



DATA-DRIVEN DECISION MAKING FOR PLANNING



Demographic Perspectives

WHAT WE DO



We work directly with clients and their team of planners, architects, and real estate professionals on **physical planning** projects.



We spearhead a custom, **mission-driven** process of gathering and analyzing planning data that informs decision-making.



We can help at **all stages** of the process:

- Pre-study: making-the-case, visioning, or needs assessment
- Planning, programming, and design
- Post-occupancy

OUR CLIENTS

Our clients span colleges and universities, pre-K-12 independent schools, architects, planners and engineers, real estate consultants, developers, nonprofits, businesses, and government agencies.

- Amherst College
- American Campus Communities
- Babson College
- Bates College
- Bay Path University
- Berklee College of Music
- Behrman House Publishing
- Bowdoin College
- Bridgewater State University
- Brown University
- Bryn Mawr College
- Bryn Mawr Graduate School
- Center for Israel Education
- Colby College
- Columbia University
- Columbia University Medical Center
- Connecticut College
- Connecticut Veterans Home in Rocky Hill
- Cornell University
- Fitchburg State University
- Framingham State University
- Georgetown Company
- Hamilton College
- Harvard Business School
- Harvard Divinity School
- Harvard Law School
- Harvard University
- Ithaca College
- Jewish Foundation of Greater New Haven
- Jewish Theological Seminary
- Johns Hopkins University
- Lafayette College
- Manhattan Country School
- Massachusetts College of Art and Design
- Massachusetts College of Liberal Arts
- Massachusetts DCAMM
- Massachusetts Maritime Academy
- Massachusetts State College Building Authority (MSCBA)
- Middlebury College
- Mississippi State University
- MIT
- Mount Holyoke College
- New England Small College Athletic Conference (NESCAC)
- New York University
- Northeastern University
- Northwood School
- Pomona College
- Princeton University
- Red Hook Playgroup
- Salem State University
- Sightlines
- St. John Fisher College
- Swarthmore College
- Trinity College
- Tufts University
- UJA Federation, New York
- University of Chicago
- University of Michigan
- University of New Haven
- University of Pennsylvania
- University of the Sciences
- University of Toronto
- University of Washington, Seattle
- Vanderbilt University
- Washington University in St. Louis
- Wellesley College
- Wesleyan University
- Westfield State University
- Worcester State University
- Yale Law School
- Yale School of Management
- Yale University
- Yale University School of Public Health



Articulate

Mission & Goals

Stakeholder Input

Data

Benchmark

Report

Present

Planning Steps

Communicate

Implement

Assess

Modify

BASIC PLANNING STEPS

We can provide input and guidance for most steps of the planning process.

This might include:

- Gathering, analyzing, and integrating **data into strategies**
- **Communicating** with stakeholders at any point during the planning process
- Assessing the alignment of a completed project with its **original goals**

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OUR DATA TOOLS

QUANTITATIVE DATA & ANALYSIS:

- Surveys
- Modeling
- Benchmarking
- Mapping
- Demographic Analysis
- Market Analysis

QUALITATIVE DATA & ANALYSIS:

- Interviews
- Participant Observation
- Focus Groups
- Document Analysis



DEFINE & ALIGN

Articulate **core issue(s)**, along with challenges and opportunities.

To develop specific **project mission and goals**, interview stakeholders on:

- Goals
- Strength and weaknesses
- Opportunities and threats
- Priority populations
- Ideal product and program

Analyze responses via a rigorous **compare-and-contrast** process.

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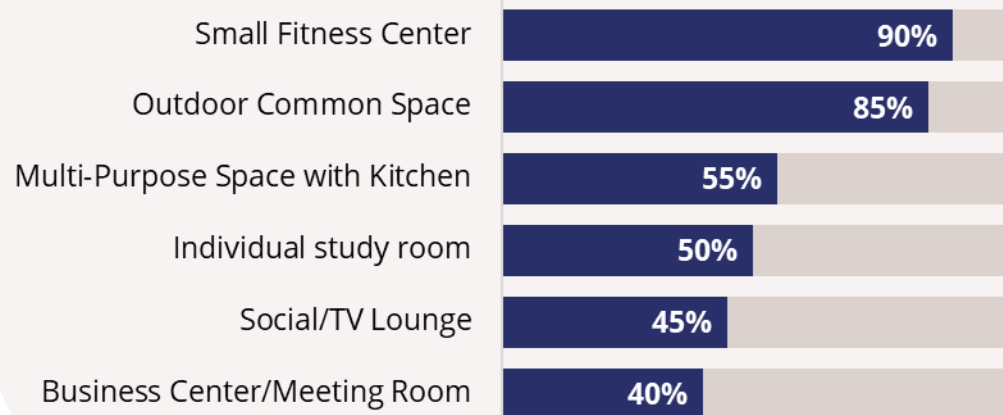
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SURVEYS & FOCUS GROUPS

Determine **demand, needs, preferences** for location, unit types, and more.

Anticipated Use of Common Spaces



Test-market new ideas:

In a typical week, how often would you use each of the following in our new community-focused makerspace?

