



Understanding Your Faculty: Data and Housing Strategy

**Rena Cheskis-Gold
Demographic Perspectives, LLC
October 2011**

www.demographicperspectives.com



Workshop Outline

- ✓ Using Data for Strategy – Goals and Guidelines for Planning and Assessment**
- ✓ Lessons from the 2003 Harvard Faculty Housing Survey**
- ✓ Lessons from the Princeton Faculty Housing Surveys and Focus Groups**
- ✓ Columbia Medical Center - Mapping**
- ✓ AAUDE Family Work-Life Surveys: Topics Related to Housing**
- ✓ Discussion – Questions -- Your Examples**



Data for Planning and Assessment Strategy

- ✓ **Planning Guidelines**
- ✓ **Internal and External Clients**
- ✓ **Effective Types of Data**
- ✓ **Populations for Assessment**
- ✓ **Outcomes: Feedback Loops**
- ✓ **Calendar**



2003 Harvard Faculty Survey

Goals

- Indicate demand for new Housing options and services
- Aid the approaches and programming of new housing options and services
- Provide information to set University-wide policies
- Provide a baseline dataset available for ongoing research questions



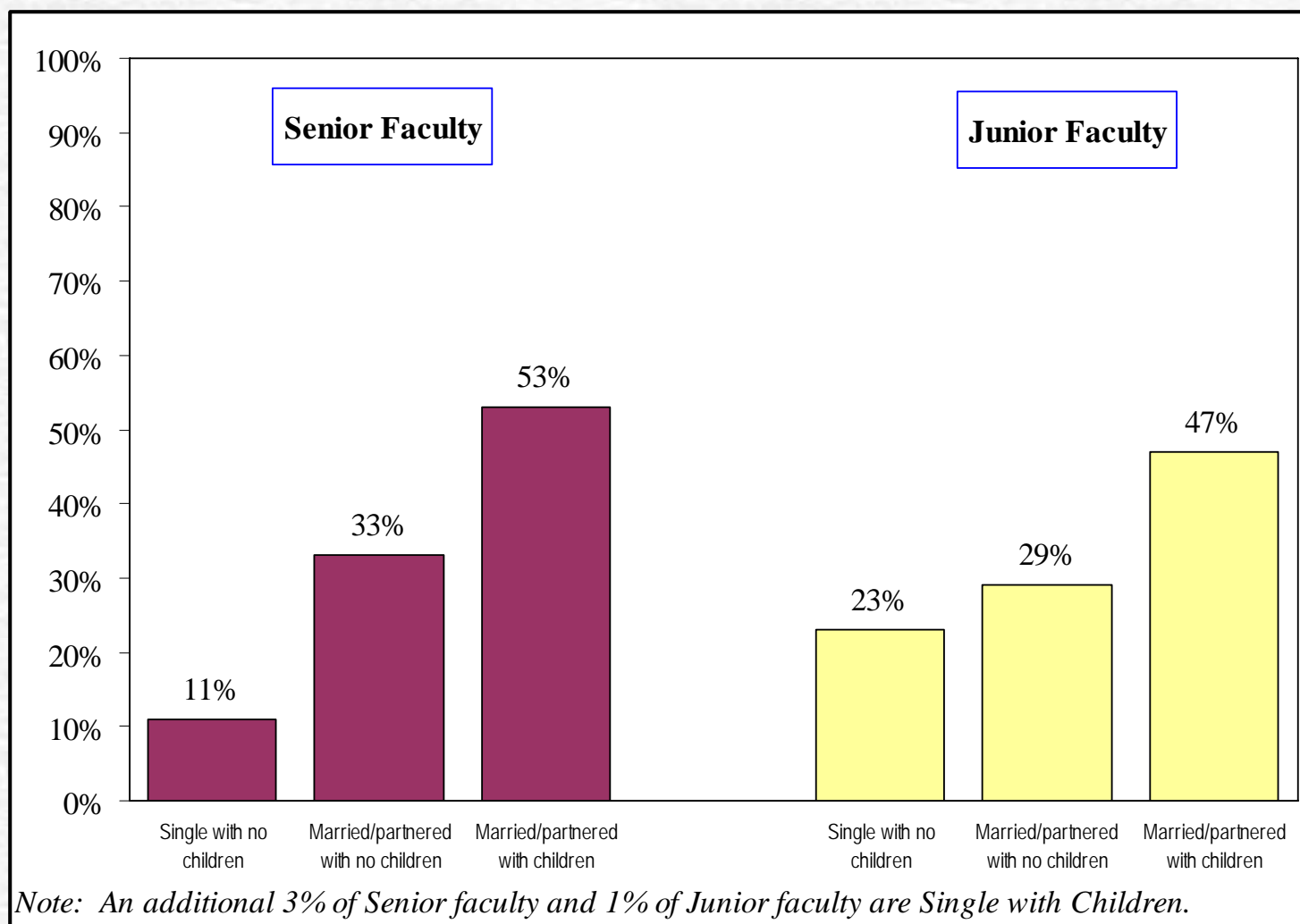
Harvard Faculty Survey Content

- ✓ Current housing choices
- ✓ Housing preferences
- ✓ Satisfaction with Harvard services
- ✓ Importance of housing to recruitment, retention, and quality of life
- ✓ Related transportation issues



