Expected Outcome 1: AU-affiliated graduate and family off-campus housing will achieve a 100% occupancy rate.

Housing, the Graduate School, and Office of International Programs will market the apartments to current and incoming graduate students and students with families. It is expected that with the affiliated program entering its second year and the leased apartments being a "known quantity", 100% occupancy is realistically achievable.

Assessment Method 1: Occupancy analysis

Assessment Method Description

Calculated occupancy rate at the beginning of the leasing cycle which commenced on August 1, 2013. There are 30 master leased apartments. The apartment inventory consists of 23 one bedroom/one bath units and 7 two bedroom/one bath units on one property.

Findings

The apartments are at 100% occupancy.

How did you use findings for improvement?

The University entered into the master lease for two years, rather than one year, to maintain its relationship with the current property. Due to demand, Housing expects to increase the leased apartment inventory by an unspecified number at this point (it is too early in the leasing cycle to know how many more apartments we may be able to lease).

Additional Comments
Expected Outcome 2: Residents will be satisfied with laundry services.

As a result of an SGA Auxiliary Services Committee (SGAASC) request during the Spring semester, Housing, in conjunction with its laundry service provider and representatives from the SGAASC, considered opportunities to increase resident satisfaction with laundry facilities. Options for reducing labor and maintenance costs in order to reduce the cost per load to wash and dry clothes were also considered.

**Assessment Method 1:** SGAASC resident survey data

**Assessment Method Description**

Prior to its request to meet with Housing and its laundry service provider, the SGAASC created and administered an online survey to residents which asked the following questions:

1. Do you use on-campus laundry services? The response choices were: Use Laundry, Don’t Use Laundry
2. How often do you use campus laundry services? The response choices were: Never, Less Than Once a Month, 2-3 Times a Month, Once a Week.
3. How satisfied are you with the security of on-campus laundry facilities?
4. How satisfied are you with the price of on-campus laundry facilities?
5. Considering the expense of providing laundry services to on-campus residents, what would you consider . . . The response choices for price per load were in $0.25 increments with a range of $0.25 to the current price of $1.25)
6. How satisfied are you with on-campus laundry services in general?

For questions 2, 3, and 5, the response choices were: Dissatisfied, Somewhat Dissatisfied, Neutral, Somewhat Satisfied, Satisfied.

**Findings**

Of the respondents (n=762), 71% used laundry facilities at least twice per month. 15% and 75% (n=760) reported being somewhat
dissatisfied or dissatisfied with the security of the laundry facilities and the price of a load of laundry respectively. 53% (n=759) reported being somewhat dissatisfied or dissatisfied with laundry services general. Only 1% of the respondents (n=759) would consider paying the current price of $1.25 per load. The majority (84%) thought $0.50 to $1.00 per load was a reasonable price.

How did you use findings for improvement?

Clearly pricing is the biggest issue for residents with laundry services. The conclusion was to create a new laundry model where residents would no longer pay to do their laundry at the machines and to implement that model Fall of 2014. Rather, an estimated laundry cost per resident would be factored into a rent increase. Although the service would still not be “free”, students would perceive the service to be free because they would no longer have to pay for it themselves (in most cases, parents pay the semester fee bill). There is also the convenience of not needing cash on hand or an ID card to do laundry.

Coin acceptors and swipe card readers would be removed from the machines thereby eliminating labor and hardware costs associated with maintaining them. Labor savings in terms of filling, emptying and otherwise maintaining change machines would be realized. These savings could be passed on to residents in the form of a lower rent increase.

Additional Comments

Expected Outcome 3: Students will be very satisfied with the room assignment process.

By analyzing results of a survey offered to residents in October 2012, Housing will understand student satisfaction levels with the room assignment process and determine improvements to related business processes.

Assessment Method 1: Educational Benchmarking, Inc. (EBI) Resident Assessment Survey
Assessment Method Description

Housing analyzed answers to the following questions:

How satisfied are you with: Room assignment process?

Did you choose your room/suite/apartment mates?

Findings

The question “Did you choose your roommate/suite/apartment mate” showed the largest mean difference between satisfaction levels with the assignment process. Students who selected their roommates, etc. (m= 5.96) reported being moderately satisfied (5.5 or better) with the assignment process compared to students who did not select roommates, etc. (m=5.24) and were slightly satisfied (5.0 to 5.49) with the assignment process. 44.1% of survey respondents indicated they did not choose their respective roommate(s) – they went “pot luck”.

How did you use findings for improvement?

Since the data suggests that students who choose their roommate are more satisfied with the room assignment process, Housing launched an online roommate finder application early in the Spring semester. It was decided to market the app. to incoming housing applicants because 77.7% of the students who responded on the survey that they did not choose their roommate were freshmen. Of the 578 freshman housing applicants who utilized the app., 400 (69.2%) eventually selected a roommate (or 200 roommate matches resulted)

Additional Comments

Housing will conduct a survey to all freshmen living on campus early in the Spring semester to measure room assignment process satisfaction levels. This survey will address the following populations: freshmen who initially requested a roommate, freshmen who selected a roommate using the roommate finder app., freshmen who utilized the app. but did not select a roommate, and freshmen who did not initially request a roommate and who did not utilize the app.
Expected Outcome 4: The residence halls will achieve a 100% occupancy rate

Housing will overbook by 700 students initially. Beginning in April, Housing will generate bi-weekly “Housing Update” emails to incoming students who are guaranteed housing and students who are wait-listed. 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.

Assessment Method 1: Occupancy Analysis

Assessment Method Description

Calculate occupancy rates when the residence halls open for Fall 2013 (August 10). There are 31 residence halls on campus grouped in 4 residential areas (Hill, Quad, Village and S. Donahue Hall) on campus. Rentable capacity is 4,438 beds.

Findings

The occupancy rate overall at opening was 97.2% (Hill – 94.2%, Quad – 97.5%, Village – 98.5%, S. Donahue Hall – 100%). Two factors contributed to the less than 100% occupancy rate: the smallest freshman class in a number of years and the addition of 418 beds to the on-campus housing inventory.

How did you use findings for improvement?

To improve overall occupancy for Fall 2014, Housing will increase overbookings to 850 students and will begin bi-weekly “Housing Update” emails to the applicant pool on March 1. Housing will also surface mail information about a “Parent Page” which will be created and places as a link off of Housing’s homepage by February 15. Because students do not always keep their parents informed, the same Housing Update information emailed to students will be posted to the Parent Page.