

The College of Saint Rose

Planning, Implementing &
Marketing Your Campus
Housing Vision

NEACUHO CONFERENCE
JUNE 8, 2012



BRAILSFORD & DUNLAVEY

INSPIRE. EMPOWER. ADVANCE.

AGENDA

- ◆ Welcome & Introductions
- ◆ Case Study Discussion
- ◆ The College of Saint Rose
 - ◆ College History
 - ◆ Existing Conditions
 - ◆ Housing Master Plan
 - ◆ Implementation & Construction
 - ◆ Marketing
 - ◆ Impact on Existing Housing
- ◆ Discussion



CASE STUDY

University of Alabama Birmingham

- ◆ Urban institution with strong medical & research reputation
- ◆ Enrollment of 16,000 students (Fall 2008)
 - ◆ 63% Undergrad / 37% Grad & Professional
- ◆ 2,100 on-campus residents
 - ◆ 13% of total student population
 - ◆ 5 Residence Halls
 - ◆ 3 operated by UAB; 2 operated by private management



CASE STUDY

University of Alabama Birmingham

◆ Blazer Hall (2006)

- ◆ 750 beds
 - ◆ Suite Style units
 - ◆ Freshmen / Honors Students
 - ◆ Managed by Third Party
 - ◆ 100% occupancy since opening
- ### ◆ Impact to existing housing
- ◆ New off-campus 400-bed development planned to open



