Housing Update – August 11th 2009

ECU MASTER PLAN
Agenda

- Strategic Visioning
- Focus Groups
- Off-Campus Analysis
- Competitive Context
- Survey Analysis
- Demand Based Programming
- Q&A / Next Steps
Strategic Visioning

- Maintain Residential Campus status
  - Support at least 25% capacity
  - Support enrollment growth – 37k projected by 2017

- Expand and enhance residential life program
  - Living / Learning expansion
  - Greek Housing
  - West Campus

- Evaluate options for new development
  - Public / private partnerships

- Build facilities that sustain
  - LEED Certified requirement for all new construction
Agenda

- Strategic Visioning
- Focus Groups
- Off-Campus Analysis
- Competitive Context
- Survey Analysis
- Demand Based Programming
- Q&A / Next Steps
Focus Groups / Intercept Interviews

- Information goal is qualitative
  - what students care about (identify issues)
  - why they care about it
  - how much they care about it

- Format & Process
  - groups of eight to twelve
  - planned strategy (macro => micro)
  - test prevailing wisdom, intercept information & concepts
Focus Groups / Intercept Interviews

- **Positives**
  - Location is convenient
  - Air conditioning
  - Sinks in the room (traditional halls)
  - Easy to make friends

- **Improvements**
  - More privacy for both bedroom & bathroom
  - Increased storage space
  - Less restrictive policies
Focus Groups / Intercept Interviews

- **Off-campus Housing**
  - Comparable pricing to on-campus
    - Lowest cost apartments fill up first
    - Student are very aware of price
  - More amenities
  - Increased freedom, less rules
  - Less convenient location

- **Living / Learning**
  - Freshmen Experience (FX) is the most popular
  - Would like a Sophomore Experience program, but in suites
Focus Groups / Intercept Interviews

- Greeks
  - Need meeting space
  - Want to grow their chapters
  - Interest in on-campus house for some
    - Chapters with existing off-campus houses are not interested

- Athletes
  - Like on-campus housing for location
  - Need more space to store equipment
Agenda

- Strategic Visioning
- Focus Groups
- Off-Campus Analysis
- Competitive Context
- Survey Analysis
- Demand Based Programming
- Q&A / Next Steps
Off-Campus Analysis

a. What’s the market (student perspective)
   i. rents and fees
   ii. amenities
   iii. measure impact of location, product type, and condition on prices

b. Consider the dynamics
   i. demand shifts
   ii. projected & potential additions to supply
   iii. market concentrations
Off-Campus Analysis

- **Average Rent per month by unit type**
  - Efficiency = $573
  - 1 bedroom = $452
  - 2 bedroom = $674 ($337)
  - 3 bedroom = $1,098 ($366)
  - 4 bedroom = $1,560 ($390)

- **Average Fees per person**
  - Application fee = $35
  - Security Deposit = $300
  - Utilities = $100 / month / person
Off-Campus Analysis

Amenities

- All or Most properties
  - A/C
  - Patio / balcony
  - Dishwasher
  - Washer / Dryers in unit

- Select / Luxury properties
  - Pool
  - Tanning
  - Tennis
  - Volleyball
  - Fitness centers / Gyms
  - Clubhouse / Game room
  - Furnished
  - Individual leases
Agenda

- Strategic Visioning
- Focus Groups
- Off-Campus Analysis
- Competitive Context
- Survey Analysis
- Demand Based Programming
- Q&A / Next Steps
Competitive Context

- 8 Peer Institutions
  - Northern Illinois University
  - Ohio University – Main Campus
  - Old Dominion University
  - Texas Tech University
  - Western Michigan University
  - University of North Dakota – Main
  - Virginia Commonwealth University
  - University of South Carolina – Columbia
Competitive Context

Room & Board Analysis
Competitive Context

Undergraduate Cost Analysis
(includes in-state tuition, room & board)

<table>
<thead>
<tr>
<th>University</th>
<th>In-State</th>
<th>Room &amp; Board</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Carolina University</td>
<td>$7,500</td>
<td>$2,491</td>
</tr>
<tr>
<td>Northern Illinois University</td>
<td>$4,954</td>
<td>$6,240</td>
</tr>
<tr>
<td>University of North Dakota Main</td>
<td>$6,583</td>
<td>$5,276</td>
</tr>
<tr>
<td>Texas Tech University</td>
<td>$7,527</td>
<td>$4,875</td>
</tr>
<tr>
<td>Virginia Commonwealth University</td>
<td>$8,335</td>
<td>$5,253</td>
</tr>
<tr>
<td>Old Dominion University – Virginia</td>
<td>$7,092</td>
<td>$6,720</td>
</tr>
<tr>
<td>Western Michigan University</td>
<td>$7,592</td>
<td>$7,654</td>
</tr>
<tr>
<td>University of South Carolina – Columbia</td>
<td>$7,318</td>
<td>$8,438</td>
</tr>
<tr>
<td>Ohio University – Main Campus</td>
<td>$8,946</td>
<td>$8,907</td>
</tr>
</tbody>
</table>
Agenda

