

College  Pads

OFF-CAMPUS RESOURCE

FALL NEWSLETTER - EDITION 3

November 2023

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The Changing Landscape

This edition of the Off-Campus Resource, we'll be taking A Closer Look at the changes that are happening across the country in our higher education systems that are affecting the important work you do supporting students.

Along the way, we've included personal perspectives from the following higher education professionals on the topic:

**CORRY
COLONNA**

Executive Director for University Housing
California State University Long Beach

**BRETT
FUCHS**

Assoc. Dean of Students
University of Tennessee at Chattanooga

**BEN
PERLMAN**

Assistant VP for Student Engagement
Saint Louis University

A Current Snapshot

Higher education has undergone seismic shifts that have rocked the very foundation of the work done to support and help students graduate. Some of these include:

- Growth of online education
- Movement away from test scores for admission
- Subsequent changes in admission standards
- Demographic shifts on the horizon in terms of traditional college aged students
- Continued deferred maintenance for buildings and on-campus housing
- Recent spikes in the rental market
- Political + economic shifts on the impact and belief in and importance of attendance at 4 year institutions

All of these shifts have taken place to a higher education system that is often slow to change be it an institutional, system governance and state government level. Further complicating higher education are the funding models. In regards to public schools, these models place an importance on increasing enrollment and matriculation rates to receive the same or increased funding as previous years. All of the above conditions and even more on the local level come on top of trying to meet the needs of a varied student population with increased wellness issues.

Across the Country

California is seeing growth at many institutions and is trying to meet those needs in an expensive and complex environment.



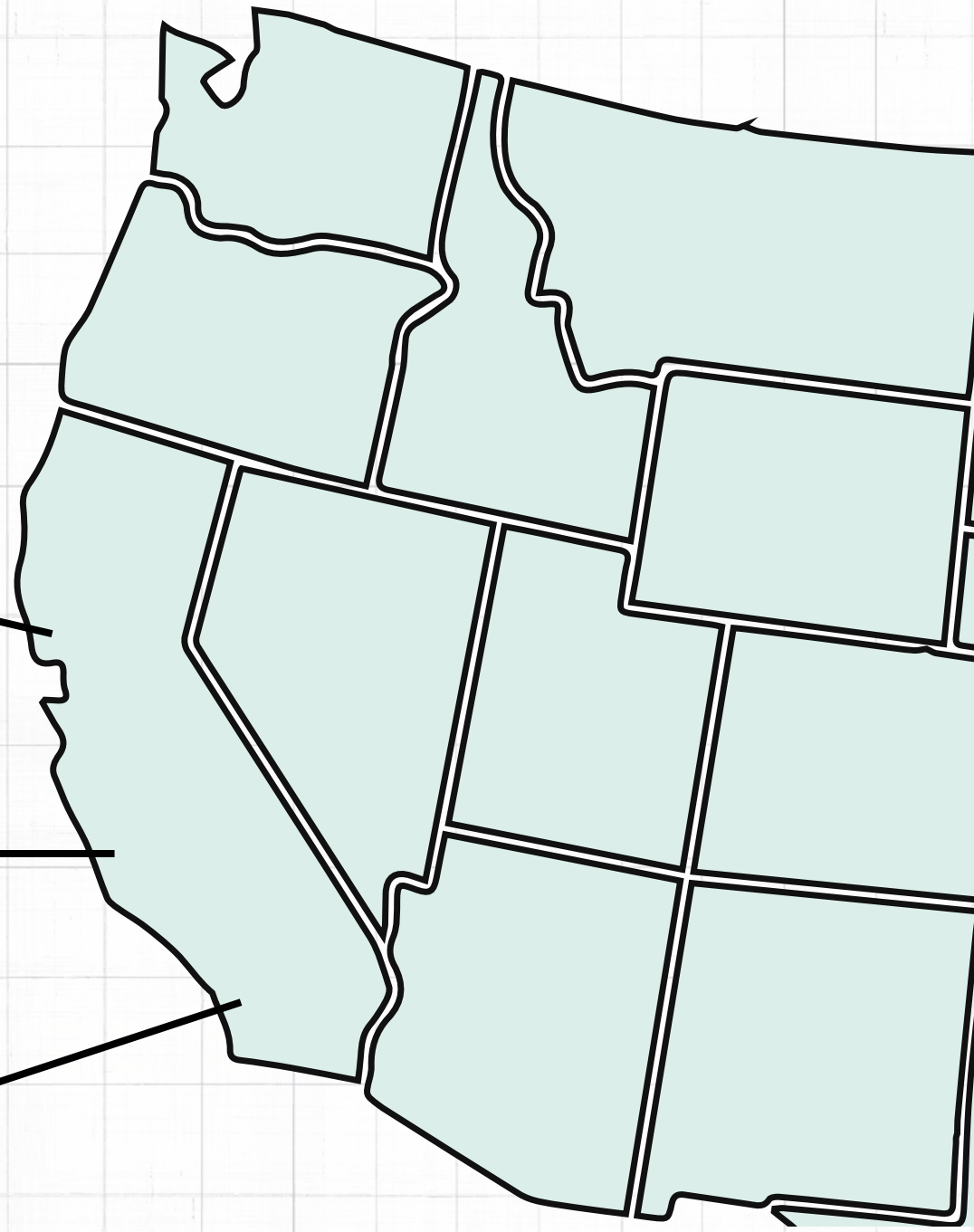
UC Santa Cruz and Cabrillo College are working on a joint housing venture



