



HOUSING.

Two University's Contrasting Strategic Approaches to Achieve Similar Goals

PRESENTERS



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TWO UNIVERSITY'S

CONTRASTING APPROACHES

TO ACHIEVE SIMILAR GOALS

LEARNING OBJECTIVES

1. **Validate** your housing master plan's ability to adapt to current and future trends.
2. **Identify** ways to facilitate stakeholder buy-in to implement a gender-inclusive housing program.
3. **Review** your facilities for operating efficiencies to enable cost savings.
4. **Implement** strategies to increase bed counts and modernize facilities.

**WHAT IS YOUR
POSITION / ROLE?**

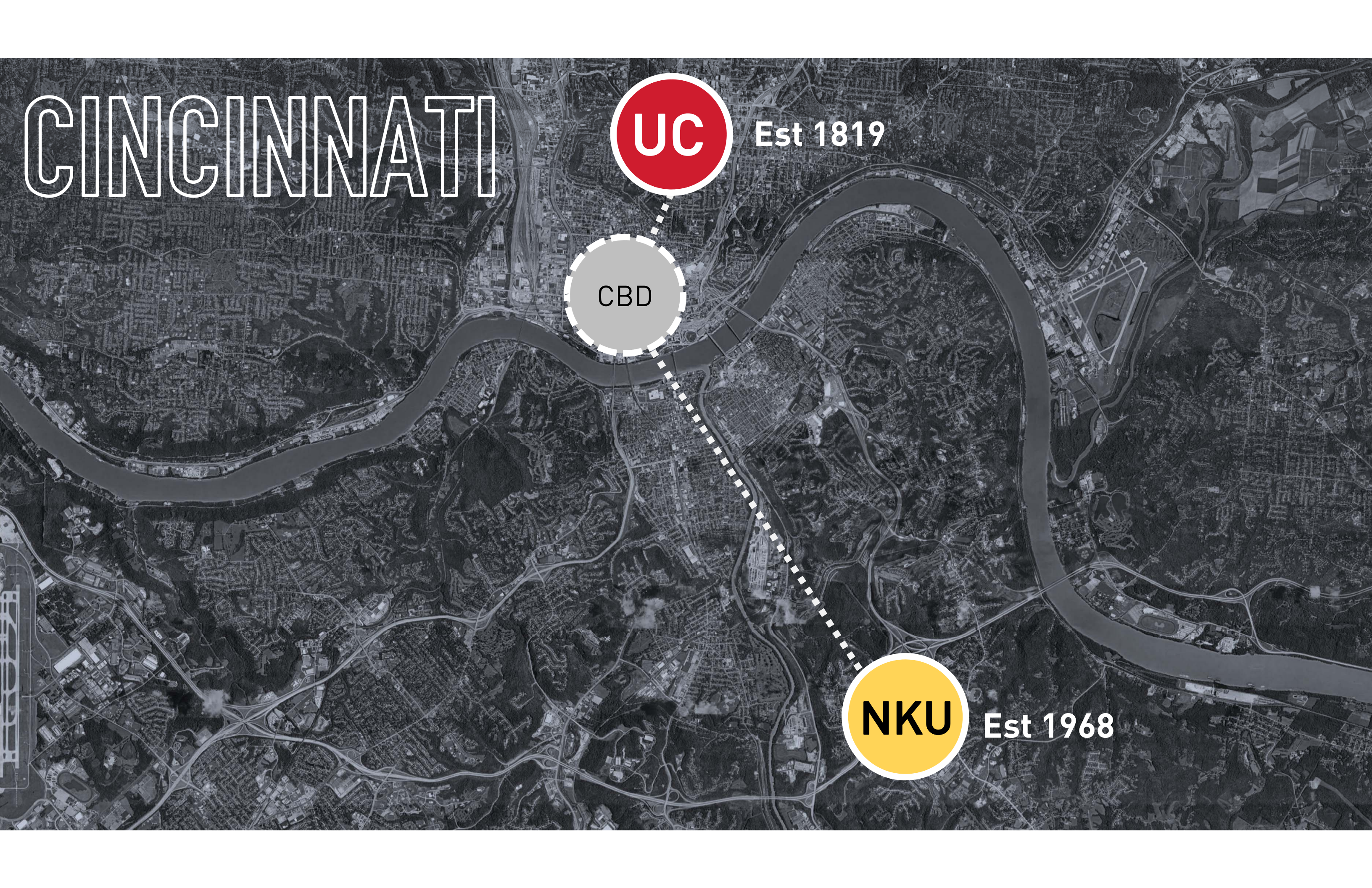
CINCINNATI



Est 1819



Est 1968



NKU



426 Acre Suburban Campus
Density: 8,512 sf/acre



UC

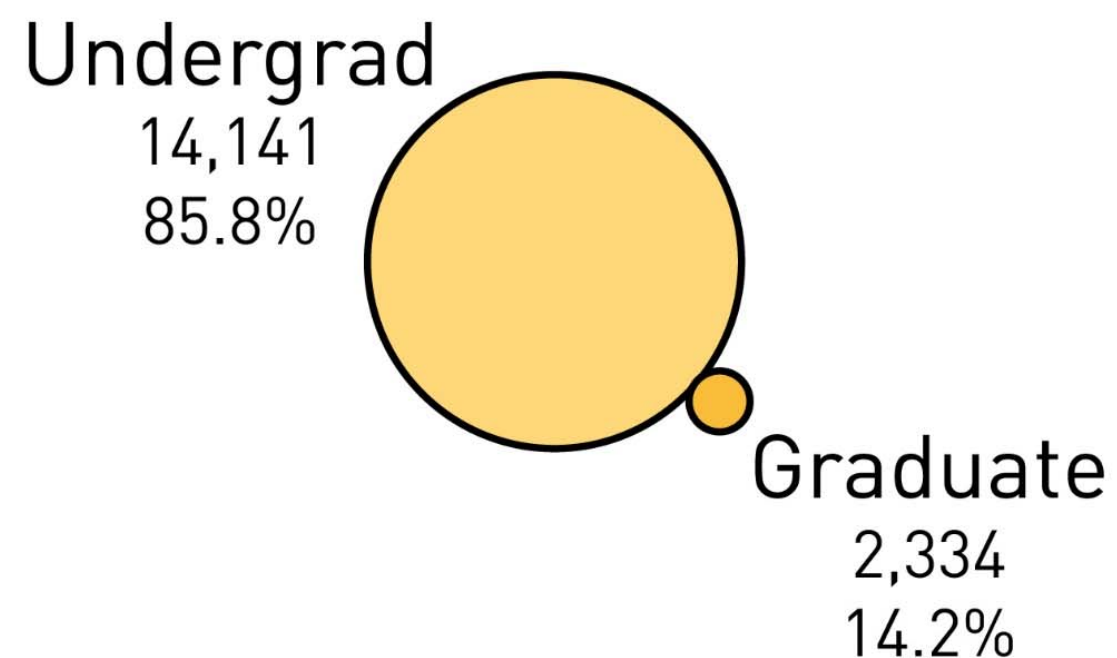


137 Acre Urban Main Campus
Density: 62,093 sf/acre

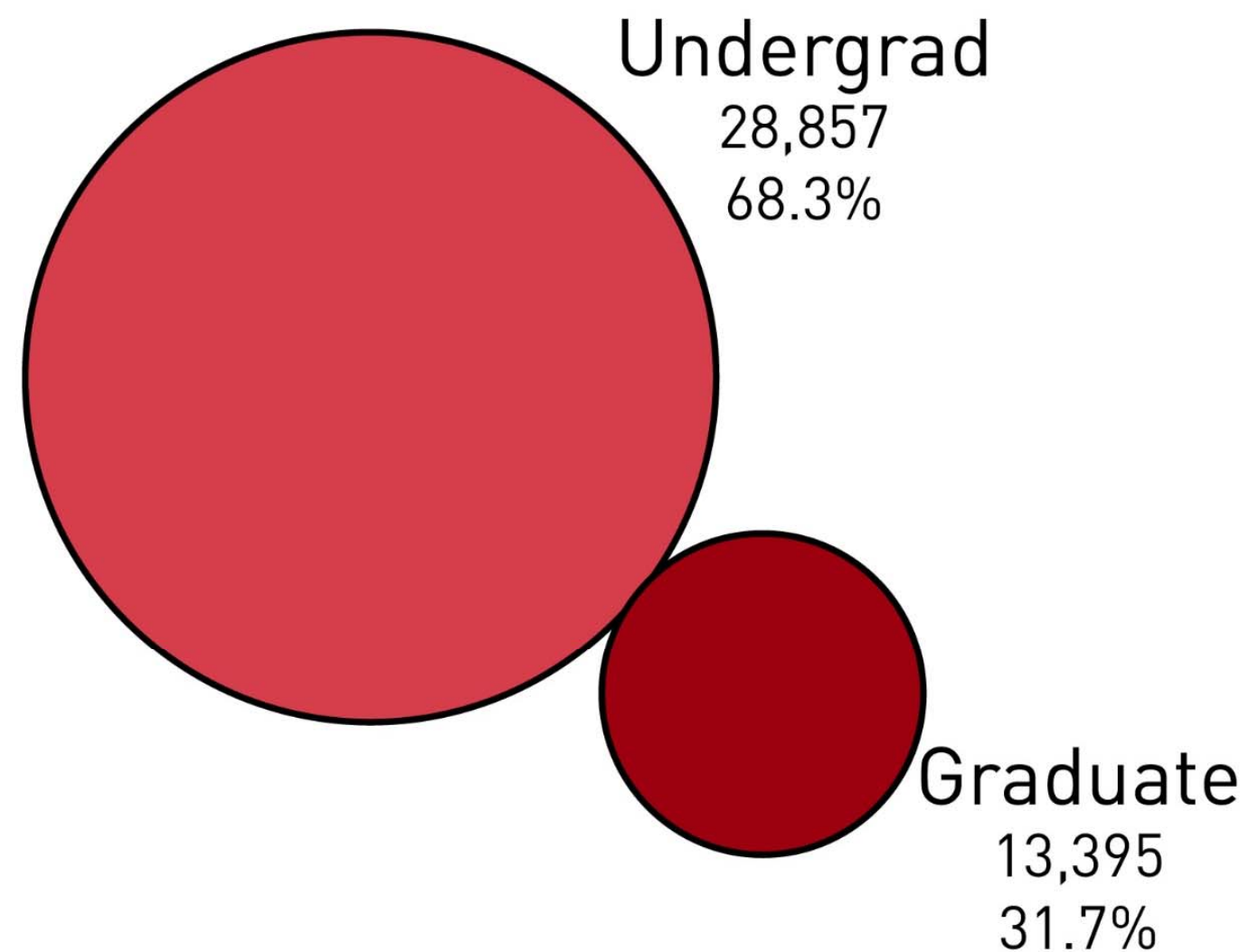


STUDENT BODY OVERVIEW

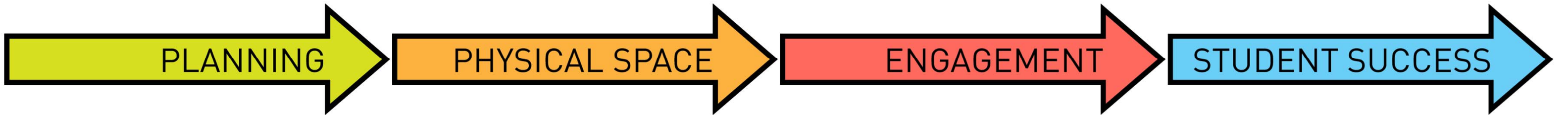
NKU



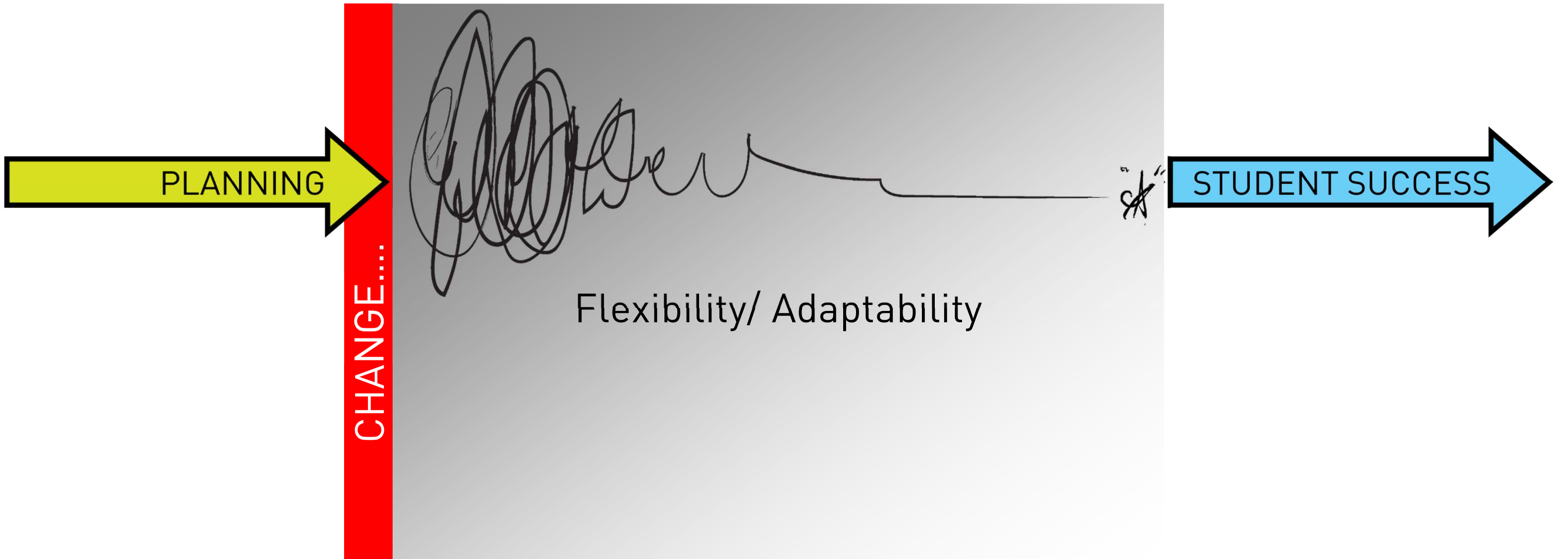
UC



SIMILAR GOALS | DIFFERENT APPROACHES



SIMILAR GOALS | DIFFERENT APPROACHES



SIMILAR GOALS | DIFFERENT APPROACHES

NKU

UC

GROWTH

Growth as a Goal

Growth as an Outcome

HOUSING

New + Renovate

Renovate + New

DEVELOPERS

Acquire + Renovate

Utilize for Overflow Beds

APPROACH

Gender Neutral +
Flexible Housing

Cost model/ efficiencies



NORTHERN KENTUCKY UNIVERSITY

**DOES YOUR INSTITUTION
HAVE GENDER
INCLUSIVE HOUSING?**

SNAPSHOT RESIDENCE LIFE



1968-1982: Commuter Only



1982 - 2008: New Residential Villages



2008 - 2014: Acquire + Repurpose



2009: Campus Masterplan



2013-2018: Strategic Plan



1968



1982



2008



2009



2018

STRATEGIC PLAN (2013 – 2018) GOAL: STUDENT SUCCESS

“Strengthen and integrate support services for an increasingly diverse student body”

- Expand residential learning communities

“Enhance the student experience”

- Strengthen student programming and wellness activities
- Increase residential options and capacity in keeping with demand