Harvard Faculty Background

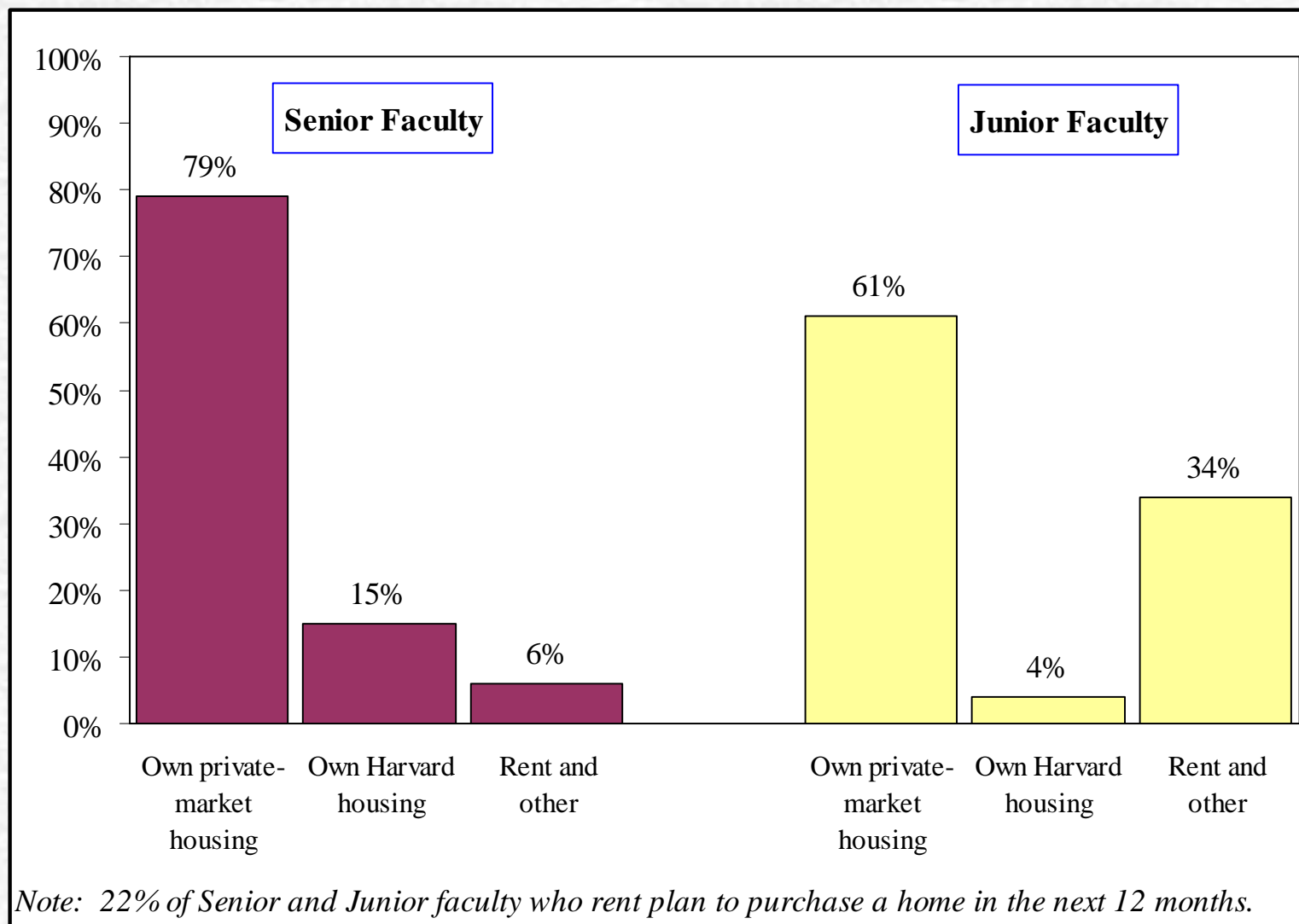
Demographic Drivers for Housing Needs





Harvard Faculty Current Housing Status

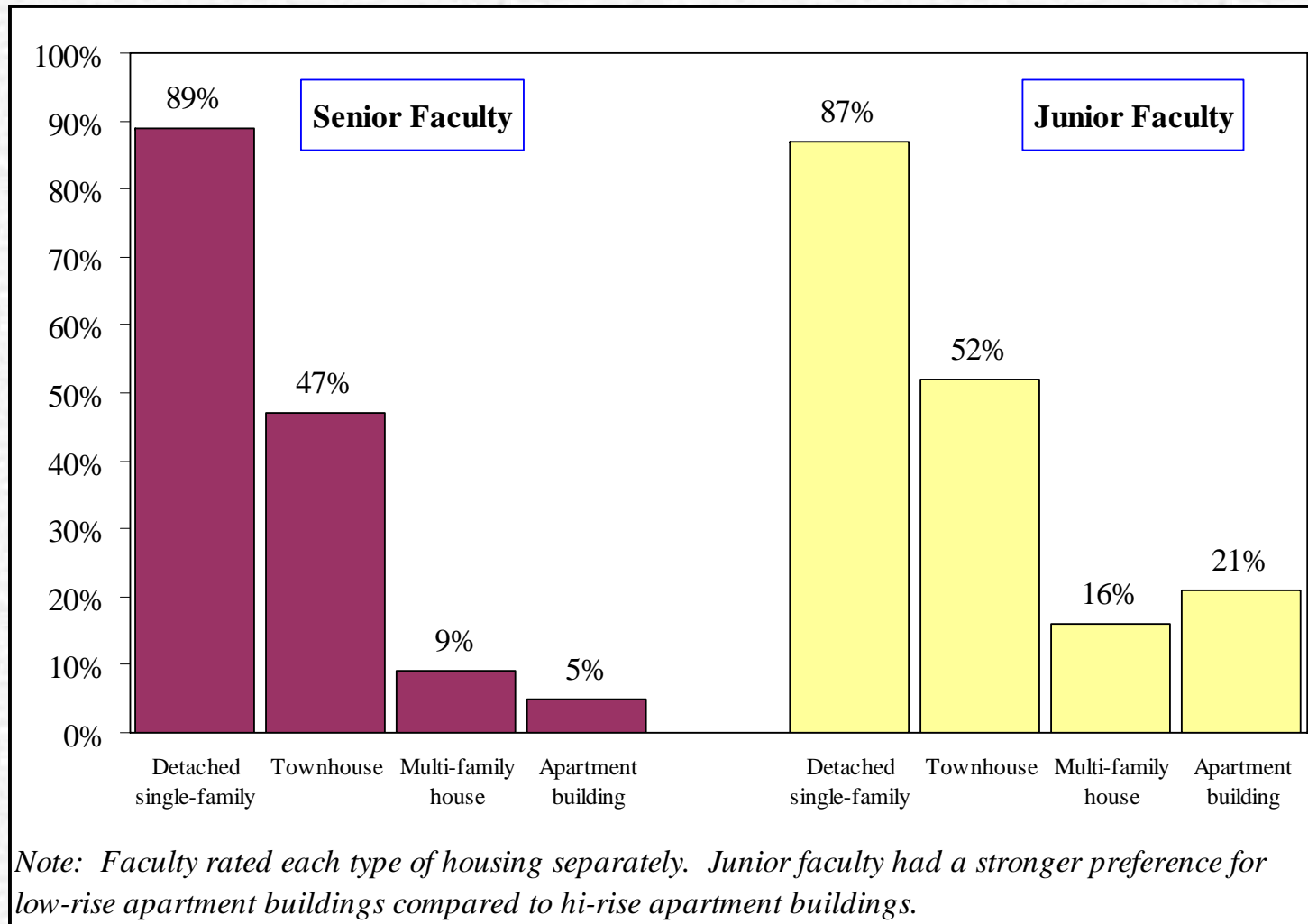
Rent or Own?





Harvard Faculty: % Interested in Specific Housing

Can Harvard Housing Satisfy?