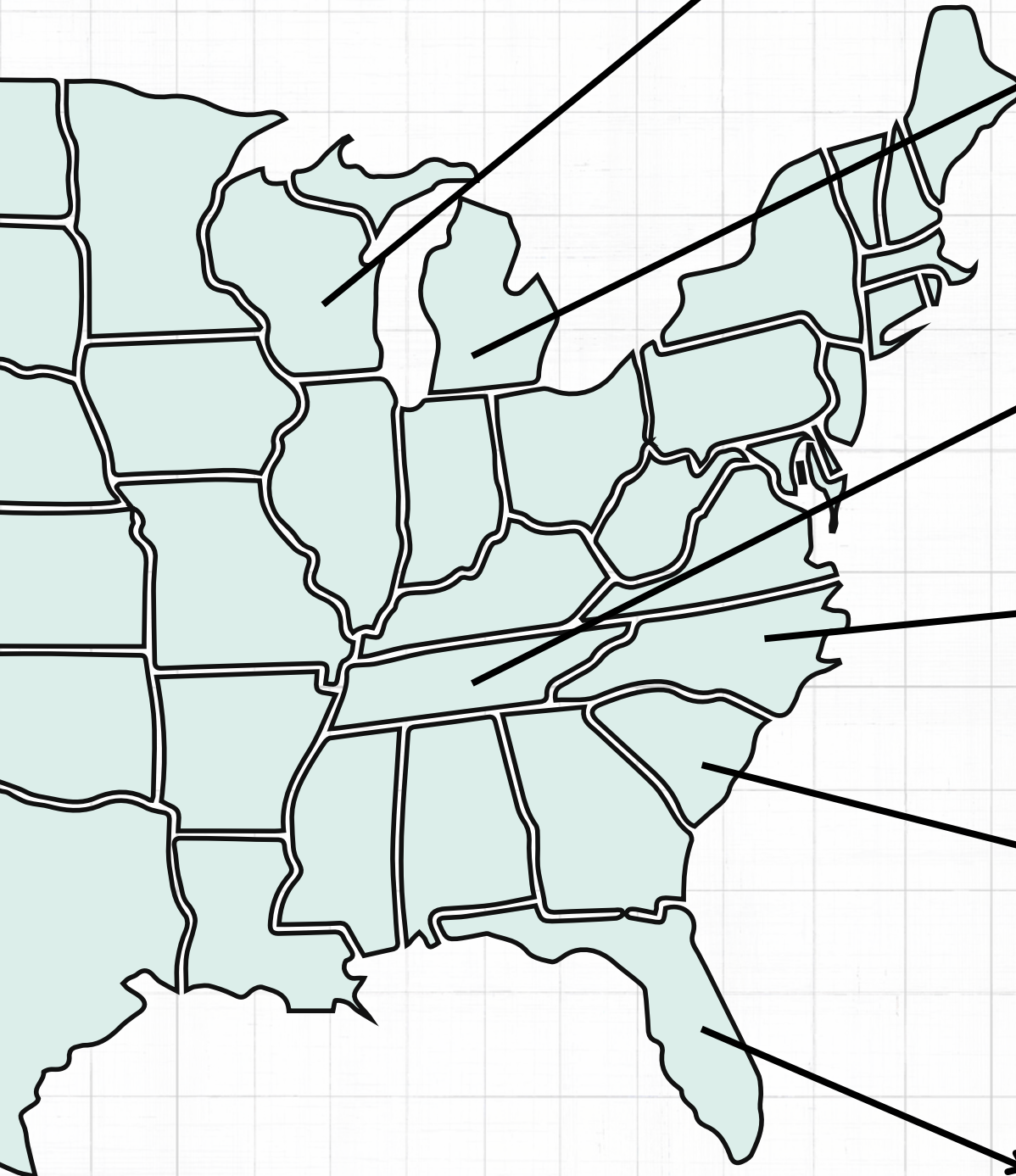
Cal Poly recently announced year round operations to serve students and an expansion of enrollment.



