

UNIVERSITY OF NEW ORLEANS MASTER PLAN

APPENDIX D : CAMPUS LIFE ENGAGEMENT
BRAILSFORD & DUNLAVEY

THE UNIVERSITY *of* NEW ORLEANS

Campus Life Engagement SURVEY FINDINGS

January 6, 2021

Revised April 6, 2021 with updated on-campus occupancy numbers.



Campus Life Assessment

RECAP

- 1 UNO's campus includes all campus life amenities to execute a range of strategies.**
- 2 Campus life amenities can provide a greater impact with connectivity and integrated strategies.**
- 3 Surrounding residential typology and area amenities reinforce a transactional campus experience.**

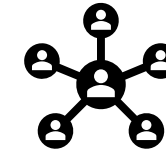
Survey Approach

OVERVIEW



IDENTIFY CAMPUS LIFE TARGET MARKET

- Identify who current embraces campus life
- Who demands campus life, what will it take to capture them?



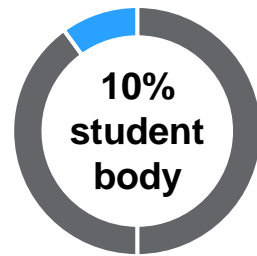
ROLE OF CAMPUS LIFE

- How does campus life influence recruitment?
- Are students satisfied with campus life?
- Is there latent demand for more campus life assets or programs?

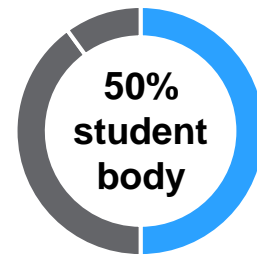
Campus Life Target Markets

OVERVIEW

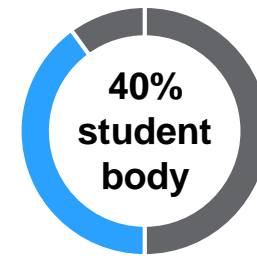
On-campus Students



Off-campus Students *Traditional*



Off-campus Students *Non-traditional*



*Campus
Schedule*

M – F | 10:00 a.m. – 4:00 p.m.
<30% on campus on weekends

M – F | 10:00 a.m. – 4:00 p.m.
<3% on campus on weekends

M – Th | 12:00 p.m. – 4:00 p.m.
~13% on campus on Fridays
<5% on campus on weekends































*UNO Decision
Factors*



*Campus
Life
Sentiment*



Where do students study and socialize?

	On-Campus Students	Traditional Off-Campus Students	Non-Traditional Off-Campus Students
LIBRARY	 	 	 
CAMPUS OUTDOOR SPACE	 	 	 
UNIVERSITY CENTER	 	 	 
RESIDENCE	 	 	 
RECREATION CENTER	 	 	 

 - Study
  - Socialize

 - Top choice
  - Second choice
  - Not selected

IDEAL ASPECTS OF CAMPUS LIFE SPACES



Quiet, comfortable and adequate space with good natural lighting



Large, comfortable space close to dining

Assets to Prioritize

PRIORITY OF IMPROVEMENTS

	All	On-Campus Students	Traditional Off-Campus Students	Non-Traditional Off-Campus Students
Dining options on campus	51%	71%	52%	41%
Student housing	36%	65%	33%	21%
Enhanced parking on campus	32%	12%	40%	33%
Recreation facilities	15%	9%	16%	15%
Outdoor spaces	14%	7%	14%	20%
Transportation between UNO and the city of New Orleans	13%	13%	8%	21%
Walkways throughout campus	12%	3%	12%	18%
Student gathering places	11%	8%	14%	10%
Event Space	2%	2%	2%	4%

Campus Experience & Environment

PRIORITY OF IMPROVEMENTS

	All	On-Campus Students	Traditional Off-Campus Students	Non-Traditional Off-Campus Students
Class offerings and programs	40%	32%	40%	48%
Dining options on UNO's campus	39%	59%	46%	24%
Additional meeting times current classes	27%	17%	31%	27%
Parking	25%	16%	30%	23%
Connectivity / access to local area	20%	28%	20%	14%
On-campus housing options	19%	38%	20%	7%
Student orgs and programming options	16%	23%	18%	10%
Transportation options between the surrounding community and UNO's campus	10%	9%	7%	15%
Sidewalks or pathways	10%	6%	11%	11%
Smaller class sizes	10%	6%	10%	11%
Recreation facilities	9%	9%	11%	8%
Student activity spaces for organizations, clubs, and groups	9%	8%	9%	8%
Event / large-gathering meeting spaces	4%	6%	3%	3%
Nothing needs to be improved	1%	0%	0%	1%

