

# Robert Morris University Student Housing Master Plan Project Update

November 20, 2007



## Agenda

- Tour of Sustainable Living/Learning Housing Options
- Impressions of the RMU Campus
- Competitive Context/Peer Institutions
- Off-Campus Housing
- Focus Groups/Student Survey

## The Need for a Housing Master Plan

- Existing Facilities are Outdated
- Integrate Housing with Master Plan
- Opportunity to Create Living/Learning Environments That Will Attract and Retain Students
- Your Competition Context has Implemented New Housing





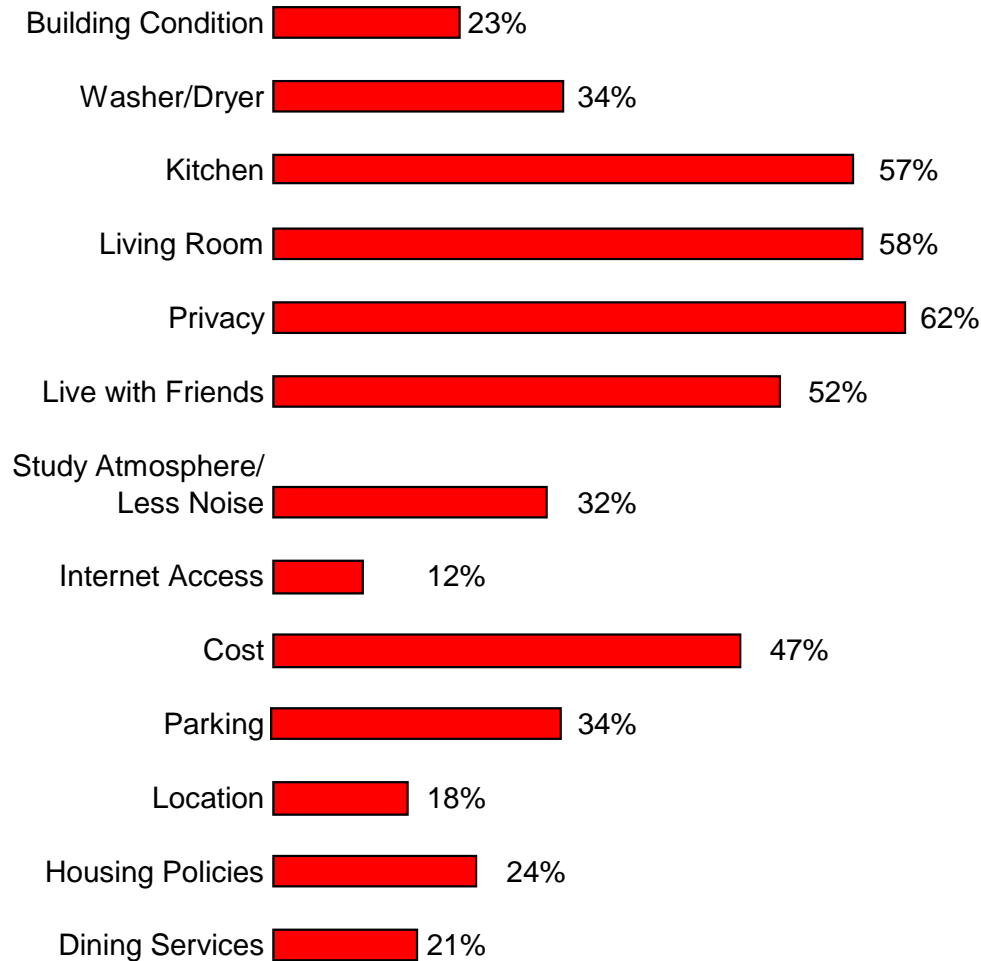


## Project Goals

- Integrate Housing Programs with Academic Mission
- Maximize Affordability/ Amenities/Privacy
- Balance Financial Feasibility/ Viability Sustainability
- Attract/Retain Top Students
- LEED™ Certified Design



## Major Reason to Move Off Campus

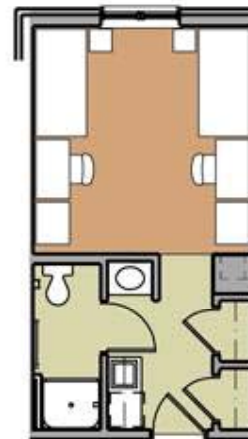


## Response

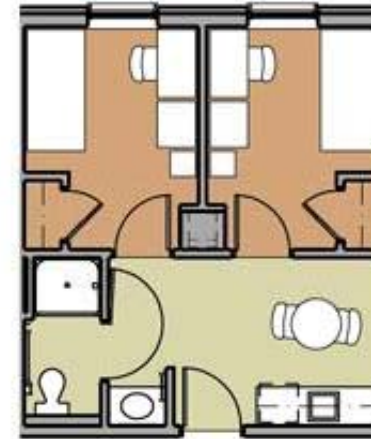
New/Upgraded Halls  
Laundry per Wing (1:20 ratio)  
Kitchenette & Kitchens Options  
Living Room or Dinette Options  
57% Single Rooms Options  
2 & 4-Person Options  
Study Area Opt./Sound Attenuation  
Included  
Competitive Rents  
Net Gain of Spaces  
Options Provided

## Proposed Unit Mix

- On-Campus Occupancy: Approximately 3,800 Beds
  - 52% Freshman or 1,976 Beds
  - 48% Upperclassmen or 1,824 Beds
- Phase I Housing: Aligned with Survey Results
  - 57% Singles: 416 Beds
  - 43% Doubles: 318 Beds
  - Enhanced Amenities
  - 50% Demand Increase to Stay on Campus or Approx. 10,400 Total Beds!



**UNIT A**  
2 PERSON SHARED  
SEMI SUITE  
25% of Units  
\$3,010/Semester



**UNIT B**  
2 PERSON PRIVATE  
SEMI SUITE  
37% of Units  
\$3,230/Semester



**UNIT C**  
2 PERSON  
SHARED SUITE  
3% of Units  
\$3,470/Semester



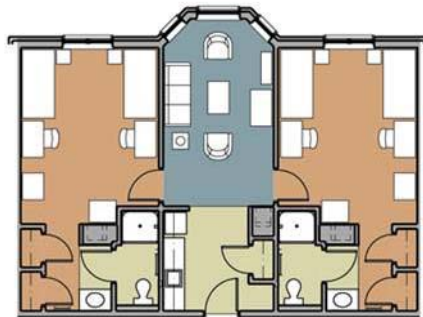
## Proposed Unit Mix – Phase I

	Bedrooms	Beds
Residence Life Coordinator Apartment (two 1-bdrms)	4	4
1-Person Private Semi-Suite (1-bdrm)	16	16
2-Person Shared Semi-Suite (1-bdrm)	91	182
2-Person Private Semi-Suite (2-bdrms)	274	274
2-Person Shared Suite (shared bdrm with living/dining rm)	12	24
2-Person Private Suite (2-bdrms with living/dining rm)	62	62
4-Person Suite (4-bdrms with living/dining rm)	60	60
4-Person Shared Suite (2-shared bdrms with living/dining rm)	56	112
	<hr/>	