CASE STUDY

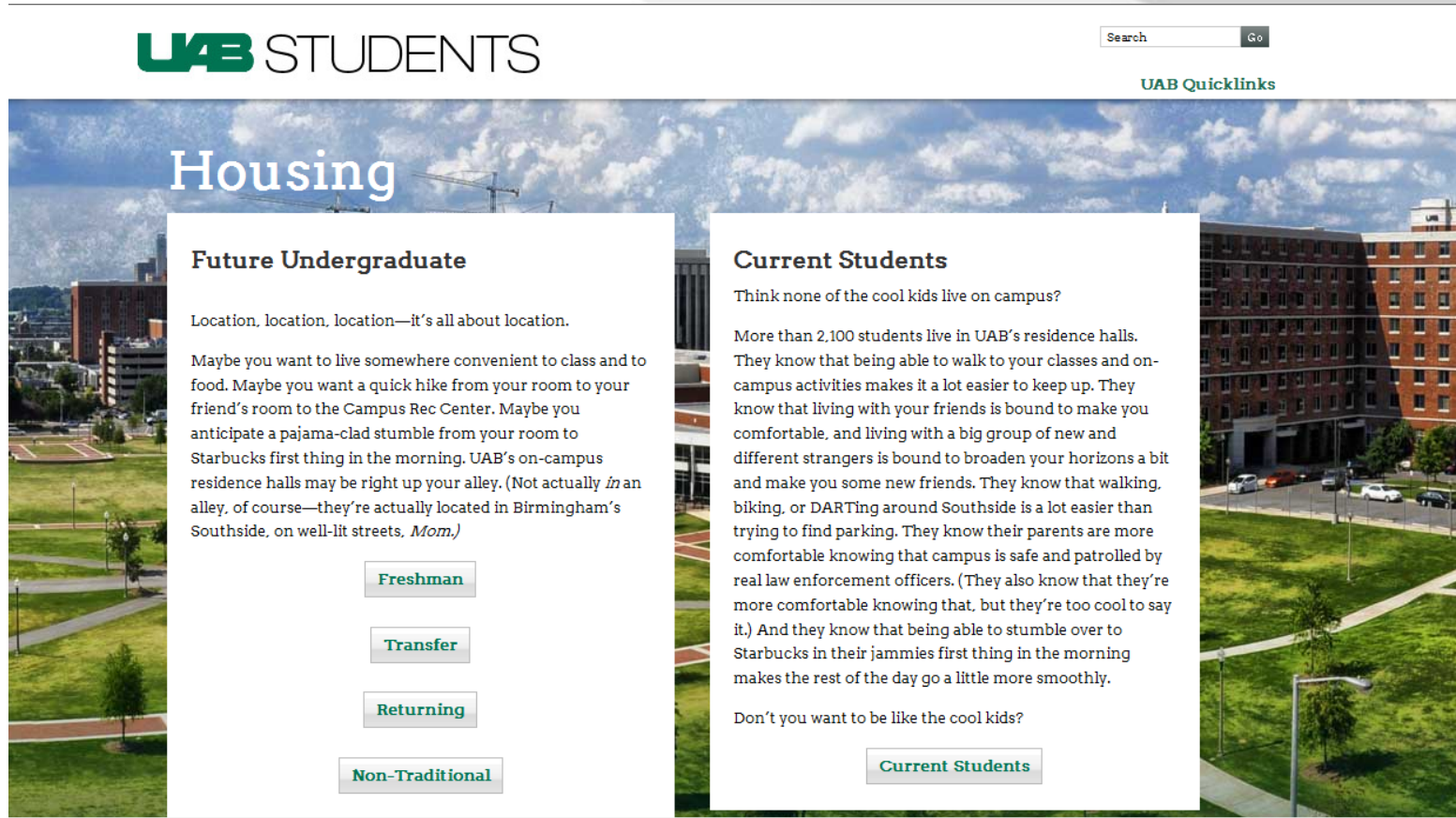
University of Alabama Birmingham

◆ Discussion

- ◆ What are the challenges that the University is facing?
- ◆ What can be done to improve the current situation?
- ◆ What are the vehicles in which this can be accomplished?

CASE STUDY

UAB Housing Website

A screenshot of the UAB Housing Website. The page features a large background image of a campus with a brick building and a green lawn. At the top left, the UAB logo is followed by the text 'STUDENTS'. On the top right, there is a search bar with the text 'Search' and a 'Go' button. Below the search bar, the text 'UAB Quicklinks' is visible. The main content area is divided into two columns. The left column is titled 'Housing' and contains a sub-section for 'Future Undergraduate'. This section includes a paragraph about location, a longer paragraph about campus life, and four buttons: 'Freshman', 'Transfer', 'Returning', and 'Non-Traditional'. The right column is titled 'Current Students' and contains a paragraph about campus life, a longer paragraph about the benefits of living on campus, and a 'Current Students' button. The background image shows a large brick building with many windows, a green lawn, and a blue sky with clouds.

CASE STUDY

Future Undergraduate

Location, location, location—it's all about location.

Maybe you want to live somewhere convenient to class and to food. Maybe you want a quick hike from your room to your friend's room to the Campus Rec Center. Maybe you anticipate a pajama-clad stumble from your room to Starbucks first thing in the morning. UAB's on-campus

residence halls may be right up your alley. (Not actually *in* an alley, of course—they're actually located in Birmingham's Southside, on well-lit streets, *Mom*.)

Freshman

Transfer

Returning

Non-Traditional

Current Students

Think none of the cool kids live on campus?

More than 2,100 students live in UAB's residence halls. They know that being able to walk to your classes and on-campus activities makes it a lot easier to keep up. They know that living with your friends is bound to make you comfortable, and living with a big group of new and different strangers is bound to broaden your horizons a bit and make you some new friends. They know that walking, biking, or DARTing around Southside is a lot easier than trying to find parking. They know their parents are more comfortable knowing that campus is safe and patrolled by real law enforcement officers. (They also know that they're more comfortable knowing that, but they're too cool to say it.) And they know that being able to stumble over to Starbucks in their jammies first thing in the morning makes the rest of the day go a little more smoothly.

Don't you want to be like the cool kids?