2006 Princeton Faculty Housing

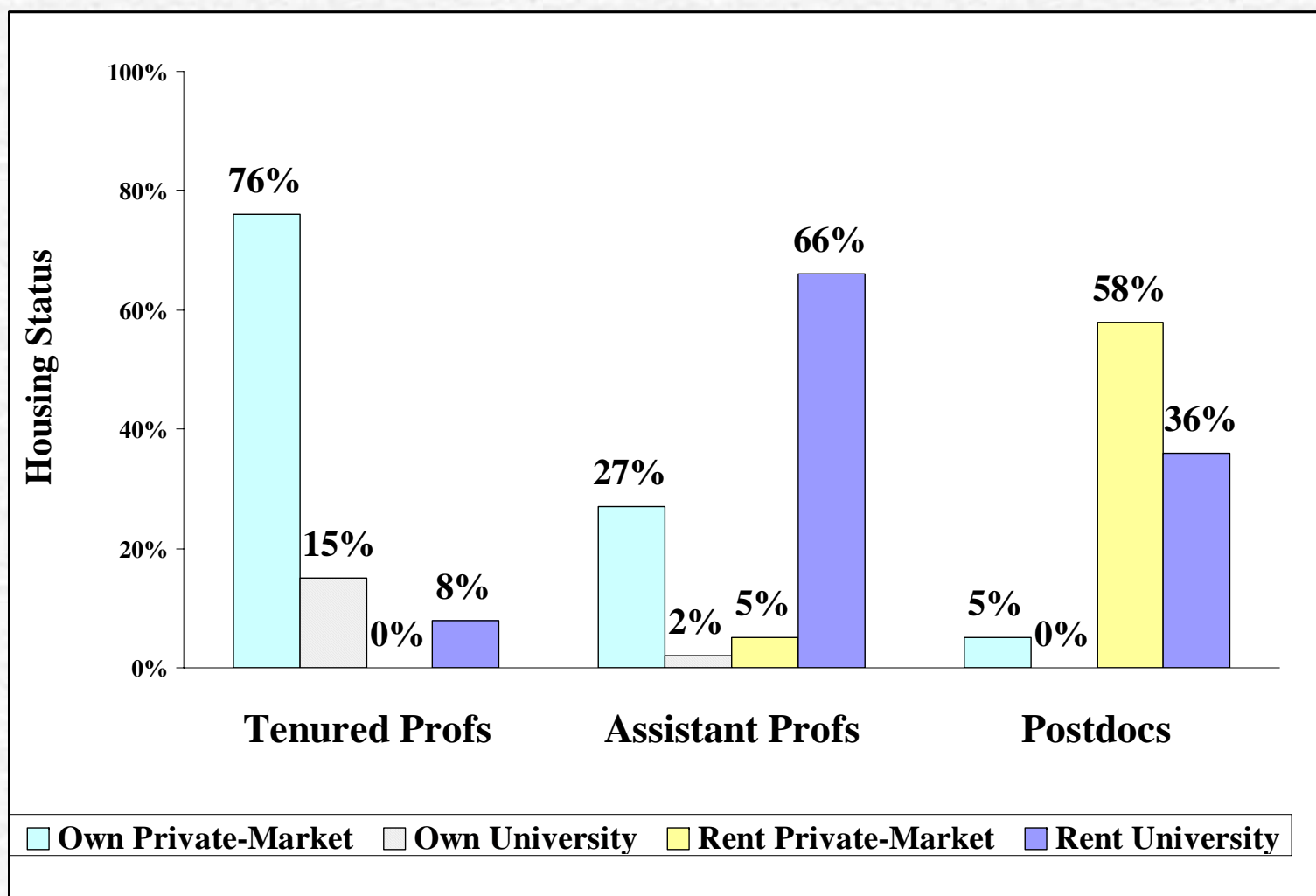
Purpose of Data Collection

To collect information on:

- ✓ Faculty and staff's current housing situation**
- ✓ Future plans for moving, and choosing new housing types**
- ✓ Overall interest in Princeton housing**
- ✓ Desired unit types at estimated rents and sale prices**
- ✓ Willingness to pay more for specific unit and building amenities**
- ✓ Reactions to the new potential housing sites**