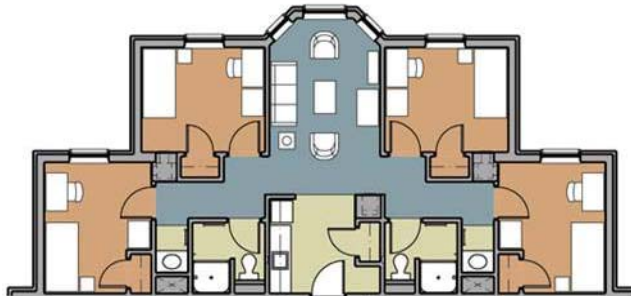
Totals:

571

734



UNIT D  
4 PERSON  
SHARED SUITE  
15% of Units  
\$3,290/Semester



UNIT E  
4 PERSON  
PRIVATE SUITE  
8% of Units  
\$3,600/Semester



UNIT G  
2 PERSON PRIVATE  
SUITE/PRIVATE BATH  
9% of Units  
\$3,925/Semester

## Cost Overview

- National Average\*
  - Sq. Ft/Bed: 357
  - Cost/Sq. Ft: \$180
  - Cost/Bed: \$64,260
- The Suites at IUP – Phase I
  - Sq. Ft/Bed: 395
  - Cost/Sq. Ft: \$175
  - Cost/Bed: \$69,125
- The Residential Revival is Anticipated to Generate \$100+ Million in Revenues Over Thirty-Five Years for the Foundation at IUP.

\*Source: College Planning & Management 6/07



## Suites on Grant

### An Academic and Culturally Focused Living-Learning Community

- Spaces for Formal/Informal Faculty and Student Discussions: Forums, Advising Outreach, On-Site Tutoring, Study Groups, etc.
- Amenity Spaces for Student Support Offices
- Student Interaction and Support Via Community Assistants (RAs), Residence Hall Council & Pilot Peer Mentor Program



2007-2008  
Academic Year



## Suites on Grant – (Continued)

- Activities That Enhance Interpersonal and Multicultural Awareness
- Crimson Connection: English 101 and ADVT 170 Linkage
- Learning Activities for Common Reader
- Performances, Exhibits and Displays!



2007-2008  
Academic Year

## Suites on Grant – Upper (Fall 2008)

- Students Enrolled in the College of Fine Arts
  - Art and Art Education, Music, Theater and Dance Majors
  - Undeclared Fine Arts Students
  - Space for Murals, Exhibits, and Performances!



## Suites on Grant – Lower (Fall 2008)

- Global Awareness
  - International Students/Asian Studies
  - Piso Cervantes (Spanish) Cluster
  - Exposure to a Culturally-Engaging Environment





## Suites on Grant – Amenity Spaces

- Student Support Services Located on Lower Floors
- For Fall 2007, the Suites on Grant Will Include:
  - IT Support Center
  - Social Equity and Civic Engagement
  - African American Cultural Center
  - International Affairs
  - John P. Murtha Institute for Homeland Security
  - Applied Research Lab
  - Advising/Testing, Development Studies (2008)



2007-2008  
Academic Year

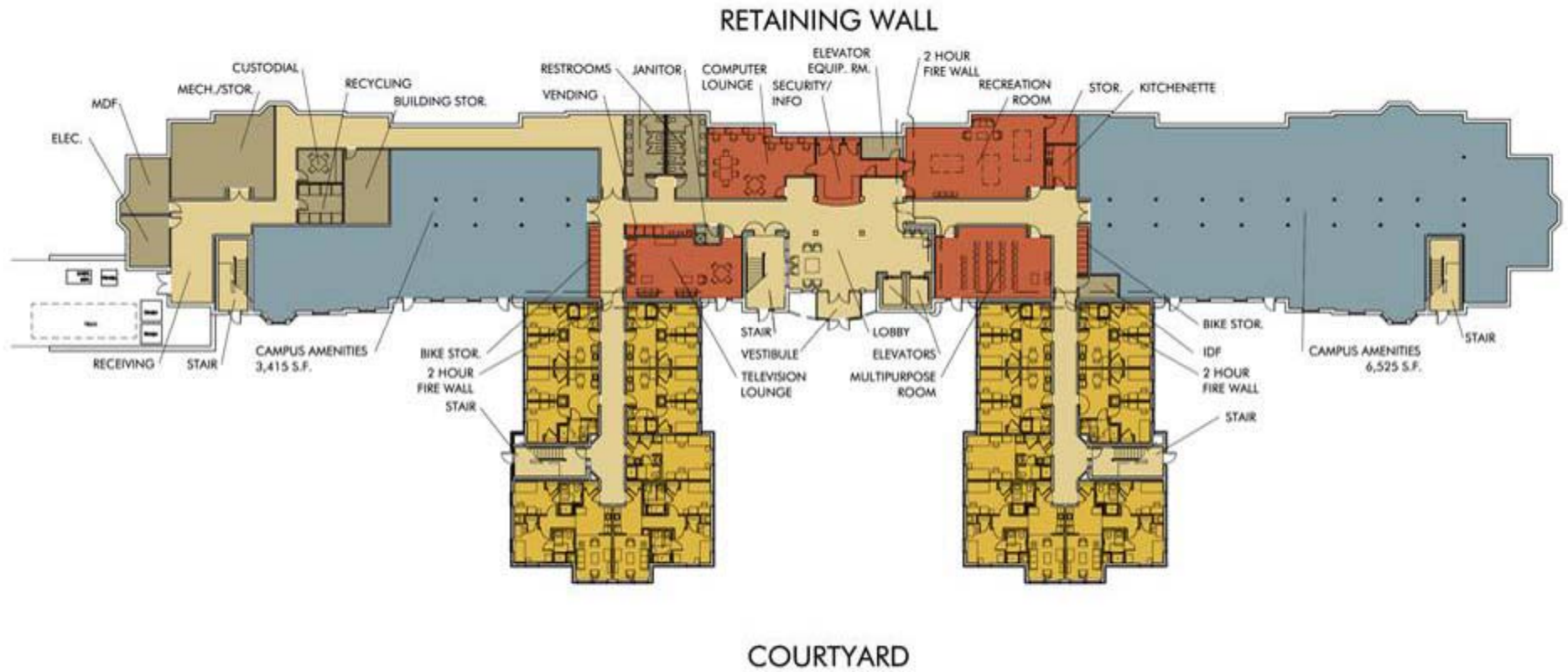
## Living-Learning Communities: 2007 - 2008

- Suites on Grant
- Robert Cook Honors College
- Biology
- Business
- Communications Media
- Computer Science
- Criminology
- Education
- English
- Intensified Study
- Natural Sciences and Mathematics
- Nursing and Allied Health
- ROTC
- Spanish
- Service Learning
- Substance-Free Lifestyle









