

Eyes Wide Open: Meeting the Needs of Targeted Demographics in Student Housing

CCLC Trustee Conference 2019

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SERVITAS
COLLEGIATE REAL ESTATE SERVICES



Eyes Wide Open: Meeting the Needs of Targeted Demographics in Student Housing

1. Panel Introductions
2. Student Housing Experiences and Considerations
3. Discussion

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Introductions & Context



Introduction

Panelists



Lisa Mealoy
DIRECTOR
DISTRICT SERVICES & DEVELOPMENT
CCLC



Erik Skinner
VICE PRESIDENT
ADMINISTRATIVE SERVICES
SIERRA COLLEGE



Matt Bohannon
VICE PRESIDENT
BRAILSFORD & DUNLAVEY



Angel Rivera
VICE PRESIDENT
REAL ESTATE DEVELOPMENT
SERVITAS

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Student Housing Experiences and Considerations



Pros and Cons of Student Housing

Extra Challenges:

- Liability
- Student conduct issues
- Roommate issues and disputes

Benefits:

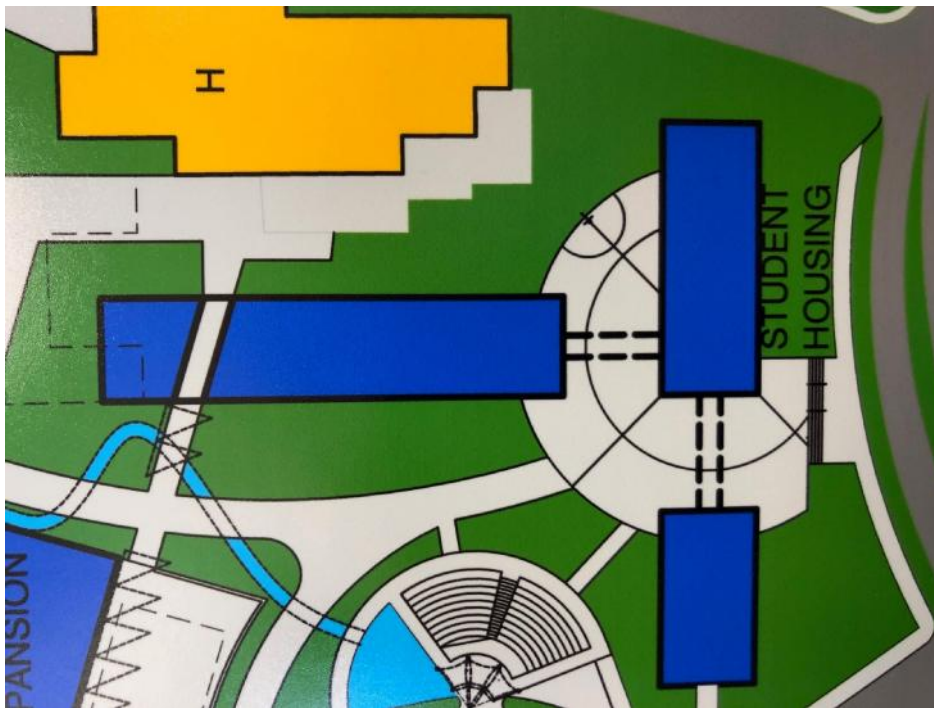
- Social connection and support
- Convenient; proximity to classes and student support services
- Good transitional step toward independence
- Attracts students
- Ability to host summer events

Sierra College: Current Student Housing

- › First student housing opened in 1961
- › Currently 120 Beds
- › Popular with: Guardian Scholars (former foster youth); international students; and athletes
- › Consistently oversubscribed
- › Provides additional social and academic support



Sierra College: Vision for Student Housing



- › 350 to 400 Beds
- › More central location
- › Expanded academic and student support services
- › Advancing Sierra College's Student Success and Equity goals
- › Grow enrollments; increase persistence and completion rates

When Thinking About Housing...

Proper Planning is Key



Strategic Framework

Source of Guidance

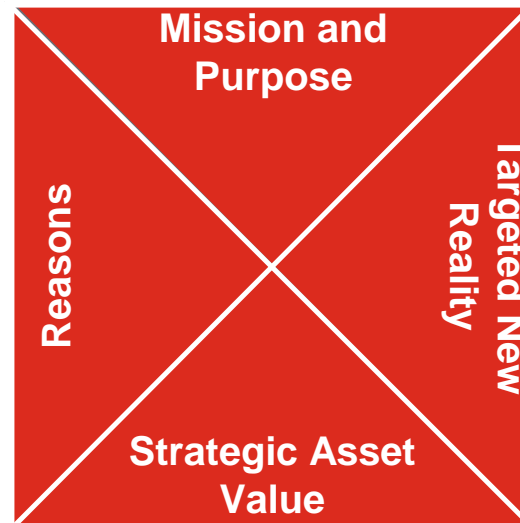
College's Mission

The difference that the College must make in the world and for whom.

