

NATIONAL HOUSING TRAINING INSTITUTE

Planning 201: Housing & Residence Life

Presented by Brad Noyes
June 2015



Agenda

PLANNING 201



1 INTRODUCTION

Planning 101 Recap



2 PLANNING 201: OVERVIEW

Context

Learning Objectives

Breakout Scenario Explanation



3 BREAKOUT SESSION

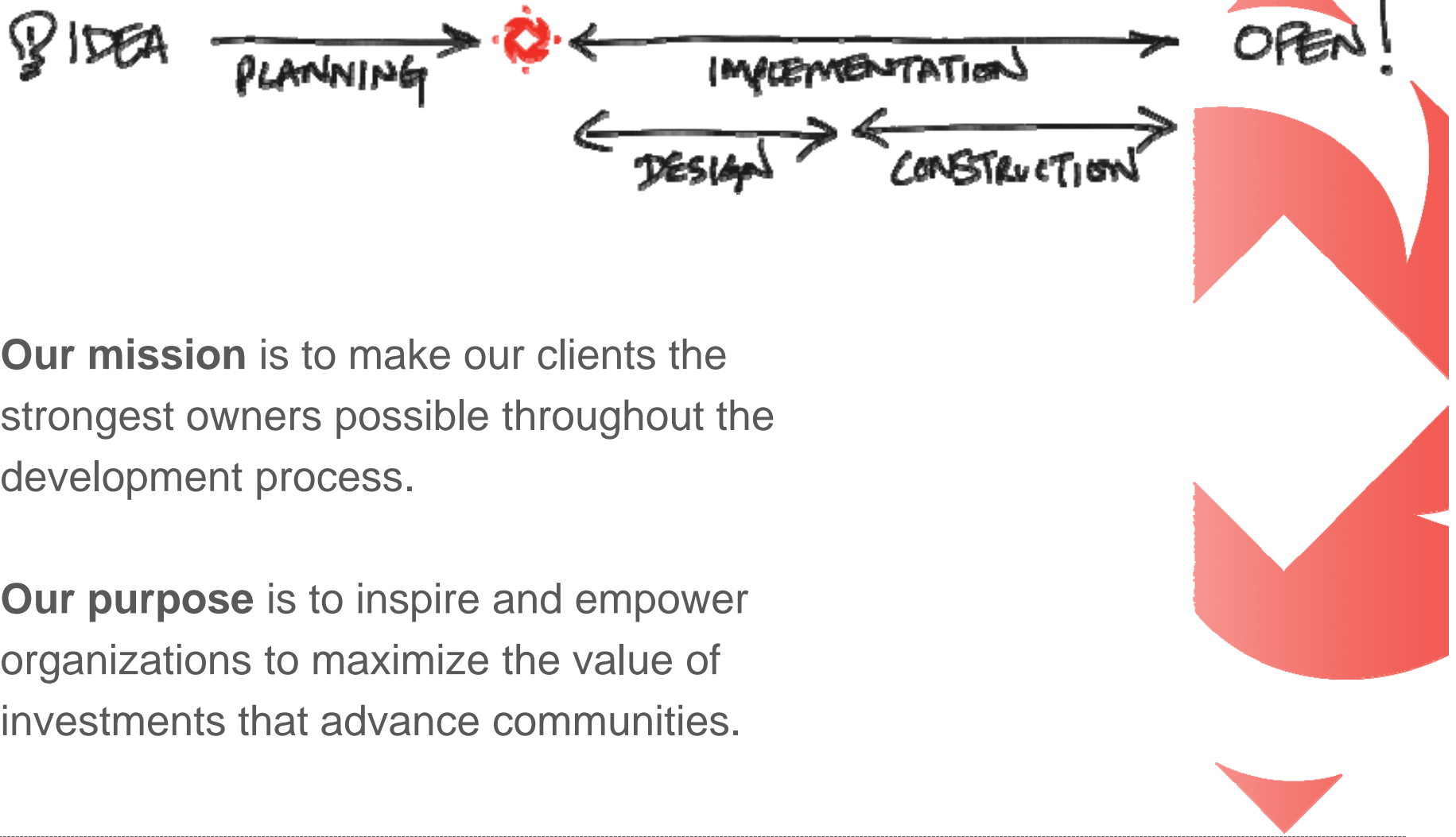


4 WRAP-UP



Brailsford & Dunlavey

OVERVIEW



Our mission is to make our clients the strongest owners possible throughout the development process.

Our purpose is to inspire and empower organizations to maximize the value of investments that advance communities.



Presenter

OVERVIEW

Brad Noyes Senior Vice President

- ◆ Been with the firm since its founding in 1993
- ◆ Background in Architecture and Real Estate Development
- ◆ Past lecturer at NHTI and numerous other higher education conferences
- ◆ Frequent author of articles on planning and program management for a number of national publications
- ◆ Experience with over 200 higher education campuses
 - Over \$1 billion of program management and consulting*
 - Over 250,000 beds of campus housing planning*



Planning 101 Recap

CURRENT INDUSTRY OBSERVATIONS

- ◆ HIGHLY Dynamic Environment
- ◆ Unpredictable External Factors
- ◆ Significance of Story Telling and Strategic Alignment
- ◆ Impact of Changing Political and Financial Realities
- ◆ Range of Complex Structures
- ◆ Importance / Role of Data and Predictive Analytics



Planning 101 Recap

CURRENT INDUSTRY OBSERVATIONS

*Dunkel, N. W., & Schreiber, P. J. 1990 | J. Diane Porter, PhD, ©2005
Included with permission.*

Competencies, 1990

Personnel Management

Planning & Projection

Research Skills

Communication Skills

Diversity Awareness

Leadership

Counseling Skills

Institutional Organization

Students

Current Trends

Competencies, 2005

Decision Making

Interpersonal Communication

Budget & Resource Allocation

Crisis Management

Cooperation & Collaboration

Personal Characteristics

Staff Supervision

Ethics

Staff Selection

Strategic Thinking & Planning

Motivation

Organizational Culture

Interpretation of Institutional Goals

Networking

Assessment of Student Needs



Planning 101 Recap

PREDICTIVE ANALYTICS PLANNING

Predictive analytics is being embraced at an increasing rate by organizations that need to gain **actionable and forward-looking insight** from their data. Why? Companies realize that simply looking in the rearview mirror to obtain insight and make decisions is not enough to remain competitive. Companies want to better understand what actions their customers might take.

