# Questions we need answered:

## Dave

### Universities

How do Universities provide resources for off campus housing to students?

* If they don’t, why?
* If they do, to what degree?
* Are these resources proactively (market themselves on campus, create requirements) or passively (just waiting to be utilized) helpful for students?
  + Do a majority of students who live off campus utilize the resources made available by the University?

Are Universities interested in having more oversight and/or education built into the off campus housing process for their students?

* If so, why?
  + What value does this oversight or education bring to the University?
  + What level of oversight would the University like to have?
  + What education would the University like to supply to students?
* If not, what is the University’s approach when in regards to Off Campus Housing?

Do Universities care enough about students’ off campus housing problems to purchase software to supplement existing solutions?

* How much do existing solutions cost the University annually?
* Are off campus housing problems reported frequently at most Universities?
  + If there aren’t many problems reported, is it because students don’t have many complaints or they just don’t know where to turn?

What do Universities want to know about students’ off campus housing status?

* What data would the University like to have regarding students’ off campus housing?

What are the most common problems students currently come to the Off Campus Housing Office with?

Who makes decisions on platform purchasing and integrations?

Who at the respective University should we reach out to for further conversation?

## Adi/Alpana if Desired

### **Market Data and Awareness**

**Services provided by University Off Campus Housing resource center?**

***Go to University off campus housing websites and see what is offered, make a list.***

**USEFUL RESOURCES:**

* <https://nces.ed.gov/pubs2018/2018070.pdf> → NCES book of educational statistics (2017 edition))
* <https://nces.ed.gov/pubs2018/2018060rev.pdf> → Another relevant NCES book with recent statistics (2017-2018)
* <https://www.nmhc.org/contentassets/1f6339aca323490bb3db7b651f87949d/nmhc-student-housing-white-paper-final.pdf> → research paper comparing costs of on campus housing vs off campus

**Question: How many University students in the US?**

**Note:** Most recent data only available from 2017-2018 year

**Research:**

* Resource: [National Center for Education Statistics](https://nces.ed.gov/programs/coe/indicator_cha.asp#:~:text=In%20fall%202018%2C%20total%20undergraduate,enrollment%20was%2013.2%20million%20students.)
  + Fall 2018, total undergraduate enrollment = 16.6 million students
  + Enrollment projected to increase by 2%(16.6 to 17 million students) between 2018 - 2029
* Resource: [Statista](https://www.statista.com/statistics/183995/us-college-enrollment-and-projections-in-public-and-private-institutions/)
  + 2018 → 14.53 million in public colleges, 5.12 million in private
  + Expected to increase to 14.89 million (public) and 5.22 million (private) by 2029 → approx. 2-2.4% increase

**Question: What about the international students?**

**Research:**

* Resource: [Institute of International Education](https://www.iie.org/Why-IIE/Announcements/2019/11/Number-of-International-Students-in-the-United-States-Hits-All-Time-High#:~:text=The%20total%20number%20of%20international,total%20U.S.%20higher%20education%20population.)
  + 2018/2019 → all time high of 1,095,299 students (0.05% increase over last year)
  + International students = 5.5% of total US higher education population
  + International students contributed $44.7 billion to US economy in 2018
  + Majority of international students came from: China (369,548) and India (202,014) → the percentage of students coming from these countries increased 1.7 and 2.9% from 2017/2018 respectively
  + Emerging markets: Bangladesh (10% increase), Brazil (9.8% increase), Nigeria (5.8% increase) and Pakistan (5.6% increase)

**Insight:**

* International students would be a good market to target
  + Moving abroad to a new country is intimidating, with a top concern being safety
  + Families of students want to make sure their kids settle in well → housing and neighborhood safety is paramount to this
* We should market to students coming from China and India
* **New York university has the highest number of international students in the country! See “Question: What percentage of students live off campus?” below for more details**

**Question: How many post-secondary institutions in total, and how are they split?**

**Research:**

* Resource: [NCES Provisional Data](https://nces.ed.gov/pubs2018/2018060rev.pdf)
  + 6642 postsecondary institutions (2017/2018) → public = 1973, private non-profit = 1878, private for-profit = 2791
* Resource: [Institute of International Education](https://nces.ed.gov/programs/coe/indicator_cud.asp#:~:text=In%202017%E2%80%9318%2C%20total%20revenues,at%20private%20for%2Dprofit%20institutions.&text=%23%20Rounds%20to%20zero.)
  + Total revenue for all postsecondary institutions achieved in 2017-2018 = $671 billion (NCES)
  + Breakdown: Public = $409 billion, private non-profit = $248 billion, private for-profit = $13 billion
  + Income from tuition/fees by type → public: 20% = $81.8 billion, private non-profit: 31% = $76.88 billion, private for-profit: 94% = $12.22 billion