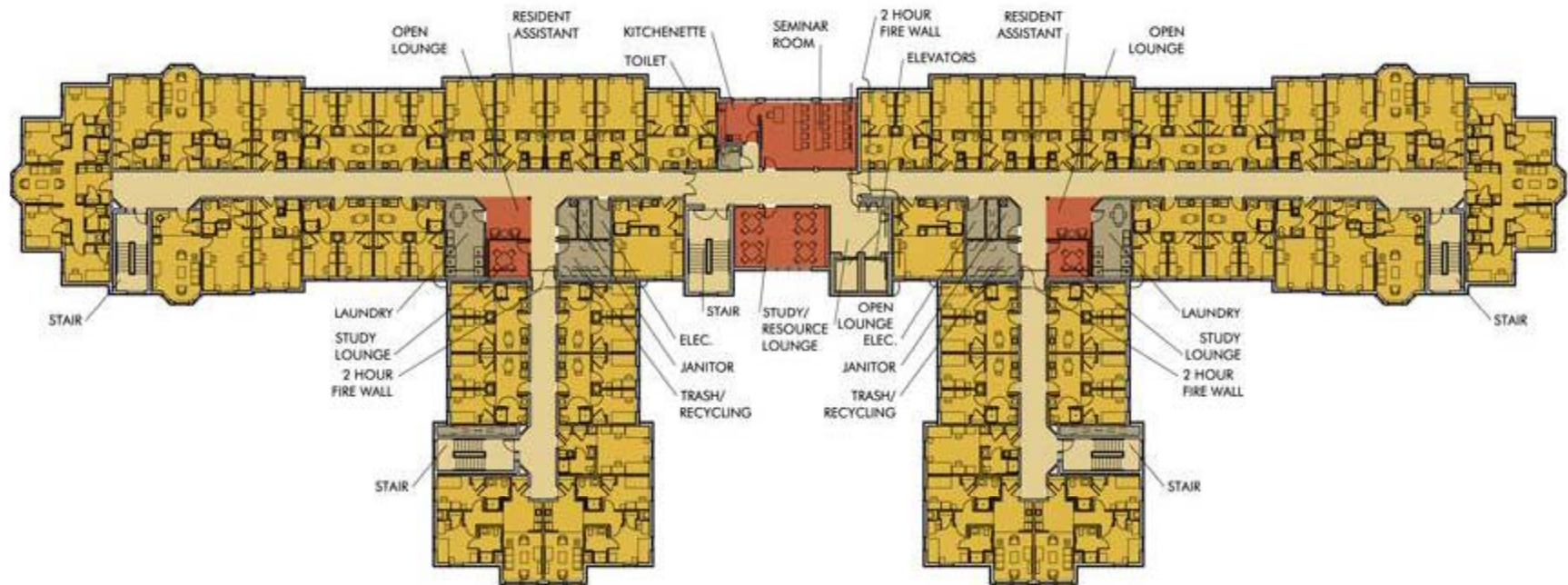
**A** BUILDING "A" GROUND FLOOR PLAN  
 SCALE: 1" = 30'-0"



**A** BUILDING "A" FIRST FLOOR PLAN  
 SCALE: 1" = 30'-0"

0 15' 30' 60'