Princeton Housing Status Faculty and Postdocs





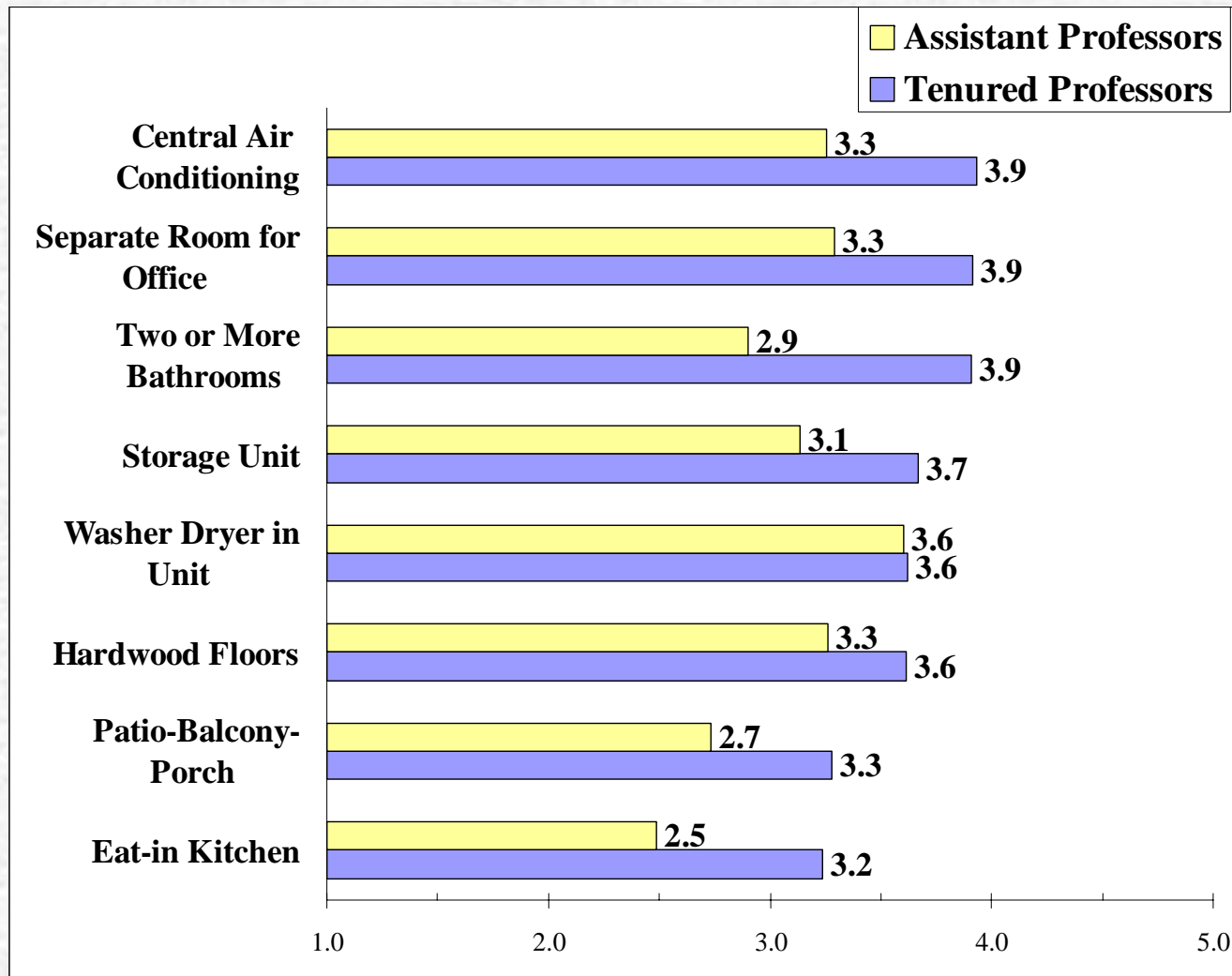
Princeton Reasons for Moving Faculty and Postdocs

	Tenured Faculty	Assistant Professors	Postdocs
Larger housing	24%	58%	20%
Live closer to University	22%	6%	40%
Move from rental to home	4%	46%	30%
Better condition housing	18%	17%	25%
Better value housing	11%	17%	10%
Smaller housing	21%	0%	0%
Live in different area	6%	2%	15%