STRATEGIC PLAN (2013 – 2018) GOAL: INSTITUTIONAL EXCELLENCE

“Expand and maintain facilities to meet the growing needs of the campus”

- Implement cost-effective solutions to residential facility needs



CHARGE FOR INCLUSIVE HOUSING

Student Centered Initiative

- Student Success
- Retention
- Affordability

Success Plan for Process

- Student Driven & Focus
- Campus Partner Buy-in
- Sustainable Facility Structure

🏠 LGBTQ Housing & Residence Life	
LGBTQ living space, theme floors and/or living-learning community	<input type="checkbox"/>
Roommate matching for LGBTQ students to find LGBTQ-friendly roommate	<input type="checkbox"/>
Gender-inclusive housing for new students	<input checked="" type="checkbox"/>
Gender-inclusive housing for returning students	<input checked="" type="checkbox"/>
Gender-inclusive/single occupancy restroom facilities in campus housing	<input checked="" type="checkbox"/>
Gender-inclusive/single occupancy shower facilities in campus housing	<input checked="" type="checkbox"/>
Trains residence life and housing staff at all levels on LGBTQ issues and concerns	<input checked="" type="checkbox"/>

🚩 OVERALL CAMPUS PRIDE INDEX SCORE ★★★★★ 4.5 of 5																					
<p>The Campus Pride Index has a strong theoretical research foundation in LGBTQ current programs, practices and policies for safer, more inclusive campus learning environments. The index tool has been tested extensively since 2001 and recently updated with new, higher LGBTQ national benchmarks in 2015.</p> <p>The Campus Pride Index is a vital tool for assisting campuses in learning ways to improve their LGBTQ campus life and ultimately shape the educational experience to be more inclusive, welcoming and respectful of LGBTQ and ally people. The Index is owned and operated by Campus Pride, the leading national nonprofit organization for student leaders and campus groups working to create safer, more LGBTQ-Friendly learning environments at colleges and universities. Campus Pride commends the campuses participating in the Index and their willingness to come out, be visible and actively advocate for improving higher education for LGBTQ people.</p>	<p>Northern Kentucky University LGBTQ-friendly break-down by inclusion factors</p> <table><tbody><tr><td>Sexual Orientation Score</td><td>★★★★★ 4.5 of 5</td></tr><tr><td>Gender Identity/Expression Score</td><td>★★★★★ 4.5 of 5</td></tr><tr><td>🏠 LGBTQ Policy Inclusion</td><td>★★★★★ 4.5 of 5</td></tr><tr><td>🏠 LGBTQ Support & Institutional Commitment</td><td>★★★★★ 5 of 5</td></tr><tr><td>📚 LGBTQ Academic Life</td><td>★★★★☆ 3.5 of 5</td></tr><tr><td>👤 LGBTQ Student Life</td><td>★★★★★ 5 of 5</td></tr><tr><td>🏠 LGBTQ Housing & Residence Life</td><td>★★★★★ 4 of 5</td></tr><tr><td>🚰 LGBTQ Campus Safety</td><td>★★★★★ 5 of 5</td></tr><tr><td>🏠 LGBTQ Counseling & Health</td><td>★★★★★ 4.5 of 5</td></tr><tr><td>🏠 LGBTQ Recruitment & Retention Efforts</td><td>★★★★★ 5 of 5</td></tr></tbody></table>	Sexual Orientation Score	★★★★★ 4.5 of 5	Gender Identity/Expression Score	★★★★★ 4.5 of 5	🏠 LGBTQ Policy Inclusion	★★★★★ 4.5 of 5	🏠 LGBTQ Support & Institutional Commitment	★★★★★ 5 of 5	📚 LGBTQ Academic Life	★★★★☆ 3.5 of 5	👤 LGBTQ Student Life	★★★★★ 5 of 5	🏠 LGBTQ Housing & Residence Life	★★★★★ 4 of 5	🚰 LGBTQ Campus Safety	★★★★★ 5 of 5	🏠 LGBTQ Counseling & Health	★★★★★ 4.5 of 5	🏠 LGBTQ Recruitment & Retention Efforts	★★★★★ 5 of 5
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RESEARCH, BUY-IN, & IMPLEMENTATION

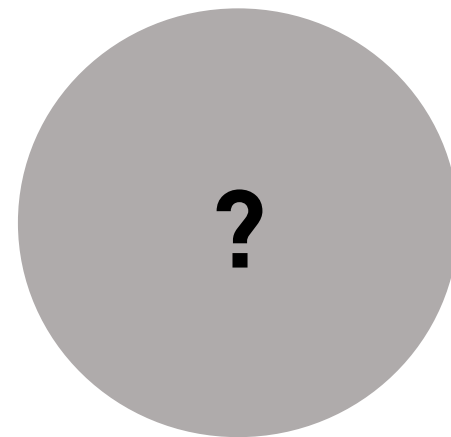
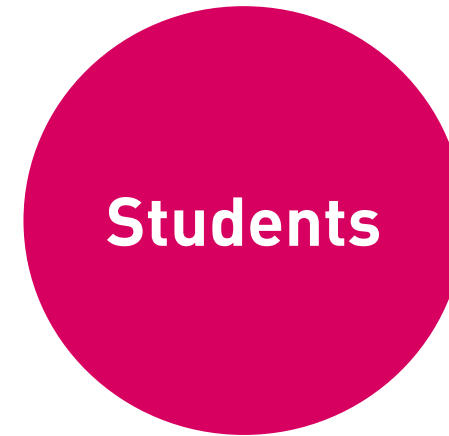
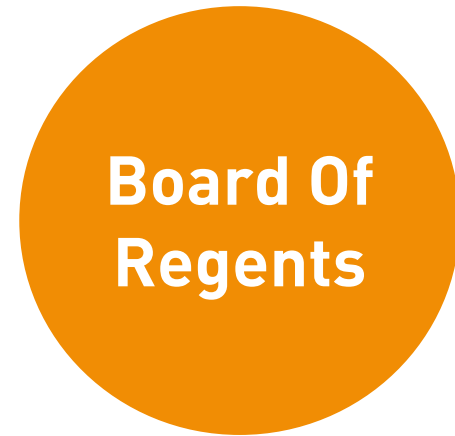
Exploration of Other Institution Models

1. Student focus groups
2. Model after similar institutions
 - George Mason University
 - Southern Illinois University
 - William Paterson University
 - Pace University
 - University of Louisville



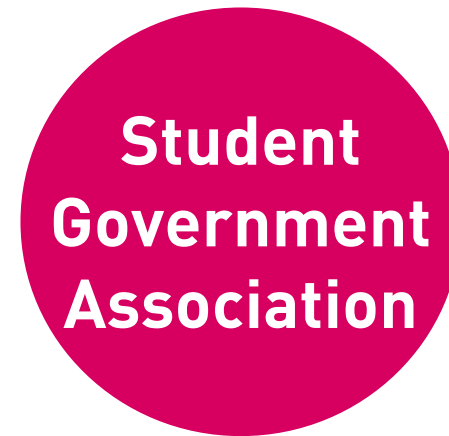
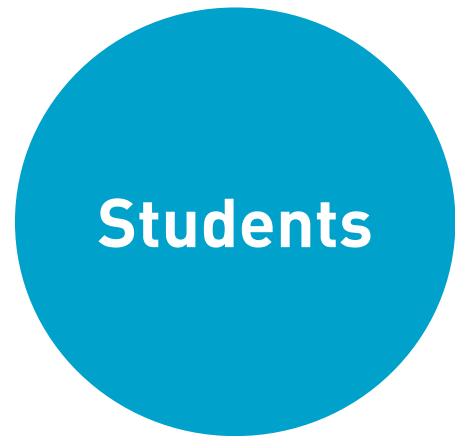
RESEARCH, BUY-IN, & IMPLEMENTATION

Which entities need to be included in the process?