N

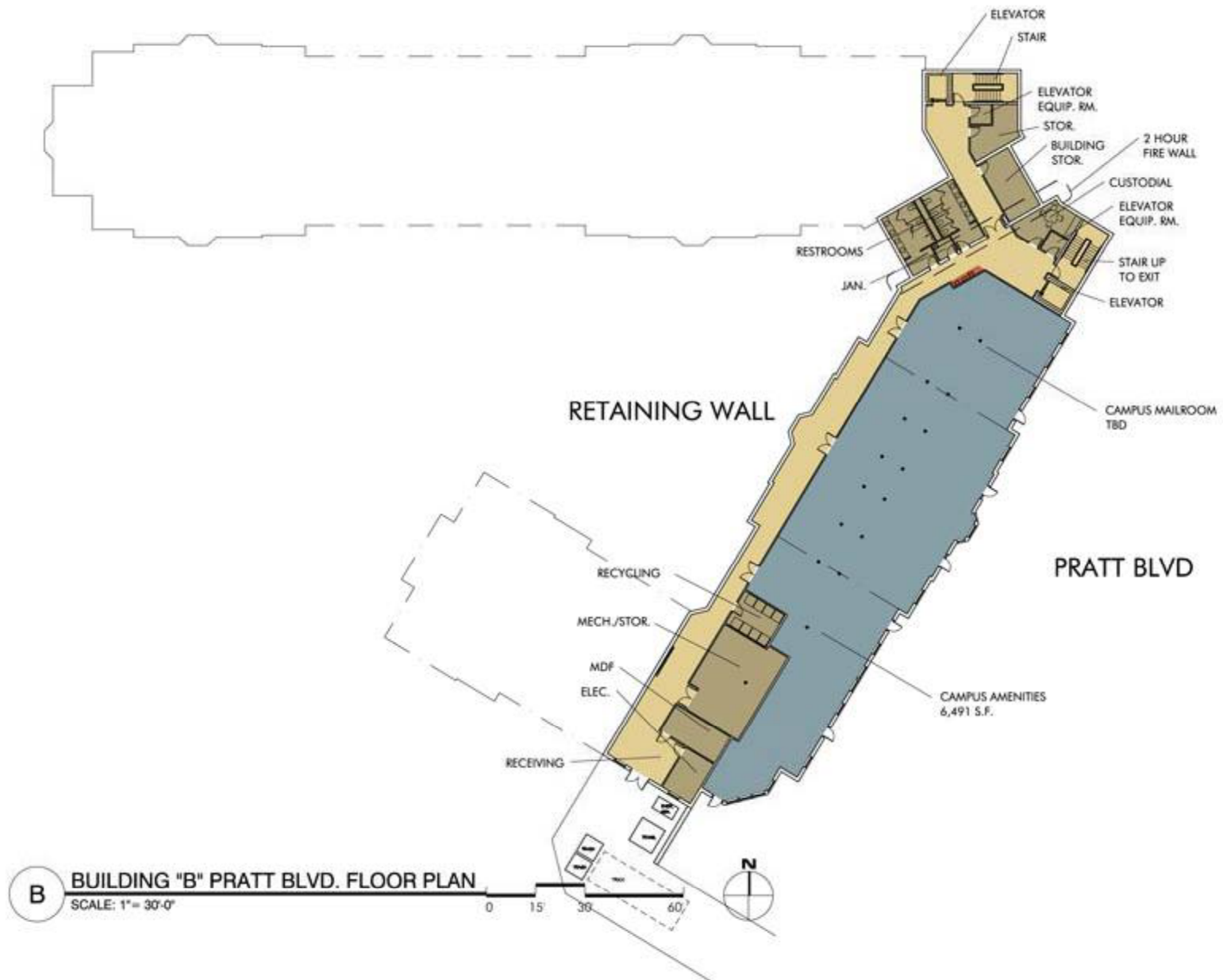


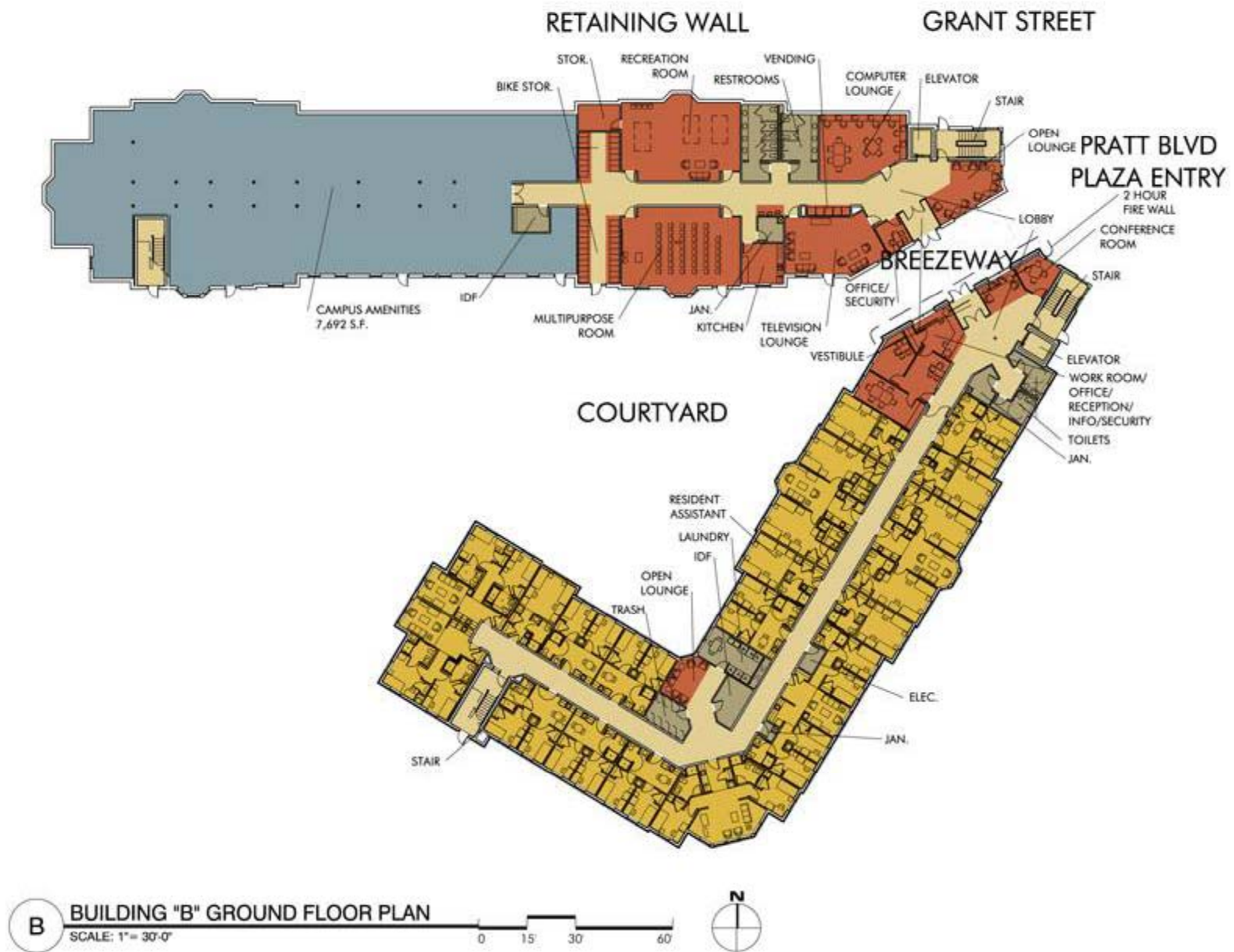
**A** BUILDING "A" SECOND FLOOR PLAN  
 SCALE: 1" = 30'-0"

0 15' 30' 60'













## Summary

- Responsive Vision for the IUP Residential Community
- Competitive Rents and Costs
- Financially Feasible Project





## Student Association, Inc. On-campus Housing

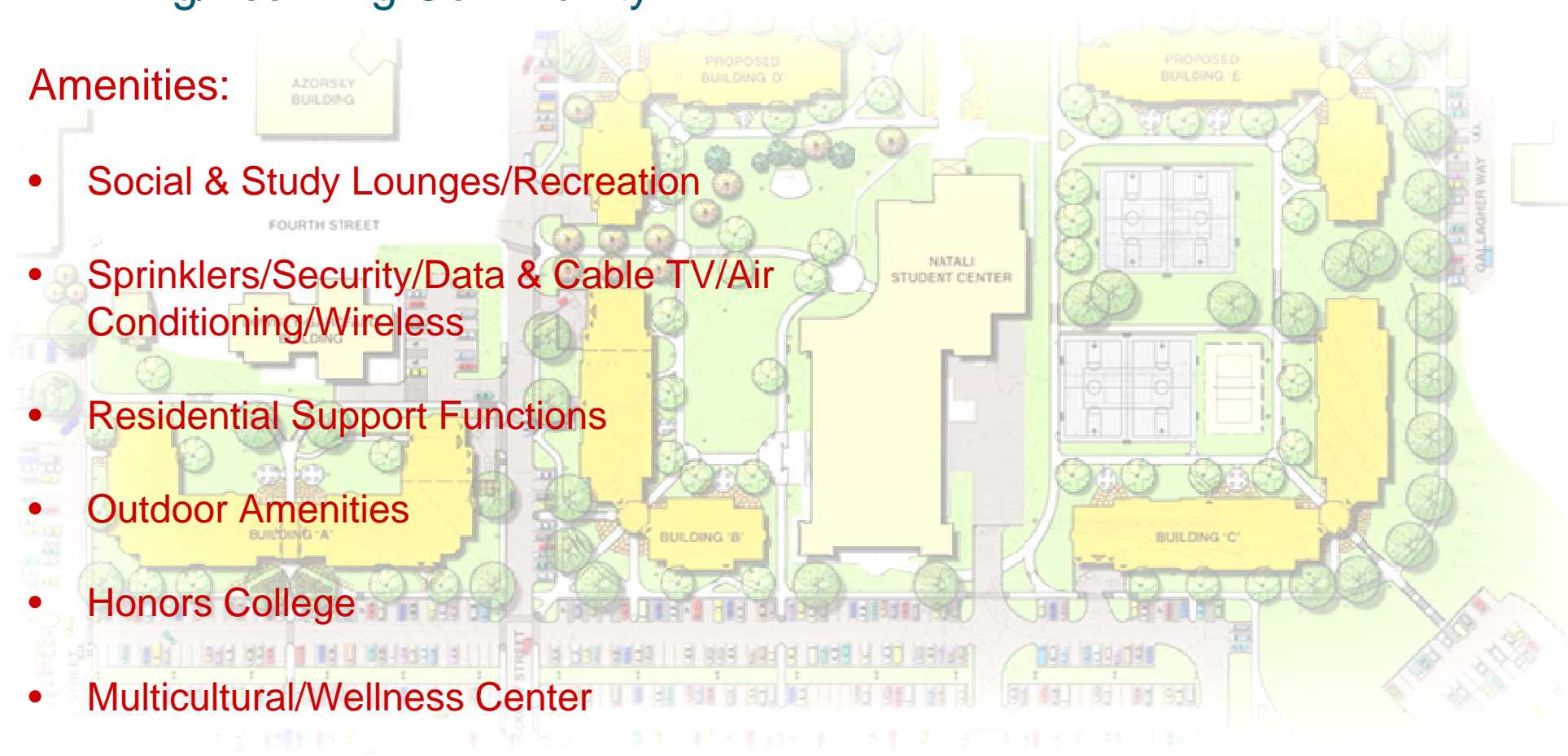
- Phase III Completed Fall 2004 – 705 New Beds (273,800 sq. ft.)
- Phase IV Completed Fall 2006 – 446 New Beds (146,000 sq. ft.)
- Phase V Completed Fall 2007 – 354 New Beds (134,600 sq. ft.)