Current Students

CASE STUDY

Training of Campus TrailBlazers



CASE STUDY

Streamline Housing Application Process

Housing and Residential Life

Location, location, location—it's all about location. Maybe you want to live somewhere convenient to class and to food. Maybe you want a quick hike from your room to your friend's room to the Campus Rec Center. Maybe you anticipate a pajama-clad stumble from your room to Starbucks first thing in the morning. UAB's on-campus residence halls may be right up your alley. (Not actually *in* an alley, of course—they're actually located in Birmingham's Southside, on well-lit streets. *Mom.*)

Apply (MyHousing) | Residence Halls | Features | Eligibility

SUBMIT MyHousing lets you take care of your housing application, housing deposit, room assignment, roommate selection, and housing contracts and updates online—it's quick, convenient, and always on.

Apply (MyHousing)
MyHousing is your way to take care of your room arrangements—application, deposit, contract, room assignment, roommate selection, and more—online. Take control of your living arrangements, and do it when it works for you.

Student Handbook

Fight Songs & Alma Mater

UAB Glossary

A Day in Student Life

Student Life Fast Facts

On-Campus Residents

Over 2,000

programmanagers.com

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CASE STUDY

Immediate Upgrades to Residence Halls

- ◆ Replacement of stoves in apartments
- ◆ Comfortable furniture in community spaces
- ◆ More collaboration with University
Maintenance
 - ◆ Work Orders
 - ◆ Housekeeping

The College of Saint Rose

College History

- ◆ 1920 - Founded by Sisters of Saint Joseph of Carondelet
- ◆ Primary purpose – full development of person through strong liberal arts curriculum
- ◆ 1946 – Evening division developed to meet needs of WWII Vets



The College of Saint Rose

College History

- ◆ 1949 – Graduate school added
- ◆ 1969 – Fully Coed
- ◆ 1970 – Lay persons added to the Board of Trustees



The College of Saint Rose

Existing Conditions

- ◆ The College was founded in the Pine Hills Neighborhood of Albany
- ◆ The College has worked with the neighbors and the city to purchase property and either renovate or raze/build new
- ◆ The College currently maintains over 90 buildings (leased & owned) and sits on over 46 acres (leased & owned)

The College of Saint Rose

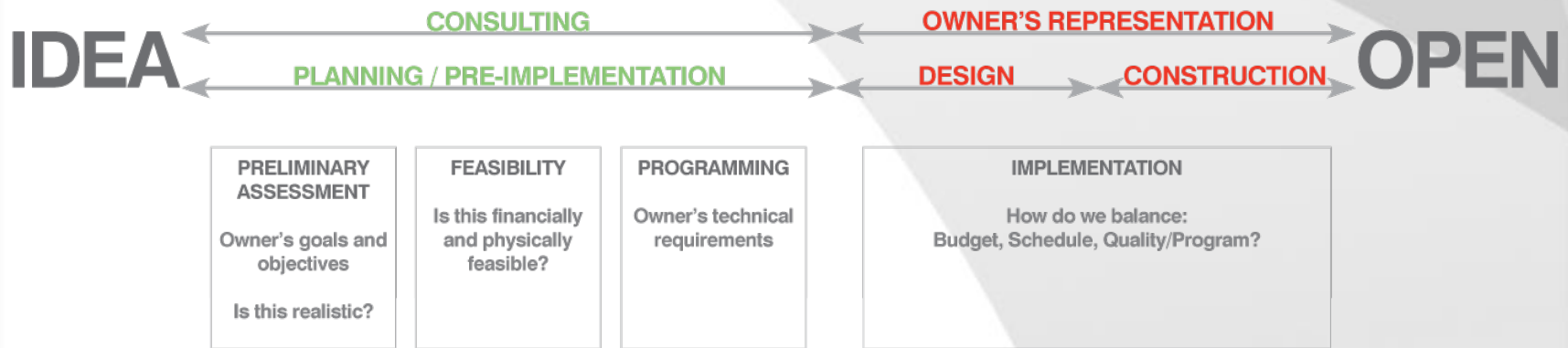
Existing Conditions

- ◆ Variety of campus housing options
 - ◆ 2 traditional corridor-style residence halls for first year students)
 - ◆ 1 suite-style building for upperclassmen
 - ◆ 30+ houses that line the perimeter for upperclassmen
- ◆ Campus housing guaranteed for as long as students remain in residence