**Insights:**

* Private for-profits make up most of the institutions in USA, but only make ~1.93% of total postsecondary revenue → **not a lot of students attend for-profit private institutions**
* Biggest markets = areas around public and private non-profit institutions

**Question: What percentage of students live off campus?**

**Research:**

* Resource: [Finances Online](https://financesonline.com/student-housing-statistics/#link2)
  + Only 22% of university students live in on campus dormitories
  + 55% of university students live in other types of rental housing
  + 23% of students live in purpose built, off-campus housing
  + International students are a key demographic for student housing market → 1,095,299 international students enrolled in US colleges and universities in 2019
  + **New York University hosts 19,605 international students in 2019, the highest in the country!**

**Insights:**

* Seems to be enough of a market for off-campus housing → 77% of students live off campus
* New York university has the highest number of international students in the country! We should definitely tailor our product toward them, as the state of NY is our starting point/company HQ

**Question: What are some important, relevant statistics for the student housing market?**

**Research:**

* Resource: [Finances Online](https://financesonline.com/student-housing-statistics/#link2) → **great link!**

Market Size + Leaders

* + $11 billion investment as of 2019 in student housing (triple the investment volume in 2014)
  + University of Illinois is the top location in the US in terms of developing private purpose-built student accommodations → plans to deliver 2620 beds in 2020

Student Housing Supply

* + Universities and colleges in the US expect to add roughly 47,000 beds for their students
  + The off-campus bed-to-total enrollment ratio is, on average, 16.9%
  + The country’s 175 largest universities can provide on-campus accommodations for only 21.5% of undergraduates

Student Accommodation Preferences

* + More than 78% of students confirmed that the availability of high-quality student housing affected their choice of college or university
  + The top 3 accommodation amenities students ranked most important in 2018 are WiFi (78%), laundry (77%), and utilities (71%)
  + Around 8.6 million students need rental housing near campus

**Insights:**

**Q: How many are Sophomores or higher? (2nd-4th year)**

**Question: How many total students in Syracuse, Buffalo, Rochester, and Albany?**

***Bonus points for total students off campus at each University.***

**Note:** student populations found through simple Google search - links for Syracuse provided, rest are assumed to be found on Google unless otherwise specified