# A Living/Learning Community

## Amenities:

- Social & Study Lounges/Recreation
- Sprinklers/Security/Data & Cable TV/Air Conditioning/Wireless
- Residential Support Functions
- Outdoor Amenities
- Honors College
- Multicultural/Wellness Center





## Honors Housing



First Floor

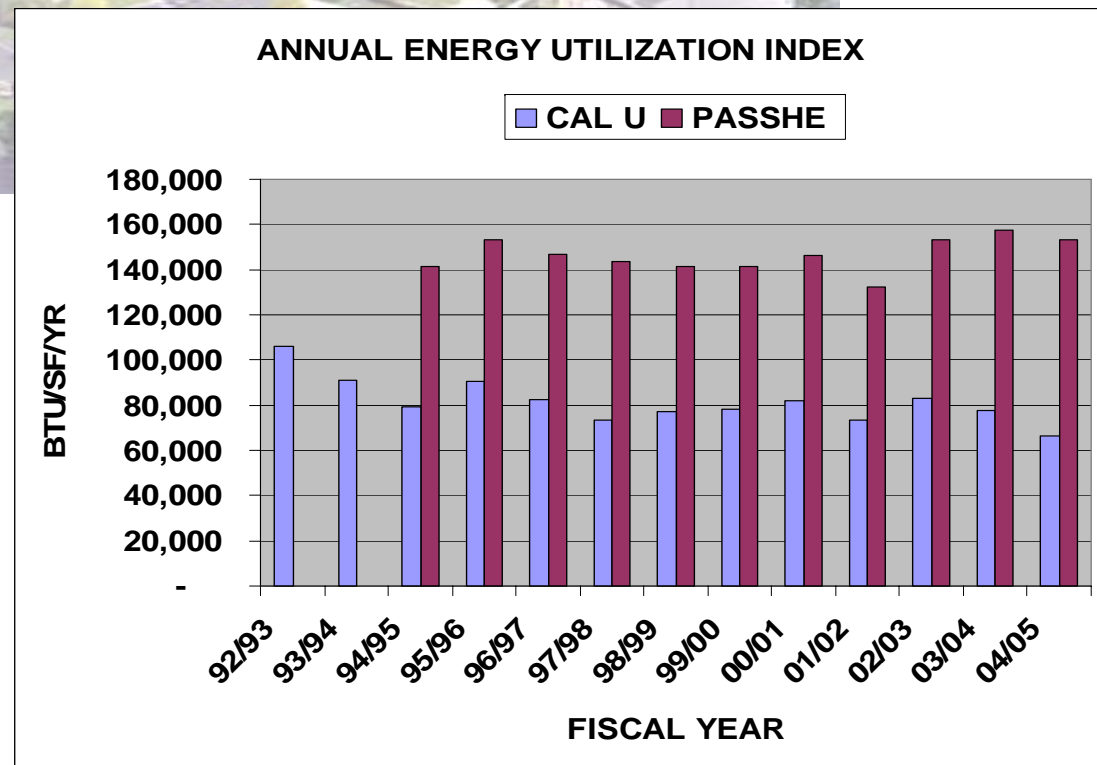


Typical Floor



## Energy Use

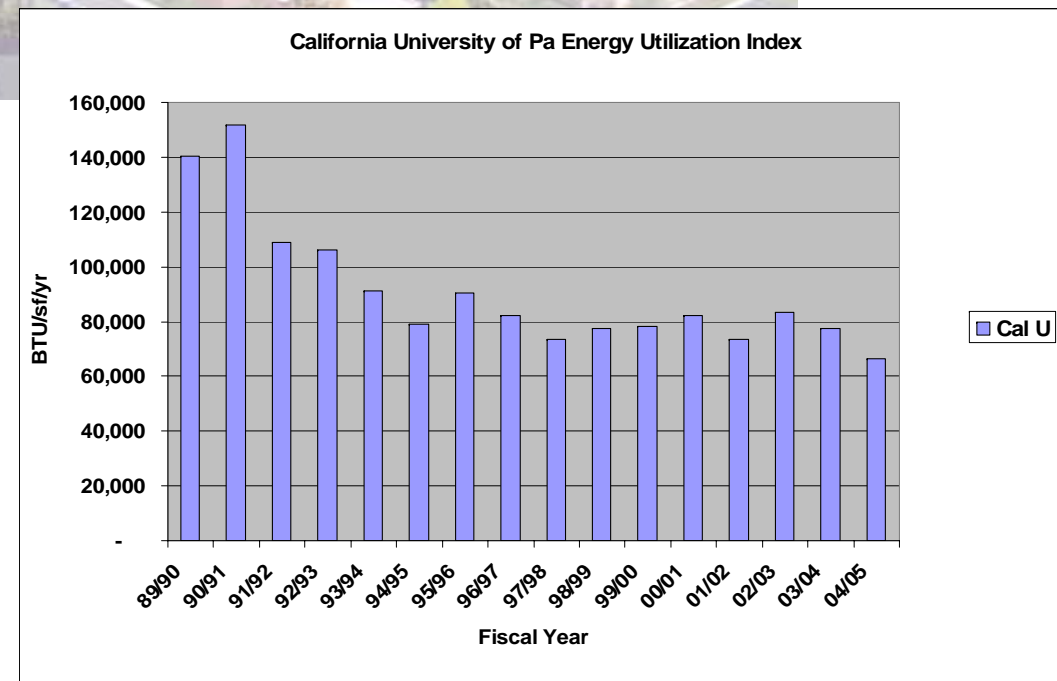
- California University of PA uses 57% less energy than other PASSHE Universities.
- Geothermal reduced usage by 14% or 66,493 BTUs per sq. ft.; New residence halls use between 56K to 60K BTUs per sq. ft.
- A \$600,000 Energy Management System was installed with payback in less than 3 years.





## Energy Savings Since 1992

- \$3,042,873 or approx. \$250,000 per year
- Electricity: 22.8 Million KWH
- Gas: 310,053 MCF
- Water: 87 Million Gallons





# On Campus Student Housing: An Environmentally Responsive Design

- Site
  - Urban Setting
  - Native Vegetation
  - Controlled Lighting
- Energy
  - Geothermal System with Efficient Heat Pumps
  - Variable Speed Pumping
  - Heat Recovery Wheels – Reduce Conditioning Costs of Outdoor Air More than 60%
  - Window Switches
- Materials
  - Local Products



## An Environmentally Responsive Design

- Indoor Air Quality
  - Low Emitting Materials
  - Natural Lighting/Ventilation
- Water Efficiency
  - Efficient Toilets/Showers/Lavatories
- Innovative
  - First On-Campus Public/Private Partnership in the State of Pennsylvania
- % of Construction Cost for Above Items: 0.5%



## Actual Outcomes

- Lower Energy & Operations Cost
- Student Recruitment Increased by 28%  
(with Higher SAT Scores)
- Increased Retention
- Student Satisfaction Exceeds Expectations per Survey Results





## On-campus Housing

- Phase 1 to be Completed Fall 2007 – 1390 New Beds (472,000 sq. ft.)
- Phase 2 – 750 New Beds (255,000 sq. ft.)



