Trends in Auxiliary Services

New Orleans, LA
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People

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Context

1. The role of auxiliary leader / manager is changing

2. Specific enterprise knowledge is not enough
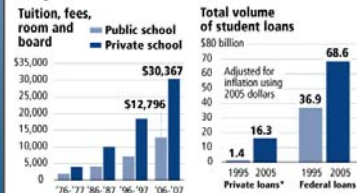
3. Knowledge / impact boundaries blurred

Trend Analysis ⟷ Context

Trend # 1

Access & Affordability
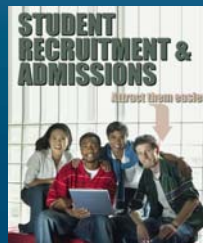
Pricing of goods and services
Tuition & fees "bundled"
Price vs. value
Taxes vs. user fees
High university debt loads

ACQUIRING DEBT AND HIGHER EDUCATION

As college tuitions rose in the past decade, so did the volume of student loans. Federally backed loans account for most of the volume, but private loans grew at a much faster rate.

Tuition, fees, room and board
- Public school
- Private school

$35,000
30,000 $30,367
25,000
20,000 $12,796
15,000
10,000
5,000
0
'76-'77 '86-'87 '96-'97 '06-'07

Total volume of student loans
$80 billion
70 68.6
60 Adjusted for
50 inflation using
40 2005 dollars 36.9
30
20 16.3
10 1.4
0
1995 2005   1995 2005
Private loans* Federal loans

*Unregulated loans with interest rates that are not capped
Sources: The College Board; Institute for Higher Education Policy   AP
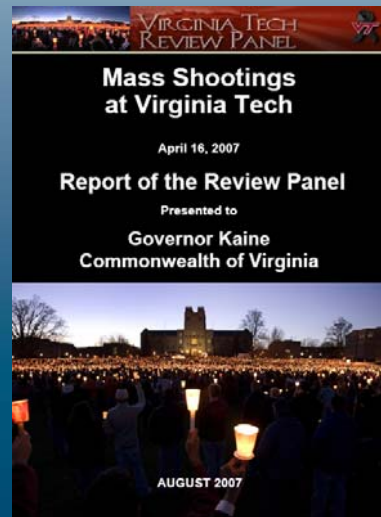
STUDENT RECRUITMENT & ADMISSIONS

Trend # 2

Safety & Security Impact

- Security vs. community
- Public vs. locked
- Personal rights vs. public good
- Personal protection interests
- All hazards planning

Students for Concealed Carry on Campus

VIRGINIA TECH REVIEW PANEL

Mass Shootings at Virginia Tech

April 16, 2007

Report of the Review Panel

Presented to

Governor Kaine Commonwealth of Virginia

AUGUST 2007

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Trend # 3

Outsourcing

- Access to higher education
- Commodification of Higher Ed.
- Quality vs. efficiency
- Student fee aversion
- Partnering vs. profiting

Outsourcing services: Threat or opportunity?

Indiana University | Progressive Faculty Coalition

Panel Discussion

Privatizing IU: Consequences of Outsourcing

Outsourcing of non-mission-critical functions: A solution to the rising cost of college attendance

Iowa State considers outsourcing university e-mail system
Associated Press
March 10, 2008

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Trend # 4

Mixed use / more efficient facilities

Private/public development
Residence Hall / Recreation Center / Food / Union / Etc.
Common utility supply
Seamless experience
Academic / Non-Academic (Library / Coffee)
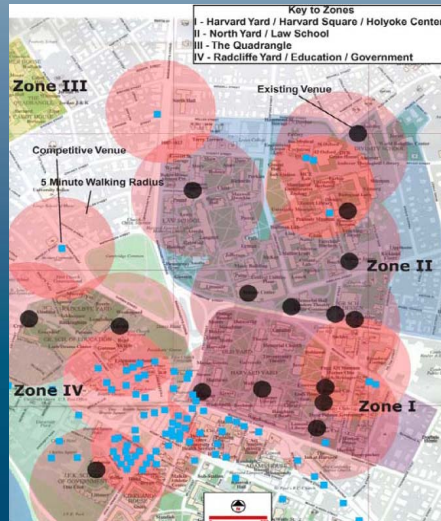

Rendezvous

Trend # 5

Blending of Boundaries

Trend # 6

Service Proliferation

- Community vs. convenience
- Subsidy vs. profitable
- Strategic vs. evolving
- Food, recreation, lounges
- Retail, bookstores
- Urban development partner

Trend # 7

Sustainability

Trend # 8

STUDENTS FOR SOCIAL JUSTICE

Rising Expectations

SUSTAINABLE ENDOWMENTS INSTITUTE

FAIR TRADE CERTIFIED

Killer Cola

SOLIDARITY
united students against sweatshops
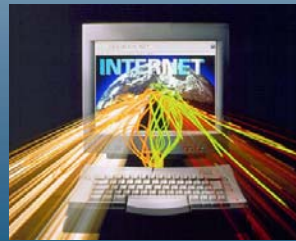
digital freedom

BUY FRESH BUY LOCAL

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Trend # 9

Consumer Activism

- Savvy consumers
- Price sensitivity
- Market comparison
- Informed
- Consumer immaturity
- No limits on choice

easy

LOWEST PRICE PROMISE

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Trend # 10

Food Control

Cultural & Religious
Increasing Vegetarian & Vegan
Allergies (wheat, nuts, seafood, milk, etc.)
Right to know ingredients

Wheat / Free
Click here for our list of Wheat-Free products.

I'm allergic to shellfish

Vegan®

HALAL ASSURED

VEGETARIAN VEGETARIAN

Nut FREE ZONE

USDA ORGANIC

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Trend # 11

Demographic Changes

Socioeconomic stratification
Class divide
Racial population changes
Access to Higher Ed.
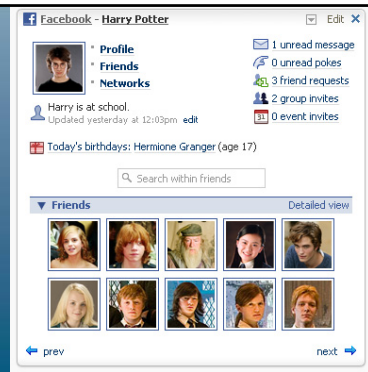"Country club" reaction

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Trend # 12

Personalization
Roommate matching
Food customization
Service availability
Organic nature of Facebook

Trend # 13

Technology / Touch Balance
Differing communication styles
Service transaction via technology
Low labor / high tech
How much is enough?

Summary - Trends

- Access & Affordability
- Safety & Security Impact
- Outsourcing
- Mixed Use / More Efficient Facilities
- Blending of Boundaries
- Service Proliferation

- Sustainability
- Rising Expectations
- Consumer Activism
- Food Control
- Demographic Changes
- Personalization
- Technology / Touch Balance

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