

College  Pads

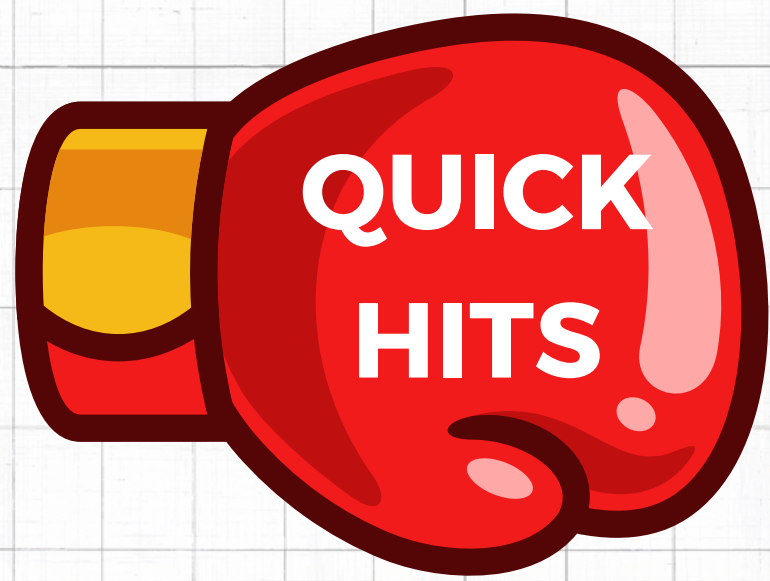
OFF-CAMPUS RESOURCE

SPRING NEWSLETTER - EDITION 4

February 2024

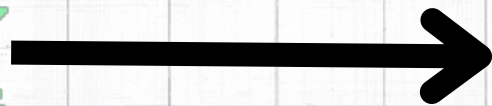
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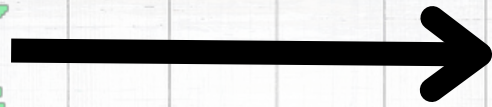
In our [previous edition of the Off-Campus Resource](#), we took a closer look at a wide range of changes that are happening across the country in our higher education systems. To continue that discussion, we wanted to share some quick data around enrollment trends.

+600,000



Inside Higher education has indicated that 600,000 more students will be eligible for Pell Grants in 2024 giving more opportunity for more to consider enrolling

+15%



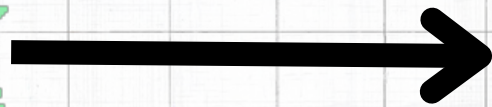
The Hispanic population as reported in the Chronicle of Higher Education is 15% more likely overall than white students to examine higher education

-7.5%



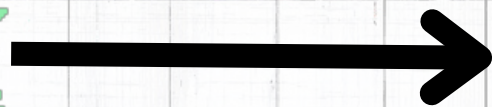
Transfers upward from community college dropped 7.5% in Fall 22 compared to 2021, finding a way to bring clarity around what a 4-year degree can do for these students may be a way to reverse this trend.

+14%



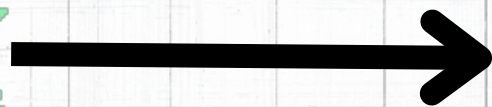
New international student enrollment surged by 14% in 2022-2023, on top of the 80% increase the prior year, per the 2023 report released by the Institute of International Education and the U.S. Department of State's Bureau of Educational and Cultural Affairs.

56%



According to NASPA, 56% of all undergraduate students are first generation college students with females making up 60% of that total

+9%



The National Center for Education Statistics (NCES) has also projected that the total undergraduate enrollment to increase by 9 percent (from 15.4 million to 16.8 million students) between 2021 and 2031.



With the rapidly changing enrollment shifts that are happening across the country, it is essential to be at the table and understanding your institutional goals, the shifts in admissions standards and the changing demographics of your potential incoming classes.

Getting enrollment predictors right and having an accurate accounting of incoming students is paramount in order to prepare the services that support them. That means establishing good relationships and communication channels across campus as these decisions and information will impact and ripple through each institution and have an impact on each student's success.

Getting enrollment predictors correct is important for the off-campus community as well to get their beds filled and rates in line with the area competition let alone determining to build new student purpose built housing in a community.

We hope these quick stats continue to shed light on trends happening across the country and how they could play into your future plans or ideas around your individual situation.

Partner Spotlight



Paige Muehlenkamp-McHorse

Assistant Director of Off Campus and Outreach
Office of the Dean of Students

University of Texas at Austin

Enrollment: 51,913

On campus population: ~9,000

Off campus population: ~43,000



TEXAS

The University of Texas at Austin

Partner Spotlight

Tell us briefly about your career path? How did you get started?