- Strategic Visioning
- Focus Groups
- Off-Campus Analysis
- Competitive Context
- Survey Analysis
- Demand Based Programming
- Q&A / Next Steps
Survey Analysis

- Quantitative measure
  - Current housing preferences
  - Views of existing housing options
  - Preferred unit types

- Data analysis
  - Sample size & integrity
  - Cross-tabs
  - Demand modeling
Survey Analysis

- Electronic survey emailed to 12,729 ECU students
- 1,013 responses for a +/- 3.08% margin of error within a 95% confidence rate

**Survey Significance**

1,013 Surveys
+/- 3.08% Margin of Error

Survey Margin of Error vs. Survey Response

**Survey Response**

100 150 200 250 300 350 400 450 500 550 600 650 700 750 800 850 900 950 1000 1050 1100 1150 1200 1250 1300

1.00 1.50 2.00 2.50 3.00 3.50 4.00 4.50 5.00 5.50 6.00 6.50 7.00 7.50 8.00 8.50 9.00 9.50 10.00 10.50 11.00 11.50 12.00 12.50 13.00 13.50 14.00 14.50 15.00
Q2. Where do you attend classes?

- Main Campus, 90%
- Health Sciences Campus, 10%
Q8. Which statements describe your on-campus housing experience?

- Was a convenient living option: 15.52%
- Introduced me to new friends: 14.57%
- Helped me acclimate to life at ECU: 14.05%
- Provided me with a safe, secure environment: 11.93%
- Provided me with a sense of community: 11.01%
- Enhanced my overall experience at ECU: 10.61%
- Helped me learn about people different from me: 9.16%
- Had a positive influence on my academic performance: 7.90%
- Provided me with leadership opportunities: 4.12%
- I did not enjoy/did not value my residence halls experience: 1.14%
Q55. Why do you or why would you plan to live off campus?

- To have more privacy: 10%
- To have a kitchen: 10%
- To have a living room space: 9%
- To have more freedom/independence: 9%
- To prepare my own meals: 9%
- To have a washer/dryer in my unit: 9%
- Lower cost: 7%
- To live with friends: 8%
- More available parking: 6%
- Better study atmosphere/less noise: 6%
- On-campus housing policies: 6%
- Better location: 5%
- Physical condition of ECU residence halls: 4%
- Closer to my work: 3%
- Faster Internet access: 2%
- To establish North Carolina state residency: 1%
- Better accessibility for those with physical disabilities: 0%
Q60 – 66. How interested are you in the following housing opportunities?

- **Living with people within your college and major**: 39% interested, 28% very interested
- **Living with people with related majors**: 44% interested, 22% very interested
- **Taking core academic classes with people with whom you live**: 38% interested, 20% very interested
- **Field trips related to your major with people with whom you live**: 35% interested, 22% very interested
- **Taking core academic classes in your residence hall**: 30% interested, 15% very interested
- **Informal faculty-led discussion groups in your residence hall**: 24% interested, 10% very interested
- **Living in a residence hall with faculty and senior scholars**: 17% interested, 9% very interested
Q67 – 74. How interested would you be in the following living / learning communities?

- **Fitness and Nutrition Community**: 38% Interested, 19% Very interested
- **Outdoor Recreation Community**: 36% Interested, 20% Very interested
- **Sustainability/Green**: 33% Interested, 20% Very interested
- **International**: 26% Interested, 16% Very interested
- **Information Technology**: 23% Interested, 10% Very interested
- **Business and Entrepreneurial Community**: 21% Interested, 12% Very interested
- **Sophomore Experience**: 21% Interested, 8% Very interested
- **Politics and Values Community**: 20% Interested, 7% Very interested
Q. 76. Do you participate in the Greek community?

- Yes, 9%
- No, 91%

Q. 78. Would you be interested in on-campus Greek housing?

- Yes, 35%
- No, 65%
Q59. Would you be interested in living in a green (sustainable) building for approximately $25 more per month?