Why the College

Must Take Action

The need to respond to the dynamic relationship between the current condition and the Targeted New Reality.



College's Vision

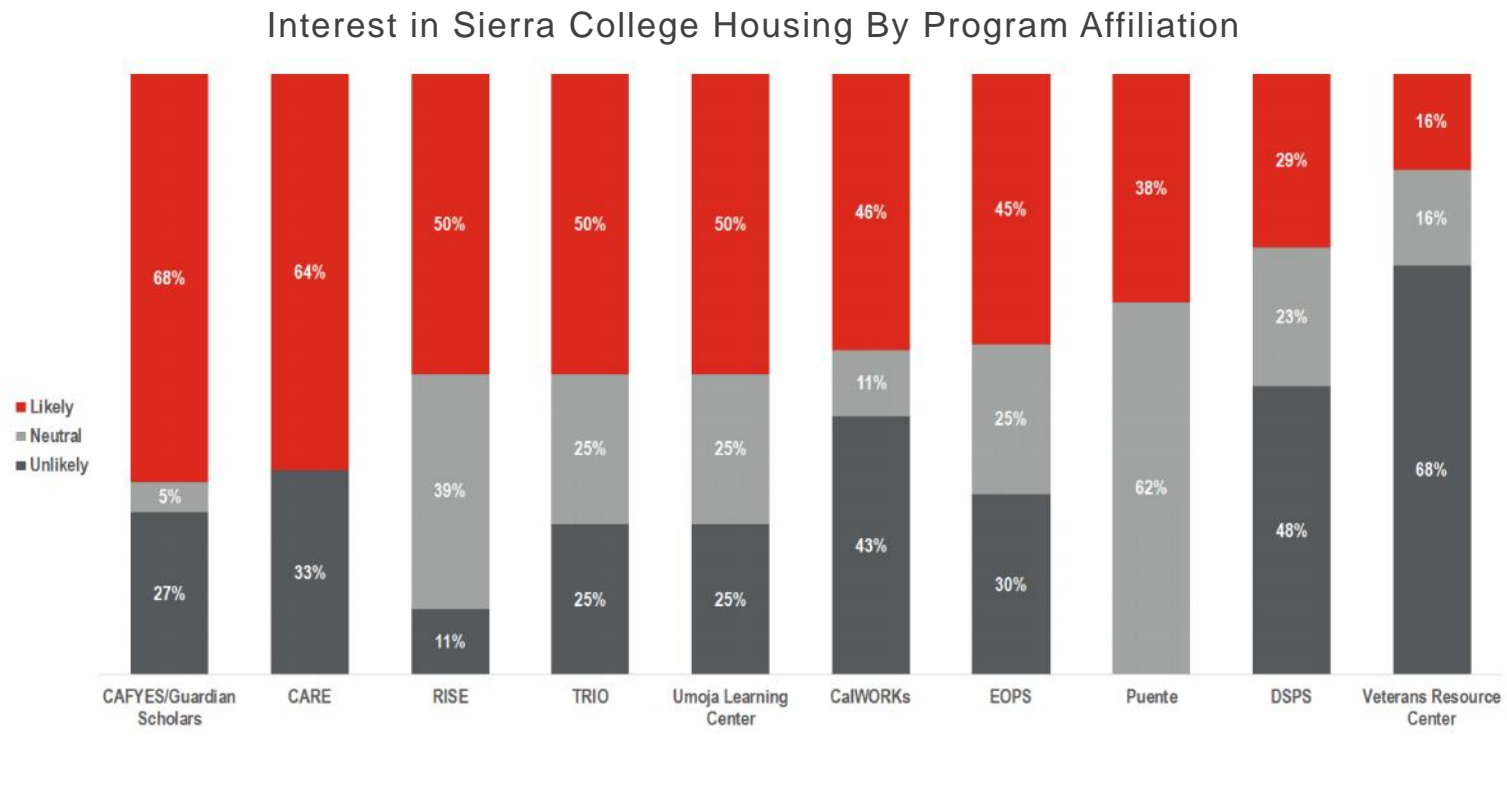
The ideal mix of future capacities, attributes, and outcomes that the institution must achieve to deliver on its mission and purpose.

