



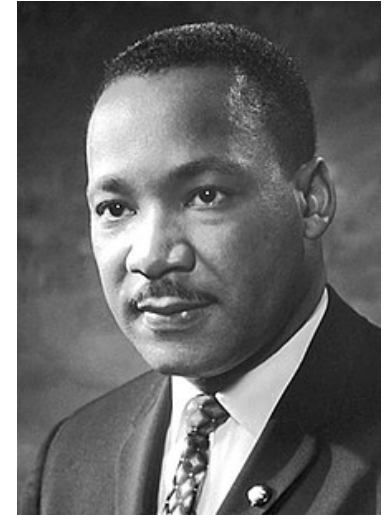
Administrative Leadership Meeting

Thursday, December 6, 2018

MLK 2019 Celebration

❖ Many campus events


❖ President's Luncheon:
Monday 1/21/19 @ 11:30 a.m.



<https://www.emich.edu/mlk/>



#GIVINGTRUEDAY **was a huge success!**

- \$875,000+ raised
 - Smashed previous record
 - Exceeded \$500,000 goal
 - 852 donors
- 

***Thank
you!***


Some Recent Hires

- ***Cherise Gary**, HRIS Data Analyst
- ***Stacie McMullen**, Assoc. Athletics Director, Business Ops.
- ***Elizabeth Radzilowski**, HR Business Partner
- **Kaja Rasmussen**, Enrollmt. Mgmt. Comms. Administrator
- ***Ashleigh Spatt**, Assoc. Director of Admissions
- ***Elizabeth Stoner**, Dir. of Business Engagement

** indicates internal transfer*



Agenda

- 1. Welcome & Updates**
 - 2. Minors on Campus**
 - 3. Olds-Robb Rec/IM Renovations**
 - 4. Housing Strategic Plan Update**
 - 5. Q&A**
- 




Minors on Campus

Jack Bidlack, Engage@EMU

Jeff Ammons, Associate General Counsel




What is Minors on Campus?

- A board policy and administrative procedure in place to ensure a safe and protective environment for minors participating in EMU programs.
 - It is required by the State.
- 



Who does Minors on Campus apply to?

- ***Minors:*** A person under 18 years of age
 - ***Program:*** Both (1) University-sponsored programs and (2) non-university sponsored programs using university facilities.
- 

Programs Impacted

- Workshops
- Services
- Camps
- Conferences
- Campus Visits
- and more

Minors on Campus Procedures

- ***Program Registration*** - 45 days before program start date
- ***Background Checks***
- ***Complete Training***
- ***“Registered”*** program confirmation
- Additional Resources available online

Questions?

- Contact **ENGAGE@EMU:**
203 Boone Hall
734-487-6570
emu_engage@emich.edu
- Visit **Minors on Campus** website:
www.emich.edu/minorsoncampus



Olds-Robb Rec/IM Renovations: 2019-2020

Scott Storrar, Director of Facilities Planning & Construction
Bob Densic, Manager of Planning & Design
Wes Howell, Director of the Rec/IM

OVERVIEW

- **Project Conception**
 - Initial Studies – Student Input (Fall 2014)
- **Board Approval (December 2017)**
- **Project Initiation (January 2018)**
 - Design Partners
 - Construction Partners

OVERVIEW

- Olds-Robb Rec/IM History
 - Built 1980
 - Part of Bowen – Warner Complex
 - No major renovations since opening

OVERVIEW

- **Project Budget - \$16M**
 - Construction Costs
 - Furniture and Equipment
 - Design and Consulting Costs
- **Project Schedule – January 2019 – August 2020**
 - Must provide services throughout construction
 - Two phases

Rec/IM PROGRAM

- Benefits of the ReclM
 - Physical Health
 - Mental Health
 - Student Retention

- Student Life
- Community Activities

RecIM PROGRAM

- **Funding**
 - Student Fee
 - Comparisons to other universities

DESIGN and CONSTRUCTION

- Design features
- Construction overview
- Swing Space needs

DESIGN and CONSTRUCTION

- **Design features**

- Renovated floors 3-5
 - New finishes, furnishings and equipment
- Completely redesigned floors 1-2
 - Reduce number of racquetball courts
 - Increase open fitness and cross training areas
 - New north entry from Student Center/pond area
 - New windows to lake and open areas

DESIGN and CONSTRUCTION

•Construction Overview

- Bid Package #1: Floors 3-5 including main gym
 - January 2019 – August 2019
- Bid Package #2: Floors 1-2
 - May 2019 – August 2020

DESIGN and CONSTRUCTION

- Bid Package 1
 - Floors 3, 4 and 5
 - New finishes
 - New lighting
 - Air Conditioning
 - Additional cardio and circuit training equipment (4th Floor)
 - Enhanced Student Lounge area (3rd Floor)

DESIGN and CONSTRUCTION

- **Bid Package 2**
 - Floors 1 and 2
 - Complete renovation
 - New layout, new finishes and systems
 - Open layout
 - New “North” entrance, Enhanced “East” entrance
 - Open windows to the north – lake view