No, 46%

Yes, 54%
Agenda

- Strategic Visioning
- Focus Groups
- Off-Campus Analysis
- Competitive Context
- Survey Analysis
- Demand Based Programming
- Q&A / Next Steps
Demand Based Programming

Units Tested

A – Trad. Double
B – Trad. Single
C – 8 person Suite Double
D – 4 person Suite Double
E – 2 person Suite Single
F – 2 person Apt. Single
E – 4 person Apt. Single
## Demand Based Programming

### Capture Rates – All Students

**Target Market**

- Full time students
- Single with no children
- Non-homeowners
- Pay at least $400 / month if off campus

### Current Versus Potential Capture Rates

<table>
<thead>
<tr>
<th>Class</th>
<th>Current Capture Rate</th>
<th>Potential Capture Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Year</td>
<td>95.4%</td>
<td>63.2%</td>
</tr>
<tr>
<td>Sophomore Year</td>
<td>19.2%</td>
<td>46.9%</td>
</tr>
<tr>
<td>Junior Year</td>
<td>7.0%</td>
<td>30.7%</td>
</tr>
<tr>
<td>Senior Year</td>
<td>3.0%</td>
<td>21.7%</td>
</tr>
<tr>
<td>Graduate/Professional Year(s)</td>
<td>0.3%</td>
<td>10.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>22.2%</strong></td>
<td><strong>32.1%</strong></td>
</tr>
</tbody>
</table>
Demand Based Programming

**Maximum Potential Demand – All Students**

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrolled Population</th>
<th>Potential Capture Rate</th>
<th>Maximum Potential Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Year</td>
<td>4,409</td>
<td>63.2%</td>
<td>2,788</td>
</tr>
<tr>
<td>Sophomore Year</td>
<td>4,116</td>
<td>46.9%</td>
<td>1,931</td>
</tr>
<tr>
<td>Junior Year</td>
<td>4,420</td>
<td>30.7%</td>
<td>1,359</td>
</tr>
<tr>
<td>Senior Year</td>
<td>5,810</td>
<td>21.7%</td>
<td>1,258</td>
</tr>
<tr>
<td>Graduate/Professional</td>
<td>5,987</td>
<td>10.0%</td>
<td>599</td>
</tr>
<tr>
<td><strong>Total Demand (# beds)</strong></td>
<td><strong>24,742</strong></td>
<td><strong>32.1%</strong></td>
<td><strong>7,936</strong></td>
</tr>
</tbody>
</table>

Existing On Campus Beds: 5,497

Surplus/(Deficit): (2,439)
## Demand Based Programming

### 2008-2009

<table>
<thead>
<tr>
<th></th>
<th>Unit A - Traditional Residence Hall</th>
<th>Unit B - Traditional Residence Hall</th>
<th>Unit C - 8-person Suite</th>
<th>Unit D - 4-person Suite</th>
<th>Unit E - 2-person Semi-Suite</th>
<th>Unit F - 2-person Apartment</th>
<th>Unit G - 4-bedroom Apartment</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Double</td>
<td>Single</td>
<td>Double</td>
<td>Single</td>
<td>Double</td>
<td>Single</td>
<td>Single</td>
<td></td>
</tr>
<tr>
<td>Freshman Year</td>
<td>197</td>
<td>152</td>
<td>137</td>
<td>832</td>
<td>505</td>
<td>444</td>
<td>520</td>
<td>2,788</td>
</tr>
<tr>
<td>Sophomore Year</td>
<td>127</td>
<td>141</td>
<td>121</td>
<td>429</td>
<td>276</td>
<td>405</td>
<td>433</td>
<td>1,931</td>
</tr>
<tr>
<td>Junior Year</td>
<td>47</td>
<td>83</td>
<td>41</td>
<td>229</td>
<td>379</td>
<td>313</td>
<td>266</td>
<td>1,359</td>
</tr>
<tr>
<td>Senior Year</td>
<td>0</td>
<td>210</td>
<td>81</td>
<td>262</td>
<td>213</td>
<td>262</td>
<td>231</td>
<td>1,258</td>
</tr>
<tr>
<td>Graduate/Professional Year(s)</td>
<td>28</td>
<td>83</td>
<td>0</td>
<td>28</td>
<td>132</td>
<td>220</td>
<td>110</td>
<td>599</td>
</tr>
<tr>
<td><strong>Total Demand (# beds)</strong></td>
<td><strong>398</strong></td>
<td><strong>668</strong></td>
<td><strong>380</strong></td>
<td><strong>1,780</strong></td>
<td><strong>1,505</strong></td>
<td><strong>1,644</strong></td>
<td><strong>1,560</strong></td>
<td><strong>7,936</strong></td>
</tr>
<tr>
<td><strong>Existing On Campus Beds</strong></td>
<td><strong>4,513</strong></td>
<td><strong>0</strong></td>
<td><strong>494</strong></td>
<td><strong>490</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>5,497</strong></td>
</tr>
<tr>
<td><strong>Surplus/(Deficit)</strong></td>
<td><strong>4,115</strong></td>
<td><strong>(668)</strong></td>
<td><strong>114</strong></td>
<td><strong>(1,290)</strong></td>
<td><strong>(1,505)</strong></td>
<td><strong>(1,644)</strong></td>
<td><strong>(1,560)</strong></td>
<td><strong>(2,439)</strong></td>
</tr>
</tbody>
</table>

