

---

# Trends in Fraternity Housing

What Does the Future Hold?

# Trends in Fraternity Housing

What Does the Future Hold?

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Who are we...?

TREANOR ARCHITECTS P.A.

“Experts in Greek and Student Life Housing”

- Greek Housing
- Residence Halls
- Special Interest Housing
- Living Learning Centers
- Student Union
- Recreation Facilities



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Who are we...?

TREANOR ARCHITECTS P.A.

- Greek & Student Life Housing
  - 35 Campus
  - 68 Housing Projects
  - 47 Greek Projects
  - 19 Greek Organizations
  - 5500+ Beds (over 2000 in Greek housing)



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## National Experience

- Sigma Chi - Pennsylvania State University
- Delta Delta Delta - University of South Carolina
- Sigma Chi - Stanford University
- Alpha Delta Pi - University of South Carolina
- Sigma Nu - University of Arkansas
- Greek Village Complex - Western Carolina University
- Willard Hall - Pittsburg State University
- Delta Tau Delta - University of Oklahoma
- Delta Upsilon - University of Kansas
- Greek Court Housing Study - Pittsburg State University
- Alpha Chi Omega - University of Kansas
- Freshman Hall Renovation - Benedictine College
- Living Learning Center - Washburn University
- Transitional Housing - Washburn University
- Lambda Chi Alpha - Pittsburg State University
- Delta Upsilon - Miami University
- Sigma Nu - Kansas State University
- Delta Tau Delta - University of Kansas
- Sigma Chi - University of Kansas
- Alpha Gamma Rho - Kansas State University
- Alpha Delta - Washburn University
- Tau Kappa Epsilon - Kansas State University
- Delta Chi - University of Kansas
- Sigma Alpha Epsilon - University of Kansas
- Sigma Phi Epsilon - Washburn University
- Old Gym / The Roost - Benedictine College
- Delta Delta International - Existing Facility Studies
- Washington and Jefferson College - Housing Master Plan
- Benedictine College - Housing Master Plan
- Old Dominion University - Greek Housing Master Plan



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Who are we...?

PENNINGTON & COMPANY

“Recognized Leader in Fraternity and Sorority Fundraising”

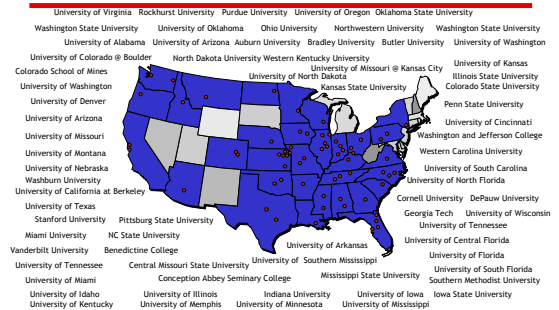
- 200+ chapters on 73+ campus
- Raised over \$80 million in support of Greek Life



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

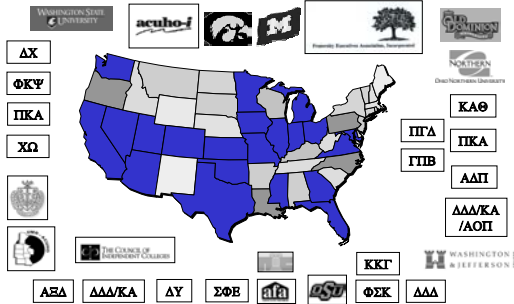
## National Experience



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## National Educational Programs



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

# HOUSING

Greek Housing is the **LARGEST** Not For Profit Student **LANDLORD** in the United States.

Over **250,000** Beds

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## 10 Keys To Success

1. Who is Your Client?
2. Who is Your Competition?
3. What Are Your Assets / Problems?
4. What Are Your Needs?
5. Who Is On Your Team?
6. What Is Your Budget?
7. How Will You Raise The Money?
8. Why Conduct A Feasibility Study?
9. What's A Realistic Schedule?
10. Other Opportunities?

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Who Is Your Client?

# #1

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Today's College Students

- Where do they come from?
- What do they want?
  - Single rooms?
  - Personal baths?
  - Private study areas?
- Where are they living now? What are they living in? Why are they moving out?



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Today's College Students

The two most common goals sought by students and institutions today are:

- Community
- Privacy

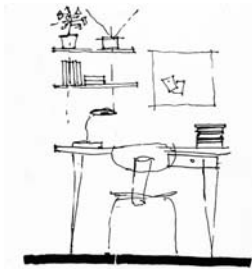
Courtesy of Harvard Graduate Study

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Student of Yesterday

---



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Student of Today

---



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Students want

---

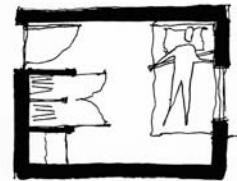


PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Students get

---



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Who Is Your Competition?

# #2

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## The Competition

---

- University Housing:
  - On & Off Campus Availability
  - Trends & Amenities Available
  - Quality/Level/Types Available
- Off Campus Developments
- Peer Campuses
- Current Greek Housing

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## The Competition

Recent Figures Indicate Total Construction on University and College Campuses Of:

- \$13.6 billion completed in 2004.
- Another \$14 billion is expected to be completed in 2005.