With a reported 2,300 students on a waitlist in mid-August, UC San Diego will be building 5,700 new beds to come online in 2025 to try and meet this demand while keeping those on campus rates under market value.



A CLOSER LOOK



The University of Wisconsin is finishing a large renovation of existing residence halls as are many other larger universities to meet the student housing crunch.



In the midwest the University of Michigan recently announced a \$631 million dollar housing complex to begin in 2026 with 2300 beds while trying to remain affordable at an approx cost to build of \$270,000 a bed.



In the east, the University of Tennessee added 337 beds to meet an increase via master leases



When students do find off campus housing sometimes it is not ready at the beginning of the school year forcing a scramble to find appropriate housing or being housed in hotels like at Chapel Hill, NC.



In SC, USC plans to increase on campus housing while renovating existing housing are underway



In the state of Florida increasing on-campus rates as well as a shortage of available housing is making it difficult for students to find housing at several institutions.



**BRETT
FUCHS**

“Our enrollment of new students is at the highest level in institutional history. We (hope and) expect this trend to continue. This has filled the majority of our on-campus housing stock as first-year students are required to live on-campus.

While our housing was generally between 85%-100% full in the past, occupancy levels were often related to cost; our on-campus housing stock was more expensive than much of that in the community – in part because all of our on-campus housing was newer and apartment style. However, the Chattanooga area has seen exponential growth in population. This has resulted in off-campus housing becoming significantly more expensive and now, a shortage. “

International Students

The US is not alone in facing student housing issues. With approx 800,000 international students and an expected 100,000 more next year, Canada is considering a cap due to the housing crisis (reported by the BBC in August 2023).

More specifically, The University of Waterloo is set to open a new 500-bed residence hall. Until then, students are facing increased crowding, dealing with landlords not making necessary repairs and trying to avoid scams. One scam found 27 international students arriving to move in a fictitious building at the stadium's address (reported by Trishla Parekh for CBC 9.25.23).



As the US and Canada ramp up international admittance this will remain an area of concern in providing accurate information to these sometimes last minute and vulnerable students.

**BEN
PERLMAN**

“St Louis University is seeing an increase in graduate student enrollment, “ We have experienced a 700% increase in international graduate student enrollment between Fall 2019 and Fall 2023. We expect even more next year.”

**BRETT
FUCHS**

“UTC international student enrollment is at pre-covid numbers again.”

Affordability

Ryan Craig of Inside Higher Ed 9.22.23 paints a picture of high prices, little inventory, and increasing on campus housing and dining costs. Rents have gone up nationwide 14% in 2021-22 and even more in several college towns:

State College, PA

+32%

College Station, TX

+29%

Ithaca, NY

+29%

Lawrence, KS

+22%

Austin, TX

+20%

Ann Arbor, MI

+19%

Bigger cities are no exceptions:

Boston, MA

+20%

New York, NY

+20%

In the midst of this and other issues, our challenge is assisting students who face these issues.

A reported 72% of students contemplated leaving who faced housing insecurity. *

72%

Affordability



**CORRY
COLONNA**

It is difficult for our students to find affordable housing in the area. We prioritize housing students who are coming from further away to campus. The cost of housing in the LA area is extremely high. There is a true housing crisis too that there is not enough housing for people in this region of the country. We are engaging with the local community college and the city to look at redeveloping commercial spaces for college student residences.



**BEN
PERLMAN**

It's a serious challenge. SLU is an urban campus located adjacent to a neighborhood rapidly developing into an entertainment district and highly desirable living area (Prospect Yards). Whereas historically our student population was the main customer base and focus of property managers, that customer base has diversified to include young professionals, health care workers, etc. who can drive the demand and thus the price up considerably. Some of our students are moving farther away into the more affordable suburbs or exurbs, and we've also had fewer challenges maintaining on-campus housing occupancy. Anecdotally, we've also heard more students may be over-occupying housing, subletting without legal protections, and using other strategies that we're concerned will lead to more cases of housing instability for our Students.