### Surplus of ~3,500 community-style beds:
- De-densification (to single occupancy)
- Conversion (to suite-style units)
- Comprehensive bathroom renovations
- Taking buildings off line

Strong demand for suites and apartments
## Demand Based Programming

### On-Campus Housing Type: Distribution of Demand

<table>
<thead>
<tr>
<th></th>
<th>Unit A - Traditional Residence Hall Double</th>
<th>Unit B - Traditional Residence Hall Single</th>
<th>Unit C - 8-person Suite Double</th>
<th>Unit D - 4-person Suite Single</th>
<th>Unit E - 2-person Semi-Suite Single</th>
<th>Unit F - 2-person Apartment Single</th>
<th>Unit G - 4-bedroom Apartment Single</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Year</td>
<td>197</td>
<td>152</td>
<td>137</td>
<td>832</td>
<td>505</td>
<td>444</td>
<td>520</td>
<td>2,788</td>
</tr>
<tr>
<td>Sophomore Year</td>
<td>127</td>
<td>141</td>
<td>121</td>
<td>429</td>
<td>276</td>
<td>405</td>
<td>433</td>
<td>1,931</td>
</tr>
<tr>
<td>Junior Year</td>
<td>47</td>
<td>83</td>
<td>41</td>
<td>229</td>
<td>379</td>
<td>313</td>
<td>266</td>
<td>1,359</td>
</tr>
<tr>
<td>Senior Year</td>
<td>0</td>
<td>210</td>
<td>81</td>
<td>262</td>
<td>213</td>
<td>262</td>
<td>231</td>
<td>1,258</td>
</tr>
<tr>
<td>Graduate/Professional Year(s)</td>
<td>28</td>
<td>83</td>
<td>0</td>
<td>28</td>
<td>132</td>
<td>220</td>
<td>110</td>
<td>599</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Freshman Year</th>
<th>Sophomore Year</th>
<th>Junior Year</th>
<th>Senior Year</th>
<th>Graduate/Professional Year(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Demand (# beds)</td>
<td>398</td>
<td>668</td>
<td>380</td>
<td>1,780</td>
<td>1,505</td>
</tr>
<tr>
<td>Existing On Campus Beds</td>
<td>4,513</td>
<td>0</td>
<td>494</td>
<td>490</td>
<td>0</td>
</tr>
<tr>
<td>Surplus/(Deficit)</td>
<td>4,115</td>
<td>(668)</td>
<td>114</td>
<td>(1,290)</td>
<td>(1,505)</td>
</tr>
</tbody>
</table>

**Over 4,000 freshmen beds needed (95% of enrollment)**

1. Significant % of freshmen will remain in community-style despite low demand
2. Additional new construction of suite-style housing will be needed
3. Will freshmen be allowed in apartment-style units?
## Demand Based Programming