“A CARING COMMUNITY OF LIFELONG LEARNERS  
CONNECTING WITH THE WORLD”

## Amenities: Extensive Residential & Integrated Academic Programs

### Project Costs: Phase I

'Hard' Costs \$53,400,000

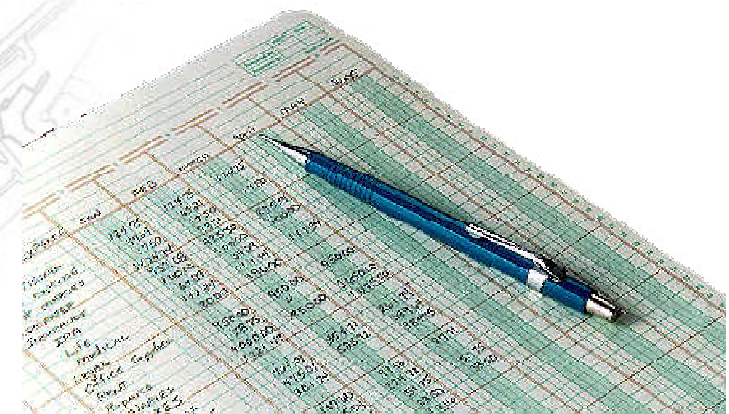
'Soft' Costs \$21,950,000

Total Costs \$75,350,000

\$160/square foot

\$54,000/bed

- Potential to Generate \$30-\$40 million for The Slippery Rock University Foundation





## Options and Choices for the Educational Continuum & Special Interest Housing

- Education Common
- Honors Common
- Fine Arts & Humanities Common
- Women in Leadership Common
- Frederick Douglas Common
- Math & Science Common



4 SINGLE SUITE



2 DOUBLE SUITE



SINGLE SUITE



2 PERSON STUDIO



## A Certified Rated Proposed Design

- Site
  - Native Vegetation
  - Transportation Options
  - Controlled Lighting
- Energy
  - Heat Recovery Wheel
  - Effective Utilization of Campus Steam System
- Materials
  - Salvaged/Recycled Products



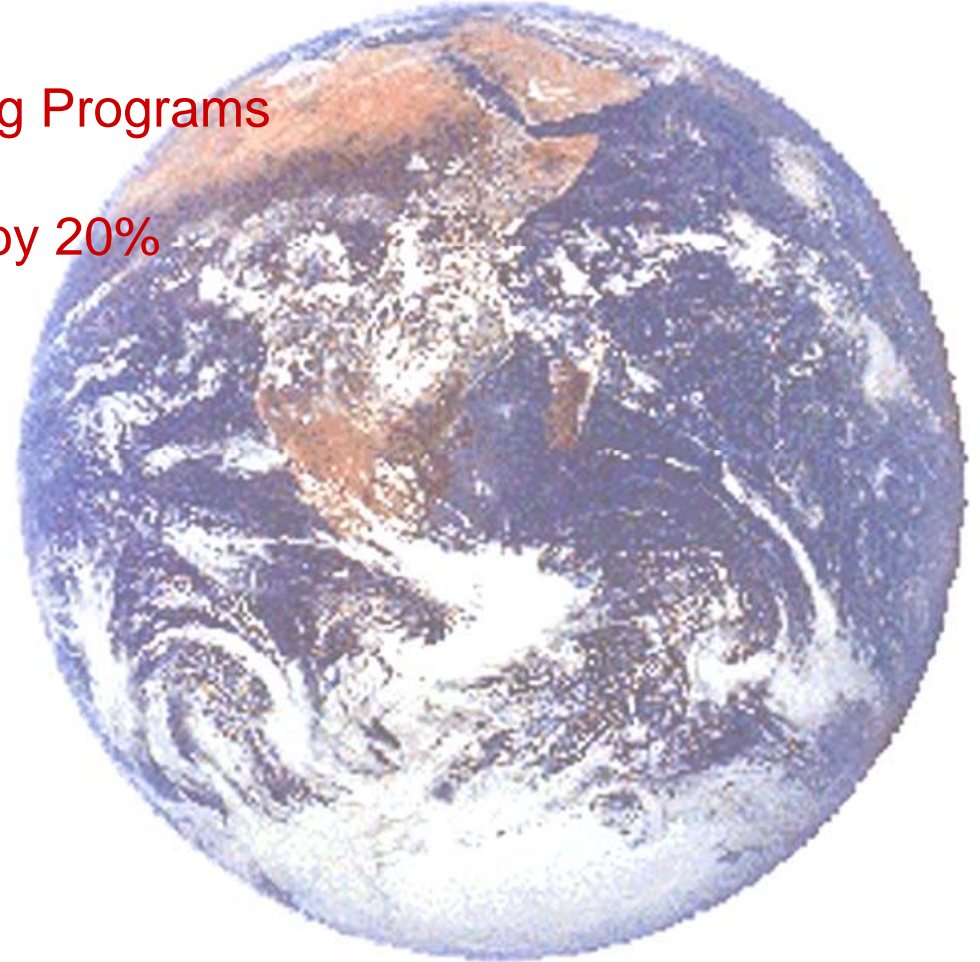
## A Certified Rated Proposed Design

- Indoor Air Quality
  - Low Emitting Materials
  - Natural Lighting/Ventilation
  - IAQ Plan
- Water Efficiency
  - No Irrigation
  - Efficient Toilets/Showers/Lavatories
- Innovative
  - “Smart” Lighting Systems
  - Utilization of Onsite Coal Resource
- % of Construction Cost for Above Items: 0%  
(Includes Coal Resource Savings)



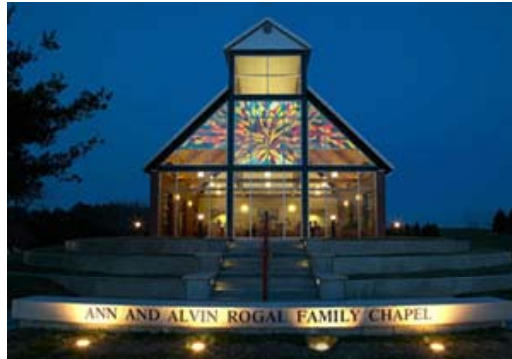
## Anticipated Outcomes

- Largest Certified Housing Project in the United States
- Continued Growth of Special Housing Programs
- Lower Energy and Operating Costs by 20%
- No Net Costs for LEED!





# Existing Campus



## Existing Housing

- Institutional
- Small, Cramped Units
- Minimal Social Spaces





## Renovated Housing

- Positive Comments from Many Students





## Newer Housing

- Well Received by Students
- Suite-Style Apartment Units
- Minimal Social Spaces



## Well Received Newer Facilities





## Benchmark Institutions

- Carnegie Mellon University
- Duquesne University
- Washington & Jefferson
- California University of Pennsylvania
- Indiana University of Pennsylvania
- Slippery Rock University of Pennsylvania





University	Tuition & Fees <sup>1</sup>		Room & Board <sup>2</sup>
	Out-of-State	In-State	

<b><i>Robert Morris University</i></b>	<b><i>\$17,600</i></b>	<b><i>\$17,600</i></b>	<b><i>\$9,120</i></b>
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### Private Peer Universities

Carnegie Mellon University	\$34,578	\$34,578	\$9,280
Duquesne University	\$22,665	\$22,665	\$8,296
Washington & Jefferson College	\$28,080	\$28,080	\$7,602
<b>Averages of Private Peers:</b>	<b>\$28,441</b>	<b>\$28,441</b>	<b>\$8,393</b>

### Public Peer Universities

California University of Pennsylvania	\$9,169	\$6,586	\$8,144
Indiana University of Pennsylvania	\$14,013	\$6,390	\$5,188
Slippery Rock University	\$8,947	\$6,364	\$4,998
<b>Averages of Public Peers:</b>	<b>\$10,710</b>	<b>\$6,447</b>	<b>\$6,110</b>