**Research:**

* Syracuse:
  + Resources:
    - [Syracuse, New York (NY) Colleges and Universities](https://study.com/syracuse%2C_new_york_%28ny%29_colleges.html)
    - [Syracuse EDU](https://www.syracuse.edu/about/facts-figures-rankings/#:~:text=Enrollment%20and%20Demographics,U.S.%20states%20and%20127%20countries.)
    - [Bryant & Stratton College-Cleveland Profile (2020) | Cleveland, OH](https://www.communitycollegereview.com/bryant-stratton-college-cleveland-profile)
    - [SUNY Google Search](https://www.google.com/search?sxsrf=ALeKk02rjc2LLPm6V-Vio8PVqLaaiJxqhg%3A1595613129299&ei=yR8bX-TuEYWGytMPxJaUwAc&q=SUNY+College+of+Environmental+Science+and+Forestry+total+students&oq=SUNY+College+of+Environmental+Science+and+Forestry+total+students&gs_lcp=CgZwc3ktYWIQAzoECAAQR1CWK1iWK2C8LGgAcAF4AIABX4gBX5IBATGYAQCgAQKgAQGqAQdnd3Mtd2l6wAEB&sclient=psy-ab&ved=0ahUKEwik95SOuubqAhUFg3IEHUQLBXgQ4dUDCAw&uact=5)
    - [Le Moyne Google Search](https://www.google.com/search?sxsrf=ALeKk020XbBAErAaCrPTh66IKgYWMXrznA%3A1595613174832&ei=9h8bX-e-MpaEytMP_bqEgAk&q=Le+Moyne+College+total+students&oq=Le+Moyne+College+total+students&gs_lcp=CgZwc3ktYWIQA1DV4QJY4-oCYOjrAmgAcAB4AIABWogBqAGSAQEymAEAoAECoAEBqgEHZ3dzLXdpesABAQ&sclient=psy-ab&ved=0ahUKEwjnkfCjuubqAhUWgnIEHX0dAZAQ4dUDCAw&uact=5)
    - [Onondaga Google Search](https://www.google.com/search?sxsrf=ALeKk02PhrlPwxGkDvuK-SCrs8UzOxtksw%3A1595613222555&ei=JiAbX6uvIbXJ1QH1p6HYDw&q=Onondaga+Community+College+total+students&oq=Onondaga+Community+College+total+students&gs_lcp=CgZwc3ktYWIQA1DjywJY48sCYLDNAmgAcAB4AIABjAGIAYwBkgEDMC4xmAEAoAECoAEBqgEHZ3dzLXdpesABAQ&sclient=psy-ab&ved=0ahUKEwir2tC6uubqAhW1ZDUKHfVTCPsQ4dUDCAw&uact=5)
  + Syracuse University (0.8 miles away from downtown) - 22,850 students
  + Bryant & Stratton College (1.3 miles away from downtown) - 475 students
  + SUNY College of Environmental Science and Forestry (1.4 miles away from downtown) - 2220 students
  + Le Moyne College (3.8 miles away from downtown) - 3533 students
  + Onondaga Community College (4.9 miles away from downtown) - 11783 students
* Buffalo:
  + Resources:
    - [Buffalo, New York Colleges and Universities](https://study.com/buffalo_new_york_colleges.html)
    - [D'Youville 5 Year Trend](http://www.dyc.edu/about/administrative-offices/institutional-research-and-assessment-support/docs/five-year-trend.pdf)
    - [Erie Community College Profile (2020) | Buffalo, NY](https://www.communitycollegereview.com/erie-community-college-profile)
    - [SUNY Buffalo State - Profile, Rankings and Data | US News Best Colleges](https://www.usnews.com/best-colleges/buffalo-state-2842)
    - [Canisius College - Profile, Rankings and Data | US News Best Colleges](https://www.usnews.com/best-colleges/canisius-college-2681)
  + D'Youville College (located downtown) - 3048 students
  + Bryant & Stratton College-Buffalo (1.3 miles away from downtown) - 800 students
  + Erie Community College (1.3 miles away from downtown) - 12733 students
  + SUNY Buffalo State (1.6 miles away from downtown) - 9118 students
  + Canisius College (2.2 miles away from downtown) - 3244 students
* Rochester:
  + Resources:
    - [Rochester, New York (NY) Colleges and Universities](https://study.com/rochester,_new_york_(ny)_colleges.html)
    - [https://www.usnews.com/education/community-colleges/](https://www.usnews.com/education/community-colleges/monroe-community-college-CC05498)
  + Nazareth College (3.7 miles away) - 2987 students
  + Saint John Fisher College (3.7 miles away) - 3719 students
  + University of Rochester (4.1 miles away) - 11817 students
  + Bryant & Stratton College (5.4 miles away) - Henrietta - 222 students
  + Monroe Community College (5.4 miles away) - 12273 students
* Albany:
  + Resources:
    - [Albany, New York (NY) Colleges and Universities](https://study.com/albany,_new_york_(ny)_colleges.html)
    - [https://www.usnews.com/education/community-colleges/](https://www.usnews.com/education/community-colleges/monroe-community-college-CC05498)
  + Excelsior College (downtown Albany) - 30,008 students
  + The College of Saint Rose (downtown Albany) - 3992 students
  + SUNY at Albany (1 mile away) - 17,994 students
  + Maria College of Albany (2.2 miles away) - 800 students
  + Sienna College (3.2 miles away) - 3224 students

**Results when you type in “\*Insert School\* off campus housing” with any school in the USA?**

* **How many non-University affiliates results appear?**
* **How many University affiliate results appear?**
* **What are some standard websites that come up for any school?**

**Any articles, figures or research that highlight the lack of communication in off campus housing**

* [Living On-Campus vs. Off-Campus](https://www.mycollegeoptions.org/Core/SiteContent/Students/Advice/College-Resource-Center/College-Life/Social-Life/Living-On-Campus-vs-Off-Campus.aspx)
* [Barriers to Adjustment: Needs of International Students Within a Semi-Urban Campus Community](https://www.redorbit.com/news/education/907480/barriers_to_adjustment_needs_of_international_students_within_a_semiurban/index.html/)