** Respondents could indicate multiple reasons for considering a move.*

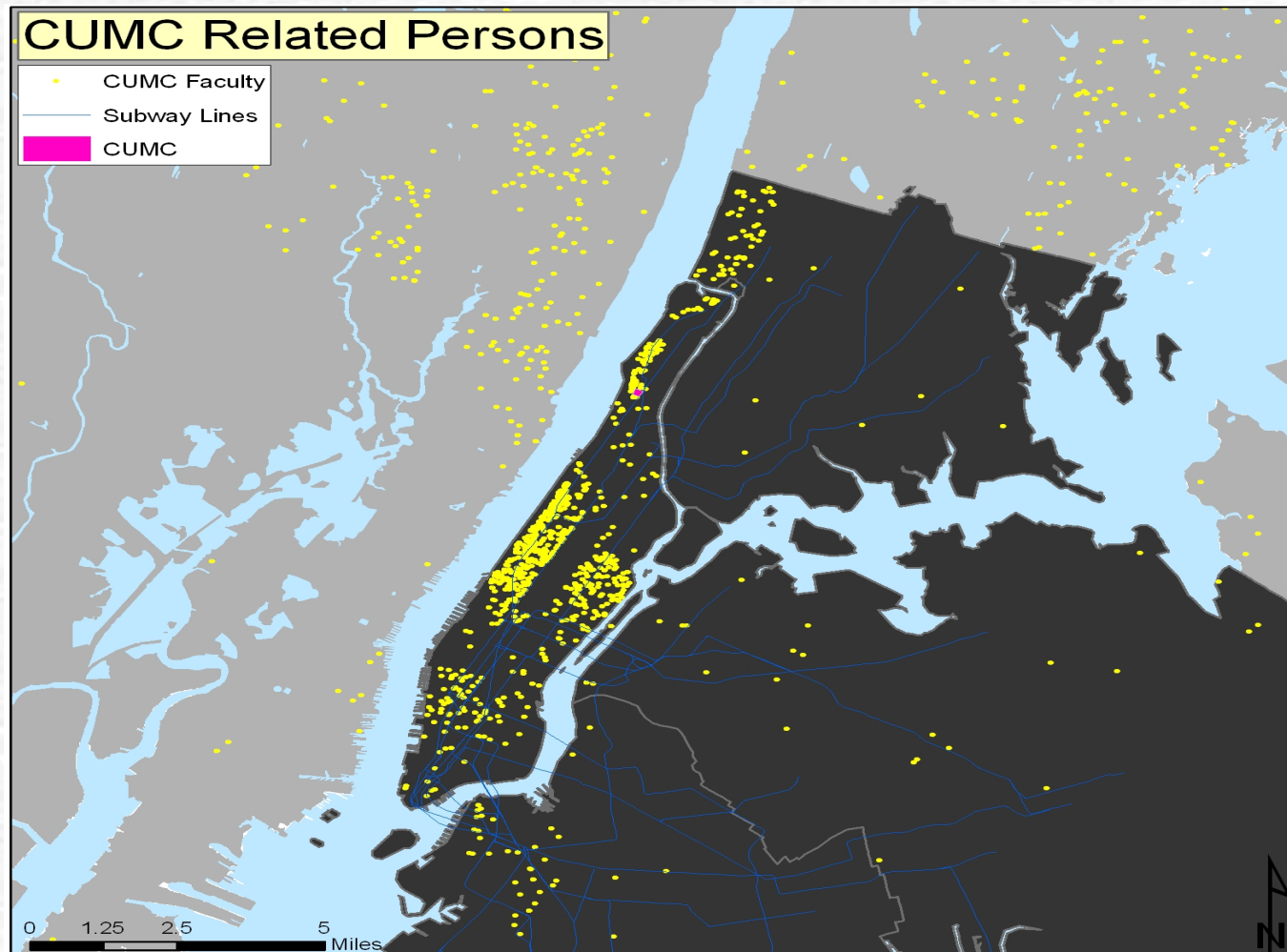


Princeton Willingness to Pay More for Features *“Within Ideal Price Range of Housing”*





