



ACUHO-I Economic Impact Survey

Executive Summary

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Dear ACUHO-I members,

In November you received a message from me and ACUHO-I Foundation chair Cindy Felice speaking to the financial state of the association. With the anxious economic news on our campuses, we felt it was important to reach out and let the membership understand that the association and foundation were financially sound. Fortunately, nothing has changed to affect that status. However, we continue to hear anecdotes from members about colleges and universities implementing cost-cutting or cost-freezing measures. In short, most of us are being asked to do more with less in our professional lives.

Despite these restrictions, you know you will work to provide the same exemplary experience to students. In the same way, ACUHO-I will continue to provide invaluable services, information, and resources to its members. Together we will rise to the challenge, manage the financial turmoil, create innovative solutions, and emerge even stronger than before.

How are we going to make this happen? First, we must cut through the fear and speculation and assess the current state of the membership. To do that, ACUHO-I surveyed chief housing officers at member and non-member institutions. More than 300 individuals shared their thoughts on the climate regarding staff, travel, and professional development as well as funding, construction, and operations. An executive summary of this survey is included here, but I want to highlight some elements from the survey that particularly apply to support ACUHO-I can provide.

Regarding freezes for travel, approximately two-thirds said one was in place or would be within 12 months. Similar numbers are true for those reporting freezes on new hires, filling vacancies, and pay raises. This means that ACUHO-I must do what it can to make quality information as accessible as possible to members, regardless of what restrictions they operate under.

Secondly, regarding construction and renovation, only about nine percent of those surveyed said they expect to put a construction or renovation project on hold within the next 12 to 18 months. Almost 14 percent said they had to hold off on renovating existing facilities, and 17 percent on refurbishment projects. At the same time, many surveys taken by other organizations do not necessarily predict a drop in student enrollment. In fact, there is a school of thought that says when an economy takes a downturn, the demand for higher education actually rises. What this means is that our services will continue to be in demand on campus, even if it is under tighter finances.

Driven by this information, and the desire to be invaluable to its members, ACUHO-I will collaborate with volunteers, committees, and professional staff to provide the following:

Increased Online Content:

In 2009, members will have available a greater number of webinar presentations and online roundtables as well as an improved online library. Thousands of members have taken advantage of the digital version of the Talking Stick magazine. And members can also utilize the online social network and news blog to gather and share information. All of this happens without you having to leave your desk, let alone your campus.



The Conference Program Content You Need:

ACUHO-I understands it must deliver high quality, on-point information for face-to-face conferences to be valuable. The program committee for the ACUHO-I 2009 Annual Conference & Exposition is working right now to secure content-rich speakers and sessions for the Baltimore event. We're proud to announce that Robert F. Kennedy, Jr. will be this year's keynote speaker.

Also, we are excited to announce a new addition to the ACUHO-I Conference Series. The ACUHO-I Business Operations Conference will focus on elements of college housing such as assignments, finance, information technology, conference services, and more. The ACUHO-I Business Operations Conference will be held in Columbus, Ohio, on October 4-7. It will join the 2009 ACUHO-I Conference Series lineup along with the ACUHO-I Living-Learning Programs Conference (Oct. 16-18), the ACUHO-I Apartments Conference (Oct. 24-26), the and the ACUHO-I / APPA Housing Facilities Conference (Oct. 27-30).

The Job Placement Services Members Demanded:

Last year, ACUHO-I introduced The Placement Exchange to a warm welcome by both employers and candidates alike. We've partnered with NASPA, as well as NODA, NACA, and ASJA, to create the place for student affairs job placement. Our members asked for a streamlined, efficient placement process that eliminated the time and expense of attending multiple events while also attracting the most job applicants. Also remember that The Placement Exchange provides year-round online job listings service, that helps you respond quickly when openings need to be addressed.

Connections With True Professionals:

The most valuable assets ACUHO-I has are its members. Let us be the conduit through which you find housing professionals and content experts to answer your questions, offer solutions to your challenges, or even just commiserate over what could be happening on your campus. Nobody knows better what you are experiencing – or values it more -- more than other housing officers, and the ACUHO-I online directory, social network, listservs, and events are the best ways for you to make that connection.

In closing, I thank you for your support of ACUHO-I and the housing profession as a whole. Please review the survey results to help benchmark your experiences. We will likely conduct a follow-up survey in the second quarter of 2009 to monitor how this situation has progressed. I also encourage you to share your experiences with me, the ACUHO-I Central Office staff, and your cohorts to help us better determine how we can assist and respond as individuals, as a profession, and an association. We face challenging times. But it is a challenge we will face with dedication, perseverance, and professionalism.

