Impact of Facilities on the Recruitment and Retention of Students
Facilities & Student Retention

The Challenges

1. Do you feel like the Physical Plant has an impact on retaining students
2. Defining the competitive position
3. Too Much Stuff….Not Enough Staff
4. Consumer / Student Demand
5. What is your personal experience
Padia Group

• Are in the process of helping schools and colleges market their facilities

• Using the 4 P’s approach

• Product – Teaching, Curriculum,
• Price – What does it cost
• Promotion – How are you marketing
• Place – What is the condition of your facility
Of the 4 P’s which one is most important

• Price and Product equal 10% of the determining factor of your college
• Product and Place both carry 40% of the weight.
Facilities & Student Retention

APPA Research Report

• Conducted by APPA’s Center for Facilities Research (CFaR).

• 16,153 students from 46 institutions in the United States and Canada.

• Designed to update a study done in the 1980s by the Carnegie Foundation for the Advancement of Teaching.
Facilities & Student Retention

The APPA Research Report

Key Findings:
• Facilities were extremely or very important when selecting a college.

✓ 73% = Facilities related to my major
✓ 53% = The Library
✓ 51% = Sophisticated technology for academics
✓ 50% = Classroom buildings
✓ 42% = Residence halls
Facilities & Student Retention

The APPA Research Report

- **26%** of the students said an inadequate facility was a reason to look elsewhere.

- Facilities described most often as being deficient:
  - **41%** = Residential facilities
  - **40%** = Student’s major field of study
  - **24%** = Classrooms
Facilities & Student Retention

The APPA Research Report

• Student recreational facilities were extremely or very important to less than one-third (32%) of the students surveyed.

• Dining halls were extremely or very important to only 29%.
Facilities & Student Retention
The APPA Research Report

• **64%** of the students agreed or strongly agreed that “The good condition of the facilities on campus was important in my choice of this college.”

• Nearly **29%** ruled out a college because it lacked a facility they felt was important.

• The facilities cited most often as missing on a college campus were those related to the student’s major field (**36%**) and open spaces or campus quadrangles (**29%**).
Facilities & Student Retention
The APPA Research Report

Impact of the Study:

• The best and brightest students will choose those institutions that commit to providing a high-quality learning environment.

• Administrators will target facility investment in high-priority academic areas.
Facilities & Student Retention
The APPA Research Report

Impact of the Study:

- Presidents will use this data to make a case to their trustees, regents, and legislators to develop policies around student expectations and needs.

- Institutions that are trying to recruit students in particular majors must prioritize their facilities investment in those majors.
There is a distinct, important relationship between student satisfaction, choice of institution, and the condition of facilities.

As a guiding principle, long-range facility planning must align with the institution’s overall academic mission.
Lots of Stuff . . .
Little Staff . . .
Facilities are the backbone of the Organization

• There is a construction boom in higher ed.

• The amount of money or overall budget is only 1% higher for your facilities
The State of Construction

What colleges are building

Classroom facilities were the type of new construction most often completed by colleges and universities in 2004 (of those building types identified), followed by residential and multiuse facilities.

- Classroom 24%
- Other 24%
- Multiuse 16%
- Residential 17%
- Science 4%
- Athletic 9%
- Student Union 3%
- Library 3%

Source: American School & University
31ST ANNUAL OFFICIAL EDUCATION CONSTRUCTION REPORT

Online Tools For Managing SchoolsSM
### Education construction projected to be completed in 2005-2007 ($000s)

#### The National Picture

<table>
<thead>
<tr>
<th>SCHOOL DISTRICTS</th>
<th>$53,569,468</th>
<th>New</th>
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<tbody>
<tr>
<td></td>
<td>$16,519,036</td>
<td>Additions</td>
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<tr>
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<td>$23,045,056</td>
<td>Modernizations</td>
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<td></td>
<td>$93,133,560</td>
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<tr>
<th>COLLEGES</th>
<th>$29,059,541</th>
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<td>$5,176,292</td>
<td>Additions</td>
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<tr>
<td></td>
<td>$7,995,941</td>
<td>Modernizations</td>
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<tr>
<td></td>
<td>$42,231,774</td>
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<table>
<thead>
<tr>
<th>ALL EDUCATION</th>
<th>$82,629,009</th>
<th>New</th>
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<tr>
<td></td>
<td>$21,695,328</td>
<td>Additions</td>
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<tr>
<td></td>
<td>$31,040,997</td>
<td>Modernizations</td>
</tr>
<tr>
<td></td>
<td>$135,365,334</td>
<td>TOTAL</td>
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</tbody>
</table>

Source: American School & University

31ST ANNUAL OFFICIAL EDUCATION CONSTRUCTION REPORT
A Positive Move

Colleges increase maintenance and operations spending as a percentage of total budget in the current school year.

by Joe Agron

Colleges placed more of an emphasis on maintenance and operations (M&O) this school year by increasing the amount spent on M&O as a percentage of total budget. While still short of percentage-spending amounts from years past, the upward move is welcome as higher-education institutions attempt to address a backlog of deferred maintenance and rapidly deteriorating facilities.

According to American School & University’s 12th annual College Maintenance and Operations Cost Study, spending on M&O as a percentage of total college budget increased to 11 percent from 10 percent last year. School district spending on M&O remained fairly constant at 7.5 percent of total budget.