Columbia University Medical Center 2007 Faculty Housing Location





AAUDE Faculty Work Life Surveys

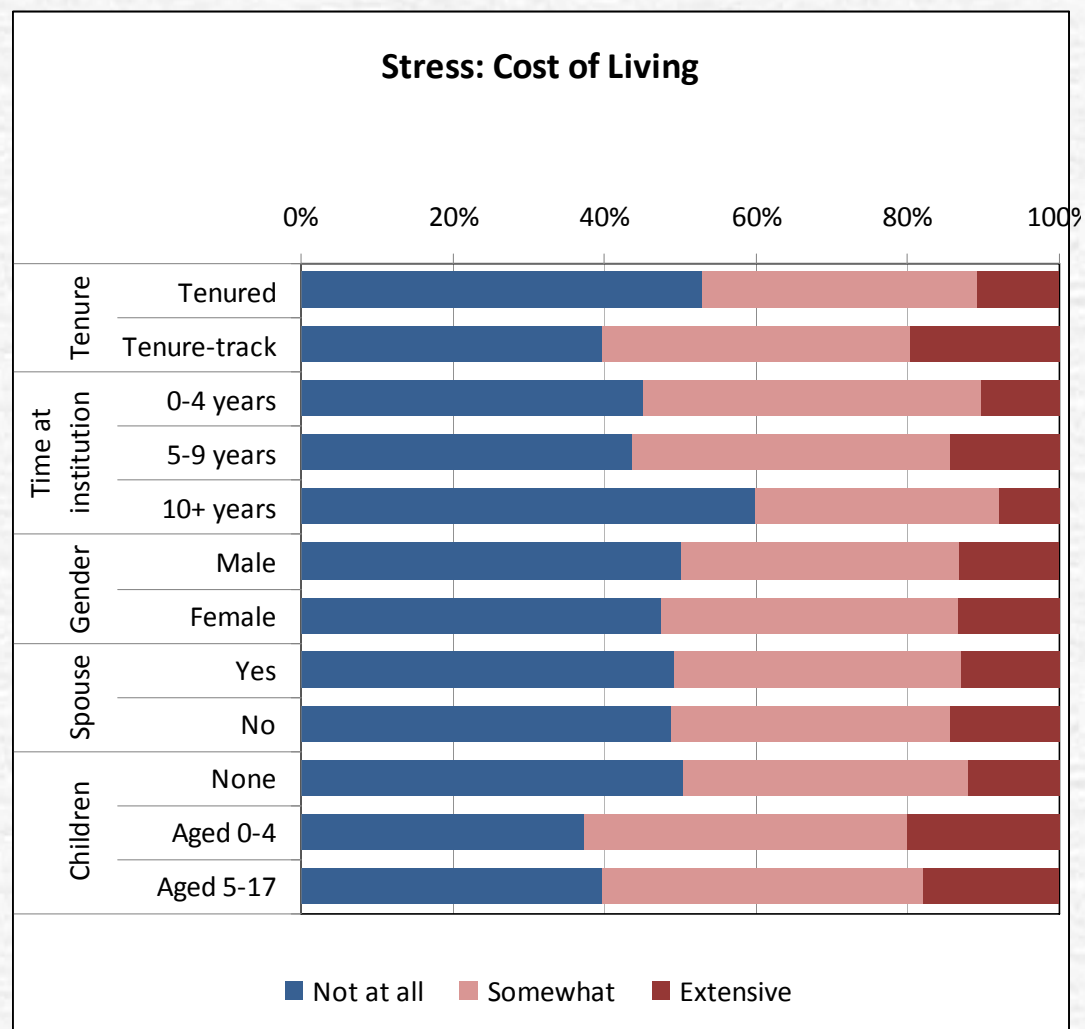
Details

- ☛ **Tenured and tenure-track faculty**
- ☛ **Conducted at 8 Private, Selective, Research Universities between 2006 to 2010 – High Response Rates**
- ☛ **Questions:**
 - **Faculty work loads**