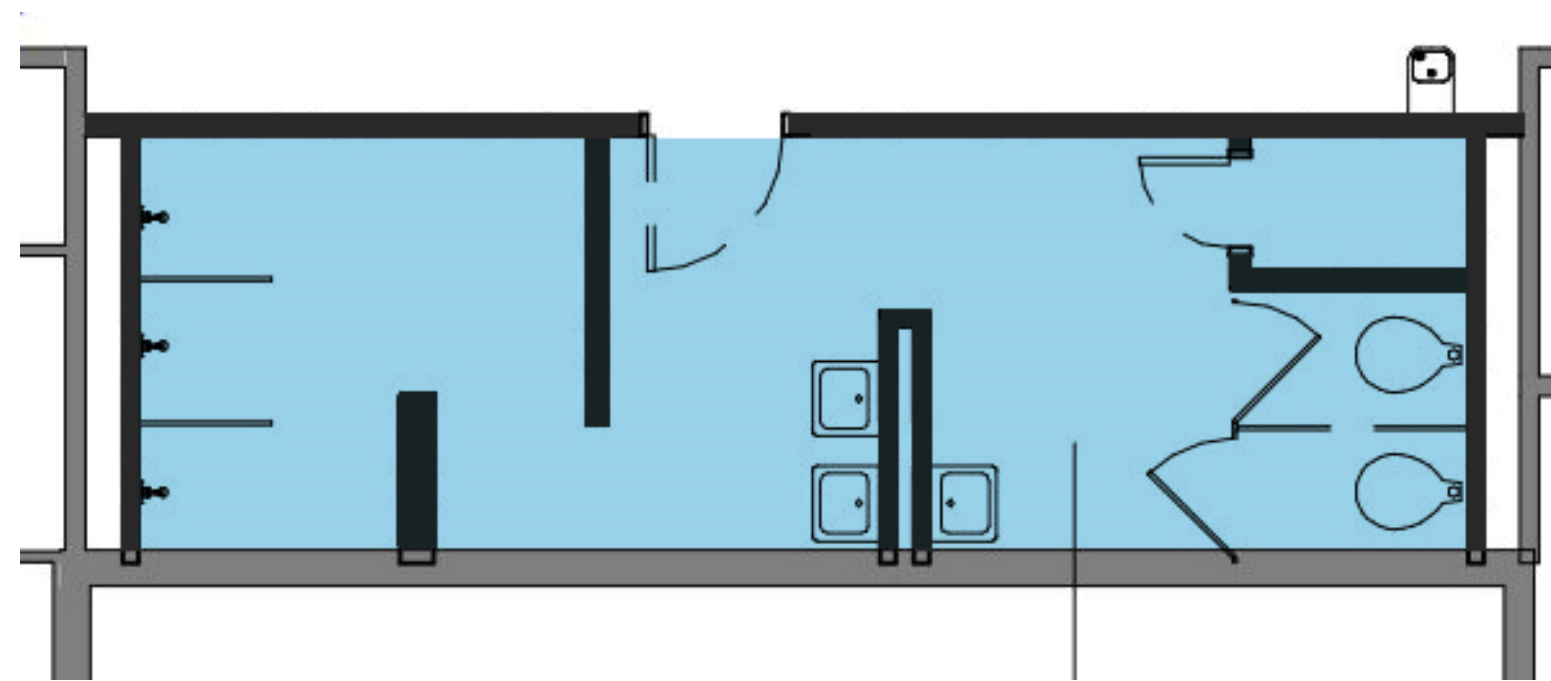
RESEARCH, BUY-IN, AND IMPLEMENTATION

1. Flexible housing – identify partners who are your and your students' champions
2. Identification of potential roadblocks
3. Campus partner education tour
4. Conversations and FYIs-Executive team, Alumni, and Board of Regents

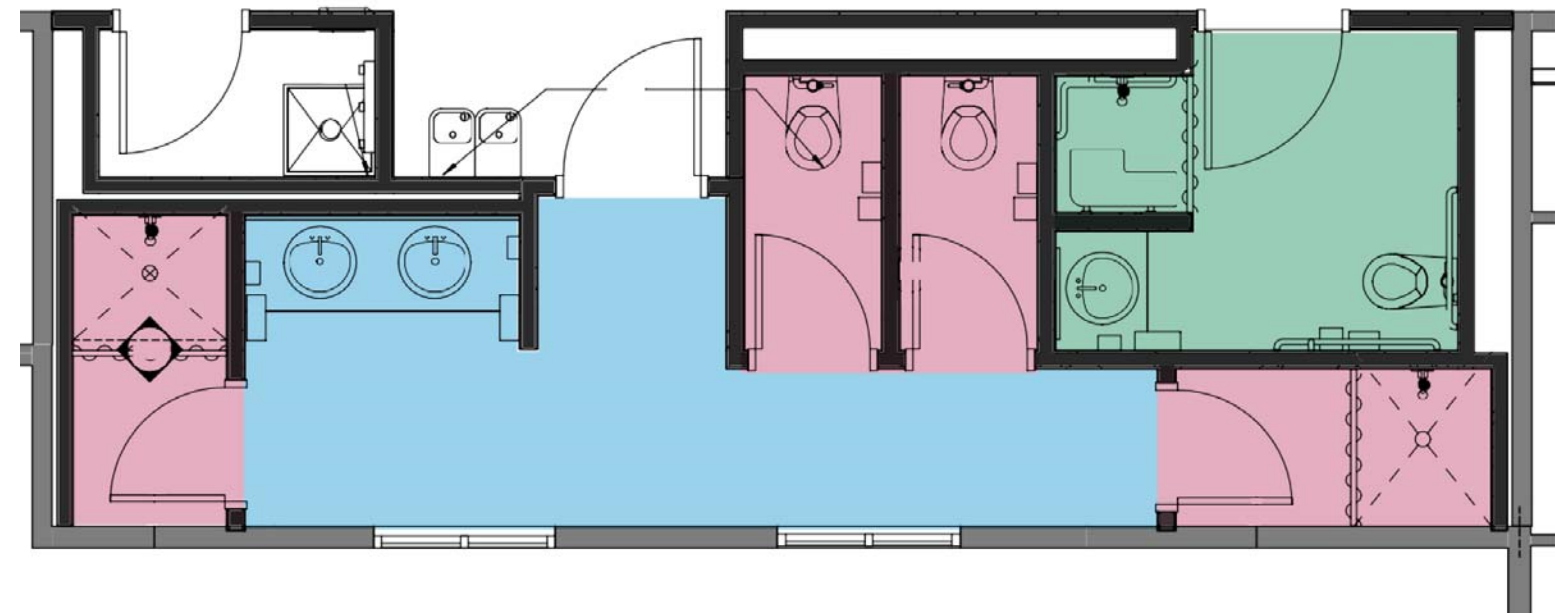


FACILITY ASSESSMENT & ENHANCEMENT

1. Kentucky Hall Renovation (now)
2. Commonwealth Hall Renovation (next)
3. Woodcrest Renovation (future)



before



after

CHALLENGES



Parent/Guardian
Notification & FERPA



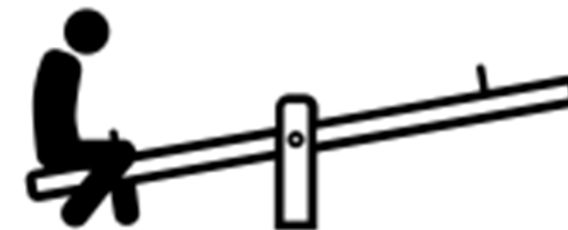
Concerns of
"Tradition"