How This Project Can Contribute to the College's Vision

The ideal mix of future capacities, attributes, and outcomes that a particular asset must achieve to deliver on its mission and purpose.

Understanding Your Students

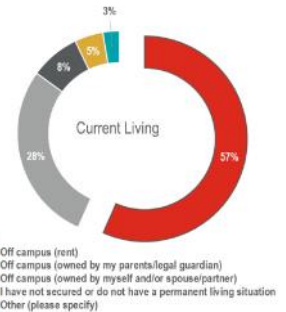
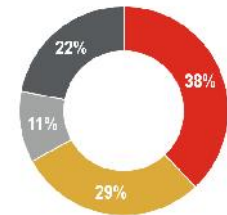
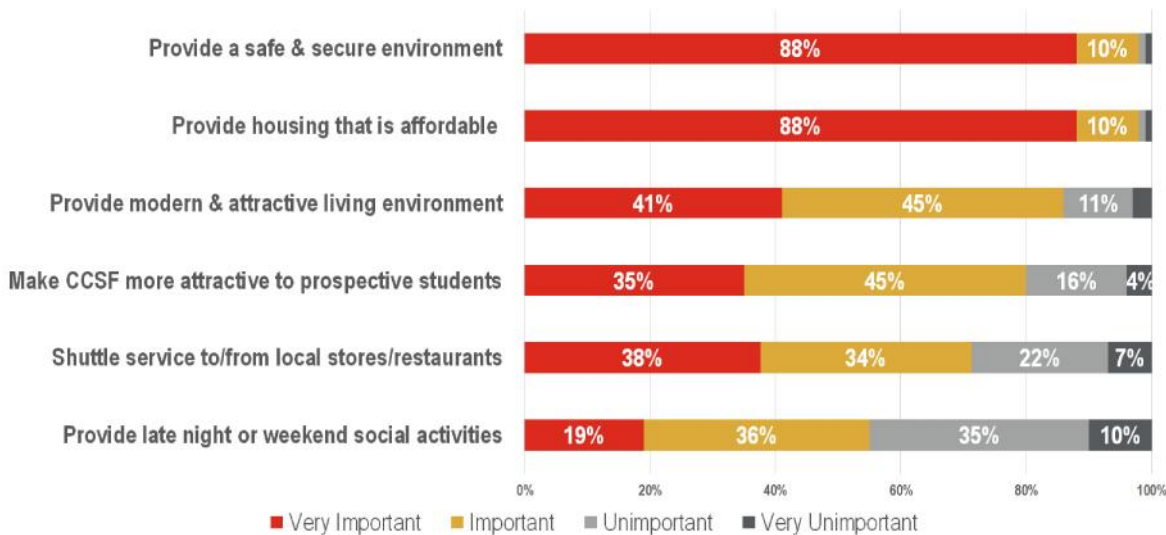
Needs May Vary by Population



Market Analysis

Identifies Scope, Scale, and Demand for Potential Housing

- › Demographic Analysis
- › Enrollment Analysis
- › Off-Campus Market Conditions
- › Focus Groups (Qualitative Research)
- › Survey (Quantitative Research)
- › Demand Projections
- › Financial & Ownership Analysis



	Student Housing Demand			
	Semi-Suite	Full Suite	Micro Unit	Apartment
17 or under	0	0	0	3
18-20	49	16	40	4
21-24	76	19	42	25
25-29	87	28	57	24
30-40	64	16	49	23
41 and over	22	12	23	15
Total:	297	90	211	95

Financial Realities

Financial Analysis, Value for Money, and Managing Risk

- › Understanding How You Accept or Transfer Risk Drives Financial Realities
- › Important to Identify Expectations of Development – Revenue Generation, Subsidizing Operations, Reinvestment in the Project
- › Many Solutions May Require Creative Thinking Which Hasn't Materialized Yet – Think P4+
- › Not All Solutions to Housing Needs Require College Developed Assets

Equity Model						
Risk & Responsibility						
Institution Profile	Weight 0-5	Risk & Responsibility Transference				
		College/District				Third Party
Design & Construction						
Project Budget	4					
Project Schedule	5					
Site Risk	3					
Technical Design Errors & Omissions	2					
Concept Approvals	2					
Financial						
Project Financing Risk	4					
Credit Rating Risk	4					
Balance Sheet Risk	5					
Debt Capacity Risk	5					
Operations & Maintenance						
Residence Life	3					
Custodial & Facility Maintenance	2					
Asset Management	3					
External Events						
Macroeconomic Risk	4					

