

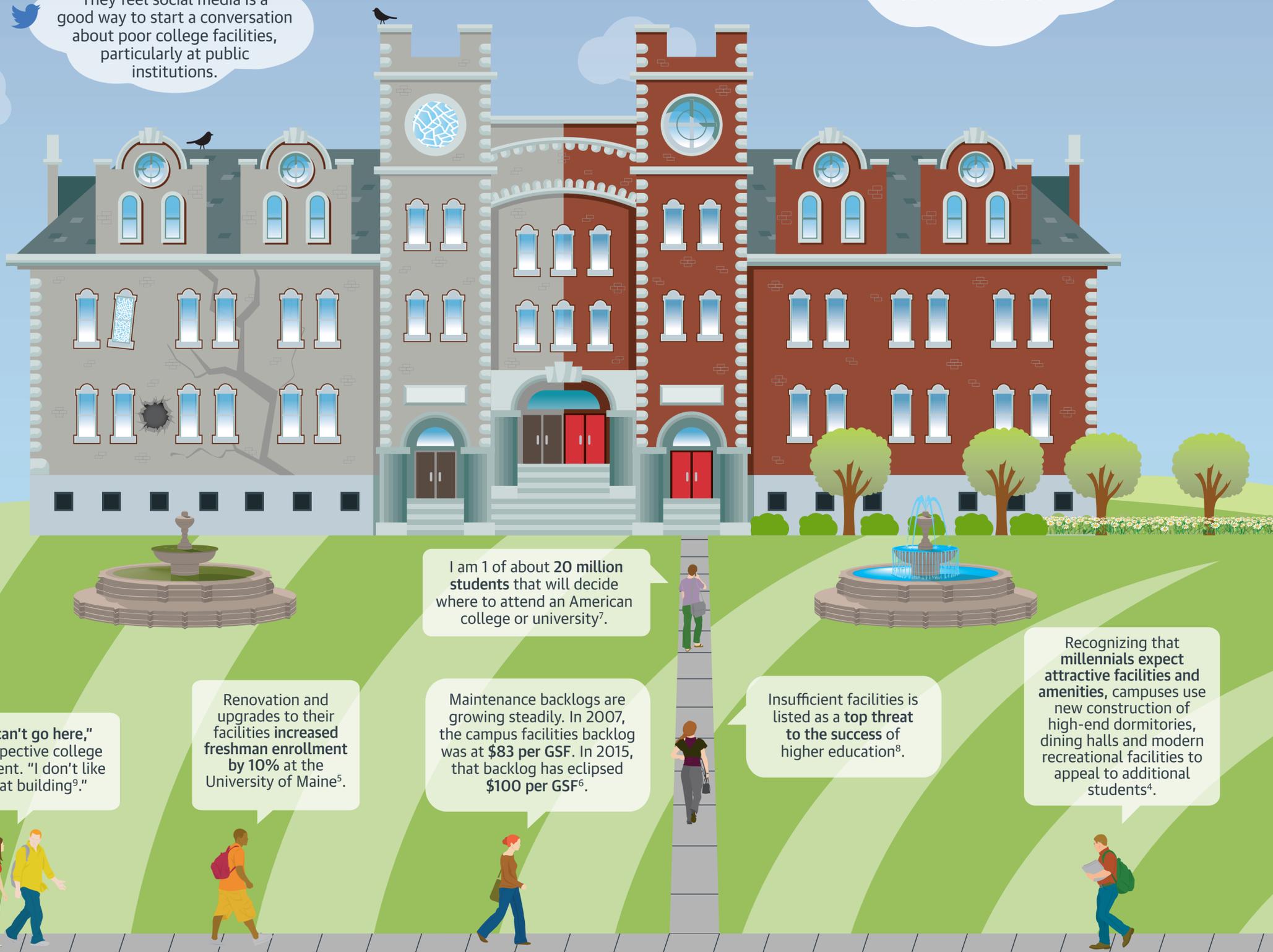
University Curb Appeal: The Impact Campus and Facilities Have on Image and Enrollment

College enrollment is expected to increase by 15% by 2023¹, and campus curb appeal is a key deciding factor. The look and feel of facilities and infrastructure play a central role in how the college presents itself to students and the community.

Professors and students take to social media to reveal the state of college facilities and the conditions of university classrooms².

They feel social media is a good way to start a conversation about poor college facilities, particularly at public institutions.

The aesthetics of the campus and facilities are recognized as pivotal to keeping alumni connected to universities for fundraising efforts and networking with and mentoring current students³.



I am 1 of about 20 million students that will decide where to attend an American college or university⁷.

"I can't go here," prospective college student. "I don't like that building⁹."

Renovation and upgrades to their facilities increased freshman enrollment by 10% at the University of Maine⁵.

Maintenance backlogs are growing steadily. In 2007, the campus facilities backlog was at \$83 per GSF. In 2015, that backlog has eclipsed \$100 per GSF⁶.

Insufficient facilities is listed as a top threat to the success of higher education⁸.

Recognizing that millennials expect attractive facilities and amenities, campuses use new construction of high-end dormitories, dining halls and modern recreational facilities to appeal to additional students⁴.

Bring speed, precision and efficiency to your campus construction process and projects with Gordian's streamlined solutions. From planning and design, through procurement, construction and operations, our solutions solve challenges across the entire construction lifecycle.

1 - https://nces.ed.gov/programs/digest/d15/tables/dt15_303.10.asp
2 - <https://www.insidehighered.com/news/2013/11/12/social-media-outlet-sheds-light-standard-teaching-facilities>
3 - <https://www.universitybusiness.com/article/does-campus-beauty-matter>
4 - State of Facilities in Higher Education, 2016 Benchmarks, Best Practices & Trends, Sightlines.
5 - <http://www.nebhe.org/thejournal/another-brick-in-the-wall-increased-challenges-face-the-physical-campus/>
6 - State of Facilities in Higher Education, 2016 Benchmarks, Best Practices & Trends, Sightlines.
7 - https://nces.ed.gov/programs/coe/pdf/Indicator_CHA/COE_CHA_2013_05.pdf
8 - Research conducted by the Organisation for Economic Co-operation and Development
9 - <https://www.bostonglobe.com/lifestyle/style/2015/06/10/bananas-campus-deal-breaker/n5YloM2uO9qvRz9aCiV1dP/story.html>