Replacement Greek Housing Initiative
Bowling Green State University

2010 AFA Annual meeting
December, 2010
Presentation Outline

- Introductions
- Update – BGSU and Student Affairs
- Campus Master Plan Overview
- BGSU Fraternity and Sorority Life Update
- Questions for Attendees
- Planning Approach and Timeline – BGSU Greek Housing
Last Year’s Presentation

» Presented summary of residence life/dining services issues

» Spoke to need for replacement Greek housing

» Presented early programmatic thoughts and housing approach
## Update – BGSU and Student Affairs

### BGSU Enrollment Trends

<table>
<thead>
<tr>
<th>Year</th>
<th>Main Campus</th>
<th>Firelands</th>
<th>Total</th>
<th>Fall Freshmen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2004</td>
<td>18,992</td>
<td>1,983</td>
<td>20,975</td>
<td>3,929</td>
</tr>
<tr>
<td>Fall 2005</td>
<td>19,009</td>
<td>2,062</td>
<td>21,071</td>
<td>3,654</td>
</tr>
<tr>
<td>Fall 2006</td>
<td>19,108</td>
<td>2,024</td>
<td>21,132</td>
<td>3,656</td>
</tr>
<tr>
<td>Fall 2007</td>
<td>18,619</td>
<td>2,065</td>
<td>20,684</td>
<td>3,295</td>
</tr>
<tr>
<td>Fall 2008</td>
<td>17,874</td>
<td>2,354</td>
<td>20,228</td>
<td>3,198</td>
</tr>
<tr>
<td>Fall 2009</td>
<td>17,310</td>
<td>2,478</td>
<td>19,788</td>
<td>3,166</td>
</tr>
<tr>
<td>Fall 2010</td>
<td>17,705</td>
<td>2,517</td>
<td>20,222</td>
<td>3,871</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>18,250</td>
<td>2,600</td>
<td>20,850</td>
<td>4,000</td>
</tr>
</tbody>
</table>

**Projected**
Update – BGSU and Student Affairs
Budget Challenges

» Capital funding from the State of Ohio has been severely restricted – uncertain prospects

» State operational support has declined

» Pressure on families to support higher education through increased tuition

» Ohio economy under considerable pressure
Vision & Goals

» Support education outcomes, contribute to enrollment strategy & strengthen master plan initiatives

» Enhance residential neighborhoods and improve relationship to campus services & amenities

» Create a living/learning environment unique to BGSU

» Complement residential programs with food service programs

» Establish opportunities to share resources and support spaces
### Competitive Context Analysis

#### Housing Development Summary Over Last 10 Years

<table>
<thead>
<tr>
<th>Ohio Competitors</th>
<th>Freshmen/Sophomore Housing*</th>
<th>Upperclass/Graduate Housing**</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>New Housing</td>
<td>Renovated Housing</td>
</tr>
<tr>
<td>BGSU</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Kent</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Miami</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Ohio Northern</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Ohio U.</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Ohio State</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Akron</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>UC</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Toledo</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Wright State</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

*Fresh/Sophomore Housing primarily traditional and/or suite-style

**Upper-class/Grad Housing primarily suite and/or apartment-style
### Competitive Context Analysis

#### Enrollment & New Housing Trends

<table>
<thead>
<tr>
<th>Ohio Competitors</th>
<th>3 Year Enrollment History*</th>
<th>3 Year New Housing History</th>
</tr>
</thead>
<tbody>
<tr>
<td>BGSU</td>
<td>-7%</td>
<td>No</td>
</tr>
<tr>
<td>Kent</td>
<td>-3%</td>
<td>Yes</td>
</tr>
<tr>
<td>Miami</td>
<td>5%</td>
<td>Yes</td>
</tr>
<tr>
<td>Ohio Northern</td>
<td>5%</td>
<td>Yes</td>
</tr>
<tr>
<td>Ohio U.</td>
<td>4%</td>
<td>Yes</td>
</tr>
<tr>
<td>Ohio State</td>
<td>4%</td>
<td>Yes</td>
</tr>
<tr>
<td>Akron</td>
<td>13%</td>
<td>Yes</td>
</tr>
<tr>
<td>UC</td>
<td>6%</td>
<td>Yes</td>
</tr>
<tr>
<td>Toledo</td>
<td>5%</td>
<td>Yes</td>
</tr>
<tr>
<td>Wright State</td>
<td>3%</td>
<td>Yes</td>
</tr>
</tbody>
</table>