<b>Overall Averages, Excluding RMU:</b>	<b>\$19,575</b>	<b>\$17,444</b>	<b>\$7,251</b>
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University	Total Enrollment	Functional Capacity	% of total enrollment that can be housed	# Residents Fall '06	Occupancy Rate Fall '06	Number Traditional Beds	Number Suite Beds	Number Apartment Units Single Student
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<b>Robert Morris University</b>	<b>5,100</b>	<b>1,272</b>	<b>25%</b>	<b>1,191</b>	<b>94%</b>	<b>651</b>	<b>345</b>	<b>276</b>
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#### Private Peer Universities

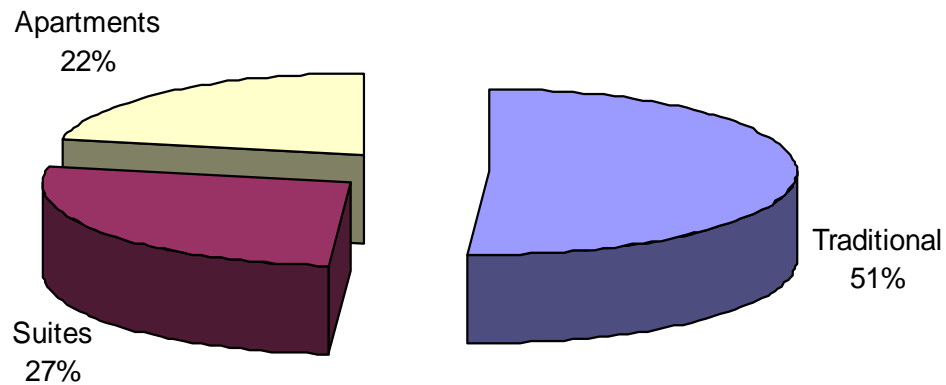
Carnegie Mellon University	10,000	3,361	34%	3,361	100%	740	807	1814
Duquesne University	10,110	3,555	35%	3,555	100%	2,525	280	750
Washington & Jefferson College	1,515	1,500	100%	1,500	100%	1,274	226	N/A
<b>Averages of Private Peers:</b>	<b>7,208</b>	<b>2,805</b>	<b>39%</b>	<b>2,805</b>	<b>100%</b>	<b>1,513</b>	<b>438</b>	<b>1,282</b>

#### Public Peer Universities

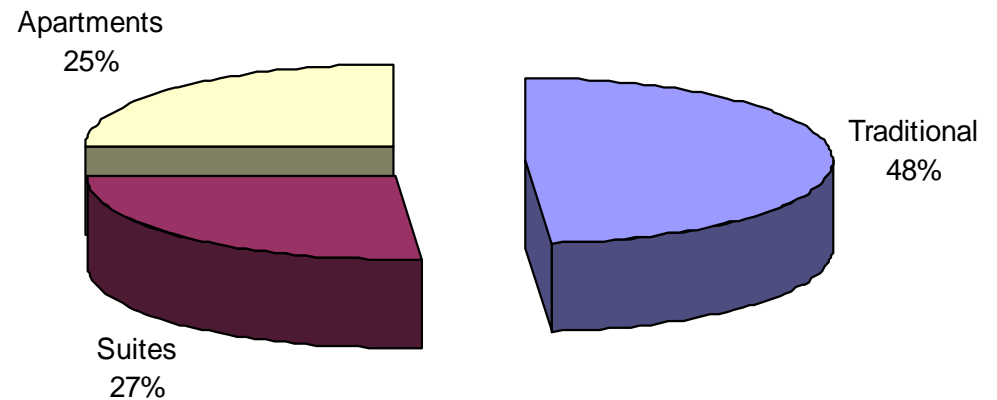
California University of Pennsylvania	7,720	1,470	19%	1,441	98%	N/A	1,470	768
Indiana University of Pennsylvania	14,248	3,570	25%	3,499	98%	1950	1100	520
Slippery Rock University	8,230	3,017	37%	3,017	100%	1,449	1,380	188
<b>Averages of Public Peers:</b>	<b>10,066</b>	<b>2,686</b>	<b>27%</b>	<b>2,652</b>	<b>99%</b>	<b>1,700</b>	<b>1,317</b>	<b>492</b>

<b>Overall Averages, Excluding RMU:</b>	<b>4,711</b>	<b>1,498</b>	<b>23%</b>	<b>1,488</b>	<b>99%</b>	<b>1,588</b>	<b>877</b>	<b>808</b>
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## RMU Unit Mix



## Other Institutions Unit Mix





## Off-Campus Market

- Colony West
- Polo Club Apartments
- Thorn Run Apartments
- Waterford Landing Apartments

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- Courtyards at Sewickley
  - Hawthorne Community
  - Northrup Court Apartments
  - Sharon Park Manor Apartments
  - Tree Top Manor



No.	Landlord/Property Manager & Property Address	1 Bdrm Rent/ SF	2 Bdrms Rent/ SF	3 Bdrms Rent/ SF	Avg. Rental Rate Per Person Per Month (1)	Security Deposit Required
1	<b>Colony West</b> 350 Colony West Drive Moon Township, PA 15108	\$585	\$719	\$0	<b>\$472</b>	\$300
2	<b>The Polo Club</b> 916 Beaver Grade Road Coraopolis, PA 15108	\$685	\$870	\$0	<b>\$560</b>	\$300
3	<b>Waterford Landing Luxury Apartments</b> 1200 Landing Lane Moon Township, PA 15108	\$765	\$960	\$1,210	<b>\$549</b>	\$99
4	<b>Thorn Run Apartments</b> 700 Lee Drive Moon Township, PA 15108	\$655	\$785	\$860	<b>\$445</b>	One mnth's rent

No.	Landlord/Property Manager & Property Address	Utilities Included	Driving Distance to Campus*	Lease Terms	Other Students?	Occupancy Rate /	Student Friendly Score (see key)
						Availability^	
1	<b>Colony West</b> 350 Colony West Drive Moon Township, PA 15108	E, W, G	1 Mile	6-12 mnth	Yes	100%	4
2	<b>The Polo Club</b> 916 Beaver Grade Road Coraopolis, PA 15108	W,S,T	1 Mile	6-12 mnth	Yes	100%	4
3	<b>Waterford Landing Luxury Apartments</b> 1200 Landing Lane Moon Township, PA 15108	W,S,T	2 Miles	6-12 mnth	Yes	100%	4
4	<b>Thorn Run Apartments</b> 700 Lee Drive Moon Township, PA 15108	W,S,T	3 Miles	3,6,12 mnth	Yes	100%	4

#### Student Friendly Score Key

5 = Student-focused marketing plus individual leases w/ parental co-signing, roommate matching services, academic year lease terms options, furnished units, roommate friendly floor plans, utility inclusive rates to avoid utility bill sharing among roommates, social programming, etc.

4 = Student-focused marketing plus roommate friendly floor plans, furnished units, academic year lease terms options and parental co-signers accepted.

3 = Student-focused marketing and parental co-signers are accepted, but otherwise standard apartment offerings without furnished units.

2 = No student-focused marketing, services or amenities and restrictive credit policies.

1 – Aggressive non-student market orientation such as seniors or young professionals with credit policies, occupancy policies and lease terms that discourage student tenants to the extent allowable by law.