Facility Structure &
Room Rate Cost Concerns



Online Application
& System Process



Students without
Roommate Options/Friends

NEXT STEPS

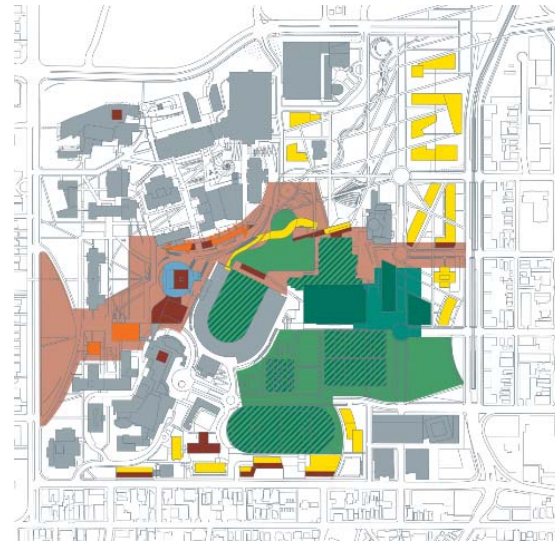
1. Expand program to incoming students
2. Continue renovation & start new residence hall



UNIVERSITY OF CINCINNATI

**WHAT DELIVERY
MODELS ARE YOU
USING?**

TRANSFORMATION OF A CAMPUS THEN & NOW



1991-2000: Creation of Master Plan



2000-2006: Main Street + Campus Green per Master Plan



2006-2013: Shift Direction



2013 - 2018: Three Sisters



1991



2000



2006



2013



2018

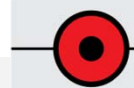
WHERE ARE WE GOING

DRAMATIC REIMAGINING OF CAMPUS

Evolution of Master Plan Imperatives

1. Academic
2. Connectivity
3. Open Space
4. Quality of Student Life (2000)

“...address changes made necessary by rapidly evolving needs of the University...”



1991



2000



2006



2013

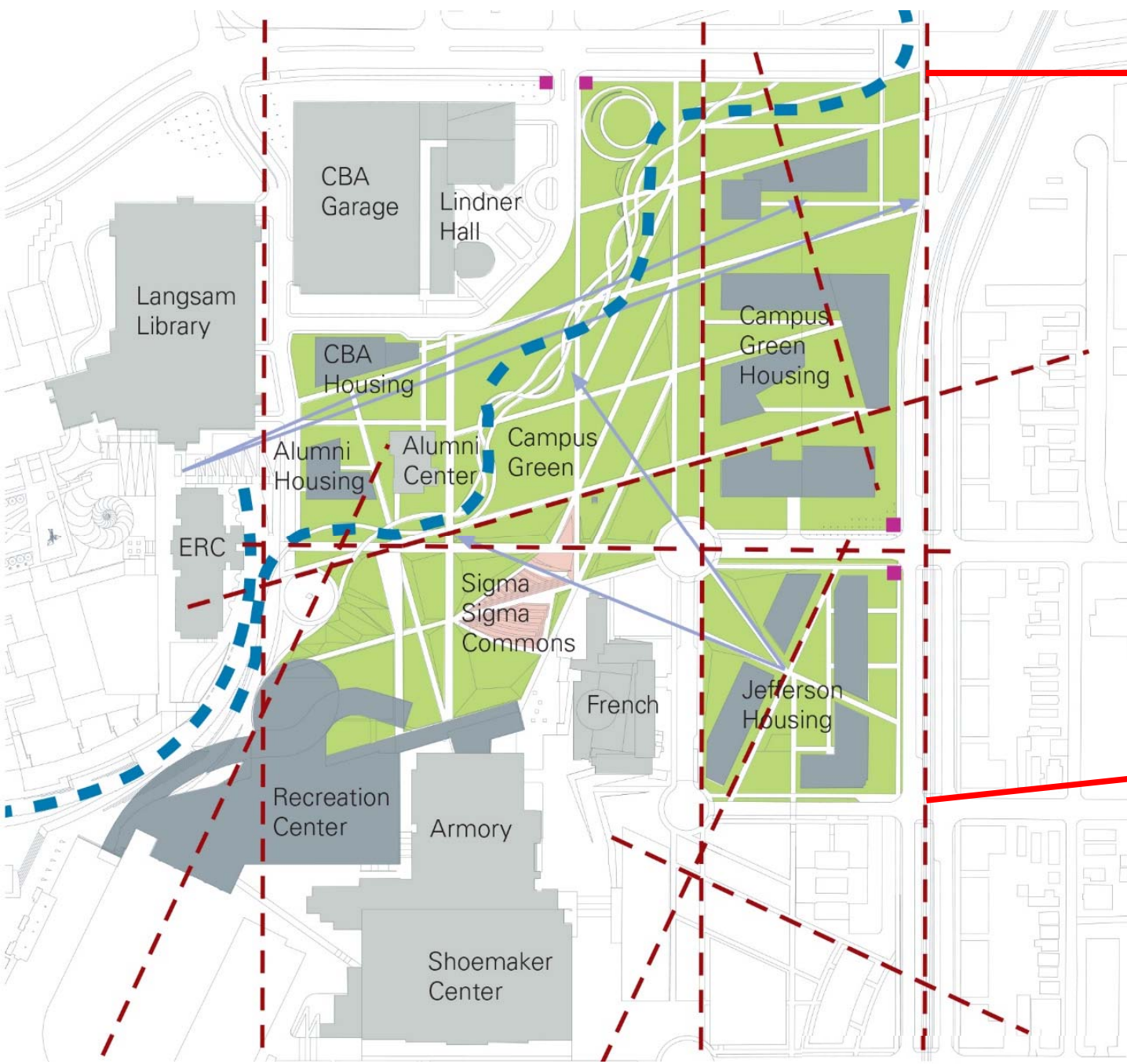


2018



WHERE ARE WE GOING

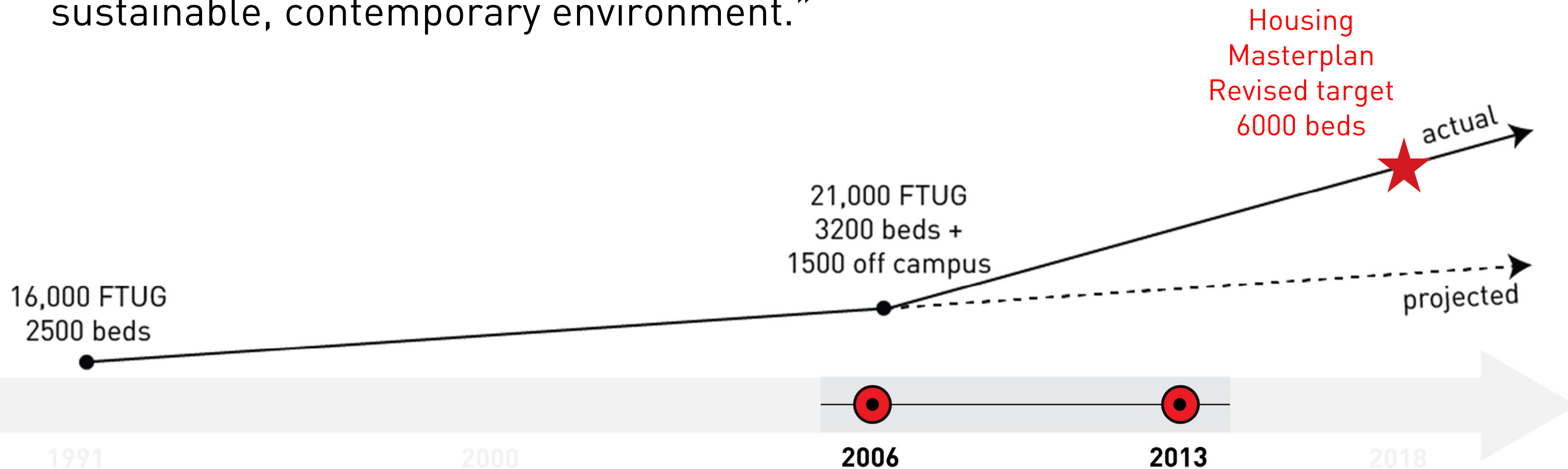
SOFTENING CAMPUS



WHERE ARE WE GOING

- **5 year enrollment plan** indicates growth which disaggregates Housing Master Plan
- **8 Guiding Principles**

“...Creating a live-in-campus culture that inspires students to collaborate and collectively participate in their education while living in a worry-free, sustainable, contemporary environment.”