Norbert W. Dunkel
ACUHO-I President



ACUHO-I Economic Impact Survey Executive Summary

This analysis summarizes findings from the 2008 ACUHO-I Survey. The survey was sent to 1,248 individuals identified in the ACUHO-I database as a Chief Housing Officer at member and non-member institutions. The survey was delivered to 1,211 individuals; 305 Senior Housing Officers completed the survey during the month of October, 2008 (25% response rate), answering questions related to the following:

- Travel freeze
- Hiring freeze
- Salary increases
- Making departmental funds available to other entities
- Construction and renovation
- Planned capital purchases
- Demand for on-campus housing within the next three years

Respondent's Demographics

Respondents were primarily from public institutions (61%) from within the United States (96%), with 39% working in private institutions. Housing capacity was evenly represented with 49% having housing capacity over 2,000 beds and 51% with capacity under 2,000 beds.

Campus & Department Climate

Travel freeze: Approximately one-third of respondents indicated that they are currently under a freeze on in-state travel (32.8%) and out-of-state travel (37.1%). Two-thirds of respondents indicated that they anticipate a freeze within 12 months on in-state travel (67.2%) and out-of-state travel (64.8%).

Hiring freeze: More than four out of ten respondents indicated that they are currently under a freeze for “new hires” (44.4%) and “filling position vacancies” (43.0%). Six out of ten respondents anticipate a freeze within 12 months on “new hires” (60%) and “filling position vacancies” (60.5%).

Salary increases: Over a third of respondents indicated that they are currently under a freeze on awarding “raises” (34.7%), and almost two-thirds (65.3%) indicated that they anticipate a freeze within 12 months.

1. Are you currently under, or do you anticipate any freezes in the following areas:

| | Currently Frozen | Anticipate a Freeze within 12 months |
|-----------------------------------|------------------|--------------------------------------|
| • In-State Travel | 32.8% | 67.2% |
| • Out of State Travel | 37.1% | 64.8% |
| • New Position Creation/New Hires | 44.4% | 60.0% |
| • Filling position vacancies | 43.0% | 60.5% |
| • Raises | 34.7% | 65.3% |



Departmental Funds: When asked if they had been “required to make departmental funds available to other entities” over 34% said “yes” and another 19% said, “no, but I anticipate it happening.”

2. Have you been required to make your departmental funds available to other entities?

| | |
|-------------------------------------|-------|
| • Yes | 34.2% |
| • No | 38.5% |
| • No, but I anticipate it happening | 19.7% |

Top Reductions for 2009-2010: When asked “If you are planning significant reductions in expenses for 2009-2010, what are the top three areas of reductions?” the top area listed for reductions received 112 responses from Senior Housing Officers. Areas identified for reductions are listed below by the area mentioned “most often” to “least often”.

| | |
|--|----|
| • Travel | 29 |
| • Facilities (Renovation & Repair, new construction) | 15 |
| • Personnel (staff cuts, staff salaries, restructure/reorganization) | 14 |
| • Operating budget | 13 |
| • Capital improvements | 10 |
| • Programs, activities and events, programming | 09 |
| • Training / Professional Development / Retreats | 08 |
| • Services | 05 |

Construction and renovation: When asked if any construction or renovation projects are being placed, or are intended to be placed, on hold during the next 12-18 months Chief Housing Officers responded in the following percentages:

| | Yes | Maybe | No |
|--|------------|--------------|-----------|
| • New construction | 8.8% | 16.5% | 35.1% |
| • Renovation of existing facilities | 13.9 | 31.4 | 33.8 |
| • Refurbishment of existing facilities | 16.6 | 31.8 | 38.9 |

Planned capital purchases: The majority (55%) of CHO’s indicated that they have restricted, or anticipate restricting, capital purchases (technology upgrades, system updates, furniture, appliances, etc.).

Demand for on-campus housing: While the large majority of CHO’s (71.9%) believe that the demand for on-campus housing will stay the same as their most recent projections, 15.5% believe that it will significantly increase, and 12.5% believe that it will significantly decrease within the next three years.



Association Specific Operational Information

Do you anticipate that you or a member of your staff will be taking part in the following by attending, presenting, purchasing, using, etc. (percent answering “yes”)

- An Institutional membership in ACUHO-I 90.3%
- Annual Conference & Exposition, Baltimore, MD 53.8%
- The Placement Exchange, Seattle, WA 27.9%
- ACUHO-I/APPA Housing Facilities Conference 27.8%
- Living Learning Programs Conference 26.6%
- Apartments Conference 17.7%
- Conference Services Conference 14.9%
- NHTI, College Park, MD 12.4%
- Information Technology Conference 11.5%
- STARS Undergraduate College 11.1%
- Professional Standards Institute, Baltimore, MD 3.4%