**BRETT
FUCHS**

It has been a struggle for many of our students! Students are working more jobs, moving further away, or choosing not to attend because of affordability costs.

A CLOSER LOOK

As we've presented, the aftermath of the 2019-2020 pandemic has accelerated changes and highlighted shortfalls in higher education institutions, on and off campus. With enrollment shifts, housing shortages, financial constraints and handling students from all over the world, providing education around what to expect for their eventual transition to off-campus housing has become more difficult to address.

Beyond the students, there is an added importance to engage with the off-campus community about their role in creating an environment that contributes to the student's academic success, and partnering with local and state authorities to aid in plans that cater to the housing needs of students.

As you continue to ideate, test and revise the solutions specific to your university, know that the responsibility of ensuring a student's success shouldn't solely lie in your hands. It's a collective challenge that requires community-wide efforts, transparency and open dialogue to best understand and address the needs of your current and future students.

This is what we hope to provide as you navigate through these demanding times.

I would enjoy to hear your thoughts and opinions!

Send to: Peteb@collegepads.com

Subject: FallOCR23

Partner Spotlight



Becky Faulk

Assistant Director
Parent and Family Services
Off-Campus Student Services
Dean of Students' Office

HALL STATE



MISSISSIPPI STATE
UNIVERSITY™

Partner Spotlight

What is an accomplishment that you are proud of working with off campus students?

When I first assumed this role, there was a notable absence of published marketing information regarding off-campus housing and the services provided by the office. Despite my four years of prior experience at the university, I had been unaware of the available services for off-campus students. After numerous efforts to collaborate with on-campus departments, promoting the office through diverse channels, and delivering presentations about our services at orientations and campus organization meetings, I am pleased to report that Off-Campus Student Services is now a recognized resource among off-campus students, their families, and campus partners.

Can you discuss some of the challenges and opportunities in working with the off-campus marketplace?

The most significant hurdle we've faced is in educating our campus community. Historically, many students seeking off-campus housing have relied on informal methods such as word-of-mouth recommendations, driving around to find options, or hastily choosing the first apartment complex they come across upon arriving in Starkville. While we've added an off-campus marketplace to our website, it hasn't been fully utilized; users either overlook it or have reservations about its reliability. In 2020, during a website revamp, my team and I gathered input from students to gain a better understanding of how we could effectively promote the site and showcase its services and resources without causing confusion. We conducted extensive research and collaborated with other off-campus offices at different colleges, leading us to redesign our website. This redesign better highlights the off-campus marketplace and its unique features, and we shared these improvements with our campus community through our campus newsletter.



Partner Spotlight

What are a couple challenges you see coming specific to your students, institution, and marketplace?

As campus enrollment continues to rise and our on-campus residential spaces fill up, we anticipate an increased emphasis on promoting off-campus housing resources to incoming upperclassmen (sophomores, juniors, seniors) compared to our previous efforts. The challenge lies in our inability to promote these services until transfer orientation, which is when incoming upperclassmen arrive on campus to secure their class schedules. By this point, most of these students have already arranged their off-campus housing, having missed the opportunity to benefit from our services.

However, with our recent collaboration with CampusESP and in partnership with the marketing team in the Office of Admissions and Scholarships, we are currently devising a tailored communication strategy for incoming upperclassman students. Our goal is to send out these communications via email earlier than the summer, ensuring that more students can take advantage of our resources.

What advice would you give to someone in a similar role? Or in working with the off campus market what advice would you give?

Practice patience and maintain persistence while promoting off-campus services. Gain a deep understanding of your target audience. Establish connections with various on-campus departments. Foster a network and be receptive to feedback, constructive criticism, and invest time in researching strategies employed by other colleges. Building awareness and recognition for off-campus services is a gradual process, particularly if on-campus housing remains the primary choice for incoming students or is widely promoted.

Partner Spotlight

What is a recent good book you would recommend reading or show to watch?