The College of Saint Rose

B & D PROGRAM MANAGEMENT



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Housing Master Plan : Planning

- ◆ Market Analysis
- ◆ Feasibility Study
- ◆ Approvals & Consensus Building
- ◆ Professional Selections

The College of Saint Rose

Housing Master Plan : Planning

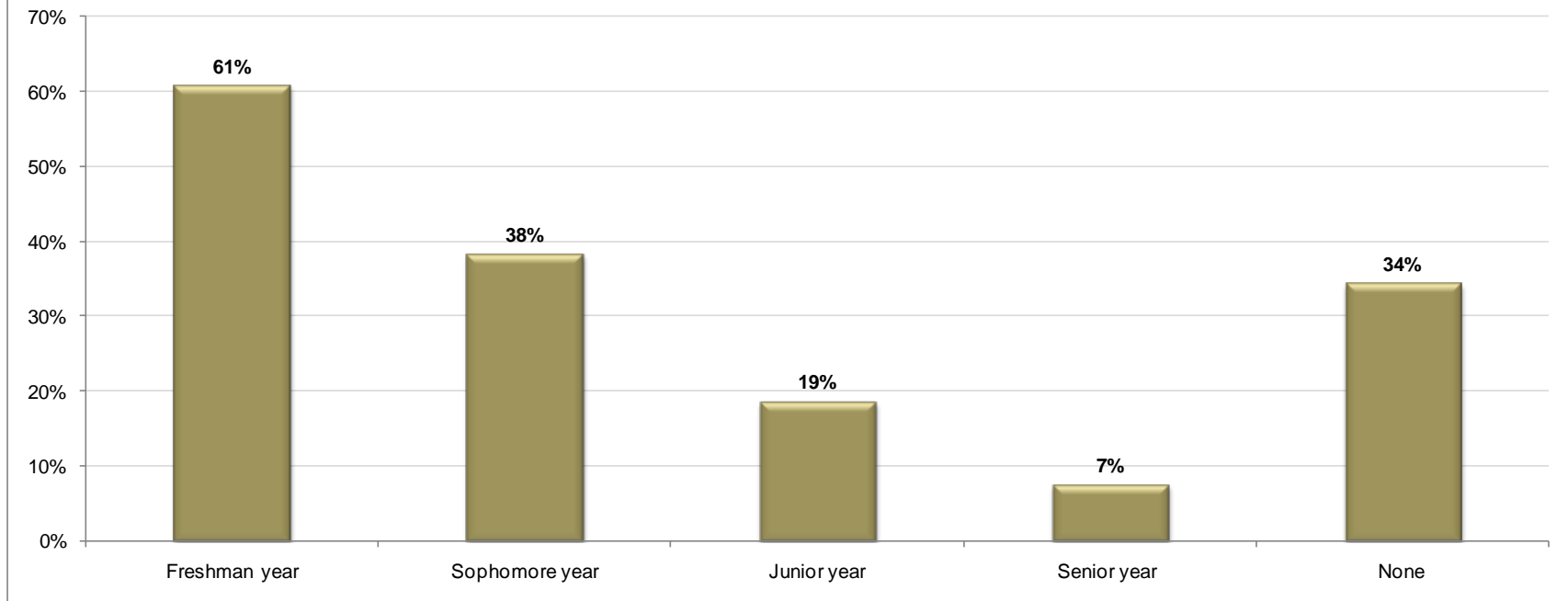
◆ Market Analysis

- ◆ Visioning Session
- ◆ Focus Groups & Stakeholder Interviews
- ◆ Off-Campus Market Analysis
- ◆ Peer Benchmark Analysis
- ◆ Survey Analysis & Demand-Based Programming
- ◆ Concept Development
- ◆ Phasing & Financial Analysis