I started my journey in higher education in residence life as a resident assistant, graduate hall coordinator and eventually a full-time hall coordinator. I am forever grateful for the skills I learned while running residence halls because it gives me a lot of appreciation for the property managers I now work with. I earned my master's in public administration, which has been instrumental in working with the City of Austin and other local governmental entities while at UT Austin. Being a self-proclaimed government geek has opened a lot of doors including the opportunity to advise the UT Austin students who serve on the city's College Student Commission. I have been at UT Austin for five years now and Off-Campus Living Resources was one of the first things I created. It has grown a lot and even recently moved over to our Dean of Students portfolio.

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

I am most proud of our aUsTinite program which is the name of our programming model for the events we hold for our off-campus students. The mission of this program is to help our off-campus students both connect to UT and explore Austin. Some of our events have included neighborhood walking tours of murals which while a ton of fun, also help students with independent living skills such as personal safety and using public transit. The 65+ events we have held so far have reached nearly 3,000 of our students which we hope has rippled out to many more of our students as our attendees gain the confidence to explore Austin on their own and bring their friends with them.





Partner Spotlight

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

A challenge has been providing students who don't identify as a typical undergrad student with housing options that fit their needs. UT has several historical student neighborhoods but many of our professional and nontraditional students hope to live in neighborhoods that are more residential and family-friendly while remaining affordable. Companies listed on the marketplace must see the benefit to signing up and that usually means the apartments and houses in the historical student neighborhoods. However, College Pads has been receptive to our feedback and prioritized looking for leads in certain areas of Austin for us.

An opportunity that College Pads provided is having direct connections to property managers. We host quarterly meetings with property managers to share announcements and resources. We are about to host our first in-person meeting in February where we hope to collect survey data from them to guide the information we share with incoming students and their families.

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

Austin is not a cheap place to live, so affordable housing must be one of our most requested subjects to present on. It has been wonderful to work with College Pads to give students a resource that helps point them in the right direction. We have a filter set up to identify properties that offer SMART Housing (reduced rent for qualifying individuals). We are also quick to show off the roommate and subleasing sections as possible ways to save money. We see a trend of more and more students willing to live further away from campus and even commuting from the communities surrounding Austin. This means our office needs to keep one eye on the data and the other on creating resources to support these students.

Partner Spotlight

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

Collaborate, collaborate, collaborate. If you take the approach that certain things are in your “lane” and other things are not an option because they are in someone else’s “lane,” you are going to miss so many opportunities. Opportunities for you as a professional but also opportunities to best serve your students. I just hosted an emergency preparedness fair where we had on and off-campus stakeholders share how they fit into supporting our students during emergencies. Because we all make it part of our job, our university is in a much better spot to support our students and the burden does not fall so heavily on just one or two departments.

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

I’m so glad you asked. I am an avid reader so follow me on Goodreads. I’m going to do one professional recommendation and one personal. For the professional one, “Sitting Pretty: The View from My Ordinary Resilient Disabled Body” by Rebekah Taussing. It will broaden your world view and the author has such a cool approach to educating those outside of her community. My personal recommendation is “A Deadly Education” which is the first of the Scholomance trilogy by Naomi Novik. Do you love Harry Potter but also had a My Chemical Romance/Paramore/Fall Out Boy moment during your adolescence? If yes, you’re welcome. If no, I still really think you will love this series so give it a read or listen (the audio book voice actor is very good for this one).

College  Pads

SPOTLIGHT

The Partner Dashboard

As the amount of partners and the conversions among them has grown, we heard a consistent theme/want/need for what was behind our managed websites: THE DATA.

While everyone’s roles and responsibilities are different, we set out to find a solution for getting clear, robust and up-to-date look at the data to our partners. That outcome resulted in building out our newly launched Partner Dashboard.

This first iteration was built to provide insights to the most pressing questions we consistently got and a chance to get it in their hands so we could get additional input on where we go from here.