Olds-Robb ReclM Renovations

2019-2020

Existing East Entry



Olds-Robb ReclM Renovations

2019-2020

New East Entry



Olds-Robb ReclM Renovations

2019-2020

Existing North Elevation



Olds-Robb ReclM Renovations

2019-2020

New North Elevation and Entry



Existing Reception Desk



Olds-Robb ReclM Renovations

2019-2020

New Reception Desk and Lobby



Existing Student Lounge



Olds-Robb ReclM Renovations

2019-2020

New Student Lounge



Olds-Robb ReclM Renovations

2019-2020

Existing Cardio and Fitness Area



Olds-Robb ReclM Renovations

2019-2020

New Cardio and Fitness Area



Olds-Robb ReclM Renovations

2019-2020

Existing Strength Training Area



Olds-Robb ReclM Renovations

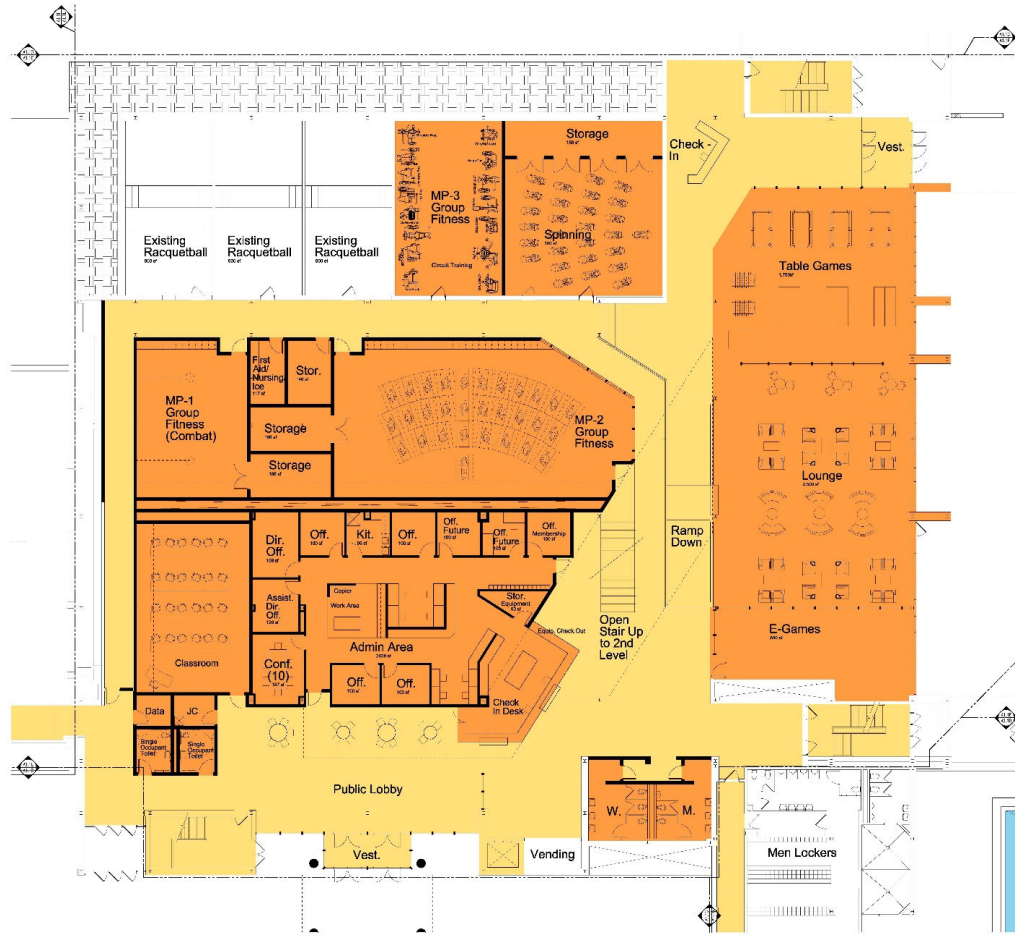
2019-2020

New Strength and Conditioning Area

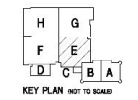


Olds-Robb RecIM Renovations

2019-2020



FIRST LEVEL FLOOR PLAN - ZONE 'E'

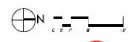
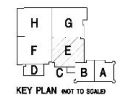


Olds-Robb RecIM Renovations

2019-2020



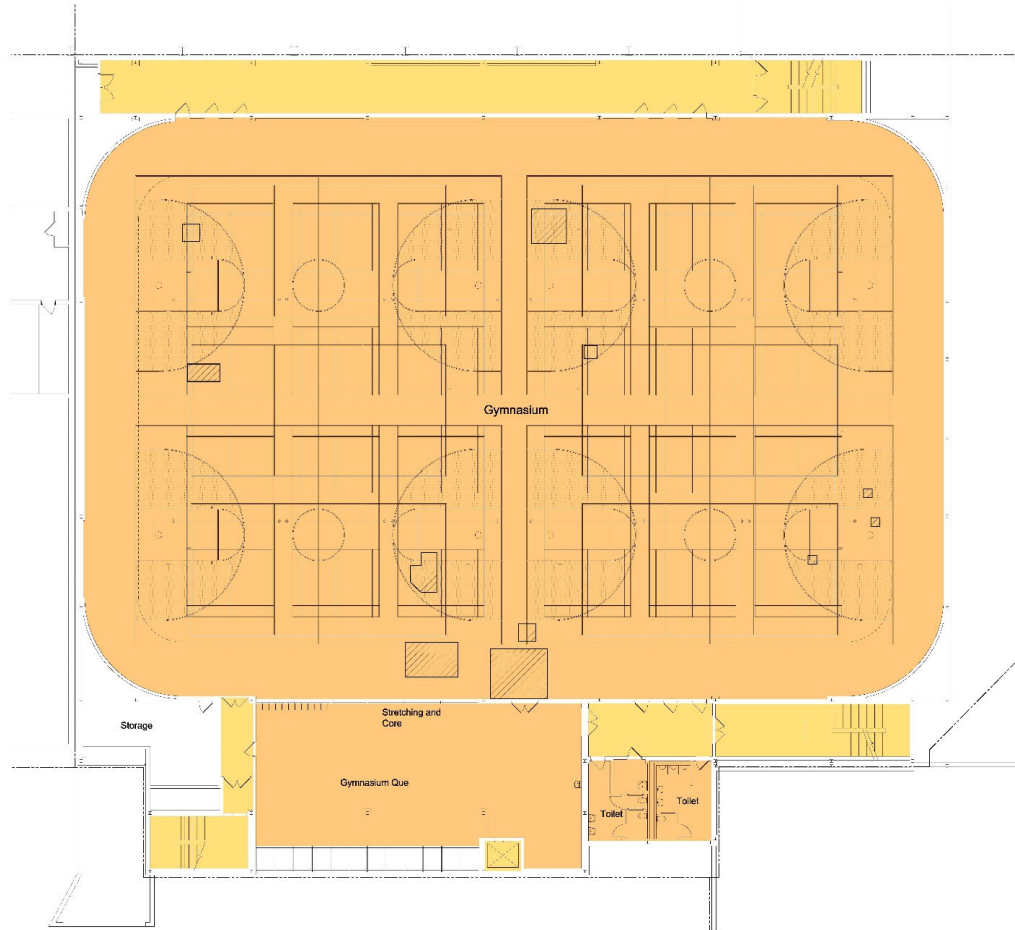
SECOND LEVEL FLOOR PLAN - ZONE 'E'