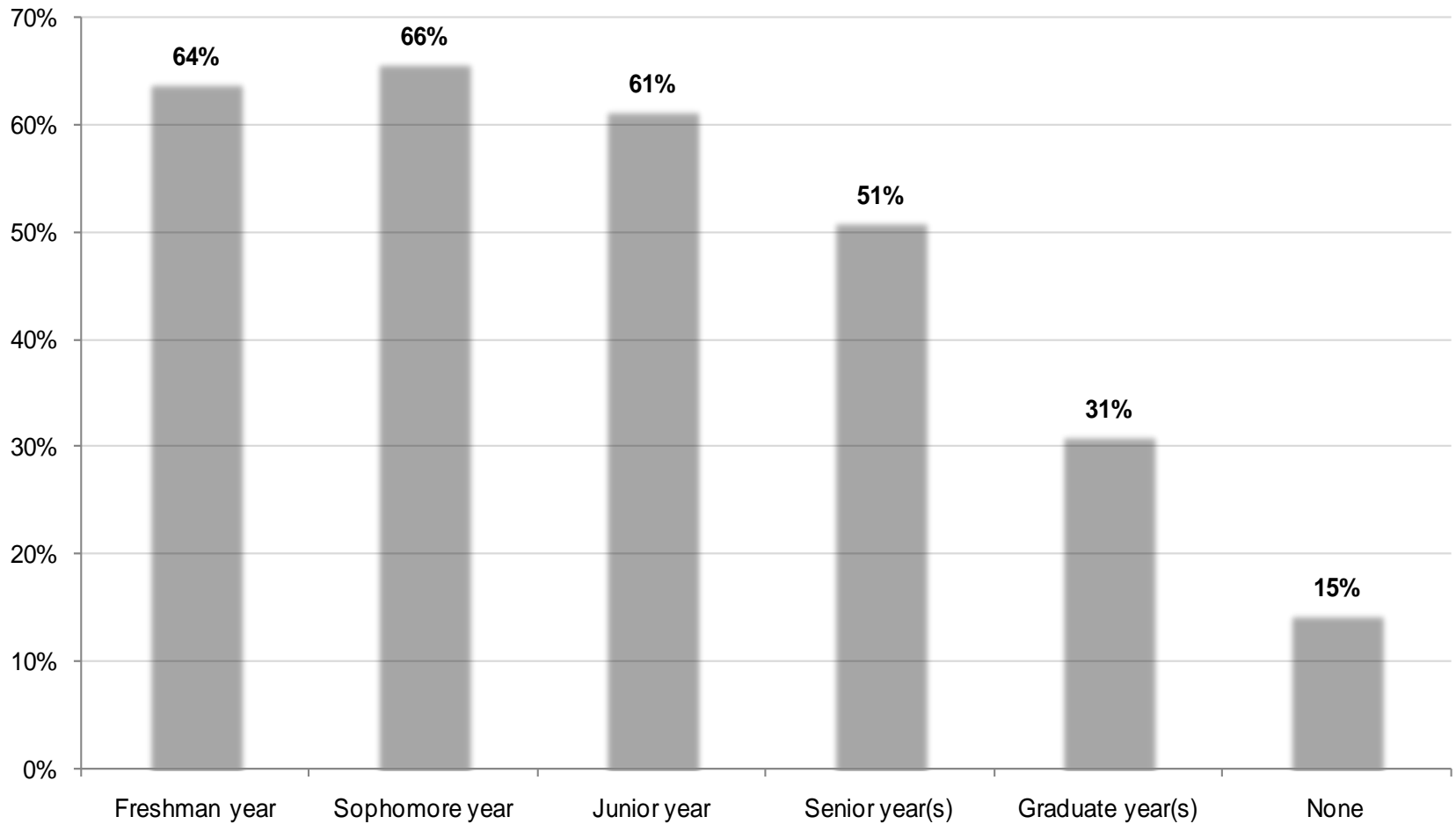


The College of Saint Rose

Which years have you lived in the College's student housing? **SELECT ALL THAT APPLY**
(All Respondents, $n = 801$)



