Off-Campus Life Advisory Board | 4/25/2014

Attendance: Jeannie, Emily, Chelsey, David F., David W., Morgan, Lindsay, and Rachel.

Budget/SFRB Update

* Presented on February 11th, 2014 to SFRB
* We asked for a mandated 3% raise, and it was approved. It was a $0.21 increase for fall/spring and $0.14 increase for summer.
* We are $5.33/semester for fall/spring, and $3.47 for summer term.
* Presentation went well; we received approval a week later. Hardly any questions were asked.
* The only concern they had was regarding a new student position. They wanted to know if we could sustain it within our budget or if we would need a fee increase. As our SFRB rep, Chelsey answered their question that we would be able to sustain the position.

Housing Fair

* Took place on March 5th. Held here in the North ballroom and Cherokee Park Ballroom. Very different set up this year because of the new location.
* We have students complete survey every year at the end of the fair, as the students are exiting.
* We had 1,312 attendees, which is a 40% drop from last year’s number, 2,285. We think this is due to the new location, and construction impeding visible access. This year is an anomaly.
* Had over 400 students take the survey. (data was provided)
* Highlights/Interesting data:
  + We had a drop in the numbers of males that attended. We were dropping before, then rose steadily, and we have dropped again.
  + Consistent regarding race and ethnicity and where students live.
  + There were more sophomores than freshman. We believe this could be due to a tight rental market, and possibly due to the increase of transfer students that are coming in as sophomores.
  + We asked a question around who students would prefer to live with (other students, long-term residents, and staff and faculty). This question came about because of the MAX line. Most students want to live with other students.
  + We also asked about mode of transportation students will use to get to campus (came about because of Aaron Fodge’s position). We are missing some categories: Students wanted to indicate a mixture of methods, rather than just one. Also skateboards/longboards were listed as an “other” category. Incidentally, there is an increase in the number of skateboard injuries that are happening on campus.
  + Marketing: We have been using similar marketing strategies for the last several years. Lawn signs were not included in the survey, whoops. Our most effective form is through posters (consistent data), word of mouth (slight increase), but plaza signage and collegian ads had a significant drop. Our online advertising is gaining momentum; we had an increase in FB, twitter, website, collegian online ad, and handbook. The plaza area is congested and not as much traffic goes through there, which could be the cause for that drop.
  + #1 rated week to hold the housing fair remains the first week in March. However, the first week in February was rated as the second best option for the timing of the fair (first time ever it has been listed as #2 choice), and then the third week in February was the 3rd best option. Should we hold it the first week of February? It would impact HDS marketing campaign for students to live on. But students are offered opportunities to renew their leases off campus on Feb 1. We want students to have access to resources to make an informed decision. As the vacancy rates rise, more complexes will be offering more incentives for renewal, yet students will have more options. What is the vacancy rate on campus? Their vacancy rates are affected by the admission rate; last year admissions did not meet its 25% increase in admissions.
* Sponsorships: Went very well. We do have a vendor survey we are pulling information right now. We want to know if they feel like they got the value out of the package. We definitely want to try it again, and it may become permanent and become a part of our budget plan.
* A gold sponsor spoke to Jeannie at the Fair about how some people in the community want to pull together their own housing fair because the sponsorship packages did not allow everyone to choose their spot. People got used to their spaces and felt like the spots had somehow officially become theirs. We have been clear each year that we do our best to accommodate everyone, but no spot is theirs to keep; people felt entitled. We had so many sponsors (14), some of the premier locations were taken. Some people did not like the layout.
* How would they drive people to their fair, and how would those vendors plan a housing fair without working with our office? We think that apartment complexes are nervous because the vacancy rate is going up. A higher vacancy rate will be good for the community as well, affordable housing is a hot topic right now in Fort Collins.

Party Reg

* Was asked if we had seen a rise or drop in the party reg amount since the riot last year. We had 20 more parties last May after the riot than we did the May before.
* We are down in numbers due to our location of our office in the LSC west.
* We are staying pretty consistent in other stats. 85% of parties have no warning, 12% get warnings, less than 3% getting citations.
* The riot from 2 weeks ago was somewhat successful in that they used the party reg tips offered to them by our staff. They called the police officers for help. The officers were really nice with the party hosts. They were able to call before it got completely out of control.
* Are those two students who hosted the party being charged with a riot? We have not heard. The behavior down the street has not been associated with the party. There is still an investigation happening.

Community Welcome

* Happening on August 27th.
* Will be sending out a save-the-date soon and will start calling for volunteers. Please spread the word.
* Want ASCSU to be on the committee again, need to work with the new administration.
* Can push it out on our social media. And on our website.
* We will not be doing seeded paper again. It was cool and way too expensive. We are looking for something that can be used year round: Art of Neighboring. It can also be used on the city side. It’s a sustainable solution.

Staffing

* We are having a hard time covering the front desk area.
* We will be hiring an additional staff member, ideally before the end of the semester, but it may happen over the summer.
* In the interim, we will have another graphic designer step in to help.
* We have the money to handle all of this without having to ask for a fee increase next year.

[Kricket.co App](http://kricket.co/) (view site for details)

* Can upload my address and information online.
* If I throw a party, a neighbor can looking up the information, and send an anonymous text message telling the party host you are too loud.
* Would be a complimentary system to party reg.
* Can you look it up by block? Not sure.
* You can send a thank you through the system as well.
* It has a limit of no more than 3 texts to a person within an hour, and no more than 6 within 48 hours.
* Is it free? Thus far it is. We want to jump on board while it is still free.
* We need to explain to residents that this new app would be available.
* Student board member thought it would be very popular amongst students, and amongst apartment complexes.
* It may take a while for long-term residents to jump on board.
* Can add this information to the art of neighboring brochure.
* Can add it to the neighbor notices we hand out now.
* We wonder if we can pilot it in a community. Say The District?
* How do you think it would impact party reg? It would help, and not discourage people from registering their party. Party reg will help people avoid a citation, but the neighbor warning does not count for anything. We can combine the advertisement for the two programs. Can use this text program all of the time. Can be used during the week or if you received a warning (during the 6 month time frame a address cannot register).
* It will take some time. It will take a lot of work. But worth it.
* You can sign up through FB? We would assume it is connected through all of those social media outlets.
* Could partner with governmental affairs in ASCSU to help us with the work. We want to get this started before Em leaves so we can get on the pilot program for free.

Anything else?

* Big thank you to us (staff) for this year.
* One student asked how she can do this again next year. We will send out the minutes and ask committee members if they wish to continue on the board. We welcome all returners!
* Do we have community member positions? It could be cool.
* We may look for new faces from offices that are always on the board.
* We could have Amanda from Neighborhood services. She could represent neighbors, and is a city staff members. We will follow up on this.
* Have we ever looked at getting a rep from Ram’s Village, etc… together. Big apartment complexes. Like a forum, not sitting on the board. The rate my landlord app/idea is a step in that direction. We could do one open forum before launching the website to hear their feedback on the metrics. Could be cool to have a yearly forum.
* We are still trying to figure out that community coalition board.
* We want to thank everyone on the board. We have never had so many students consistently come to our AB meetings and provide such meaningful input.