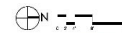
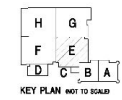
TRM
ARCHITECTURE
November 28, 2018

Olds-Robb RecIM Renovations

2019-2020

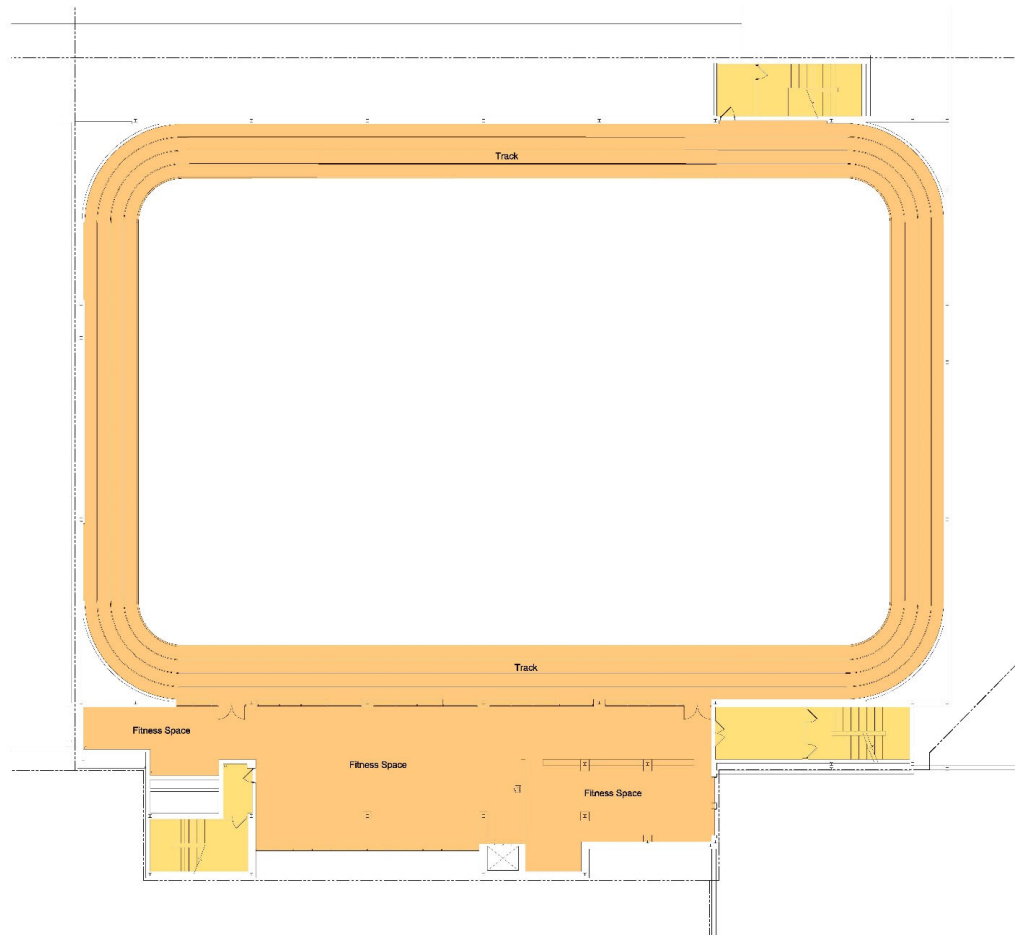


THIRD LEVEL FLOOR PLAN - ZONE 'E'

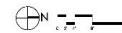
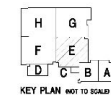