If your housing preferences were met each year, when would you live / have lived in the College's student housing? SELECT ALL THAT APPLY
(All Respondents, n = 703)



The College of Saint Rose

Housing Master Plan : Planning

◆ Market Analysis

- ◆ Visioning Session
- ◆ Focus Groups & Stakeholder Interviews
- ◆ Off-Campus Market Analysis
- ◆ Peer Benchmark Analysis
- ◆ Survey Analysis & Demand-Based Programming
- ◆ Concept Development
- ◆ Phasing & Financial Analysis

	Demand	Occupancy Coverage Ratio	Target Supply
Traditional	3	1.0:1	0
Semi-Suite	9	1.0:1	10
Full Suite	32	1.0:1	30
Studio	19	1.1:1	20
One-Bedroom Apartment	19	1.1:1	20
Two-Bedroom Apartment	28	1.1:1	30
Three-Bedroom Apartment	57	1.1:1	50
Four-Bedroom Apartment	19	1.1:1	20
Five + Bedroom Apartment	19	1.1:1	20
	205		200

The College of Saint Rose

Housing Master Plan : Planning

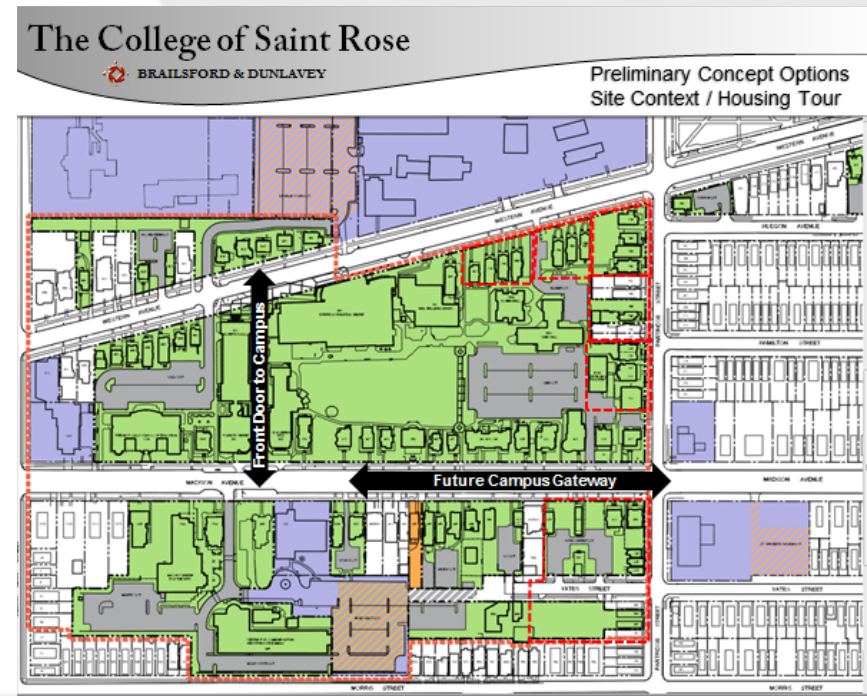
- ◆ Feasibility Study
 - ◆ Concept Refinement Focus Groups
 - ◆ Detailed User Interviews
 - ◆ Massing / Site Analysis
 - ◆ Phase I Business Plan



