

From Resource Drain to Revenue Driver:

# TRANSFORMING CAMPUS CENTERS INTO PROFITABLE EXPERIENCE HUBS

At many colleges and universities, campus centers are costly to run, growing outdated and failing evolving student expectations — added obstacles to swelling market competition for a shrinking pool of students.

How institutions manage facilities and programs can fuel or erode student rapport, retention and revenue.

## CAMPUS CENTERS SWAY ENROLLMENT DECISIONS

Campus facilities often influence students to enroll, stay or jump ship to competing institutions.

**67%**

of students say campus facilities influenced their college choice.<sup>1</sup>

**67%**

of college freshmen say the quality of campus facilities were important for their college decision, demanding more than just clean, working facilities.<sup>2</sup>

**62%**

of prospective students say campus buildings were the most influential factors in campus visits.<sup>3</sup>

**43%**

of prospective students rejected an institution because an important facility was inadequate or poorly maintained.<sup>4</sup>

## CAMPUS CENTERS ARE POWERFUL RETENTION DRIVERS

Campus centers — sports venues, recreation and wellness facilities, student centers, performing arts venues, conference facilities and more — also play an important role in keeping students engaged and thriving, long-term.

**99%\***

retention rate linked to participation in campus recreation.<sup>5</sup>

**Nearly 1.7X**

first-year students with high participation in campus recreation are 169% more likely to stay into the second year.<sup>6</sup>

**1.6X**

students with high participation in campus recreation are 160% more likely to graduate in 4 years.<sup>7</sup>

**3X**

frequent users of campus recreation facilities are 3X more likely to have a high GPA.<sup>8</sup>

**66%**

of transfer students said more campus events at their original school would have swayed their decision to transfer.<sup>9</sup>

**\$600K** per year\*\*

a counseling center treating 500 students a year keeps an average of 30 students from dropping out annually.<sup>10</sup>

**7 in 10**

students participate weekly in clubs, groups or other extracurriculars.<sup>11</sup>

**+13%**

retention boost from one semester to the next when students attended 10+ campus events each semester.<sup>12</sup>

**54%**

greater likelihood of re-enrollment when students attended campus events.<sup>13</sup>

\*Forester, S.A., McAllister-Kenny, K., Locker, M. (2018) Association Between Collegiate Recreational Sports Involvement and Undergraduate Student Retention. Recreation Sports Journal, 42, 64-74.

\*\* Assuming a rate of \$20K per student/year, that's a revenue impact of \$600K/year.

## A BETTER PATH TO ENGAGEMENT + EFFICIENCIES + PROFITS

Pressure's on for higher ed leaders to stretch resources and outperform competitors. How can you elevate experiences and get the most out of every dollar spent in your campus centers?

A growing number of institutions have embraced an Enterprise Management Model, centralizing operations for all campus centers under one team, leveraging resource-rich partnerships.

### CASE IN POINT:

## UNIVERSITY CASE STUDY

Within one year of adopting an Enterprise Management Model in partnership with CENTERS — the nation's first campus center management firm — the client reported the following:

**\$575K**

total first year savings

**\$222K**

personnel and benefits savings

**\$250K+**

annual savings (HR, equipment, services using preferred pricing partners)

**\$1M**

annual revenue generated by CENTERS-managed campus facilities

**300**

student staff employed by CENTERS

**14%**

full-time staff promoted during transition to the Enterprise Management Model

### VETTING PARTNERS:

## 5 NON-NEGOTIABLES FOR MAXIMUM RETURN

While higher ed leaders are no strangers to outsourcing services, the third-party management of campus centers remains a massive, untapped opportunity.

Institutions can make the most of their investment by prioritizing 5 partner attributes:

**01** Depth of higher education expertise.

**02** Mission-aligned partner, mirroring your institution's culture, brand and identity for consistent experiences.

**03** Comprehensive solutions to maximize assets including personnel management, marketing, events, programs, day-to-day facility operations, financial optimization and more.

**04** Documented results for institutions like yours.

**05** Proven track record and peer referrals.

Paired with the right partner, new revenue streams, operating efficiencies and competitive advantages lie right under your feet.

## WHAT OPPORTUNITIES ARE HIDING IN YOUR CAMPUS CENTERS?

Learn what's possible with CENTERS:  
Complimentary Consulting Session

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