*Enrollment Fall ’05-Fall ’08; a negative % represents a decline in enrollment, a positive % represents an increase in enrollment.*

**UT Ottawa House**

**WSU Honors Community**

**Analysis**
BGSU Campus Master Plan Overview

Enabling BGSU’s Vision of a Premier Learning Community

» Advance a campus vision that realizes BGSU’s strategic academic goals through the integration of a compelling campus plan, an enlightened insight into the next generation teaching and learning environment, and an implementation road map that is paced with the institution’s capital capacity and aligned with well-defined facility and infrastructure needs.

» Driven by “tough-minded” prioritization of needs in an environment characterized by uncertain capital availability.

» Reach the greatest number of students possible by focusing on sweeping enhancements to teaching and learning spaces in the academic heart, and demonstrable improvements to student life facilities.

» Realistic and achievable phase one initiatives that address BGSU’s current challenges in the most practical and cost-effective way possible, yet provides flexibility for the attainment of a bold campus vision over time as capital availability becomes more certain and enrollment stabilizes.
BGSU Campus Master Plan Overview

Campus Master Plan Objectives

1. The master plan time frame will be 15 years with a detailed 7-year phase 1 implementation plan.
2. The campus development plan will be phased in alignment with BGSU’s financial capabilities.
3. Key program objectives that drive the campus plan are:
   » Moderate growth in enrollment, faculty and supporting services
   » Improvement of academic spaces based on future teaching pedagogies and capacities
   » Upgrade and/or replacement of student life (residence, dining and recreational) facilities and services.
4. Key campus plan objectives are:
   » Create a land use and zoning strategy that supports an interactive, energized campus environment.
   » Focus on the core campus from Wooster to Merry; Thurston to Mercer.
   » Build on the core “active spine” between Math Sciences, the Traditions buildings and Jerome Library
   » Engage the northwest precinct – including north of Ridge – into the core campus experience.
   » Create interactive campus zones characterized by increased academic/student life adjacencies
   » Plan for an enhanced student services and recruitment experience.
5. Create an implementation plan that aligns the phased implementation of the master plan with the institution’s financial capabilities.
BGSU Campus Master Plan Overview
Campus Map - Greek Housing
BGSU Campus Master Plan Overview

Building Conditions

$400 - $500 million of capital need for building and site remediation

$35 million of remediation needed for on-campus Greek housing
  • $49,000/bed
  • Insufficient to meet student preferences and regulatory needs
BGSU Campus Master Plan Overview
Collaborative Learning Environment at the Campus Core

- Science teaching
- Adaptive re-use of historic buildings
- New College of Business
- Improved space for College of Education
- Investment in Centers of Excellence
- Enrollment and retention services
- Investments in Student Life
New center for the performing and collaborative arts

Theater and Film, Fine Arts, College of Music

94,000 square feet

Project cost: $38.5 million

Prominent location in arts village along high-impact entry corridor

Construction started second half of 2009

Occupancy late 2011
BGSU Campus Master Plan Overview
Campus Activation - New Centennial Residence Hall
BGSU Campus Master Plan Overview
Campus Activation – New Falcon Heights Residence Hall
BGSU Campus Master Plan Overview

Campus Activation - New McDonald Dining Center
BGSU Campus Master Plan Overview
Commons Dining Replacement – Design Concept
BGSU Campus Master Plan Overview
Stroh Convocation Center

- New convocation center
- Sporting events, concerts, ceremonies, trade shows
- 133,000 square feet
- Project cost: $36 million
- Signature location at campus entry
- Construction started fall 2009
- Occupancy 2011
BGSU Campus Master Plan Overview

Phase 1 Site Development Plan – Preliminary Phasing
## BGSU Campus Master Plan Overview
### Phase 1

