

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.



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-substandard-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/n5Y1oM2uO9qvRz9aCiv1dP/story.html>

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