### 2008-2009

<table>
<thead>
<tr>
<th></th>
<th>Unit A - Traditional Residence Hall Double</th>
<th>Unit B - Traditional Residence Hall Single</th>
<th>Unit C - 8-person Suite Double</th>
<th>Unit D - 4-person Suite Single</th>
<th>Unit E - 2-person Semi-Suite Single</th>
<th>Unit F - 2-person Apartment Single</th>
<th>Unit G - 4-bedroom Apartment Single</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Year</td>
<td>197</td>
<td>152</td>
<td>137</td>
<td>832</td>
<td>505</td>
<td>444</td>
<td>520</td>
<td>2,788</td>
</tr>
<tr>
<td>Sophomore Year</td>
<td>127</td>
<td>141</td>
<td>121</td>
<td>429</td>
<td>276</td>
<td>405</td>
<td>433</td>
<td>1,931</td>
</tr>
<tr>
<td>Junior Year</td>
<td>47</td>
<td>83</td>
<td>41</td>
<td>229</td>
<td>379</td>
<td>313</td>
<td>260</td>
<td>1,359</td>
</tr>
<tr>
<td>Senior Year</td>
<td>0</td>
<td>210</td>
<td>81</td>
<td>262</td>
<td>213</td>
<td>262</td>
<td>231</td>
<td>1,258</td>
</tr>
<tr>
<td>Graduate/Professional Year(s)</td>
<td>28</td>
<td>83</td>
<td>0</td>
<td>28</td>
<td>132</td>
<td>220</td>
<td>110</td>
<td>599</td>
</tr>
<tr>
<td><strong>Total Demand (# beds)</strong></td>
<td>398</td>
<td>668</td>
<td>380</td>
<td>1,780</td>
<td>1,505</td>
<td>1,644</td>
<td>1,560</td>
<td>7,936</td>
</tr>
<tr>
<td>Existing On Campus Beds</td>
<td>4,513</td>
<td>0</td>
<td>494</td>
<td>490</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>5,497</td>
</tr>
<tr>
<td><strong>Surplus/(Deficit)</strong></td>
<td>4,115</td>
<td>(668)</td>
<td>114</td>
<td>(1,290)</td>
<td>(1,505)</td>
<td>(1,644)</td>
<td>(1,560)</td>
<td>(2,439)</td>
</tr>
</tbody>
</table>

Strategic decision needed on how to address sophomore demand (capacity and unit types)
## Demand Based Programming

### On-Campus Housing Type: Distribution of Demand

<table>
<thead>
<tr>
<th></th>
<th>Unit A - Traditional Residence Hall</th>
<th>Unit B - Traditional Residence Hall</th>
<th>Unit C - 8-person Suite</th>
<th>Unit D - 4-person Suite</th>
<th>Unit E - 2-person Semi-Suite</th>
<th>Unit F - 2-person Apartment</th>
<th>Unit G - 4-bedroom Apartment</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Year</td>
<td>197</td>
<td>152</td>
<td>137</td>
<td>832</td>
<td>505</td>
<td>444</td>
<td>520</td>
<td>2,788</td>
</tr>
<tr>
<td>Sophomore Year</td>
<td>127</td>
<td>141</td>
<td>121</td>
<td>429</td>
<td>276</td>
<td>405</td>
<td>433</td>
<td>1,931</td>
</tr>
<tr>
<td>Junior Year</td>
<td>47</td>
<td>83</td>
<td>41</td>
<td>229</td>
<td>379</td>
<td>313</td>
<td>266</td>
<td>1,359</td>
</tr>
<tr>
<td>Senior Year</td>
<td>0</td>
<td>210</td>
<td>81</td>
<td>262</td>
<td>213</td>
<td>231</td>
<td>231</td>
<td>1,258</td>
</tr>
<tr>
<td>Graduate/Prof Year(s)</td>
<td>28</td>
<td>83</td>
<td>0</td>
<td>28</td>
<td>132</td>
<td>220</td>
<td>110</td>
<td>599</td>
</tr>
<tr>
<td><strong>Total Demand (# beds)</strong></td>
<td><strong>398</strong></td>
<td><strong>668</strong></td>
<td><strong>380</strong></td>
<td><strong>1,780</strong></td>
<td><strong>1,505</strong></td>
<td><strong>1,644</strong></td>
<td><strong>1,560</strong></td>
<td><strong>7,936</strong></td>
</tr>
<tr>
<td><strong>Existing On Campus Beds</strong></td>
<td><strong>4,513</strong></td>
<td>0</td>
<td>494</td>
<td>490</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td><strong>5,497</strong></td>
</tr>
<tr>
<td><strong>Surplus/(Deficit)</strong></td>
<td><strong>4,115</strong></td>
<td><strong>(668)</strong></td>
<td><strong>114</strong></td>
<td><strong>(1,290)</strong></td>
<td><strong>(1,505)</strong></td>
<td><strong>(1,644)</strong></td>
<td><strong>(1,560)</strong></td>
<td><strong>(2,439)</strong></td>
</tr>
</tbody>
</table>

**Strategic decision needed on how to address apartment demand (capacity, unit types, and transaction structure)**
Agenda

- Strategic Visioning
- Focus Groups
- Off-Campus Analysis
- Competitive Context
- Survey Analysis
- Demand Based Programming
- Q&A / Next Steps
Next Steps

- Financial Modeling
- Scenario Testing
- Delivery of Report
Housing Update – August 11th 2009

ECU MASTER PLAN