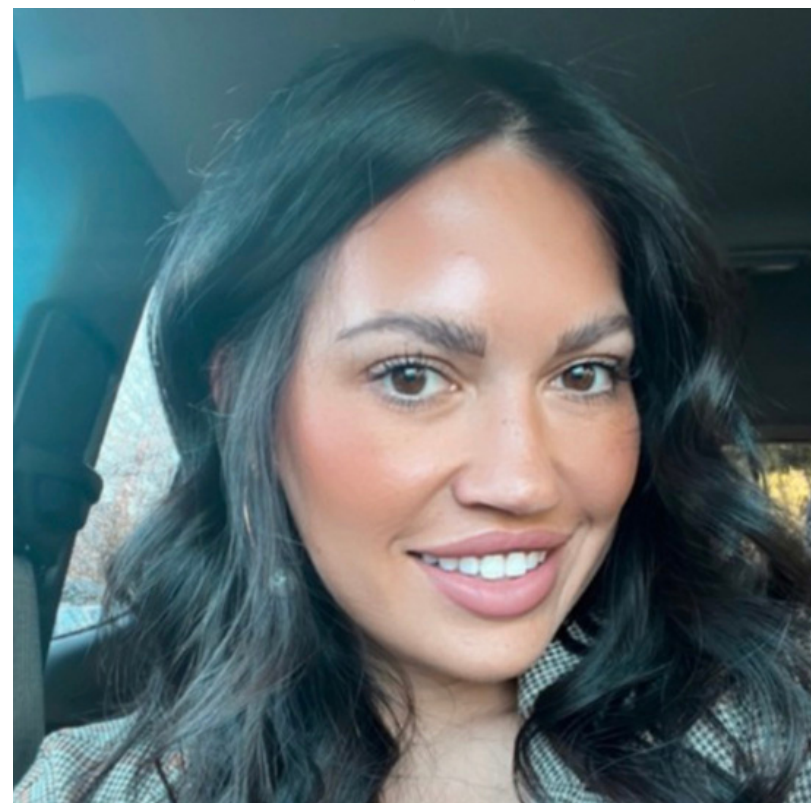
I'm presently pursuing my PhD in Instructional System and Workforce Development, which means I primarily focus on reading journal articles and research materials. Nonetheless, I find enjoyment in watching television shows, and I recently completed "The Fall of the House of Usher" on Netflix. I highly recommend it, especially if you appreciate spine-tingling experiences, particularly when viewed in a dimly lit setting!

Additional Info?

We are currently in the process of developing a survey for our student body to complete. The purpose of this survey is to gather information that will be used to create a Housing Fact Guide for our campus community. This guide will be made accessible on our website at ocss.msstate.edu and is intended to assist a wide range of individuals, including prospective and current students (both in-state and out-of-state, as well as international, graduate, and professional level students), incoming faculty members, our Human Resource Department, and staff members who are looking for research opportunities.

The main goal of this Housing Fact Guide is to help individuals understand the off-campus housing market, enabling them to make informed decisions about the type of property they would like to reside in and the expected costs associated with it. Through the creation of this dynamic resource, our aim is to offer our campus community and prospective members of our community the chance to explore off-campus housing options with ease. Additionally, we intend to provide valuable insights by incorporating feedback from current off-campus residents within our campus community.

MEET COLLEGE PADS



Kayla Babcock
Senior Regional Market Director
Cincinnati, OH

In your role with College Pads what do you enjoy, what keeps you motivated or inspired?

I have been with College Pads for 5 years now, I love seeing the growth of the company within those 5 years. It is wild to look back where we started, even 5 years ago, to where we are now. Seeing the growth of the company keeps me extremely motivated!

Do you have any pets? If so, tell us about them!

I have a 12 year old maltipoo named Bentley, an exotic shorthair cat named Sir Benedict, Ned for short, and a guinea pig named Pinot!

In elementary school, what did you want to do when you grew up?

A Marine biologist

What are your current hobbies?

Boxing!

What sport or activity did you participate in growing up?

Cheerleading and basketball

Favorite place to visit/vacation spot?

I just came back from the Maldives for my honeymoon and it will be tough to top that vacation!! (April/May 2023)

What is your favorite campus to visit?

Western Washington in Bellingham



NEW PARTNERS

Our Partnership's Team has
been busy! We'd like to
welcome all our new partners
to the College Pad's family!

Barry University



MOREHOUSE
COLLEGE



NCCentral
UNIVERSITY



PURDUE UNIVERSITY NORTHWEST



UMSL | University of
Missouri—St. Louis



UNIVERSITY OF MICHIGAN



UNF

UNIVERSITY of
NORTH FLORIDA.