Olds-Robb RecIM Renovations

2019-2020

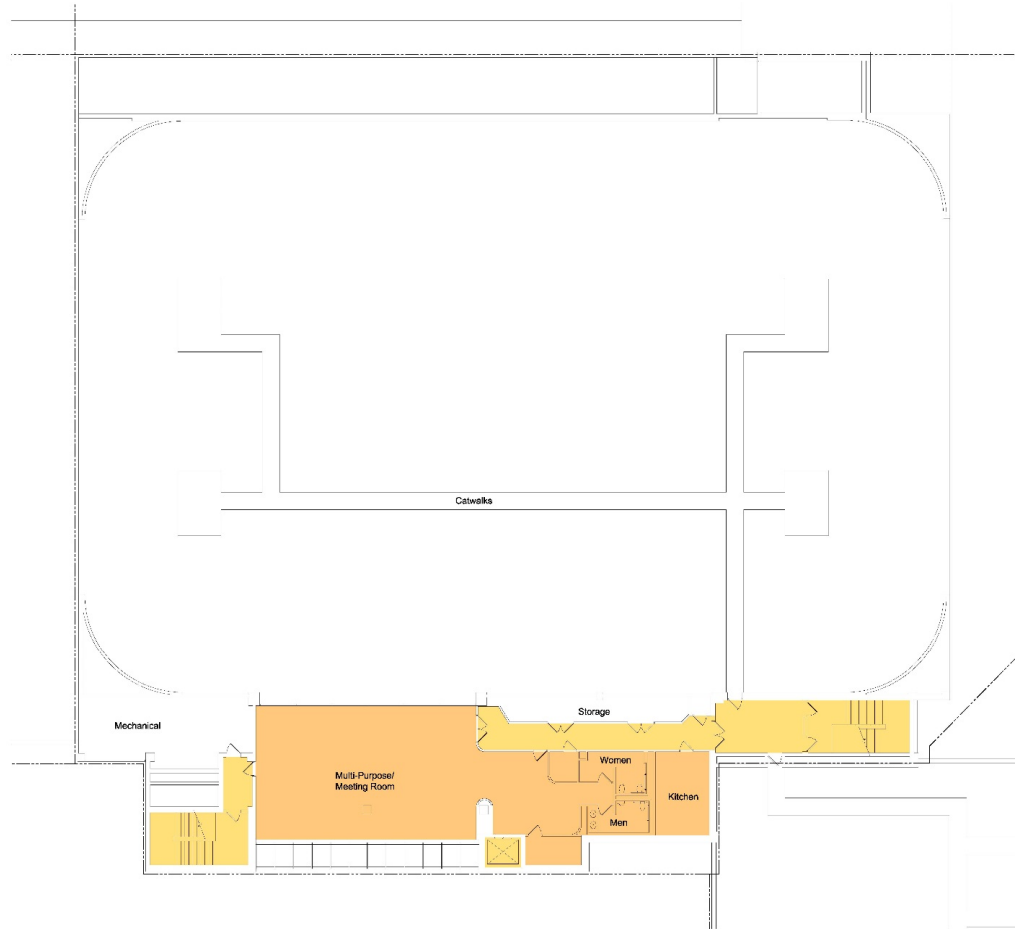


FOURTH LEVEL FLOOR PLAN - ZONE 'E'

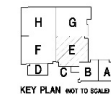


Olds-Robb RecIM Renovations

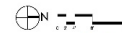
2019-2020



FIFTH LEVEL FLOOR PLAN - ZONE 'E'



KEY PLAN NOT TO SCALE



November 28, 2018

DESIGN and CONSTRUCTION

- **Swing Space Needs**
 - Warner Hall
 - Basketball court uses
 - Weight Room
 - Cardio Training
 - Aerobic activities
 - Offices and temporary entries

DESIGN and CONSTRUCTION

- Project Priorities
 - Enhanced access from the east (existing main entry)
 - New entry from the north (Lake and Student Center)
 - Enhanced interactivity and connectivity of interior spaces
 - Better views to the exterior
 - Larger exercise, fitness and student collaboration spaces
 - Better gathering, gaming areas

PROJECT SUMMARY

- Project Costs - \$16M
- Phase I (Floors 3-5) January – August 2019
- Phase II (Floors 1-2) May 2019 – August 2020

Olds-Robb ReclM Renovations

2019-2020

QUESTIONS?

EASTERN MICHIGAN UNIVERSITY



Housing Master Plan Update – Admin Professionals

December 6, 2018

Agenda

December 6, 2018

- Work Plan
- Focus Group Feedback
- Competition Assessment
 - Off Campus Marketplace
 - Peer Institutions
- Student Survey Analysis
- Demand Analysis
- Considerations & Next Steps



Why Are We Here?

December 6, 2018

- Non-Enrolled Student Data
- Competition From Peers
- Hired A Consultant To Guide Housing Master Planning



Work Plan

Student Housing Market Study + Housing Master Plan

Student Housing Market Study

Kickoff & Data Gathering

- ✓ Doc + Data Review
- ✓ Kickoff Meetings
- ✓ Stakeholder Interviews
- ✓ Student Focus Groups
- ✓ Steering Committee Engagement

Market Analysis

- ✓ Off-campus Market
- ✓ Peer & Aspirant Institutions
- ✓ Enrollment Review
- ✓ Supply Analysis
- ✓ Historical Capture Rate & Projected
- ✓ Enrollment Review
- ✓ Demand Analysis
- ✓ Supply / Demand Reconciliation

Housing Master Plan

Implementation & Phasing

Reconciliation

- ✓ Deferred Maintenance / Renovation Assessment

- ✓ Capacity & Program Alignment Analysis
 - Demo / Reno / New Construction Determination

Presentations

- ✓ Steering Committee
- ✓ Student Government
- ✓ Executive Team
- ✓ Budget Council
- ✓ Senior Housing Management

Approval & Documentation

- Presentation of Final Findings & Recommendations
- Housing Master Plan Report Development