IDEAL ASPECTS OF CAMPUS LIFE SPACES



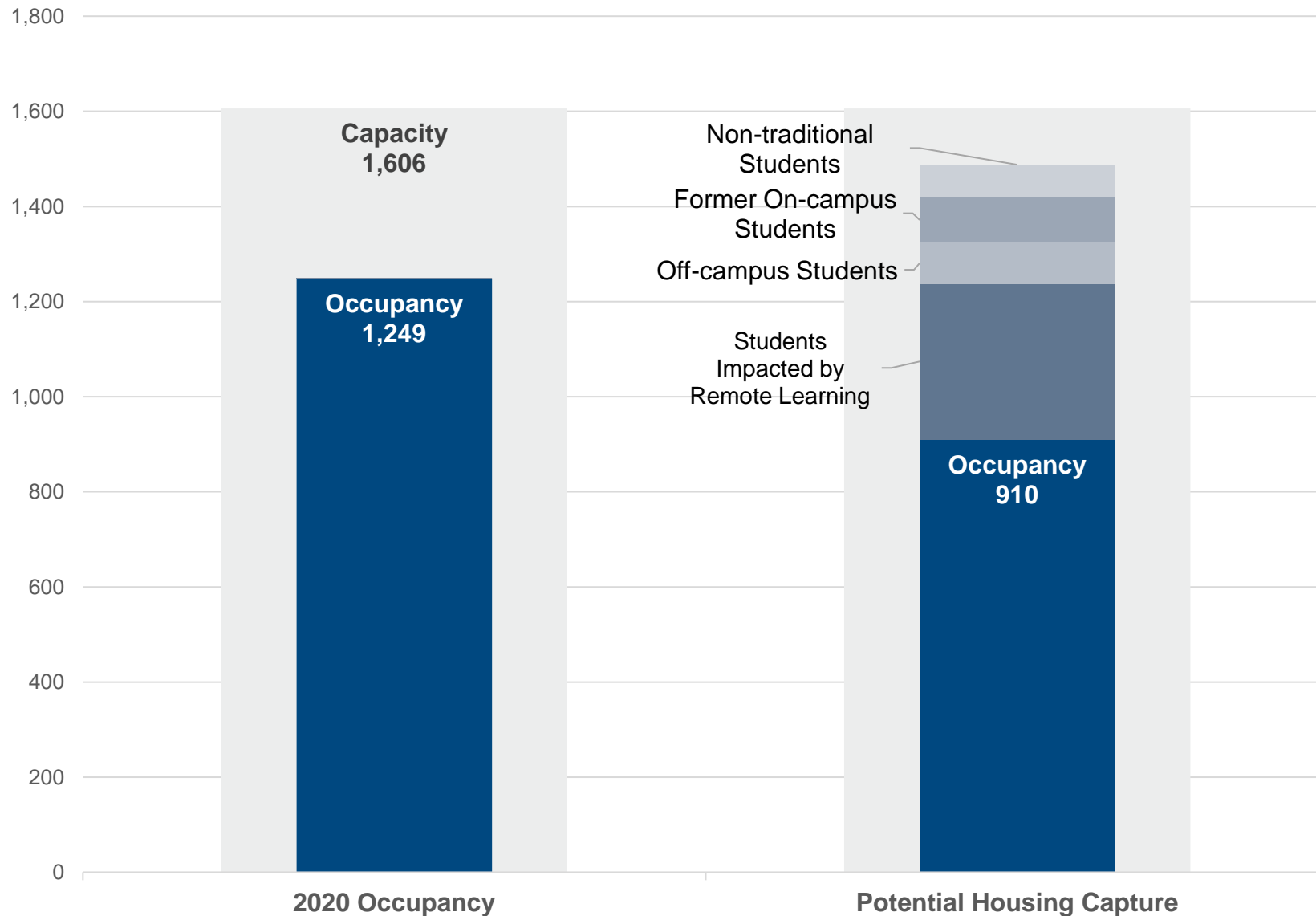
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On Campus Housing Additional Capture Potential

STUDENT LIFE DEMAND ANALYSIS



UNO facilities have sufficient capacity to retain and capture additional off campus cohorts through asset improvement, new pricing strategies, and improved campus life amenities

On-campus Housing Dynamic

On-campus students are most engaged cohort. UNO must improve the residential experience to maintain on-campus student engagement and attract additional housing capture.

Satisfaction	Lafitte Village	Ponchatrain Hall	Privateer Place
Occupancy	95%	70%	82%
Overall Living Conditions	72%	74%	53%
Building Amenities			
Lounge & Social Spaces	52%	72%	58%
Study Spaces	48%	72%	48%
Student Feedback	The space provides good outdoor lighting / windows, Quiet, and provides variety of technology options and reliable technology access	Quiet, comfortable, large enough for friends	Comfort, space has printing, quiet

Recreation and Student Gathering Spaces

STUDENT LIFE DEMAND ANALYSIS

Space	Demand	On Campus Capture
Study Space	4,900 SF - 5,500 SF	✓
Lounge Space	2,500 SF - 2,900 SF	✓
Computer Lab	2,500 SF - 2,900 SF	✓
Convenience/ Coffee House	1,900 SF - 2,200 SF	✓
Free Weights & Machines	2,400 SF - 3,000 SF	✓
Cardio	2,200 SF - 2,800 SF	✓
Group Fitness Classes	1,000 SF - 1,400 SF	✓
Activity Courts	1 court - 2 courts	✓

Campus facilities provide sufficient space to engage students' current and projected activities.

Recommendations and Conclusions

OVERVIEW

- 1** Leverage activity in library, commons, and University Center to create more engaging moments on campus.
- 2** Improve residence halls by enhancing study and social spaces within buildings and improve building maintenance.
- 3** To facilitate external partnerships and mixed-use growth opportunities the university must invest resources and focus effort at driving the market opportunities to the site.