THE UNIVERSITY OF TENNESSEE
CHATTANOOGA



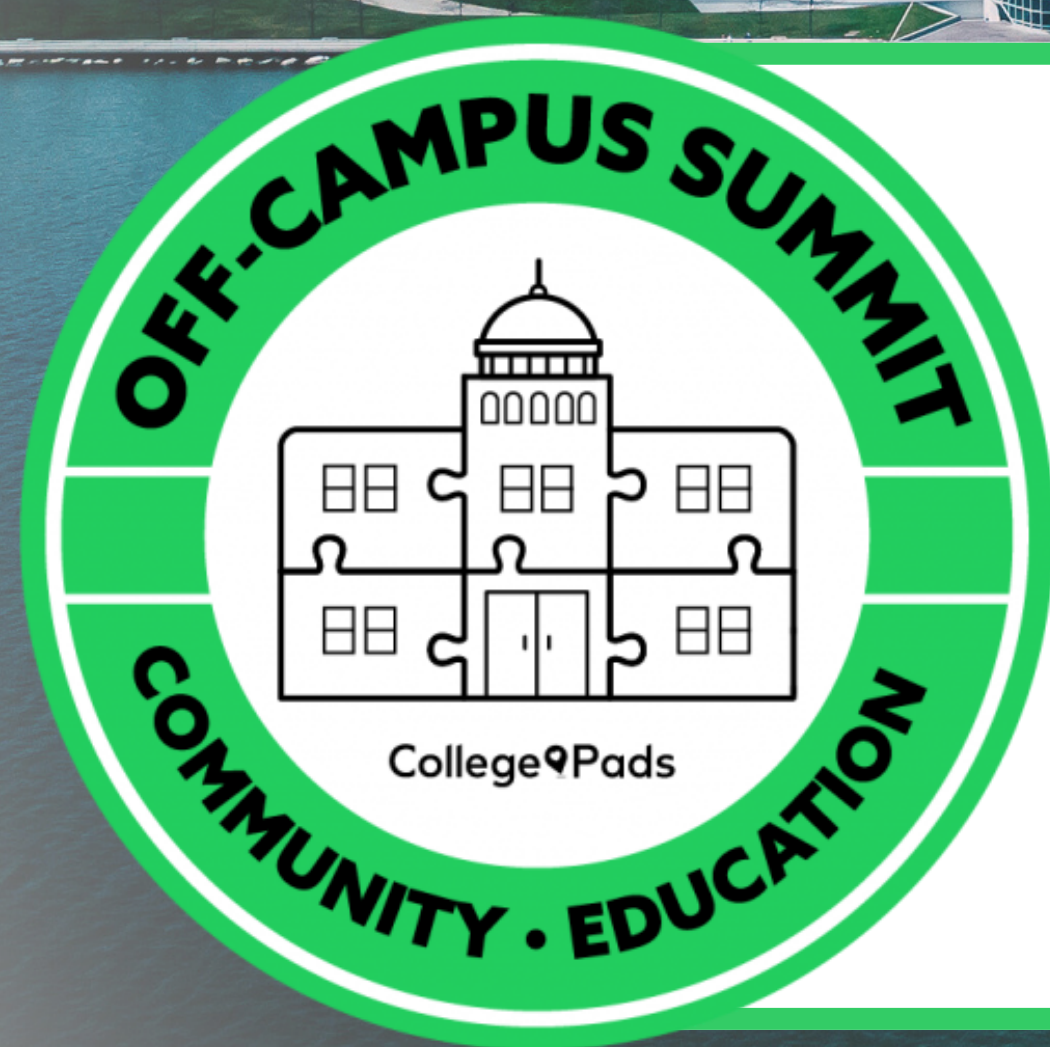
THE UNIVERSITY OF
TOLEDO

Yavapai
COLLEGE

WHERE WE'LL SEE YOU NEXT

EVENT	DATES	LOCATION
SEAHO	Feb 27 - March 1, 2024	Charleston, SC
NASPA	March 9 - 12, 2024	Seattle, WA
WACUHO/WACE	April 14 - 17, 2024	Anaheim, CA
NACAS- South	April 21 - 24, 2024	Orlando, FL
ITGA	June 5 - 7, 2024	College Park, MD
ACUHO-I	June 22 - 25, 2024	Milwaukee, WI





OFF-CAMPUS SUMMIT 2024!

We're excited to share the initial details of our Off-Campus Summit for 2024 and hope you can join us in Milwaukee next June! We decided to host this right after the ACUHO-I event (that will be in Milwaukee as well) to try and accommodate travel plans + budgets for anyone that may want to attend both.

DATES: June 25 - 27, 2024

LOCATION: Milwaukee, WI