Student Survey Analysis

Demographics

2,123

total respondents

11%

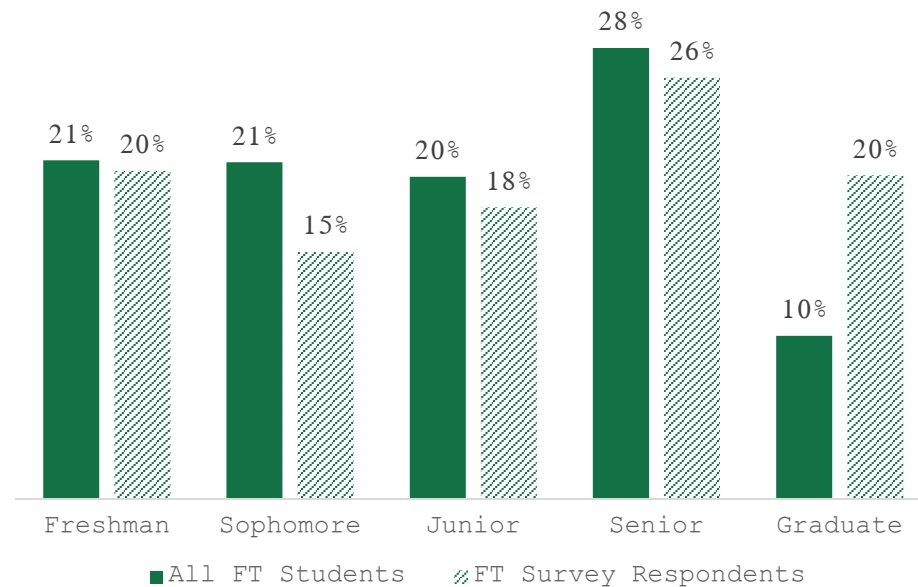
total response rate

16%

full-time
response rate

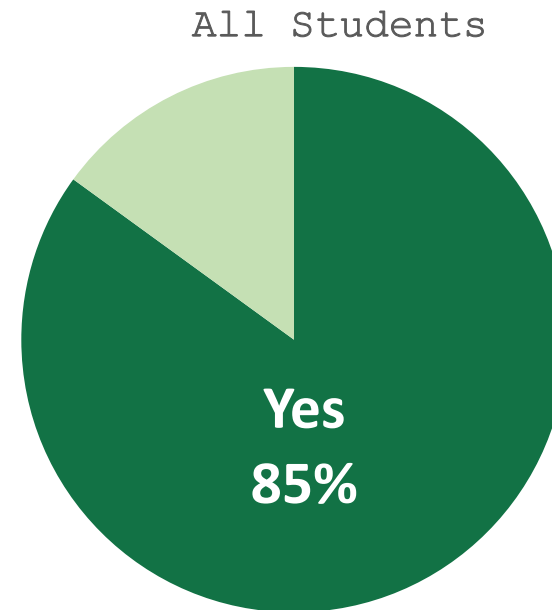
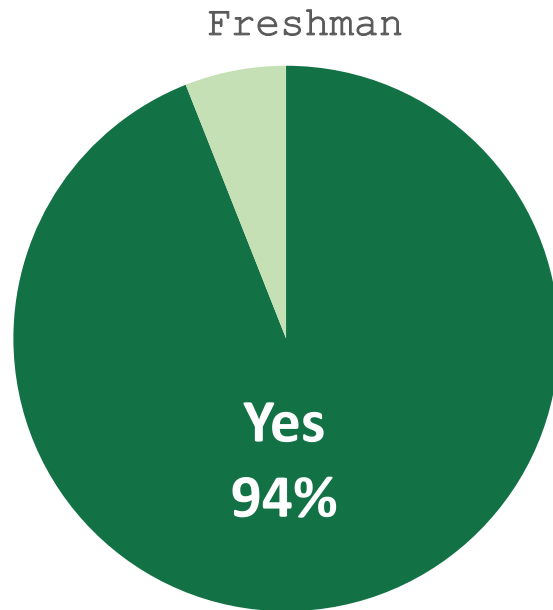
- Strong survey participation and engagement

Comparison of Survey Respondents to EMU Demographics



Student Survey Analysis

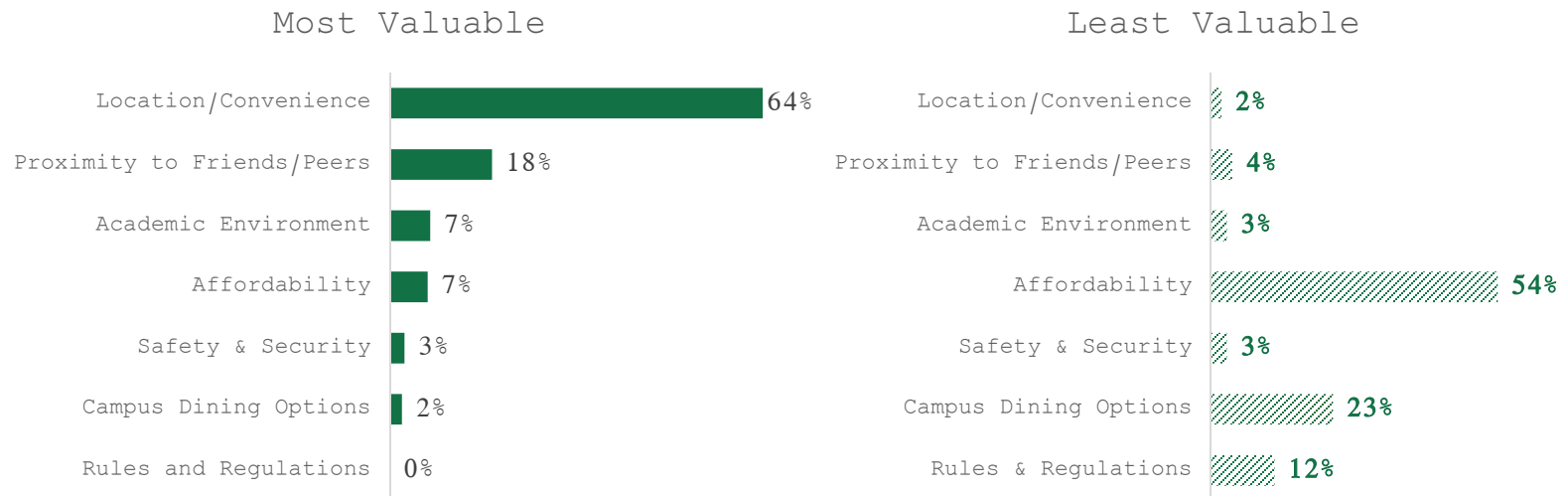
Has living on campus had a positive impact on your overall experience at EMU?



- 85% of students who have lived on campus felt that it had a positive impact on them