**Any articles, figures or research that highlight students or parents disliking off campus housing**

* [Satisfaction of Students' Living Environment between On-Campus and Off-Campus Settings: A Conceptual Overview](https://pdf.sciencedirectassets.com/277811/1-s2.0-S1877042812X00399/1-s2.0-S1877042812057357/main.pdf?X-Amz-Security-Token=IQoJb3JpZ2luX2VjENv%2F%2F%2F%2F%2F%2F%2F%2F%2F%2FwEaCXVzLWVhc3QtMSJIMEYCIQCCDd36Ihu74Q2udYbqAWBWHeNx%2FLTvMV6EHnPSMFJwrgIhAOrI1A5XvnhgtY7KBuWA2kkaP6VNS8K7yWtD1CbDtAZ1Kr0DCJT%2F%2F%2F%2F%2F%2F%2F%2F%2F%2FwEQAxoMMDU5MDAzNTQ2ODY1IgxVzSf%2FbazsR%2B7D%2B%2FAqkQO666i7%2F6ZewwQ4%2FT66aHv%2Fxn5KcceE%2Bz0D3bMJW1AIscRBeaI96FKcHCpyRB5%2FzMkb3mNXpq8gsj5ThyZyRuz4jytuGB183rm8Txxf8RLPrHXX9POFqE4XsUrNRxbKenFbWEpdCbugrkHWvLQ2NVqol4c3w3VTo7FwbeSfKszcHe%2FTOxmY2ZDmy23hAJendmjVVYm2gsvlenh%2B8dAPXMAX%2FQosm247hbfGiFp3iA1OcoIGOrUvlRA%2BsQFxfeCs97AeQPwMu2ZNTriKsiI1FEpoNKIgG9stsgHL7PwVJYNGZq8%2FYSYkN3LZwuaWzz4AQ1HBgb9GAE2plvnYv8sJbnERDMs1KTc%2FFTMy7EKfAu6qQ11I%2FI7FgA029jlsPMIgV41zUwvTMNjqwJwQ0mlTAuS8QAYmxP6BoXS2w2IdUOsxffnzMByMnwE7y0MQrvvur%2F1hIpdxHgqpb%2FXhrKlVnxjW9TwrL%2F4QqtmJjWgQzWKjCft2%2BHdN%2FOLZmqmH3S6Z6iLtOaFQxPAkBoidsAoIHBTFAjC2z%2Bz4BTrqAaoEN%2F39L52AdH%2BUD6VETmY5PyRzu%2BSjIiURhPKFTWp1nz79xN1RMPkOXcjMbAPTnLnwxqzfaJ8z4AweeCQdUrig7cCte1FZxVxujPs%2FnWCRD%2F4rrVFb6wVX5fY0fO4RCWbpLnu08JDD7VKs%2FthVXk47npjxKglArHRxeXbIceDksU6%2FoKGyMuGeiMaHoQ%2BEddmNpyWk5axtW3zW1sZmtbbVVueBILyZYuiUz4l53%2FZiDYiSw8cy8jFhHspXaCynYbHAluEzrnIEOUBijfpkzFIn4iyMYSDHbv5DFzkdG1jeOPUS64cJMXPhaQ%3D%3D&X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20200724T200135Z&X-Amz-SignedHeaders=host&X-Amz-Expires=300&X-Amz-Credential=ASIAQ3PHCVTY3KKJU7FT%2F20200724%2Fus-east-1%2Fs3%2Faws4_request&X-Amz-Signature=d6489f8fcf52528956decbdbcf1feb5709aa3894fd41ab8ebb5e50d976ee32bc&hash=dc6acfbe98249f2808d9953620e1047cd076a7e8738f1cb02c3dabbe0edae8bb&host=68042c943591013ac2b2430a89b270f6af2c76d8dfd086a07176afe7c76c2c61&pii=S1877042812057357&tid=spdf-f374663d-9f5c-4376-8dff-6c000c99d9a3&sid=e2e8dd1c3e6a1247ab7bf882cb990afae3dfgxrqa&type=client) → student perspectives in Malaysia, but concepts could carry over to students in USA
* [Off-Campus Student Housing Satisfaction](https://search.proquest.com/openview/3155c4a75c64f35f588a7d75f51794a2/1?pq-origsite=gscholar&cbl=41036) → oldie but a goldie? History offers a great insight into the present and the future
* [EJ1177314 - Identifying the Factors That Motivate Students to Choose Off-Campus Housing, Journal of College and University Student Housing, 2018](https://eric.ed.gov/?id=EJ1177314)
  + [Current and Archive Issues](https://www.acuho-i.org/resources/publications/journal/archive-issues)
* [(PDF) STUDENTS ' HOUSING SATISFACTION IN PRIVATE HIGHER INSTITUTIONS](https://www.researchgate.net/profile/Douglas_Aghimien2/publication/333324664_STUDENTS_'_HOUSING_SATISFACTION_IN_PRIVATE_HIGHER_INSTITUTIONS/links/5ce7235292851c4eabba1f5f/STUDENTS-HOUSING-SATISFACTION-IN-PRIVATE-HIGHER-INSTITUTIONS.pdf)
* [Residential Satisfaction among College Students: Examining High‐End Amenity Student Housing](https://onlinelibrary.wiley.com/doi/abs/10.1111/fcsr.12298)

**Any articles, figures or research that highlight Universities taking control of/partnering with off campus housing**

* [EJ1149343 - Public-Private Partnerships in College Student Housing: Lessons from Three Institutions, Journal of College and University Student Housing, 2017](https://eric.ed.gov/?id=EJ1149343)