



MEMORANDUM

TO: Dr. Joe Schaffer, President

FROM: Residence Hall Task Force: Dr. Melissa Stutz, Rick Johnson, Alli McCown, Melissa Nelson, Dr. James Miller, Shaun Ziegler, Vince Gibson, Zeke Sorenson

DATE: March 13, 2023

RE: Residence Hall Task Force Recommendations

The Goals of the Residence Hall Task Force were to research, debate, and advance recommendations that will help LCCC:

1. Increase the overall number of students living in the LCCC Residence Halls;
2. Increase the number of students who continue to live in the LCCC Residence Halls in their second year;
3. Increase the number of students from Laramie County who are living in the Residence Halls; and
4. Generate sufficient revenue from the Residence Halls to cover the College's debt and operations on the halls.

The Task Force approached their charge by:

- Meeting #1: Room Pricing, Configuration and Market Analysis
 - We examined pricing structures for rooms, ensuring market alignment and competitiveness.
 - We researched and modeled pricing incentives that could be leveraged to increase occupancy, and/or occupancy of specific students.
 - We assessed current marketing, promotion, and messaging options that increase awareness and appeal of on-campus living at LCCC.
- Meeting #2: Meal Plan Structure, Pricing, and Options
 - With consultation of Shawn Eby, Director of Dining Services, we considered current use, cost, and options with regard to meal plans.
- Meeting #3: Incentivizing Living on Campus
 - We evaluated where incentives may have the greatest impact to students.
- Meeting #4: Leasing and Contract Structures
 - We examined contract/lease structures and requirements.

The Task Force respectfully proposes the following recommendations:

- **Keep the room rates flat for the 2023-2024 academic year.** Overall target occupancy for FY24 is 422. Target will be 280 new students.

Historical Residence Hall Occupancy				
Year	Fall 2019; FY20	Fall 2021; FY22	Fall 2022; FY23	Fall 2023; FY24 Target
Total Students Living in the Res Halls	271	266	338	422
New Students	203	169	242	280
% of total occupancy	75%	63.5%	71.6%	66.4%

**Fall 2020; FY 21 omitted due to COVID and social distance housing*

- Targeted marketing campaigns specific to Living on Campus/Residence Hall
 - Campaign specific to parents in LCCC service area
 - Campaign specific to WY out of service area
 - Campaign specific to Colorado
 - Focus group/survey current residence
- Update the Residence Hall website to include:
 - Virtual Tour of Residence Hall
 - Updated language to describe the restrooms in Gold Hall
 - Cost comparison to monthly rates of living in Cheyenne off campus
 - How we explain the cost of attendance
- **Offer returning students a 15% discount if they sign a lease for 2023-2024 before the end of the spring 2023 semester.** (We are defining 'returning student' as a student who currently lives in the Residence Hall and is returning in fall 2023 to live in the Residence Hall.) Target will be 142 returning students.

Historical Residence Hall Occupancy				
Year	Fall 2019; FY20	Fall 2021; FY22	Fall 2022; FY23	Fall 2023; FY24 Target
Total Number Living in the Res Hall	271	266	338	422
Returning Students	68	97	96	142
% of total occupancy	25%	36.4%	28.4%	33.6%

**Fall 2020; FY 21 omitted due to COVID and social distance housing*

- **Offer students from the LCCC service area (Laramie and Albany Counties) living in the Residence Hall a 25% room rate discount.** Target will be 54 service area students. This target does not result in a gain, but begins the effort to increase awareness and promotion to the in-service population. We are comfortable with this approach.

Historical Residence Hall Occupancy				
Year	Fall 2019; FY20	Fall 2021; FY22	Fall 2022; FY23	Fall 2023; FY24 Target
Total Number Living in the Res Hall	271	266	338	422
In-Service Area Students	33	34	50	54

**Fall 2022 total 18-19 year old population of LCCC service area students was 354.*

- **Housing Renewal Fair** (held February 21): resulting in 34 completed applications for returning students; 46 intent to return (either an application started or room selection process); 80 total. Second event before the end of the semester (April) with more of a focus on application completion.
- **Increase summer housing room rates**

2023 Summer Housing Program Room Rates		
Conference Group Rates		
Blue Hall Rates (a/c)	2022 Rate	2023 New Rate
Full Suite (4 twin XL beds)	\$100/night	\$120/night
½ Suite (2 twin XL beds)	\$50/night	\$60/night
Gold Hall Rates (a/c)		
Full Room (2 twin XL beds)	\$50/night	\$60/night
Foundation Hall Rates		
Full Suite (4 twin XL beds)	\$80/night	\$100/night
½ Suite (2 twin XL beds)	\$40/night	\$50/night
Cheyenne Frontier Days Rates (includes: 6% tax and 7% lodging)		
Blue Hall Rates (a/c)		
Full Suite (4 twin XL beds)	\$130/night	\$230/night
½ Suite (2 twin XL beds)	\$65/night	\$115/night
Gold Hall West Rates (a/c)		
Full Room (2 twin XL beds)	\$65/night	\$115/night
Foundation Hall Rates		
Full Suite (4 twin XL beds)	\$100/night	\$180/night
½ Suite (2 twin XL beds)	\$50/night	\$90/night
LCCC Camps/Conference Group Rates (LCCC Only) – no increase		
Blue Hall Rates (a/c)		
Full Suite (4 twin XL beds)	\$80/night	\$80/night
½ Suite (2 twin XL beds)	\$40/night	\$40/night
Gold Hall Rates (a/c)		
Full Room (2 twin XL beds)	\$40/night	\$40/night
Foundation Hall Rates		
Full Suite (4 twin XL beds)	\$60/night	\$60/night
½ Suite (2 twin XL beds)	\$30/night	\$30/night

- **Keep the board rates (meal plan cost to students) flat for the 2023-2024 academic year and offer additional meal plan options:**
 - Premium 19 Meal Plan (New Option)
 - Default 19 Meal Plan
 - 14 Meal Plan
 - 10 Meal Plan – Only available to students in our service area (Laramie and Albany County) living in the Residence Hall and Students working in Dining Services (New Option)
 - Summer Meal Plan (New Option)

Residence Hall Student Dining Services Meal Plans				
Options	Premium 19 Meal Plan	19 Meal Plan (Default Plan)	14 Meal Plan	*10 Meal Plan
Package Cost	\$2,490	\$1,890	\$1,690	\$1,090
Meals/Week	19	19	14	10

Total # Meals	302	302	229	160
Price/Meal	\$5.07	\$5.45	\$6.53	\$6.34
Res Hall \$\$	\$175	\$175	\$125	\$75
Guest Meal Vouchers	20	6	6	
Dining Services Online Grocery Credit	\$50			
Local Business Coupon Book (\$300 value)	Yes			
Lyft Gift Card	\$250			
Door Dash Gift Card	\$250			
Res Hall \$\$ Rollover	Yes	Yes	No	No
Special Dining Events at no additional cost	Yes	Yes	Yes	Yes
<i>*only available to service area students</i>				
Value	\$3,584.40	\$2,570.60	\$1,958.50	\$1,307.00
% Savings	31%	26%	14%	17%

Residence Hall Student Summer Meal Plan	
Package Cost	\$290
Total # Meals	35
Price/Meal	\$6.14
Res Hall \$\$	\$75

- **Keep the lease to an academic year (fall and spring)**
 - We explored a 12 month lease option but ultimately determined that we have protocols in place for a student to remain living in the Residence Hall over the Holiday break and in the summer.
 - We will better communicate and promote the option of the ability to remain living in the Residence Hall over the Holiday break and in the summer.