 - **Support from School**
 - **Perceptions of departmental climate**
 - **Intentions to stay or leave School**
 - **How life outside of school meshes with faculty responsibilities**
- ☛ **High Response Rates**
- ☛ **Analysis conducted by MIT Ofc. of Institutional Research**



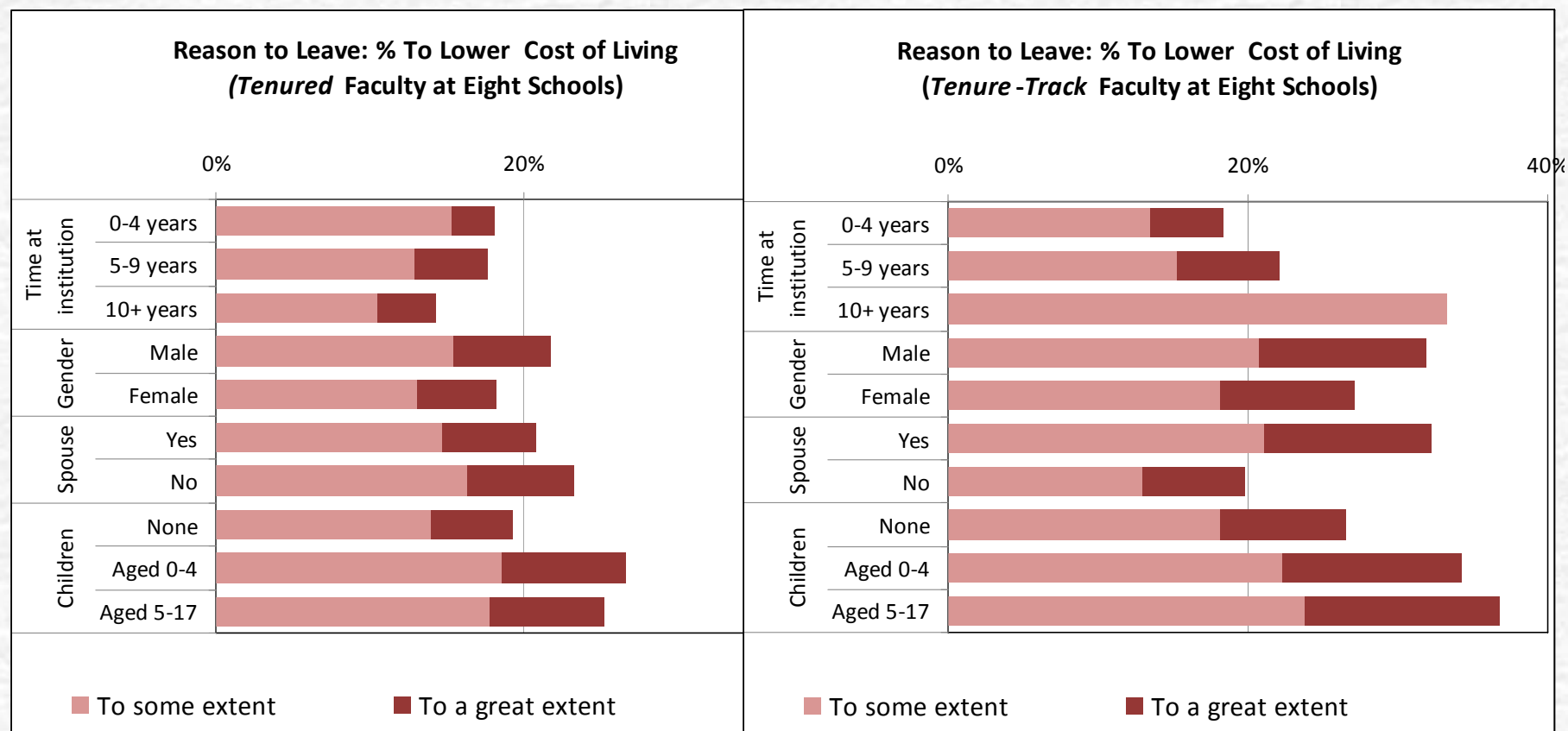
Faculty Cost of Living as Source of Stress