Student Survey Analysis

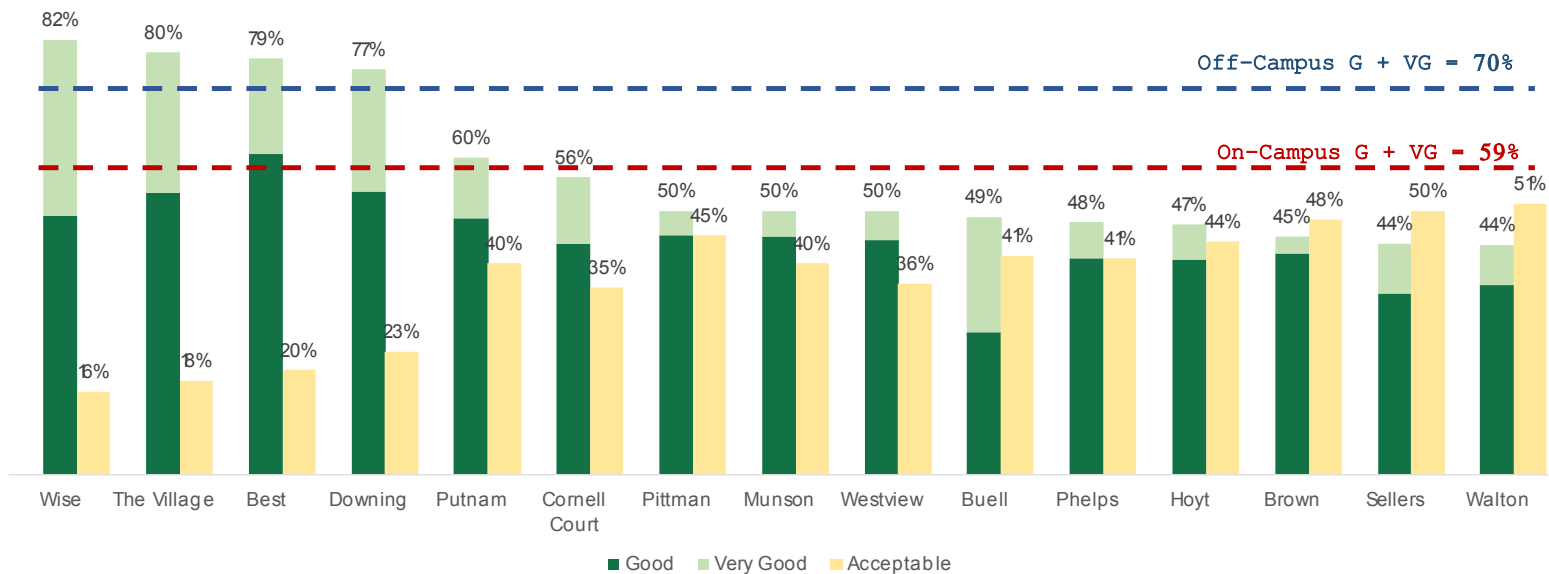
What do you find to be the MOST/LEAST valuable aspect to living on campus?



- Location/Convenience is the most common theme
- Other responses included dissatisfaction with parking and Wi-Fi

Student Survey Analysis

How would you rate your current living conditions?



- On average, off-campus housing is rated higher (70%) than on-campus (59%)
- Wise (renovation), Village (new + apartment-style), and Best / Downing (Honors halls)

Student Survey Analysis

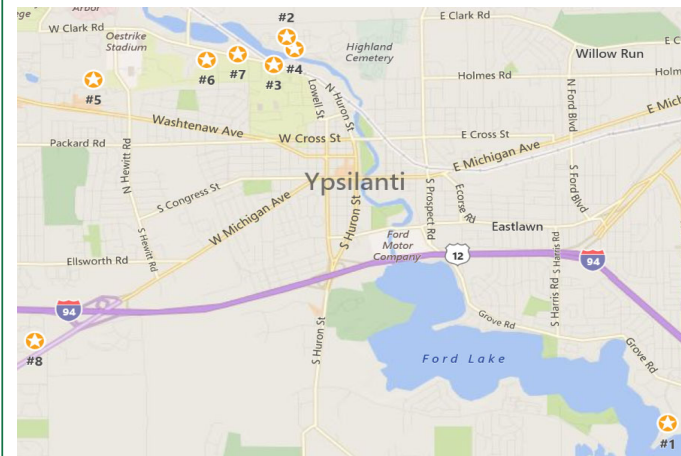
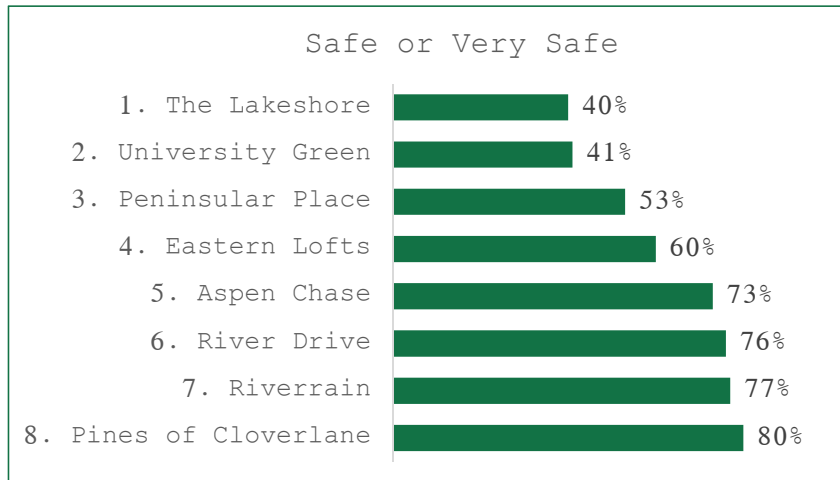
How safe do you feel on/off campus?