Sewing machines – VR headsets –
Woodworking tools – 3D printers

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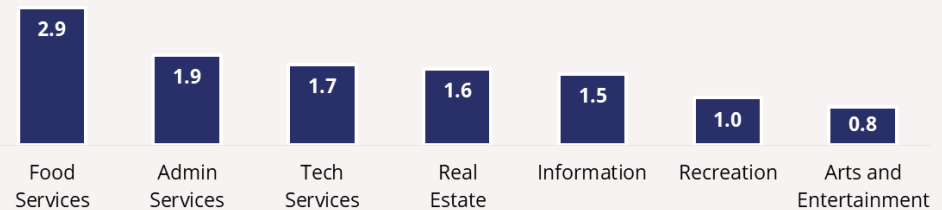
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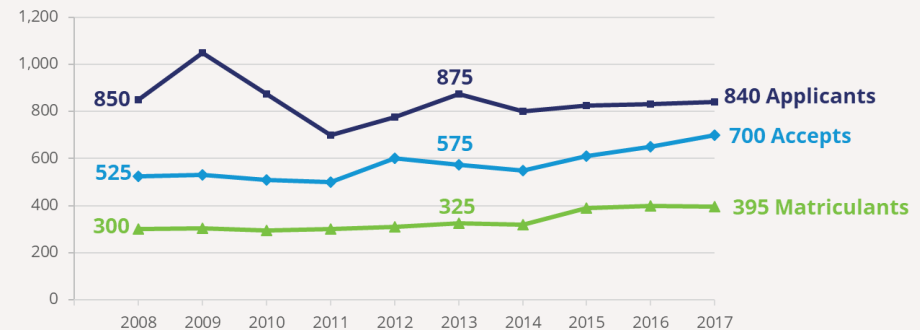
DEMOGRAPHICS & MARKET ANALYSIS

- Building program inventory
- Student demographics
- Growth projections
- Market analysis

Pull Factor (0 to 3.5) Based on Retail Sales Data



First-Time Freshman Admissions, Fall 2008-2017



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DEMAND & SCENARIO MODELING

Determine **program demand**, or **match inventory** with population and mission.

# Students	No Growth	10% Growth (Recruitment)	10 % Growth (Demographics)	18% Growth (Retention)
FULL-TIME POPULATION	3,400	3,750	3,750	4,000
International	100	110	170	150
Out-of-State	1,200	1,300	1,380	1,500
Athlete	500	550	550	550
Women	1,600	1,790	1,650	1,800
% HOUSED	70%	80%	75%	73%
UNITS NEEDED				
Dormitory	TO BE MODELED			
Suite				
Apartment				
Other (Coop Houses)				

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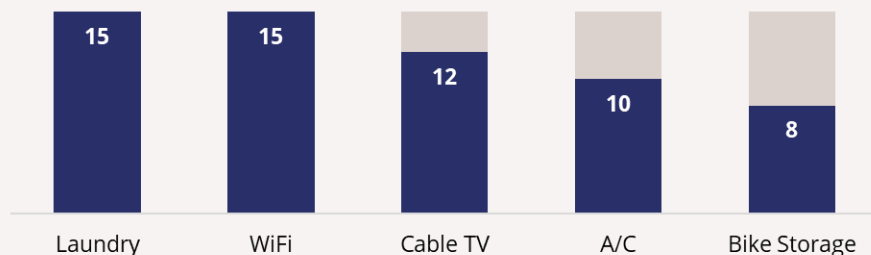
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PEER BENCHMARKING

- **Comparisons** with many types of peers: competitive, system, structural, aspirational
- Best practices and merging topics
- Quantitative and qualitative

Number of Peer Schools Offering Amenities



	Language Tables	Student-run Café	Farm to College	Culinary Showcase
Your School	✓	✓		
School A	✓	✓	✓	
School B			✓	✓
School C		✓	✓	✓
School D	✓	✓		



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REPORT, PRESENT & PLAN

We develop **custom reports and presentations** tailored for specific stakeholder audiences.

- Our analysis tells a clear story with actionable outcomes.
- We provide effective and approachable data visualization and infographics.
- We integrate data into strategy with prioritized planning steps.

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PROJECT COMMUNICATIONS

WITH **INTERNAL** STAKEHOLDERS:

- Faculty
- Students
- Postdocs
- Employees

WITH **EXTERNAL** STAKEHOLDERS:

- Alumni
- Parents of students
- Public outreach

TOOLS:

- Charrettes
- Magazine and news articles
- Blogs and social media

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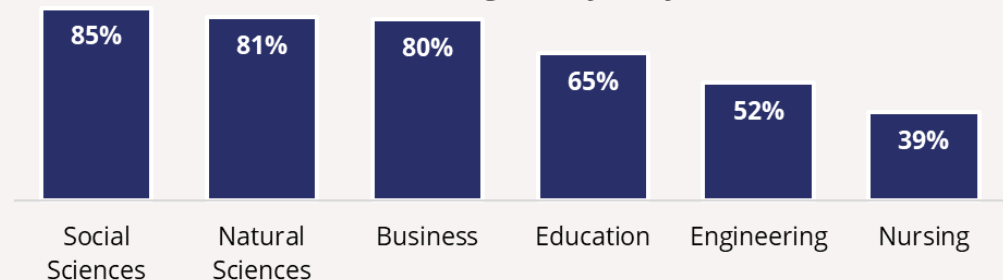
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POST PROJECT ASSESSMENT

How is this project working from a **stakeholder's point of view**?

- Often called 'POA,' for 'Post-occupancy analysis'

Percentage of Students by Academic Program
Visiting Library Daily



FOR MORE INFORMATION:



RENA CHESKIS-GOLD

Principal and Founder

rena@demographicperspectives.com

(203) 397-1612

DP demographicperspectives.com

 [@DemPerspectives](https://twitter.com/DemPerspectives)

 [Demographic-Perspectives](https://www.linkedin.com/company/Demographic-Perspectives)

Demographic Perspectives, LLC

334 McKinley Avenue, New Haven, Connecticut 06515

www.demographicperspectives.com



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