HOW DO WE GET THERE FOUR STRATEGIES

1. Reverse Course on Housing's Use of Space
2. Reimage and Reuse Structures to Move Quickly
3. Identify Ways to Use Existing Space More Efficiently
4. Leverage and Promote Adjacent Development



STRATEGY 1

Reverse Course on Housing's Use of Space – Increase Density



STRATEGY 2

Reimage and Reuse Structures to Move Quickly



STRATEGY 3

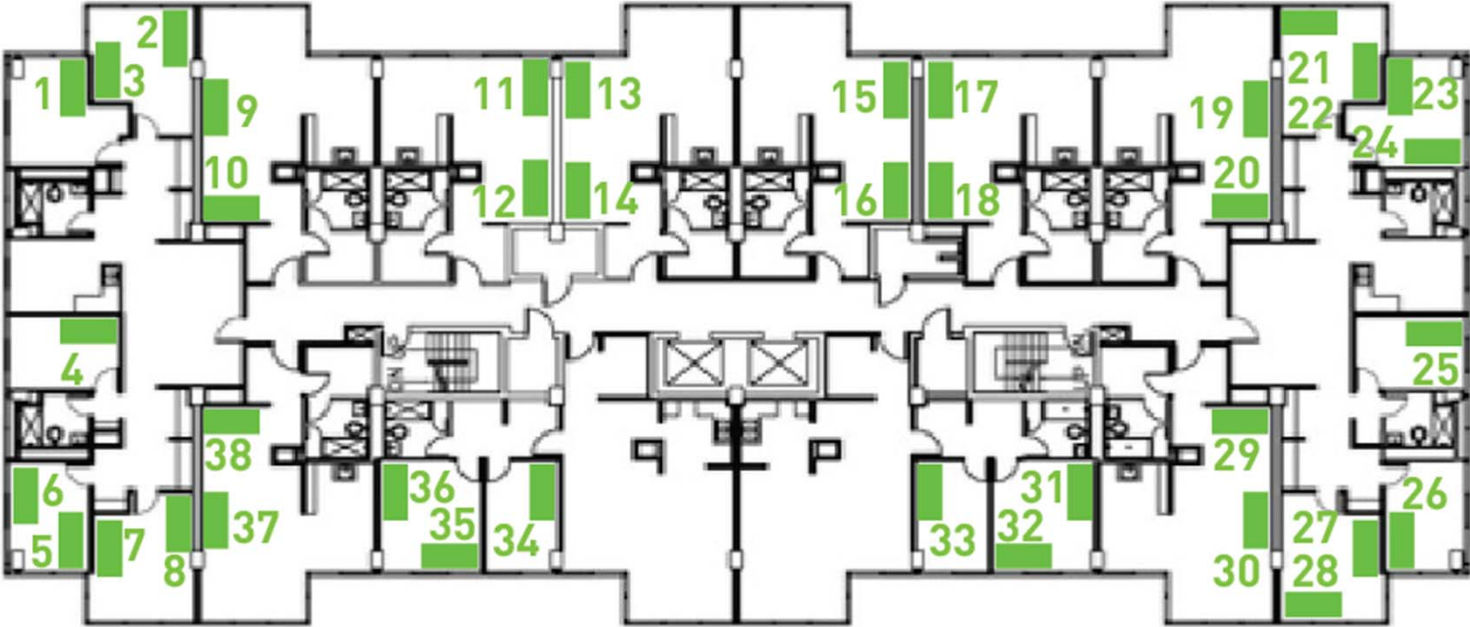
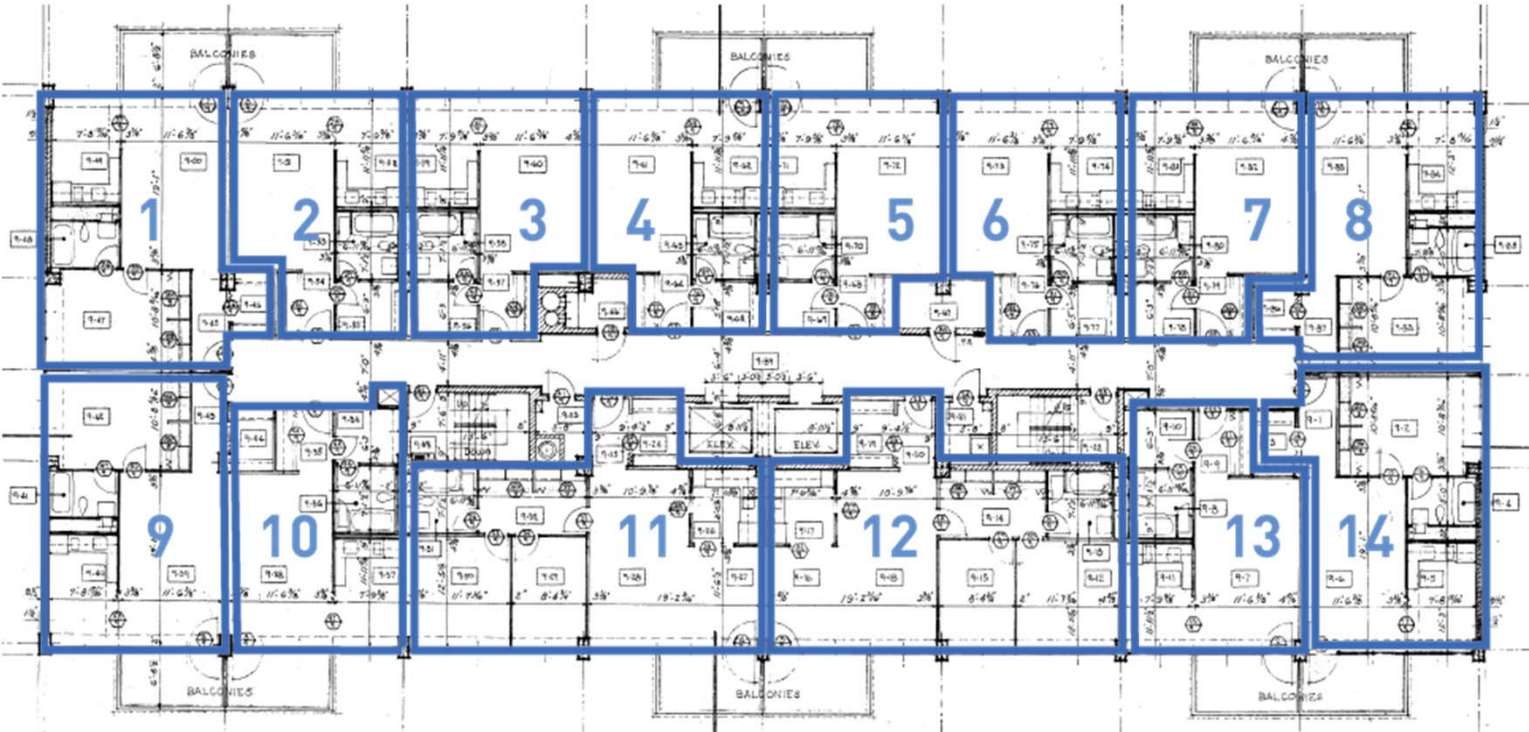
Identify Ways to Use Existing Space More Efficiently