94%

feel safe or very safe on-campus

68%

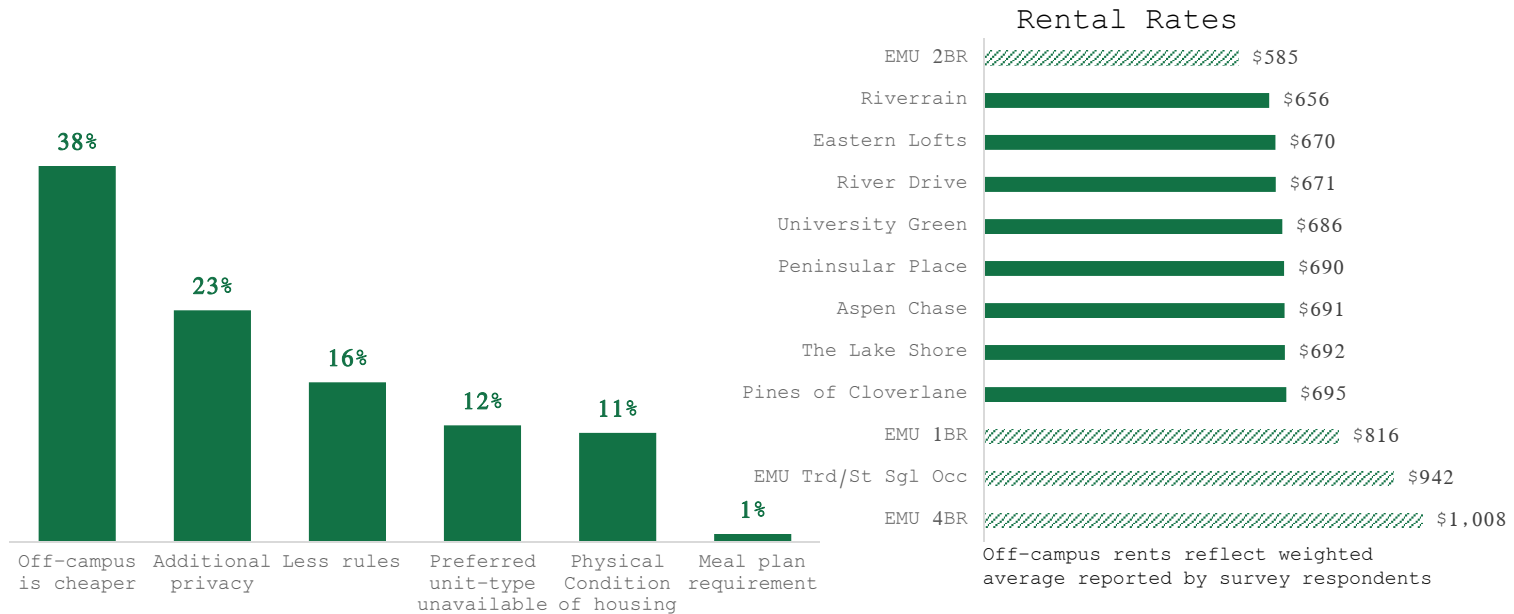
feel safe or very safe off-campus



- Leforge Road and Huron River area is a safety concern

Student Survey Analysis

If you live off campus or are considering moving off campus next academic year, please identify the reasons why?



- Need to help define the value proposition (cost / value) for students
- Juniors and seniors are more space-conscious than freshman and sophomores

Focus Group Feedback

Feedback Directly from Students

- What made you choose to attend

EMU?

- Convenience/close to home
- Affordability
- Sense of community
- Diversity
- Academic programs (i.e. business)

- What do you like most about on-campus housing?

- Convenience / location
- Sense of community

- Affordability and privacy - drivers to move off campus

23

total student participants

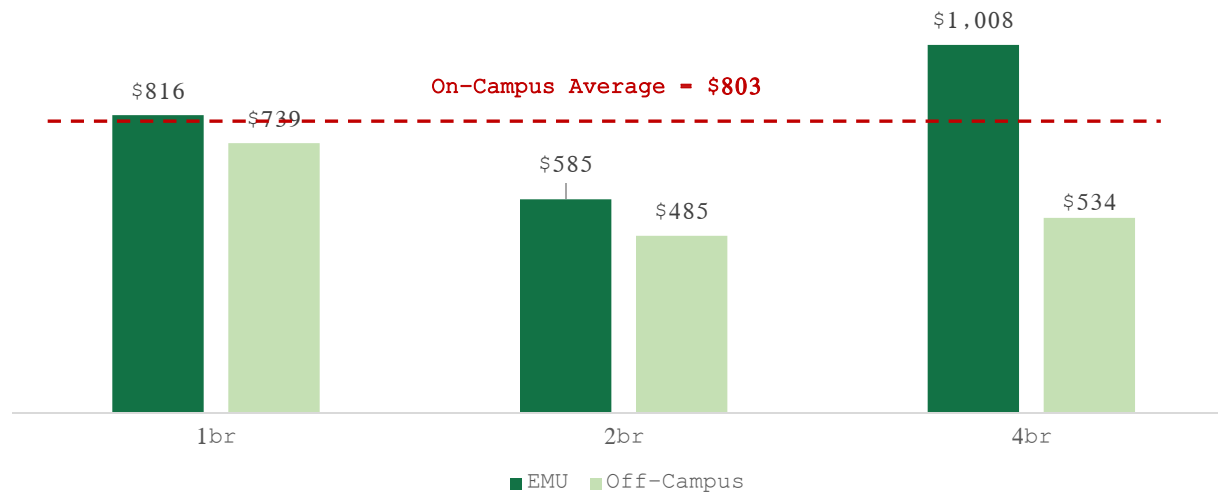
- What would you most like to improve about on-campus housing?

- Air conditioning
- More privacy (occupancy and bathrooms)

Competition Assessment

Off-campus Marketplace

Apartment Rental Rates



- High overall occupancy (98%+) likely due to affordable rental rates
- Only one purpose-built student housing community (Peninsular Place)
- Safety and security concerns in some areas around campus

Competition Assessment

Peer Institutions - Housing Program

Institution	% Trad	% Suite	% Apt	Live On Req	Hsg Capture Rates	
					% FTDS	So/Jr/Sr
1 Michigan State University	43%	55%	2%	2*	95%	25%
2 Oakland University	28%	56%	16%	0	41%	11%
3 Western Michigan University	52%	32%	16%	1	88%	22%
4 Central Michigan University	1%	88%	11%	2	96%	25%
5 Wayne State University	2%	48%	51%	0	39%	8%
6 University of Toledo	49%	51%	0%	2	57%	12%
7 Grand Valley State University	21%	31%	48%	0	87%	13%
8 Saginaw Valley State University	0%	54%	46%	0	71%	23%
9 Average	24%	52%	24%		72%	17%
10 Eastern Michigan University	7%	77%	16%	1	63%	13%

- Limited number of traditional-style rooms is beneficial, but lack of apartment-style rooms is likely driving down capture rates for So/Jr/Sr students
- Low first-time degree-seeking capture rate (FTDS) results in excess supply of suite-style units that may be undesirable to So/Jr/Sr students

Increasingly Competitive Marketplace



- 1855 Place - Opened in 2017, mix of apartments and townhouses, 420 units, \$157M
- Includes on-site fitness center, greenspace, and community service center