The College of Saint Rose

Housing Master Plan : Planning

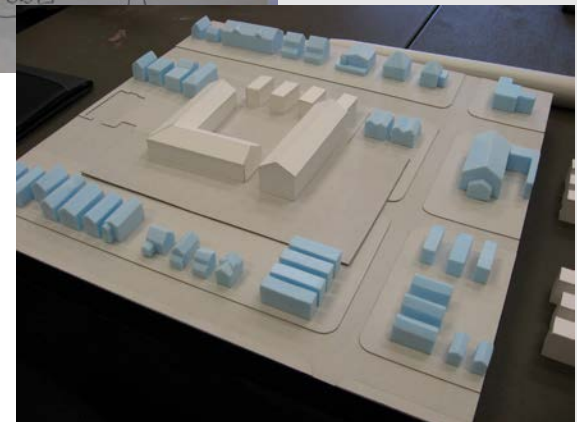
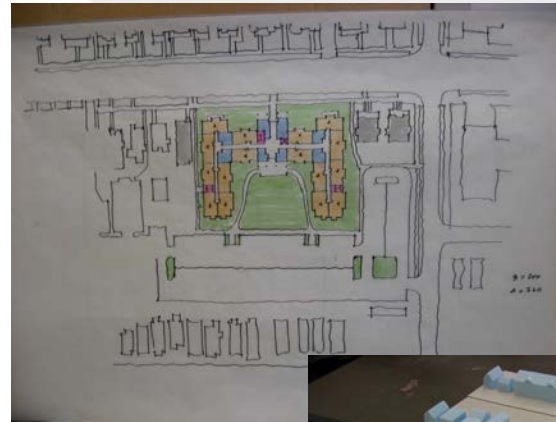
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 - ◆ Massing / Site Analysis
 - ◆ Phase I Business Plan



The College of Saint Rose

Housing Master Plan : Planning

- ◆ Approvals & Consensus Building
 - ◆ On-Campus Community
 - ◆ Board of Trustees
 - ◆ City of Albany
 - ◆ Neighborhood



The College of Saint Rose

Housing Master Plan : Planning

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The College of Saint Rose

Housing Master Plan : Planning

◆ Professional Selections

- ◆ Architect / Engineering Firm
- ◆ Construction Manager
- ◆ Financial Institution
- ◆ Commissioning Agent
- ◆ Third-party Testing
- ◆ Geotechnical Engineer
- ◆ Geothermal Engineer



The College of Saint Rose

Housing Master Plan : Implementation

◆ Design & Construction

- ◆ Program
- ◆ Budget
- ◆ Schedule
- ◆ Design Reviews
- ◆ Cost Estimate
- Comparisons

Residential Space	Quantity	NASF Per Space	Total NASF	Beds Per Unit	Total Beds	NASF Per Bed
Four-Bedroom Apartment (Single Occupancy BRs)	50	942	47,100	4	200	236
Single Bedroom	4	102	408			
Bathroom	2	132	264			
Kitchen	1	150	150			
Living / Dining Room	1	120	120			
Two-Bedroom Apartment (Single Occupancy BRs)	11	561	6,171	2	22	280.5
Single Bedroom	2	102	204			
Bathroom	1	132	132			
Kitchen	1	105	105			
Living / Dining Room	1	120	120			
One-Bedroom Apartment (Single Occupancy BRs)	6	439	2,634	1	6	439
Single Bedroom	1	102	102			
Bathroom	1	112	112			
Kitchen	1	105	105			
Living / Dining Room	1	120	120			
Total Residential Space	67		55,905		228	245

The College of Saint Rose

CSI Divisions	Average Construction Cost for All Projects		The College of Saint Rose	
	Average Total Cost by Divison	Ave. GSF= 114,088	# Beds = 220	
		AVE. COST / SF	Cost / SF by Division	Variance from Average
1 General Conditions			\$ 4.70	-27%
2 Sitework			\$ 11.48	-26%
3 Concrete			\$ 4.23	-54%
4 Masonry			\$ 4.20	-27%
5 Metals			\$ 1.83	-53%
6 Woods & Plastics			\$ 25.10	89%
7 Thermal / Moisture Protection			\$ 7.18	24%
8 Doors & Windows			\$ 7.69	12%
9 Finishes			\$ 13.19	-22%
10 Specialties			\$ 0.75	-78%
11 Equipment			\$ 1.38	15%
12 Furnishings			\$ 0.20	-95%
13 Special Construction			\$ -	-
14 Conveying Systems			\$ 0.80	-27%
15 Plumbing / Mechanical			\$ 46.48	85%
16 Electrical			\$ 16.00	14%
Total Hard Cost / Cost per SF / Cost per Bed	\$ 14,050,181	\$ 133	\$ 149	12%

