How can real estate support the mission of your college or university?

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Vennie Gore, Michigan State University
Amanda Hoffsis, Ohio State University
Sheri Stoll, Bowling Green State University
Panelists

Vennie Gore
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Amanda Hoffsis
President of Campus Partners and Assistant Vice President Planning & Real Estate
Ohio State University

Sheri Stoll
VP of Finance and Administration
Bowling Green State University
Audience questions
Audience question

WHAT IS YOUR CURRENT ROLE?

a) University official
b) CFO
c) Academic
d) Other
Audience question

WHICH DESIGNATION IS YOUR COLLEGE/UNIVERSITY?

a) Public
b) Private
Audience question

**IS YOUR COLLEGE OR UNIVERSITY:**

a) Urban

b) Rural
Audience question

HOW WELL WOULD YOU SAY YOUR REAL ESTATE IS ALIGNED WITH YOUR UNIVERSITY’S MISSION?

a) Very strategically
b) Making steps in the right direction
c) Not yet aligned—that’s why I’m here
Panel questions
Panel question

PLEASE DESCRIBE YOUR MOST RECENT REAL ESTATE PROJECT.

• What it is, what drove the need and how is it aligned with your university’s mission?
KEY

A  DRW owned
   Grand River property # 100,
   124, 128, 130, 136 & 140
   DDA owns 303 Evergreen

B  DDA owned

C  DDA & DRW owned

D  DDA owned- possible future phrase

E+ Possible future expansion
Panel question

WHAT ROLE DOES REAL ESTATE PLAY IN ADVANCING THE MISSION OF YOUR UNIVERSITY?

• How do you go about initiating the alignment between the university’s mission and university real estate?
• What’s the starting point?
Panel question

WHO IS INVOLVED IN ESTABLISHING UNIVERSITY GOALS?

• Does real estate have a seat at the table?
Panel question

HOW DO YOU INCORPORATE THE BOARD’S INPUT INTO THIS PROCESS?

• What impact, if any, does an elected board have versus an appointed board?
WHAT QUESTIONS DO YOU HAVE REGARDING INITIATING ALIGNMENT OF YOUR REAL ESTATE AND MISSION, GOALS, AND BOARD INVOLVEMENT?
Panel question

MOST COLLEGES AND UNIVERSITIES ARE HIGHLY FOCUSED ON ATTRACTING AND RETAINING STUDENTS, FACULTY AND THEIR FAMILIES.

• Have you been able to connect real estate to this goal? If so, how?
Panel question

SETTING FOUNDATIONAL PRINCIPLES UP FRONT IN THE PLANNING PROCESS IS IMPORTANT TO ENSURE ALIGNMENT WITH THE UNIVERSITY’S MISSION.

• Can you describe the principles MSU used in looking at your development project?
YOU MADE A STRATEGIC DECISION TO INVEST IN 15TH AND HIGH STREET AND IMPROVE THE GREATER COMMUNITY.

- What impact did that development have on the surrounding neighborhood?
- How has that effort enhanced town/gown relations?
- What challenges have you experienced along the way?
- How has this impacted attracting faculty and their families?
- What role did student housing play?
- How important is leadership in the process?
Audience question

WHAT QUESTIONS DO YOU HAVE AROUND WHAT YOU JUST HEARD?

Are there questions regarding the development of guiding principles, aligning real estate to attract students and faculty and how town/gown relations connects to this picture?
Panel question

DESCRIBE HOW THE COMMUNICATION WITH THE BROADER COMMUNITY CONNECTS WITH MICHIGAN STATE UNIVERSITY’S OVERALL VISION.

- Can you describe the process you used to ensure a synergistic town/gown relationship?
Panel question

HOW HAVE YOU STRUCK THE RIGHT BALANCE ON DELIVERING A RETURN ON INVESTMENT FOR YOUR COMMUNITY WHILE ALSO DELIVERING A FINANCIAL RETURN FOR YOUR UNIVERSITY?
Panel question

WHAT LESSONS LEARNED HAVE YOU DISCOVERED IN YOUR JOURNEY TO ALIGN YOUR UNIVERSITY’S REAL ESTATE WITH THE MISSION OF THE UNIVERSITY?
WHAT REMAINING QUESTIONS DO YOU HAVE FOR OUR PANELISTS?
COME SEE US AT BOOTH #420

Pickup the NACUBO Business Officer article focused on how colleges and universities are aligning their real estate with their mission.