Current Data Available:

- Website traffic trends by timeframes, location and device
- Student lead information by bedroom count and for what neighborhoods
- Average rental costs by house, apartment and bedroom count
- Access and oversight of students who’ve posted roommate or sublease posts

Search (Ctrl+/)

USERS/TRAFFIC

843

Total traffic this month

ACTIVE PROPERTIES

688

Total active properties

LEADS

124

Total leads this month

COMPLAINTS

30

Total complaints by landlords

SUBLEASE POSTS

1609

Total sublease posts

ROOMMATE POSTS


3640

Total roommate posts

PRICE INDEX TOOL

BED	APARTMENT AVERAGE	HOUSE AVERAGE	CAMPUS AVERAGE	AVG IN LAST TWO WEEKS
Studio	\$2,746	\$1,819	\$2,714	⬇️
1 Bedroom	\$2,840	\$1,856	\$2,727	⬇️
2 Bedroom	\$1,545	\$1,106	\$1,533	⬇️
3 Bedroom	\$1,007	\$965	\$1,000	⬇️
4 Bedroom	\$617	\$764	\$650	⬇️
5+ Bedroom	\$555	\$249	\$467	⬇️

Dashboard View

 College Pads

Dashboard

Traffic

Leads

Roommates

Sublease

Search (Ctrl+/)

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USERS/TRAFFIC

843


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
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⚙️