- Hillcrest Hall - Opened in 2018, 750 apartment-style beds, \$78M
- 400 seat dining center, 100 seat micro-rest. & C-store, fitness center, 200 seat MP room



- Planning large scale redevelopment of South Neighborhood through 2023 (P3 in 2019)
- Includes new residence halls in 2020, student center and dining facilities in 2022/23



- 450+ new suite-style beds in south campus area, delivery TBD (design completed)
- \$650M+ housing, dining, recreation master plan created in 2016



- 842 new apartment-style beds (440 opened in 2018, 402 in 2019) + retail space
- Renovation of existing apartment-style beds into 362 suite-style beds (opening 2021)



- Holton-Hooker Living Learning Center - opened in fall 2016, 498 pod-style beds, \$37M
- Classroom space, campus lounge, Einstein's Bros. Bagels

Demand Analysis

Target Markets for On-campus Housing

	Target Market #1	Target Market #2	Target Market #3
Full-time Student	✓	✓	✓
Living On-campus	✓		
Living Off-campus		✓	✓
Age 18 - 24		✓	✓
Age 25 - 29			✓
Undergraduate	✓	✓	
Graduate	✓		✓
Paying \$550+/month in Rent		✓	✓

Demand Analysis

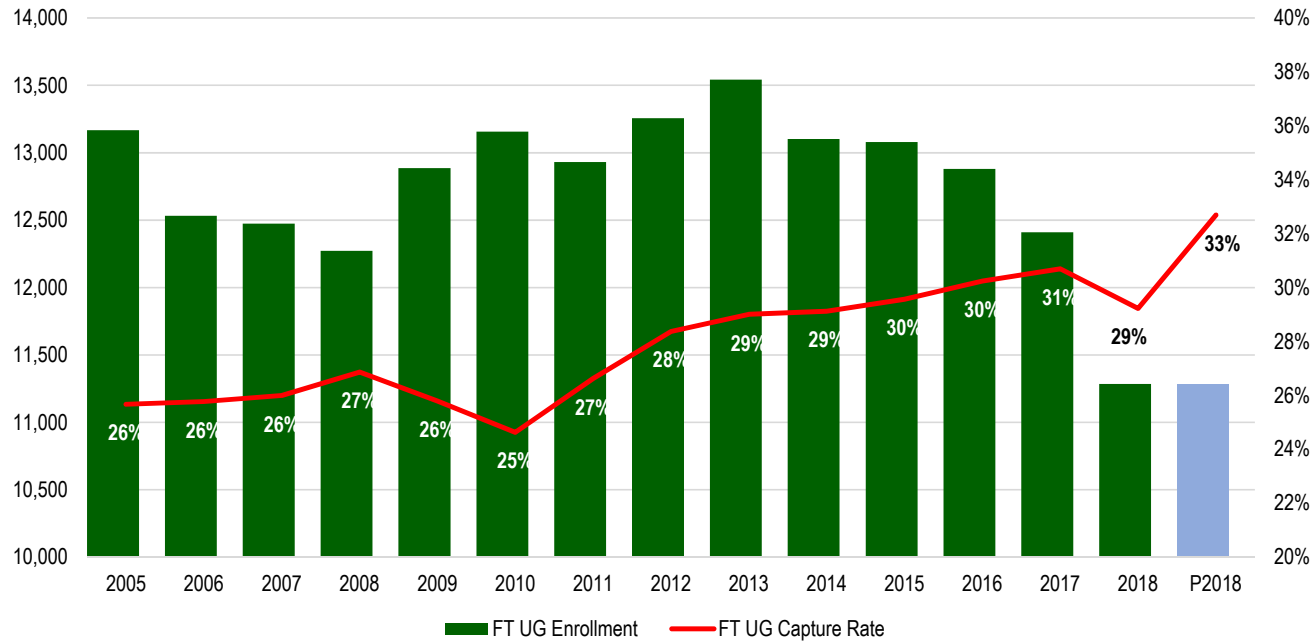
Overall Demand

- FTIC can live in any on-campus unit configuration except full-suite and apartment-style

	Bed Demand (Fall 2018) - New Policy (No FR in Full-Suites)				
	Community	Semi-Suite	Full-Suite	Apartment	Total
First-time in College (FTIC)	463	977	0	0	1,440
Continuing Freshman	0	0	30	104	133
Sophomore	54	129	252	400	836
Junior	16	55	75	380	526
Senior	6	38	89	495	627
Graduate / Professional	1	2	11	79	94
Transfer	0	57	25	227	309
Part-time	3	11	19	67	100
TOTAL:	544	1,268	501	1,751	4,065
	13%	31%	12%	43%	
Existing EMU Supply	313	2,312	577	1,040	4,242
Surplus / (Deficit)	(231)	1,044	76	(711)	177

Demand Analysis

Historical Enrollment & Capture Rates



- Potential demand exists to increase capture rate from 29% of FT UG students to 33% with the correct bed mix across the residential housing program

Demand Analysis

Aligning the System with Student Demand

- Significant investment in on-campus residential facilities is required

$$\text{\$215M} + \text{\$40M} = \text{\$255M}$$

renovation \$ (excl Westview)

potential new construction \$

capital investment (2018 \$)

- Considerations
 - Balancing institutional priorities (housing / student life / academic)
 - Execution and funding timeline
 - Cost of new construction (and type of new construction) vs. renovation

Discussion & Next Steps

Student Housing Market Study + Housing Master Plan

- Considerations
 - Towers - renovate & re-configure vs. demolition?
 - New apartment housing - Westview site vs. main campus?
 - Order of renovations vs. needed investment vs. efficiencies?
- Next Steps
 - Doc + data review (capture rates + enrollment projections, def. maint. + reno \$)
 - Implementation & phasing recommendations
 - Housing Master Plan Refinement
 - Report Documentation



Website:

emich.edu/president/communications/meetings.php





Upcoming Meetings:

Wednesday, February 6

Monday, March 18

Student Center Ballroom @ 8:30 a.m.

