



Student Housing Experts

ACHIEVING **FINANCIAL**
PERFORMANCE

ENHANCING **STUDENT**
EXPERIENCE



reduce costs **retention** financial performance



Managing Existing Residences

In an era of reduced government funding, particularly with respect to ancillary operations, we have a proven residence management model that improves the financial performance of residence operations, without compromising the student experience.

We know that you need a housing operation that achieves positive financial results and enriches the student experience. Our philosophy is directly focused on these two outcomes. Our management approach is one that ensures that we work collaboratively with you and your students every step of the way, while ensuring that residence operations are completely integrated with the overall campus community. We focus on being the best student residence provider to achieve these core objectives:

- Ensure student safety and security
- Improve student retention and success
- Diligently maintain and re-invest in the facilities
- Reduce purchasing and operating costs
- Generate significant “non-student” revenue
- Support “Green” initiatives

We have a highly skilled team of managers and senior administrators who work on each of our campuses. They are supported by corporate experts in each of the 8 specialized departments within our organization.



Student Housing Experts

designing **building** financing operating new



Financing & Building New Residences

Many Colleges and Universities view student housing as an important recruitment and retention tool; however in many cases existing housing stock actually hinders enrolment growth.

As an ancillary operation, government funding is not available for on-campus new residence construction, and financing is only available for self-sustaining projects. We have successfully worked with a number of Colleges and Universities to finance student housing developments in a manner that does not impact borrowing capacity for other “core” campus initiatives. Our solution for new residence construction will:

- Preserve capital for core campus projects
- Assist with recruitment and retention
- Transfer most of the operating risk to the developer
- Integrate the project within the campus community
- Keep students on campus and engaged in campus life

We have a customized, sophisticated solution that provides additional on-campus housing without the need to deploy institutional capital. Our single source solution for the Design/Build/Finance/ and Operation of Residences is unique in the industry. In addition, our vertical integration allows for economies of scale, and our approach to management accommodates input from the institution.



**Student Housing
Experts**

supportive **community** studying **engaging**



Student Life

We provide programs and services that enhance the student experience and foster greater academic success.

Your residence demographics, needs and interests are changing rapidly, making it even more difficult to engage students in 'residence life.' Our approach is grounded in solid theory, research and assessment practices, which ensures we are constantly evolving and still:

- Embrace the academic mission of our partner institutions
- Cater to the diverse student needs of each campus
- Provide campus partners with best practices
- Partner with campus partners to develop new student programs and support services

Our vision is to be the best residence life program in the country that produces the most satisfied and successful students, leaders and professionals. To this end, we are guided by a strong set of values, a holistic programming curriculum, and clear metrics of success that we can assess on a regular basis. Our Department of Residence Life & the Student Experience is focused on six strategic directions:

- Community building and programming
- Student outreach and support services
- Student leadership and service learning opportunities
- Staff training and development
- Research and assessment
- Strategic residence recruitment and marketing



Student Housing Experts

security **maintenance** occupancy services



Property Management Services

Many private developers view the student housing sector as a stable investment opportunity, but lack the necessary specialized experience and expertise to manage a purpose-built student housing development successfully.

Managing a student housing property is vastly different from a typical multi-residential development. Maximizing occupancy and dealing with a higher turnover rates (since most students occupy the building for three years or less) requires a “forward looking” strategy. Creating a positive student housing environment while maintaining a focus on safety and security is sometimes a delicate balance and one we have successfully achieved at our off-campus properties.

Our core objectives are to:

- Maximize student occupancy and revenue
- Keep a healthy focus on operating expenses
- Ensure student safety
- Create a positive student experience
- Diligently maintain and re-invest in the facilities
- Support “Green” initiatives

We have a highly skilled team of managers and senior administrators who work at each of our properties. They are supported by corporate experts in each of the specialized departments within our organization.



Student Housing Experts

Testimonials

Achieving Financial Success and Enhancing the Student Experience

"CLC has worked at a very professional level with the College and other stakeholders and shown a strong and continual willingness to be reasonable, flexible and accommodate the College's needs."

**- Brandon Lander, Vice President, Administration
Georgian College**

In an era of reduced government funding, particularly with respect to ancillary operations, we have a proven residence management model that improves the financial performance of residence operations, without compromising the student experience.

"I strongly recommend Campus Living Centres as a superior management team. The success of our relationship is based on respect, values, and a well-defined customer service focus shared by the CLC management team."

**- Margaret Greenley, Vice President Student Affairs
Durham College & UOIT**

"Since partnering with Campus Living Centres, we have realized significant financial gains, as well as a service delivery model that has had an immediate positive impact on students. The management of our residences is streamlined and efficient, allowing the college the ability to focus on core academic initiatives, with the confidence in knowing that this vital aspect of campus life is being managed by proven professionals"

**- Shawn Chorney, Vice-President Student Services
Canadore College**

"Campus Living Centres assumed the management of our 677 bed residence on campus in May of 2010. Since that time we have seen a marked improvement in service delivery to students, and their collaborative approach to managing this vital aspect of campus life has been instrumental in contributing to overall student success. I've been involved in many public-private partnerships over the course of my career, but this, by far, has been the most successful."

**- Darlene Palmer, Director, Ancillary Business Operations
Cambrian College**

"We have enjoyed steady growth in our summer hotel business, and this added revenue has results in residence operations making a positive financial return to the College"

**- Brad Chapman, Chief Financial Officer & Vice President Business Development
Centennial College**



CAMPUS
LIVING CENTRES

Student Housing
Experts

Proven Student Housing Management Model

We have a proven management model that focuses on rigorous **cost control**, **best practices in student life**, and the maximization of non-student generated revenue that when combined, make a significant **contribution to both a positive bottom line and enhanced student experience**.

To learn more about our approach to managing student housing, contact:

Brian Freeman at 416-738-5998 or
bfreeman@campuslivingcentres.com

financial performance student experience