Lead Tracking

College Pads

Dashboard

Traffic

Leads

Roommates

Sublease

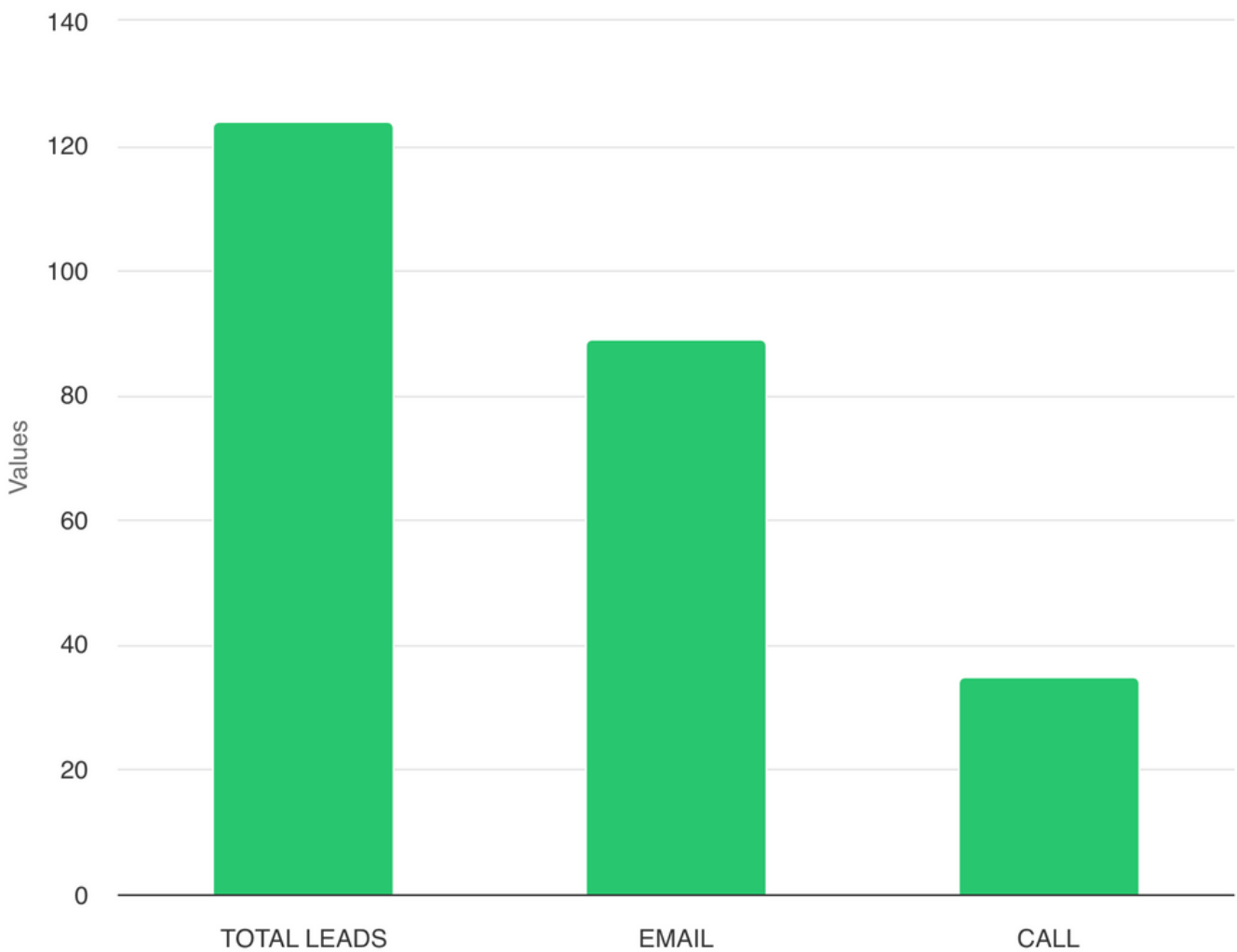
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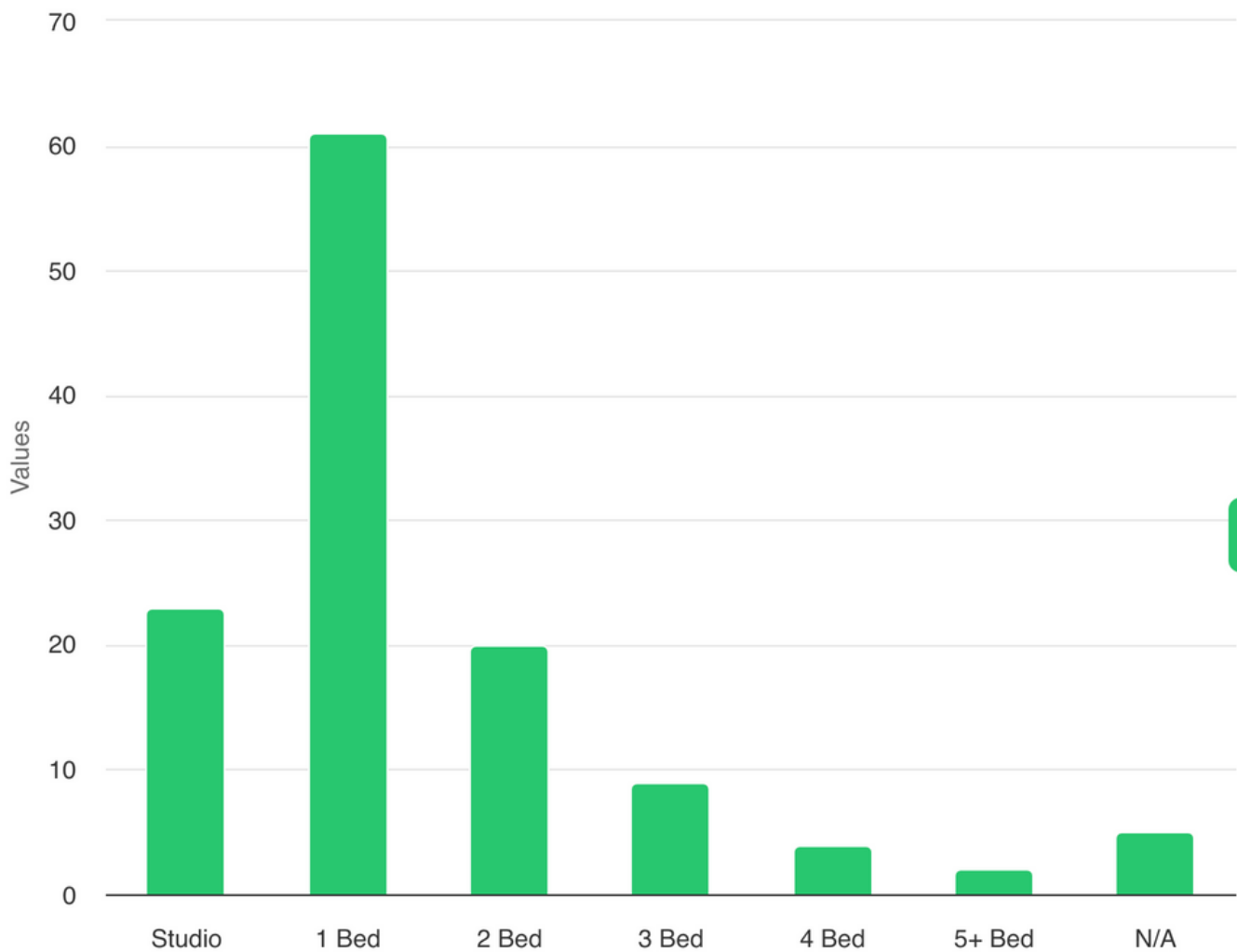
LEADS

02/01/2024 - 02/06/2024


Leads By Types



Leads by Bedroom Count



Roommate Posts

 College Pads

Dashboard

Traffic

Leads

Roommates

Sublease

Search (Ctrl+/)

STUDENTS

2605

Total students

ACTIVE POSTS

26

Total active posts

APPROVED POSTS

3624

Total approved posts

PENDING POSTS

1

Total pending posts

Search Filters

Search...