8 AAUDE Schools





Considering Leaving to Lower Cost of Living Faculty at 8 AAUDE Schools



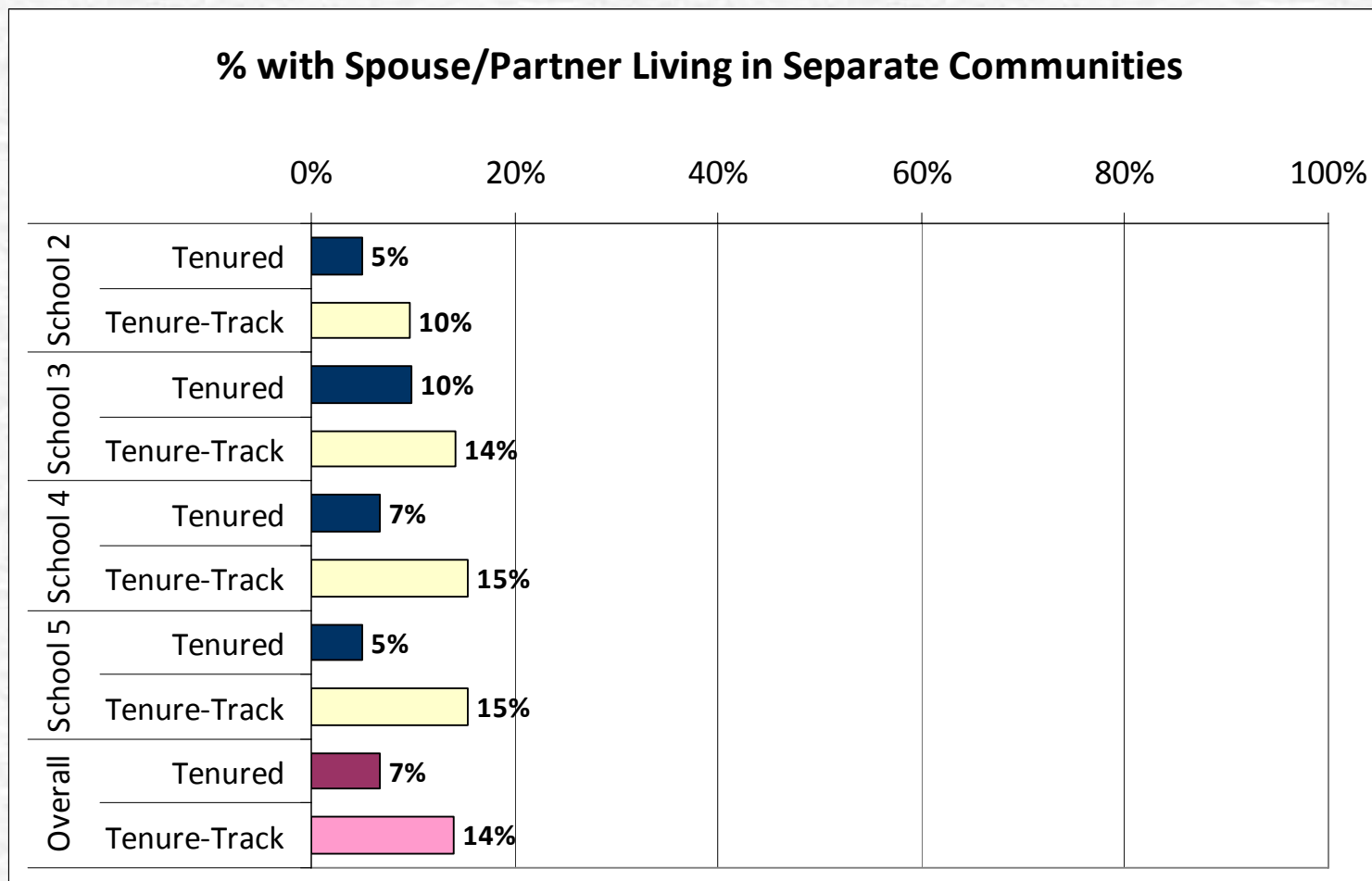
Tenured Overall: Some extent (15%), Great extent (6%)

Tenure-Track Overall: Some extent (20%), Great extent (11%)



Maintaining Two Households

Faculty at 4 AAUDE Schools





Contact Information

Rena Cheskis-Gold, Principal

Demographic Perspectives, LLC

Rena@demographicperspectives.com

www.demographicperspectives.com

(203) 397.1612

Copyright 2011 Demographic Perspectives, LLC