school graduates, and to keep housing filled:



Recruiting and retaining many types of students:
diverse, community college, global, & vets and their dependents



Providing quality residence halls
at reasonable prices

- ★ Paving the Way
- ★ Law & Society
- ★ Substance Free
- ★ Arts
- ★ Mindfulness
- ★ Emerging Leader
- ★ Teachers of Tomorrow
- ★ Global Awareness
- ★ Scientific Connections

Supporting community with living-learning focus
and faculty in residence



Q AND A



Rena Cheskis-Gold, Principal and Founder

Demographic Perspectives

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