## Focus Group Interviews Four Student Groups (40)

- Off-Campus Students
- Resident Assistants
- Resident Students
- Resident Students
- Housekeeping Focus Group (11/20)

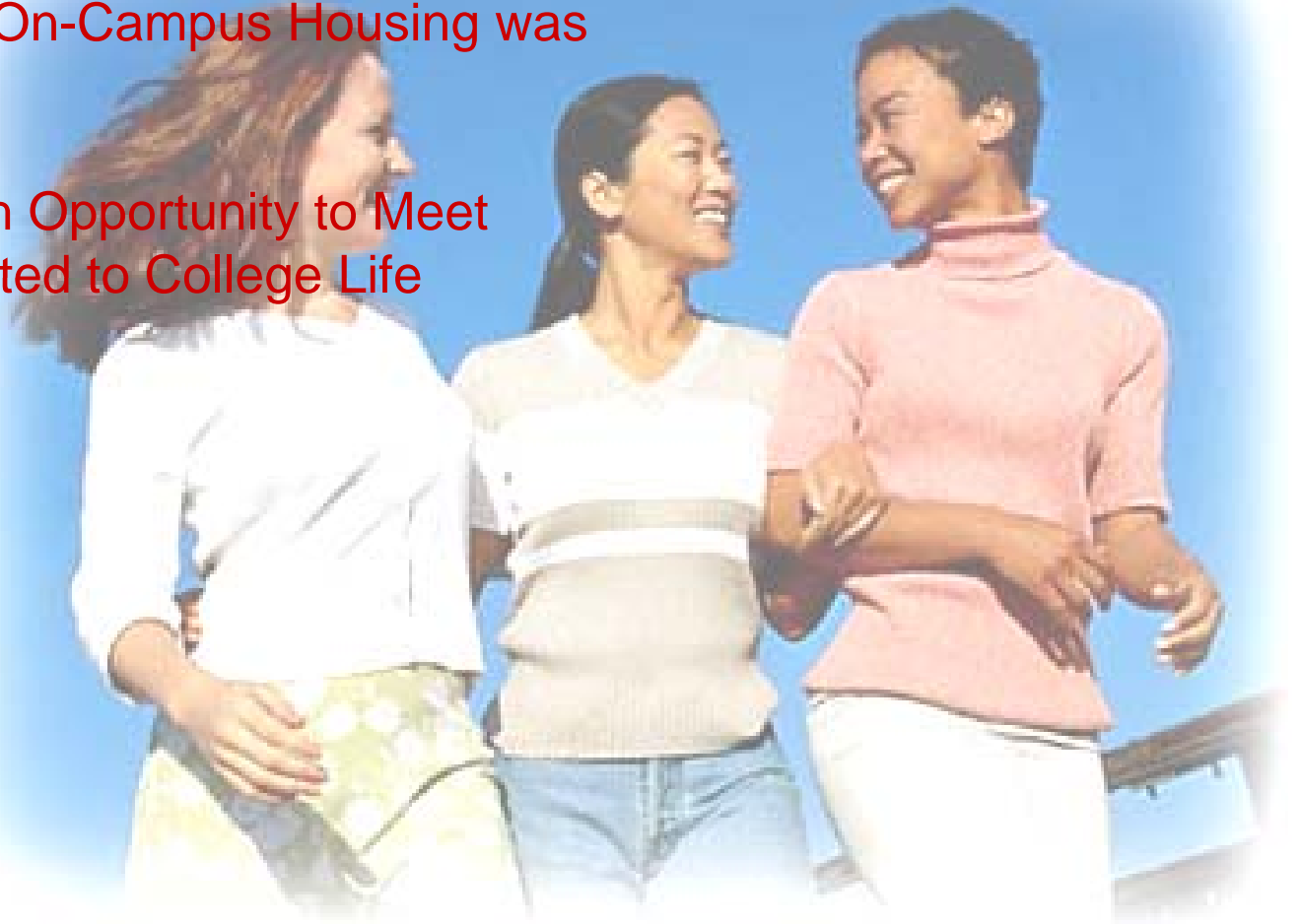


## Reason for Attending RMU

- Location and Proximity
  - “Close to home, but far enough away”
  - Proximity to Downtown Pittsburgh
- Academic Offerings
  - Business Program
  - Elementary Education
  - Sports Management
- Campus Atmosphere
  - “Wanted to be more secluded and RMU has a community feel”
  - “I immediately felt comfortable with the campus”
- Small Class Sizes
- Scholarships

## Perception of On-Campus Housing

- Importance of Having On-Campus Housing was Indicated by Students
- Provided Students with Opportunity to Meet Friends & Get Acclimated to College Life







## Perception of On-Campus Housing

### Likes

- Convenience
- Safety
- Contact with Other Students
- Apartments (Single Rooms)
- Traditional Rooms are Large

### Dislikes

- Aesthetics of Buildings (Looks Institutional, Needs Maintenance)
- Suites are More Secluded
- Lighting, Sounds, Furniture, No Study or Lounge Spaces, Limited Washer and Dryers
- Distance from Other Parts of Campus
- Limited Activities on the Weekends – Lack of School Spirit

## Why Do Students Move Off-Campus

- Living Off-Campus is Less Expensive
- Want Own Room and Bathroom
- Off-Campus Housing is Generally Newer and Cleaner
- Lack of Campus Activities
- Amenities – Pool, Workout Rooms
- Campus Policies – Provides Opportunity for Independence
- Parking

## Future of Housing

- Students Asked: “What amenities and unit types would you be most interested in if RMU develops new housing”

### Amenities

- Private Bathrooms
- More Community Spaces
- Better Lighting
- A/C, Wireless
- More Laundry Facilities
- Updated Furniture
- Kitchens
- Multipurpose Rooms
- Recreation (Small Gym, Outdoor Courts)

### Unit Types

- Apartment Style
- Smaller Suites
- Some Traditional

### Location

- Existing Site
- Softball Field



## Task

## Date

Initial Survey Draft Online for RMU Review	November 20
Survey Population Determined by RMU	November 20
RMU Sends B&D Initial Survey Draft Comments	November 27
Survey Introduction Letter / Prize Information	November 28
Final Survey Available Online for RMU Review	November 29
Final Survey Comments due to B&D	November 30
Survey Goes Live	December 3
Survey Reminder Email (Tentative based on level of response)	December 7
Survey Closed (Tentative based on level of response)	December 12





2 Person Shared Semi-Suite  
183 Sq.Ft./Bed  
\$2,900 +/- Semester/Bed



2 Person Private Semi-Suite  
209 Sq.Ft./Bed  
\$3,100 +/- Semester/Bed



1 Person Private Semi-Suite  
338 Sq.Ft./Bed  
\$3,100 +/- Semester/Bed



4 or 2 Person Shared Suite  
242 Sq.Ft. or 434 Sq.Ft./Bed  
\$3,200 or \$3,400 +/- Semester/Bed



4 or 2 Person Suite  
287 or 434 Sq.Ft./Bed  
\$3,500 or \$3,700 +/- Semester/Bed





## Vision

- An Enhanced Living/Learning Community
- A Fiscally Responsible Approach
- An Environmentally Friendly and Sustainable Solution



## RMU Student Housing Issues

- Campus Overarching Issues
- Strategic Vision
  - Sustainable
  - Living Learning Community
- Short Term and Long Range Planning
- Demographics
- Policies and Procedures