BY THE UNIT

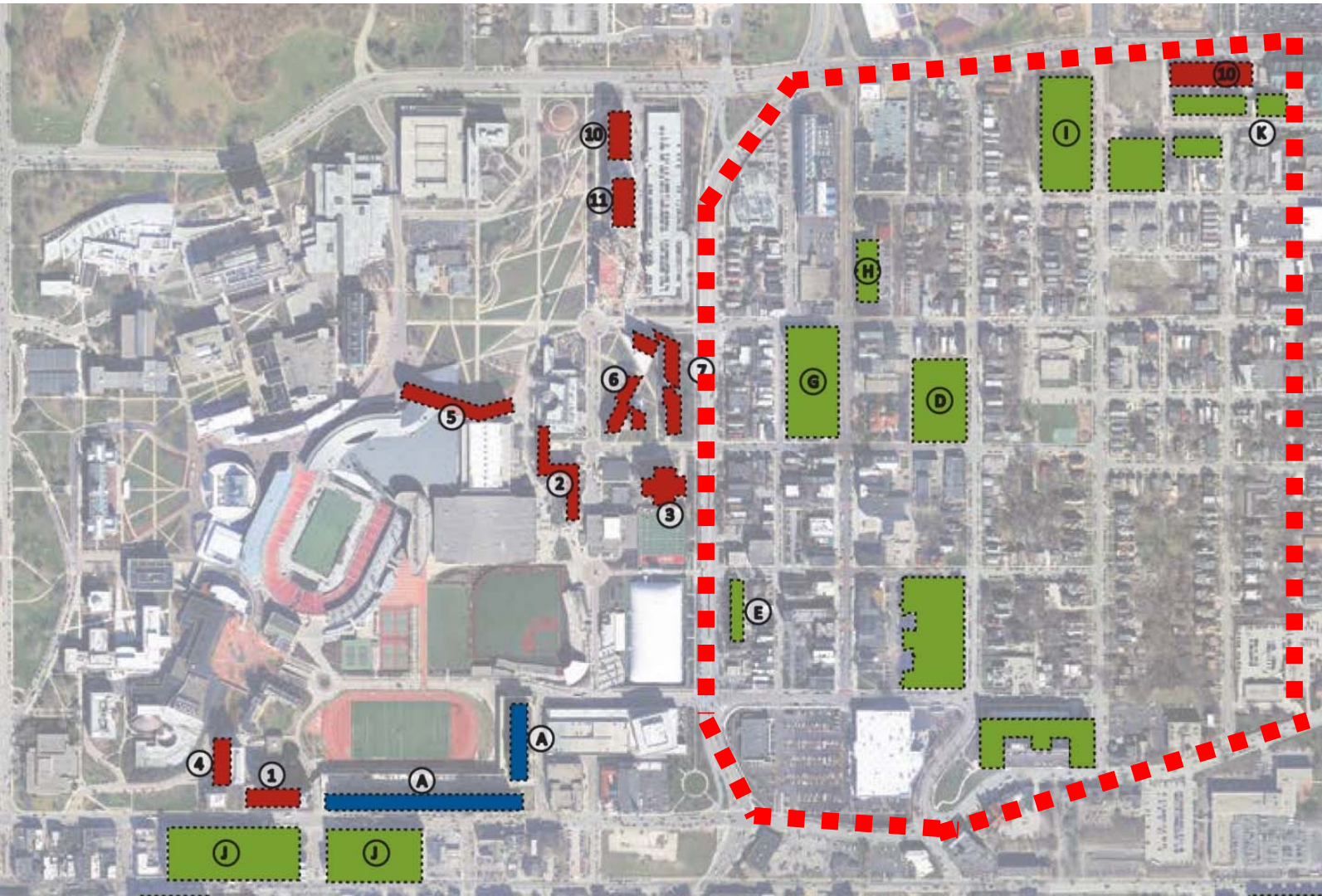
VS

BY THE BED



STRATEGY 4

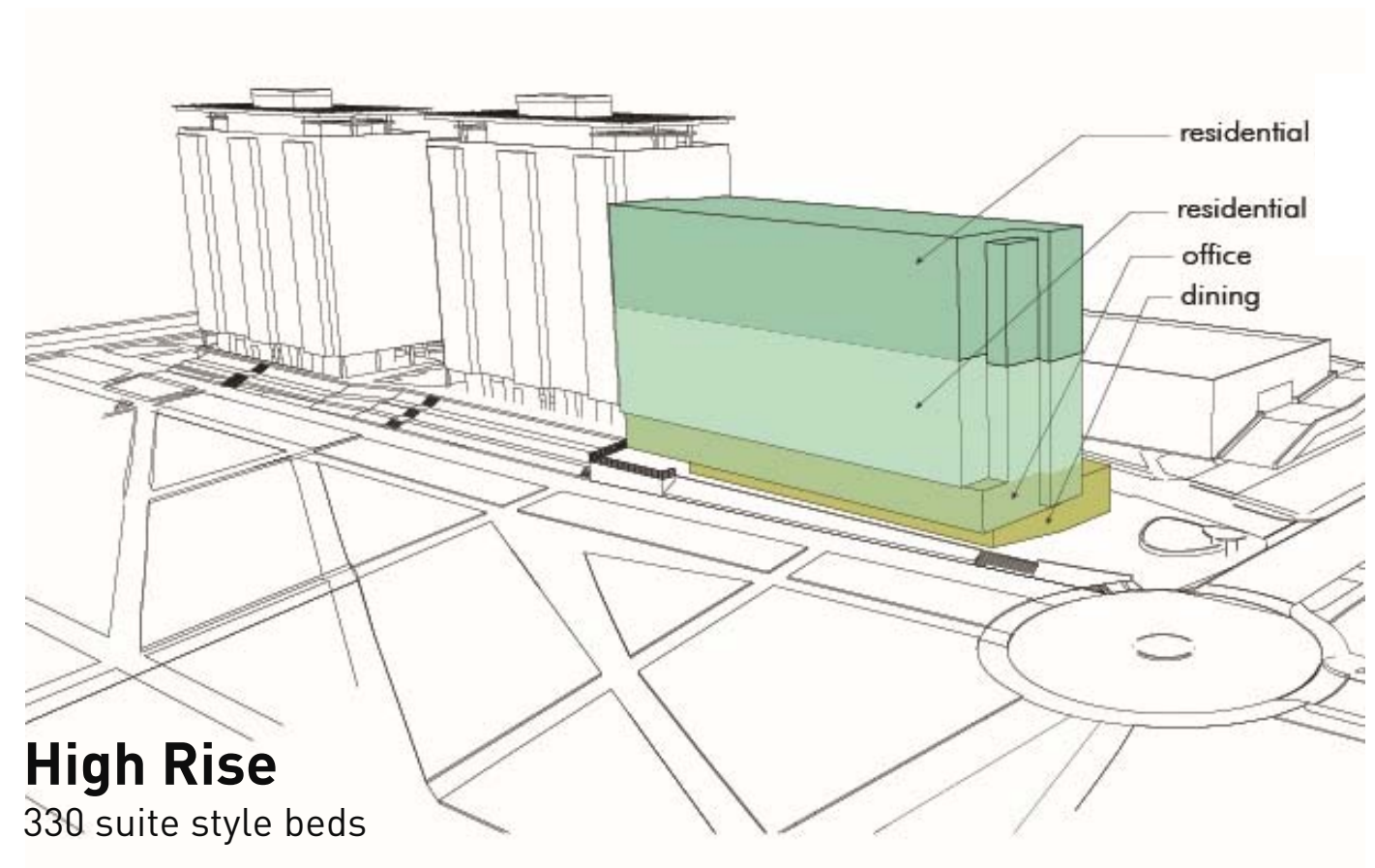
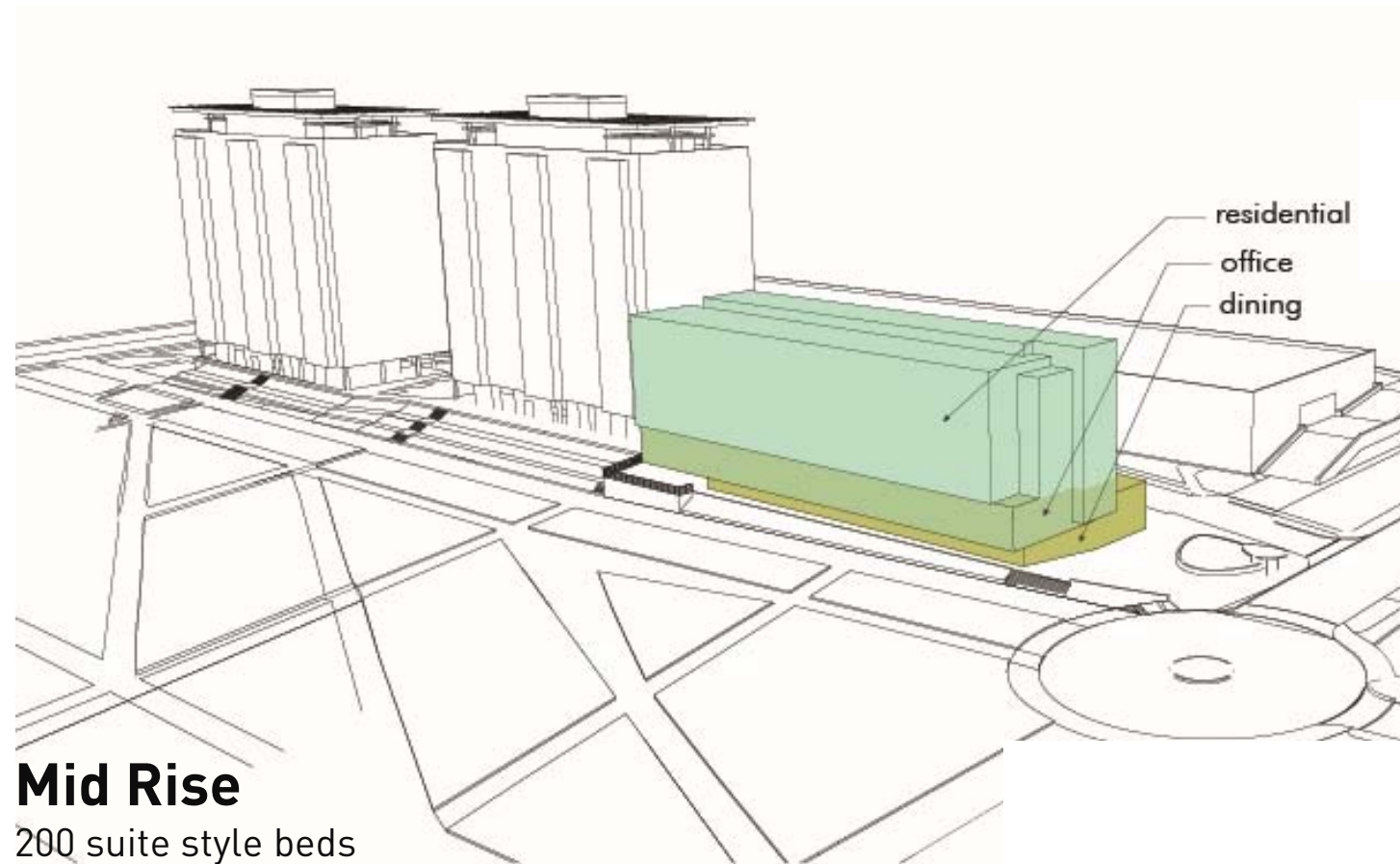
Leverage and Promote Adjacent Development



