Housing
2012 Assessment Report

Expected Outcome: Parental satisfaction with the move-in experience
Housing, in partnership with Residence Life, will increase the number of volunteers and services available on the two move-in weekends. Parents will be satisfied with the move-in experience as a result of communication, including move-in instructions, volunteer assistance, courtesy and efficiency of staff, and response to maintenance issues.

Assessment methods
Method: Analyze results of move-in survey administered to parents.
For a one month period, a survey was administered to the parents of approximately 3,900 on-campus residents and there were 591 responses or a response rate of 14.8%. The survey instrument included the following items related to parental satisfaction with the move-in process:

- Instructions related to unloading, parking, and traffic flow in the move-in area
- Communication about University services available on weekend move-in days
- Courtesy and efficiency of staff in the move-in areas and during the check-in process
- Volunteer assistance
- Response to maintenance issue

Findings: The answers to most of the survey questions reflected a 95+% satisfaction rate: focus for improvement would be in areas where answers were below the 95% satisfaction rate. The only answers that fell below that percentage were for volunteer assistance and response to maintenance issue. The satisfaction percentage or percentage of those who responded “Yes” for each item is noted parenthetically:

- Instructions related to unloading, parking, and traffic flow in the move-in area (95.2%)
- Communication about University services available on weekend move-in days (95.0%)
- Courtesy and efficiency of staff in the move-in areas (95.9%) and during the check-in process (96.5%)
- Did a volunteer assist you with moving your belongings to your room/suite? (55.3% answered “yes”)
- (if a parent responded in the affirmative to the question about whether or not there was a maintenance issue at move-in, the following question was asked): Was the response to your issue both timely and effective? (78.3% responded “yes”)

How did you use findings for improvement?
Hired a short-term employee whose primary responsibility was to significantly increase the number of volunteers available on move-in days and who also assisted with other move-in tasks. Reviewed work orders submitted on move-in days with Property Management to determine nature of issues and any inefficiencies with response.

Additional comments: It was decided to survey just the parents for this particular move-in because they are very influential in decisions related to their student’s housing choices.
**Expected Outcome:** AU-affiliated graduate and family off-campus housing will achieve a 90% occupancy rate.

Housing, the Graduate School, and Office of International Programs will market the apartments to current and incoming graduate and international students. The partnership with the off-campus properties was not finalized until May which is late in the leasing cycle. It was decided not to delay the inaugural year of this partnership for another year despite the fact that 100% occupancy was not reasonably attainable.

**Assessment methods**

**Method: Occupancy analysis**

Calculate occupancy rates at the beginning of the leasing cycle which commences on August 1, 2012. There are 48 master leased apartments. The apartment inventory consists of 8 one bedroom/one bath units in a property named Cabana and 40 two bedroom/one bath units in a property named Stonecrest. Cabana has a pool, outdoor grassy areas, and laundry room. Stonecrest does not have a pool and most of the outdoor area is hardscape with a gathering area at the back of the complex. There is also a laundry room on the property.

**Findings:**

Of the 48 master leased apartments, 37, or 77% were occupied at the beginning of the leasing cycle. The Cabana apartments were 100% occupied and the Stonecrest apartments were 72.5% occupied. The Stonecrest units were under renovation when the master lease was signed. A renovated model unit was inspected before entering into the lease. When Housing took possession of the other units, their condition was not consistent with that of the model unit. This could have contributed to the lower than expected occupancy rate in addition to the fact that the property had 40 (versus 8 for Cabana) apartments available for rent late in the leasing cycle.

**How did you use findings for improvement?**

Housing will solicit proposals for AU-Affiliated housing off campus next year (the master lease is for just one year) and adjust the number of leased units to maximize the occupancy rate.

**Additional comments:** None

**Expected Outcome:** The residence halls will achieve a 100% occupancy rate.

Housing will overbook by 500 students initially. Overbooking is done as a hedge against cancellations. More students are guaranteed housing than there are beds available initially. Beginning in May, Housing will generate bi-weekly “Housing Update” emails to incoming students who are guaranteed housing and students who are wait-listed (freshmen are not guaranteed on-campus housing). These updates should generate cancellations which increases the likelihood that a wait-listed student will be offered housing. Keeping wait-listed students updated also should also increase their willingness to remain on the waiting list for a longer period of time rather than seek off-campus housing. Admissions will also provide periodic withdrawal reports to compare against the Housing applicant data base to screen for students who have withdrawn but who have not cancelled their housing reservations.
Assessment methods
Method: Occupancy analysis
Calculate occupancy rates when the residence halls open for Fall 2012 (August 5). There are 31 residence halls on campus grouped in 3 residential areas (Hill, Quad, and Village) on campus. Rentable capacity is 3.986 beds.

Findings:
The occupancy rate overall at opening was 98.7% (Hill - 98.4%, Quad – 99%, Village – 98.8%). Wait-listed students are offered housing when the number of overbookings is reduced to a certain number which is dependent upon how much time is left before Fall opening. The viability of the waiting list decreases as the Summer progresses. Of the 706 students initially wait-listed, 297 cancelled their applications and 233 did not respond when offered housing. The remaining 176 waitlisted students accepted the offer of Housing.

How did you use findings for improvement?
Increased overbookings to 700 students for Fall 2013.