Crunching the numbers

Data for the annual M&O Cost Study show that gas and electricity account for approximately 85 percent of the cost for all utilities.
# Maintenance & Operation Costs

(Expressed in median dollars per FTE student)

<table>
<thead>
<tr>
<th></th>
<th>All Colleges</th>
<th>%</th>
<th>Two-Year</th>
<th>%</th>
<th>Four-Year</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Salaries</strong></td>
<td>$393.44</td>
<td>38%</td>
<td>$288.19</td>
<td>40%</td>
<td>$765.02</td>
<td>36%</td>
</tr>
<tr>
<td><strong>Benefits</strong> (based on full-time only)</td>
<td>$100.65</td>
<td>10%</td>
<td>$68.03</td>
<td>10%</td>
<td>$216.31</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total Utilities</strong></td>
<td>$360.40</td>
<td>35%</td>
<td>$235.53</td>
<td>33%</td>
<td>$691.19</td>
<td>32%</td>
</tr>
<tr>
<td>Gas**</td>
<td>$67.25</td>
<td></td>
<td>$50.75</td>
<td></td>
<td>$186.60</td>
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<tr>
<td>Electricity**</td>
<td>$214.68</td>
<td></td>
<td>$146.23</td>
<td></td>
<td>$292.29</td>
<td></td>
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<tr>
<td>Gas &amp; Electricity (subtotal)</td>
<td>$295.97</td>
<td></td>
<td>$216.07</td>
<td></td>
<td>$454.23</td>
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<tr>
<td>Other Utilities**</td>
<td>$29.30</td>
<td></td>
<td>$14.99</td>
<td></td>
<td>$89.84</td>
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<tr>
<td><strong>Total Equipment &amp; Supplies</strong></td>
<td>$58.50</td>
<td>6%</td>
<td>$45.00</td>
<td>6%</td>
<td>$148.20</td>
<td>7%</td>
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<tr>
<td>Custodial/Maint. Equip. &amp; Supplies**</td>
<td>$35.00</td>
<td></td>
<td>$30.77</td>
<td></td>
<td>$67.85</td>
<td></td>
</tr>
<tr>
<td>Grounds Equip. &amp; Supplies**</td>
<td>$10.66</td>
<td></td>
<td>$9.24</td>
<td></td>
<td>$14.29</td>
<td></td>
</tr>
<tr>
<td><strong>Vehicle Maintenance</strong></td>
<td>$9.09</td>
<td>1%</td>
<td>$6.63</td>
<td>1%</td>
<td>$19.29</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>$100.32</td>
<td>10%</td>
<td>$69.63</td>
<td>10%</td>
<td>$290.63</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Total M&amp;O Budget</strong>*</td>
<td>$1,022.40</td>
<td>100%</td>
<td>$713.01</td>
<td>100%</td>
<td>$2,130.64</td>
<td>100%</td>
</tr>
<tr>
<td>% M&amp;O of Total College Budget</td>
<td>11.0%</td>
<td></td>
<td>11.0%</td>
<td></td>
<td>10.5%</td>
<td></td>
</tr>
</tbody>
</table>

*Calculated from sub-totals (in bold).

**Based on fewer responses than the total due to schools that combine some of these categories.
Do you want to change the outcome?

- What can you do...
- The outcome right now is producing 300 billion dollar backlog of Preventative Maintenance
- You must change the process
- If you don’t the outcome will start effecting your mission and revenue
Lots of Stuff . . .
Little Staff . . .
Harnessing Technology Helps You Balance Stewardship Vs. Service
If you change the process you change the outcome

- SchoolDude believes in harnessing software to help change the process.
- Having a strong PM program to help with the deferred maintenance backlog.
- A 10 year plan to correct the deficiencies that are happening with the aging of buildings.
- Having a utility best practices plan in place.
Barriers to Effective PM Implementation

Everyone KNOWS PM is good!!
(You wouldn’t buy a car and never change the oil, filters, belts. Right?)

-But-

• Many facilities don’t have the base resources to get ahead of the “Corrective Curve”
• Most facilities can “free up” resources by automating the basic corrective work order process (most facilities are almost always in a reactive work mode and are rarely able to take proactive efforts)
• This allows for PM’s to be inserted in the daily or weekly routine in waves or focus upon a building system at a time
“One scenario might suggest that an institution sets a goal of 80 percent completion of all manufacturers preventive maintenance standards.

The reduction in percentage comes not in canceling activities but reducing the frequency.”

Source: APPA, “Features Maintenance Staffing Standards for Zero-Based Budgeting”
Three Step Solution for Managing Today’s Problems

1. Increase efficiency and accountability of budget
2. Increase your profession image
3. Get more money and resources!
CMMS* – An elite club

• Facility CMMS Owner: Average size is >10,000 students.
• Our estimate: less than 5% of national educational facilities with less than 5000 students own a CMMS

*CMMS – Computerized Maintenance Management System
Why Must You Harness the Internet?

• Dramatically cost effective while increasing in power
• Communication, Communication, Communication
• Information management and sharing

The Internet – the most powerful weapon you have to fight the battle
Last Question?

- How many people here today plan on retiring in the next decade.
- What do you want your legacy to be...
- Start now it will be here before you know it.