Creative Solutions in the Market

Projects / Support in Development

Colorado Mountain College

- › District Level Approach to Housing on Multiple Campuses
- › One Bond Issued for Multiple Projects
- › Occupancy Flexibility



University of Rochester

- › Multiple Asset Development
- › Monetization of Surplus Land
- › Cross Pledging Revenue (Subsidization)



Different Solutions in the Market

Projects / Support in Development

Tacoma Community College

- › College Housing Assistance Program
- › Partnership with Tacoma Housing Authority
- › Recently Expanded Partnership to UW Tacoma

60%

of College Housing Assistance Program students graduated or remained enrolled, compared to 16 percent of homeless or near-homeless students not in the program.

3.05

Average GPA of College Housing Assistance Program students, compared to a 2.75 GPA for homeless or near-homeless students not in the program, and a 2.97 GPA for the general TCC student population.

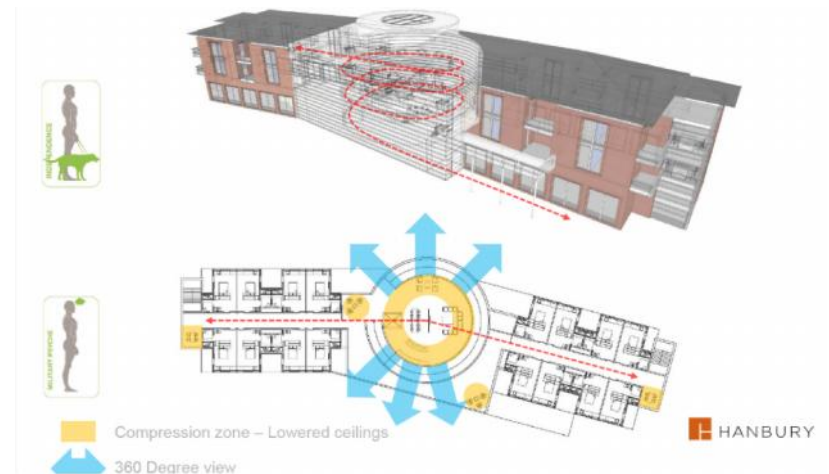
175

Students served since the College Housing Assistance Program was launched in January 2014.

**Information from TCC*

Student Veteran House Concept

- › Developed by Old Dominion University Students
- › Conceptual Work Completed
- › Spaces Tied to Unique Needs



Peer Mentoring Services

- › Veterans are often interested in and benefit from establishing relationships with other student-veterans.
- › Life in the military is a unique experience and the transition back to civilian life can entail an equally unique set of challenges. Unfortunately, many veterans consider the act of asking for help a sign of weakness and opt instead to face their challenges alone.
- › Peer programs are designed to put veterans at ease. By creating the occasion for veterans to share their concerns in a safe setting, peer programs are highly effective in combatting anxiety and depression.

Veterans Living and Learning Community

UNIVERSITY OF WISCONSIN-PLATTEVILLE

- › The Veteran's Community will allow Veteran students to live in suite-style accommodations with their own private room, but share living-space and a bathroom with other Veteran students.
- › As a part of this community, Veteran students are able to live with and connect to other Veteran students, both within their Residence Hall and through intentional programs provided by the VETS Office.
- › Programs for this community have included:
 - Attend events hosted by the VETS Office
 - Attended "The Things They Carried" presentation by author Tim O'Brien about his fiction book which depicts stories about being a soldier in the Vietnam War
 - Learned how to prepare a "go-pack" and discussed various emergency situations and how to be properly prepared

Start to Finish Program

LAKE MICHIGAN COLLEGE

- › The Start to Finish program is designed to assist current and former foster and underserved youth with their academic success. Students are offered 1-on-1 coaching, learning labs, academic support/tutoring, success planning, student support/advocacy, housing priority, 12-month access to Housing, academic/transfer advising, transfer applications, academic intervention/progress reports, internship/job referrals, computer lab, laptop loan program, and transportation.
- › Program eligibility/affiliation criteria:
 - Student at Lake Michigan College
 - Currently or formerly in the foster care system
 - There is no age limit for eligibility
 - Must meet regularly with program staff

Rendering for Santa Rosa Junior College – Roof Terrace



Rendering for Santa Rosa Junior College – The Commons



Concept Photos – Santa Rosa Junior College



Concept Photos – Santa Rosa Junior College



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Discussion



Thank you.