NEW STUDENT HOUSING THE COLLEGE OF SAINT ROSE

930 Madison Avenue
Albany, NY 12208

SECTION NUMBER	SECTION TITLE	SECTION NUMBER	SECTION TITLE	SECTION NUMBER	SECTION TITLE	SECTION NUMBER	SECTION TITLE
01	GENERAL NOTES	01	CONCRETE	01	PAINTS AND COATINGS	01	MECHANICAL
02	EXTERIOR FINISHES	02	FORMWORK	02	MECHANICAL INSULATION	02	ELECTRICAL
03	MASSING	03	FOUNDATION	03	PLUMBING	03	TELECOMMUNICATIONS
04	FOUNDATION	04	WALLS	04	MECHANICAL EQUIPMENT	04	TELEPHONE
05	WALLS	05	ROOFING	05	MECHANICAL SYSTEMS	05	TELEVISION
06	ROOFING	06	MECHANICAL	06	ELECTRICAL SYSTEMS	06	TELEVISION SYSTEMS
07	MECHANICAL	07	ELECTRICAL	07	TELECOMMUNICATIONS SYSTEMS	07	TELEVISION SYSTEMS
08	ELECTRICAL	08	TELECOMMUNICATIONS	08	TELEVISION SYSTEMS	08	TELEVISION SYSTEMS
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Vicinity Map



Location Map

100% BID SET / GMP SET

Date: March 25, 2011
EYP Project Number: 1010017.02

CONSULTANTS	CONSTRUCTION MANAGERS	LANDSCAPE ARCHITECT	ENVIRONMENTAL ENGINEERS	MECHANICAL ENGINEERS	FOOD SERVICE DESIGN
New York 100 Madison Avenue Albany, NY 12208 Telephone: (518) 485-8000	Parsons Brinckerhoff 100 Madison Avenue Albany, NY 12208 Telephone: (518) 485-8000	Henss & Henss 100 Madison Avenue Albany, NY 12208 Telephone: (518) 485-8000	Davis Brody Bond 100 Madison Avenue Albany, NY 12208 Telephone: (518) 485-8000	Davis Brody Bond 100 Madison Avenue Albany, NY 12208 Telephone: (518) 485-8000	Davis Brody Bond 100 Madison Avenue Albany, NY 12208 Telephone: (518) 485-8000



The College of Saint Rose

Marketing

- ◆ August 31st – Official groundbreaking for campus and neighborhood community
- ◆ August – [Webcam](#)



The College of Saint Rose

Marketing

- ◆ Mid November – First mailing to families
- ◆ November/December – [Furniture Showcase](#)



The College of Saint Rose

Marketing

- ◆ December/January – [Second mailing to families](#)
- ◆ YouTube Video of [Centennial Hall](#)
- ◆ Roommate Wanted Binder & Socials
- ◆ Presentation at Student Association

The College of Saint Rose

Marketing

- ◆ Centennial Hall – Success!
- ◆ Open Houses – Not just for Admissions!
- ◆ Traditional Room Reservation – Success!



The College of Saint Rose

Impact on Existing Housing

- ◆ Intent of Centennial Hall – 150 New Beds/75 Replacement Beds
- ◆ Thinking Creatively to Find the 75 Beds
- ◆ Moving Forward



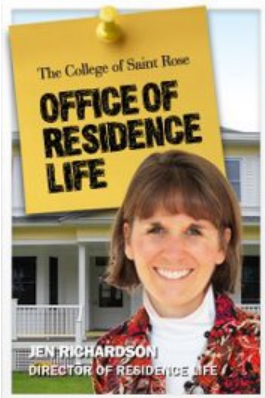
DISCUSSION



Katie Karp
Project Manager
Brailsford & Dunlavey

Phone: 202.266.3408

Email: kkarp@programmanagers.com



Jennifer Richardson
Director of Residence Life
The College of Saint Rose

Phone: 518.454.5295

Email: richardj@mail.strose.edu