<table>
<thead>
<tr>
<th>Who Benefits</th>
<th>Phase 1 Improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate Learners</td>
<td>Collaborative Teaching Platform &amp; Learning Center</td>
</tr>
<tr>
<td>Developing Effective Businesses and Organizations</td>
<td>New College of Business Administration building</td>
</tr>
<tr>
<td>21st Century Educator Preparation</td>
<td>Upgraded teaching, office and administrative space</td>
</tr>
<tr>
<td>Health &amp; Wellness Across the Lifespan</td>
<td>Renovated building</td>
</tr>
<tr>
<td>Sustainability and the Environment</td>
<td>Upgraded science teaching space</td>
</tr>
<tr>
<td>Excellence in the Arts</td>
<td>Wolfe Center</td>
</tr>
<tr>
<td>Student Life</td>
<td>New Residences, Dining, Stroh Center</td>
</tr>
</tbody>
</table>
BGSU Campus Master Plan Overview
Follow-Up Planning

» Replacement Greek Housing & Residence Planning
» Landscape & Civic Structure
» Detailed Parking Needs Analysis
» Detailed Sciences Program Study
» Library of the Future
» Arts Facilities: Musical Arts and School of Art
» Student Life: Student Health Center, Recreation Center
Update – BGSU and Student Affairs
Change in FSL Leadership

» Re-alignment of FSL within Student Affairs

» Director appointed
Fraternity and Sorority Life Update

Successes

» Scholarship – Higher Greek GPA compared to non-Greek GPA
» Facilities
  » BGSU provides housing for 32 of 43 chapters
  » Off-campus housing limited by City ordinance
» Strong relationships with alumni, volunteers, international offices
» Partnership with HESA Department enables BGSU to graduate individuals equipped with knowledge and skills to become FSL professionals
Grow chapters beyond current sizes
» IFC chapters’ average size is 33 - should be 60-65
» Panhellenic chapters’ current total is set at 75 – should be closer to 85

» Embrace a model of open expansion – bring back ZBT, Theta Chi, Beta Theta Pi, Sigma Chi, and Alpha Gamma Delta

» Direct staff resources to strengthening chapter operations

» Partnerships with Center for Leadership enable targeted programming at new members, emerging leaders, senior leaders
Fraternity and Sorority Life Update
Challenges

» Greek housing models and institutional size/classification
» FSL is not immune to State’s financial climate
» Current funding model relies solely on room rental income
  » Fall 2010 overview
    » 565 designated beds in Greek facilities
    » 510 beds are filled
    » 465 beds are filled by Greek members
    » 45 beds are filled by non-affiliated students
    » Subsidy from Residence Life is needed to fund the program
BGSU must identify strategies to enhance revenue and decrease costs.

Our model for fraternity and sorority housing must be financially sustainable in order to reduce or avoid the existing subsidy.
Questions for Attendees

» What are the attributes of a premier Greek program (including housing program)?

» What institutions do you believe operate a successful or premier on-campus Greek housing model? Why?

» How do institutions with on-campus Greek housing finance new construction or renovation projects?

» What housing designs or plans do you believe meet the needs and expectations of current and future students and chapters?
Questions for Attendees

» What universities that have developed new Greek housing models have done so through effective collaboration with their Greek alums? How have they successfully enlisted alumni support to implement new Greek housing approaches?

» Are you aware of any consultants skilled in reviewing Greek programs and housing operations?

» How would you like to be kept informed of how BGSU proceeds?
Planning Approach and Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formation of planning team</td>
<td>Oct</td>
<td>May</td>
</tr>
<tr>
<td>Confirmation of Greek Housing need</td>
<td>Nov</td>
<td>June</td>
</tr>
<tr>
<td>Review of BGSU Greek program</td>
<td>Dec</td>
<td>May</td>
</tr>
<tr>
<td>Review of BGSU financial support model for Greek program</td>
<td>Jan</td>
<td>June</td>
</tr>
<tr>
<td>Review of national precedents</td>
<td>Feb</td>
<td></td>
</tr>
<tr>
<td>Phase 1 summary report</td>
<td>Mar</td>
<td></td>
</tr>
</tbody>
</table>
Questions from Attendees