×



Select Status

▼

Select Approval Status

▼

Select Date

<input type="checkbox"/>	NAME	EMAIL	PHONE	DATE	STATUS	APPROVAL	ACTIONS
<input type="checkbox"/>	I			2/2/2024	Active	Approved	⋮
<input type="checkbox"/>	A			2/2/2024	Active	Approved	⋮
<input type="checkbox"/>	F			1/29/2024	Active	Approved	⋮
<input type="checkbox"/>	E			1/25/2024	Active	Approved	⋮
<input type="checkbox"/>	A			1/25/2024	Active	Approved	⋮
<input type="checkbox"/>	E			1/25/2024	Active	Approved	⋮
<input type="checkbox"/>				1/24/2024	Active	Approved	⋮
<input type="checkbox"/>	J			1/24/2024	Active	Approved	⋮
<input type="checkbox"/>	1			1/23/2024	Active	Approved	⋮
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NEW PARTNERS

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

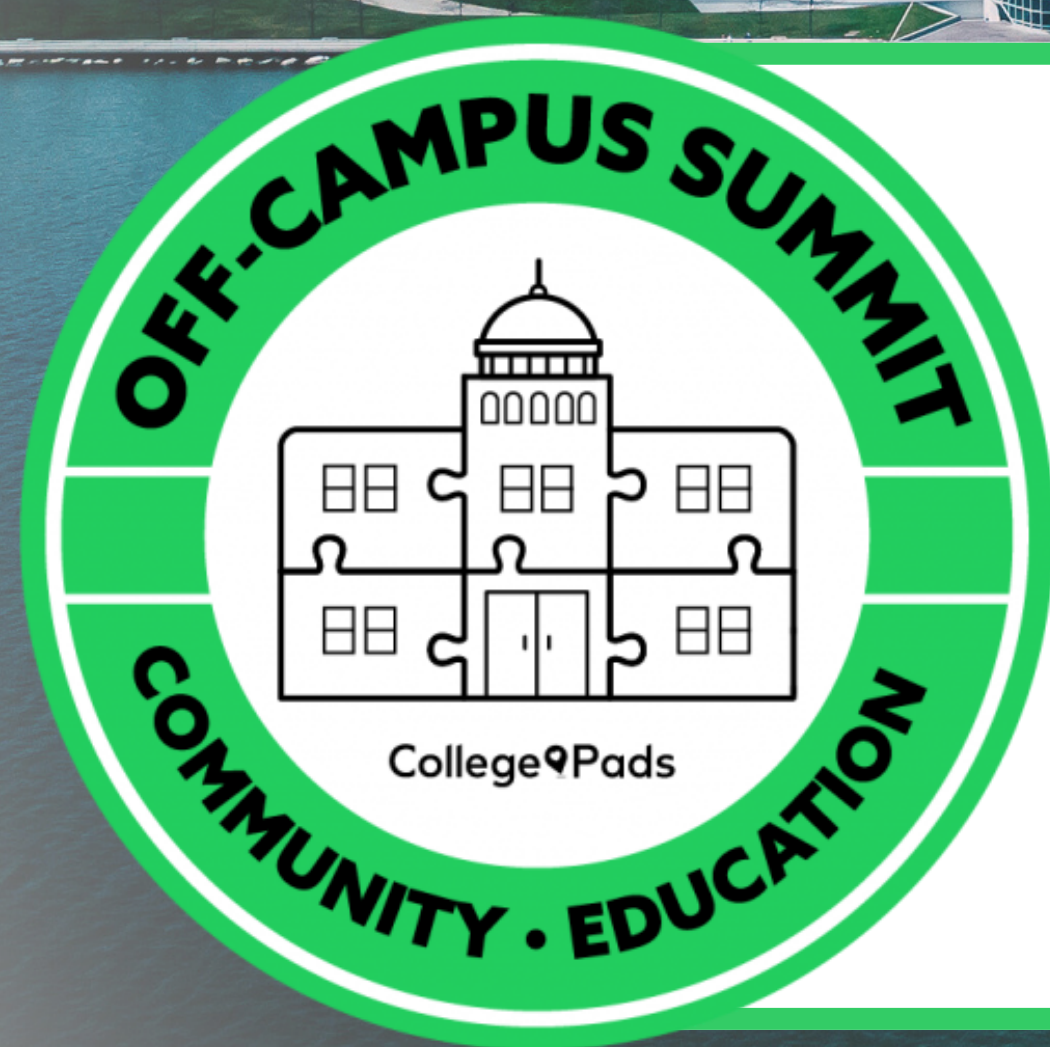


Michigan
Technological
University

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

To register, and for more details, visit:

OffCampusSummit.com