“The Top 5 Trends in Predictive Analytics”, Dr. Fern Halper, Information Management, Nov 2011

Future Condition Accuracy = Methodology

Critical Variables
Identification

Depth of Analysis

Quality Assumptions



Planning 101 Recap

ASPECTS OF PLANNING

Studying vs. Planning

Strategic
Planning

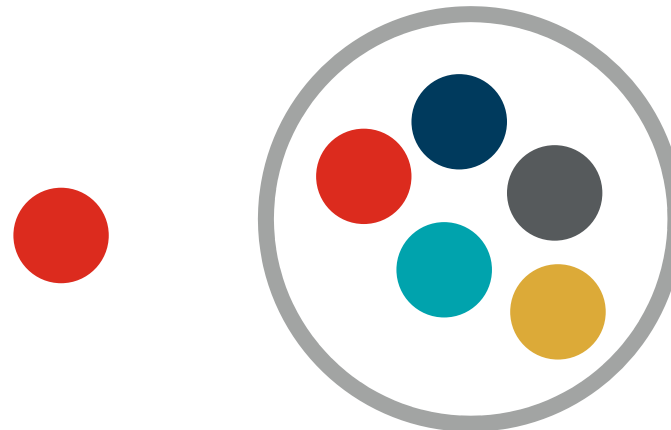
Financial
Planning

Feasibility
Planning

Physical
Planning

Operations
Planning

Project Planning vs. System Planning





Planning 201 Overview

INTRODUCTION TO BREAKOUT SESSION

Case Studies



Bobcat State University



Blue Jay College



Norsemen University



Planning 201 Overview

BOBCAT STATE UNIVERSITY

Initial Context



- ✓ Urban, 4-year public institution
- ✓ Declining enrollment
- ✓ Un-energized campus culture
- ✓ 2nd / 3rd tier institution with in-state hierarchy
- ✓ Legacy housing inventory



Planning 201 Overview

BLUE JAY COLLEGE

Initial Context



Very small, 4-year private institution



Stagnant to declining enrollment



Campus culture characterized by rich traditions



History as a single-sex institution



Oversupply of housing with significant deferred maintenance issues



Planning 201 Overview

NORSEMEN UNIVERSITY

Initial Context



Public research institution



Growing enrollment



Member, major athletic conference



Flagship institution within the state



**Significant housing presence
for underclassmen**



Planning 201 Overview

LEARNING OBJECTIVES

- ◆ Understand the broader campus context in relation to its housing facilities
- ◆ Calibrate the need to engage internal and external resources in order to accomplish strategic goals
- ◆ Clarify how different tools can be deployed to address identified challenges and risks
- ◆ Demonstrate the impact of developing a story



Planning 201 Overview

BREAKOUT TOPICS

SEEING THE BIGGER PICTURE

Ensuring the appropriate campus infrastructure is in place to support the resident experience

HITTING A MOVING TARGET

Providing housing in a highly dynamic environment

CULTIVATING A NEW RESOURCE

Understanding the new world of private engagement



Planning 201 Overview

BREAKOUT TOPICS

SEEING THE BIGGER PICTURE

Ensuring the appropriate campus infrastructure is in place to support the resident experience

The Quality-of-Life Ecosystem
(Recreation, Dining, Etc.)

Campus Infrastructure Needs

Institution-wide Financial Outlook and Debt Capacity

Institutional Mission Related to Housing

HITTING A MOVING TARGET

CULTIVATING A NEW RESOURCE



Planning 201 Overview

BREAKOUT TOPICS

SEEING THE BIGGER PICTURE

HITTING A MOVING TARGET

Providing housing in a highly dynamic environment

Student
Preference vs.
Developmental
Outcomes

The Off-campus
Market

Fluctuations in
Enrollment

Changes in
Leadership and
Strategic
Direction

CULTIVATING A NEW RESOURCE



Planning 201 Overview

BREAKOUT TOPICS

SEEING THE BIGGER PICTURE

HITTING A MOVING TARGET

CULTIVATING A NEW RESOURCE

Understanding the new world of private engagement

The Capital
Reality Driving
the Change

Potential Third-
party Partners

The Trade-offs
of Private
Involvement

One Size Does
Not Fit All



Planning 201 Overview

BREAKOUT TOPICS

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Providing housing in a highly dynamic environment

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Understanding the new world of private engagement



Planning 201 Overview

BREAKOUT SESSION INSTRUCTIONS

1

Respond to the provided questions

2

Summarize the discussion at your table

3

Develop a compelling story

4

Ask two questions that would need to be answered in the future



Planning 201 Overview

QUESTIONS TO ANSWER

What is your identified approach to addressing the situation?

How does context impact your identified approach?

Who should you involve in the process?

What are your biggest risks?

What planning tools are required to address the question and mitigate the identified risks?



Breakout Session





Wrap-Up

WHY PLANNING 201 MATTERS

Case Studies...the Conclusions



Bobcat State University



Blue Jay College



Norsemen University

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