



The New Arms Race in Higher Education:

The Impact of Hotel Quality Rooms, Gourmet Food, and World-Class Gyms and Spas

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The Realities of Higher Education

- **Universities compete for resources both internally and externally on a variety of levels; funding, facilities, faculty, and students**
- **The nature of how public universities are funded is changing the metrics of how higher education is approaching their internal and external financing**
- **How universities compete for resources differentiates the winners and also losers**
- **The collision of deferred maintenance and demand for market driven facilities provide a natural convergence for the construction and renovation of updated, functional buildings that serve students**
- **Consultants are another resource in the tool bag**



Role of Consultant

- **Help establish or confirm project vision**
- **Conduct relevant research**
- **Establish metrics to evaluate scope and scale of project**
- **Develop financial models to forecast capital and operational capacity**
- **Provide go / no go decision path models**
- **Conduct post project outcome evaluations**
- **Provide an ongoing independent reference source**



Who and Why the Arms Race

- Any university that is refining the demographics of their student body to provide financial stability or flexibility
- Examples:
 - International student emphasis
 - Selective out of state recruitment strategies
 - Retention data / metrics
 - Long term giving / development strategy includes campus involvement



When a Consultant Adds Value

- **Independence of thought / no skin in the game**
- **Saying “NO” early in the process**
- **Provide a process of evaluation and engagement that provides for sequential, orderly decision making**
- **Add best practice and case study data**