- Privately owned – new / recently built
- Privately owned – University leased
- University Owned or operated

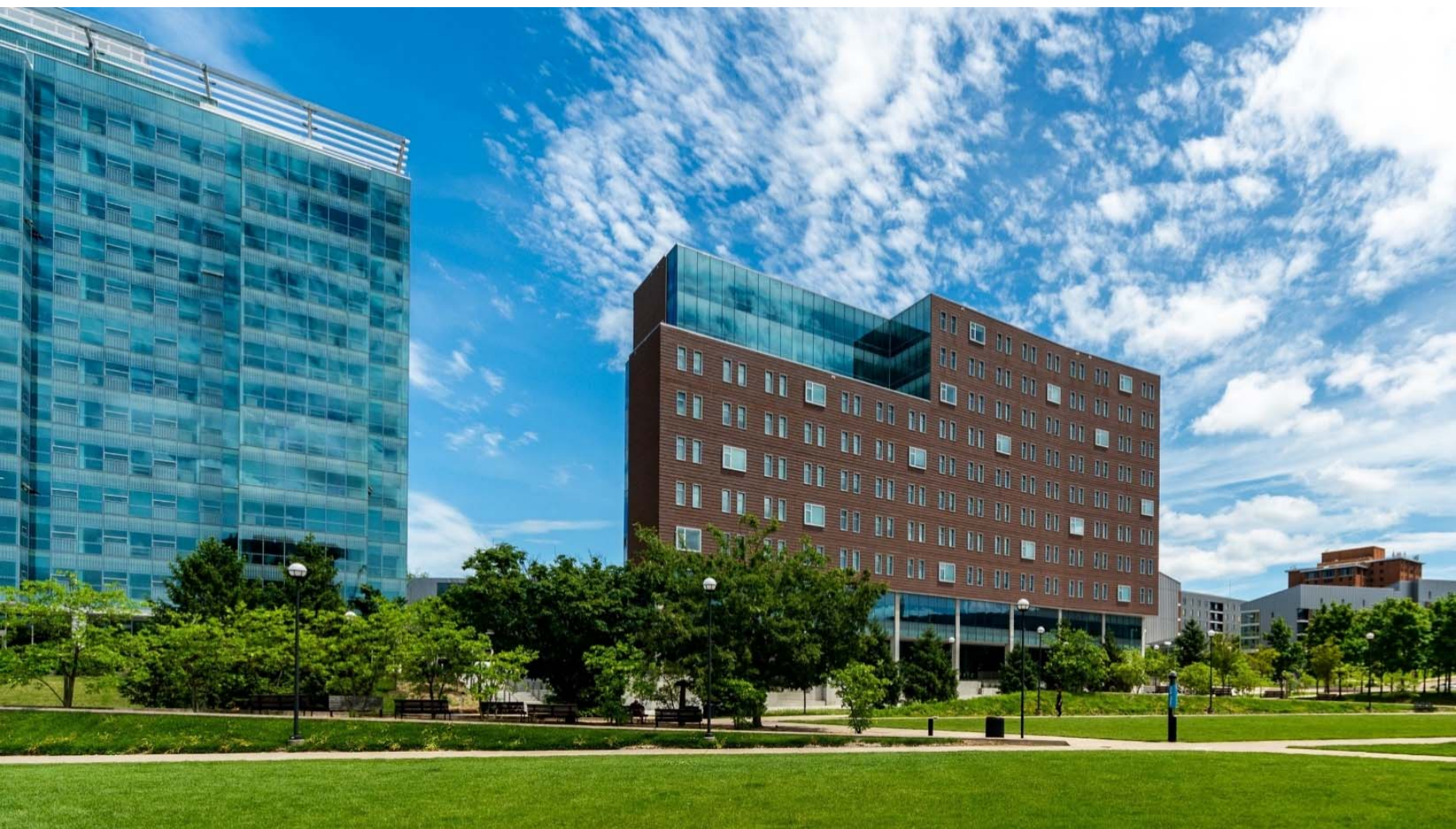
WHERE WE ARE NOW

- Changed from mid-rise to high-rise
- Mixed use – affordability – different \$ point (style of unit)



Marian Spencer Hall Opens Fall 2018

WHERE WE ARE NOW



INTO THE FUTURE



COMPLETE



**SHIFT
FOCUS**

INTO THE FUTURE



SIMILAR GOALS | DIFFERENT APPROACHES