*From College Planning and Management 2005 Construction Report*

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## The Competition

### Recent Examples:

- Illinois-Chicago - \$73M/850 beds
- SUNY-New Paltz - \$12.5M/238 beds
- UNC-Pembroke - \$7M/335 beds
- Centenary (NJ) - \$6.9M/124 beds
- Univ. of the South - \$6.9M/119 beds
- Florida Southern - \$3.5M/128 beds

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## The Competition

Residence Halls Alone Were:

- Average of \$18.3 m per facility
  - \$145 per SF
  - \$44,996 per bed/person



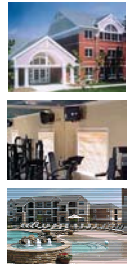
*From College Planning and Management 2005 Construction Report*

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## The Competition

- Residence Halls
- Apartments Complexes
- Special Interest Housing
- Other Greek Housing
- 1 - 4 person living arrangements
- Private / Group Study Areas
- Private bathrooms
- Exercise / Recreation Rooms
- TV Lounges
- Food Service Options
- Laundry Facilities
- Internet Access and Cable TV

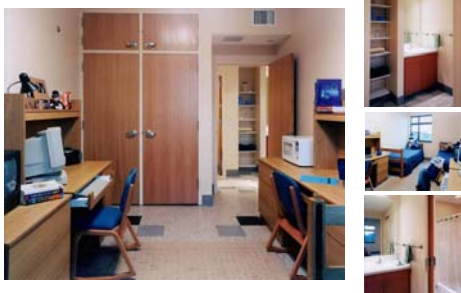


PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## The Competition

### Residence Halls



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## The Competition

### Residence Halls



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## The Competition Apartments



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## The Competition Other Greek Housing



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

If we build it, they will come...

*“Renovating ~~the~~ building will solve all of our problems and increase our membership....”*

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

**FOR RENT**

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## What Are Your Problems / Assets?

# #3

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Understand What You Have Building? Chapter? House Corporation?

- Building, Fire, & ADA Violations?
- Deferred Maintenance?
- Quality of the Living Environment?
- Effective House Corporation?
- Effective Alumni Relations?
- Financial Status of Housing?

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Typical Existing House

### Fire and Building Code Issue

Every School Year, on Average:

**1800 Fires**

That's a fire every:

**60 Hours**

In Greek Housing Fires since 1976:

**48 Fatalities**

Greek Housing with Sprinklers:

**Less than 8%**

Fatalities in Sprinkled Greek Housing:

**Zero**

*According to the American Fire Sprinkler Association...*



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Typical Existing House

### Fire and Building Code Issue



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Typical Existing House

### Fire and Building Code Issue



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Typical Existing House

### Fire and Building Code Issue



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Typical Existing House

### Fire and Building Code Issue



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Typical Existing House

### ADA Issues

- Requires access to all services
- 90% of ADA cost little or no additional construction dollars
- Elevators- Plan location add equipment as required / desired

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Typical Existing House

- Deferred Maintenance

- Exterior Shell
- Mechanical
- Plumbing
- Electrical



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Typical Existing House- Deferred Maintenance

- Retrofitted or No Life Safety Systems
- Limited storage
  - Years of Accumulation



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## What Are Your Needs?

# #4

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Trends in Housing

- Unit Type / Space Allocation
- Building Configurations
- Image / Personality
- Security
- Technology
- Amenities

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Unit types

Sleeping / Study Rooms



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Unit types

Sleeping with Study Rooms



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Unit types

Sleeping with Study Rooms and Baths



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Image

- Status Symbol
- Timeless Design

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Image



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Image



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Image



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Image



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Image



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Image



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

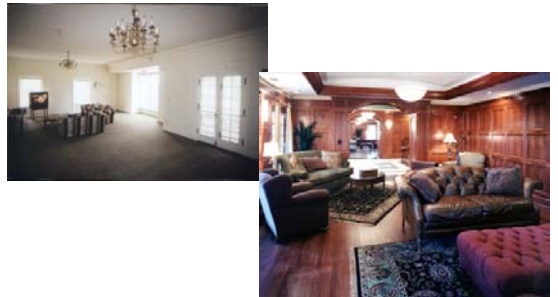
## Image



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Image



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

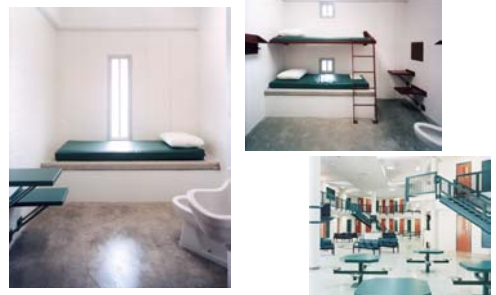
## Security

- Exterior
  - Increase Visibility at Entrances
  - Hardware Options
- Interior
  - Visual Connection to Entrances
  - Defined Public / Private Separation

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

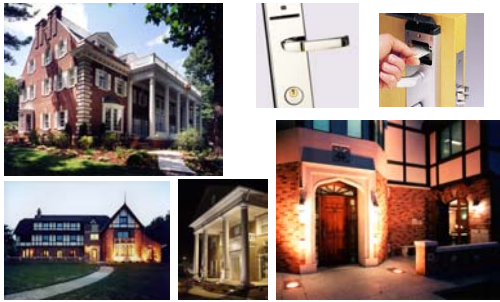
## Security



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Security



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Technology

- Phone/Data in Every Study Room
- Phone/Data in Library & Group Studies
- Computer Rooms & Network
- Access to Internet / Univ. System
- Cable Television / Satellite Systems
- Wireless Access

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Technology



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

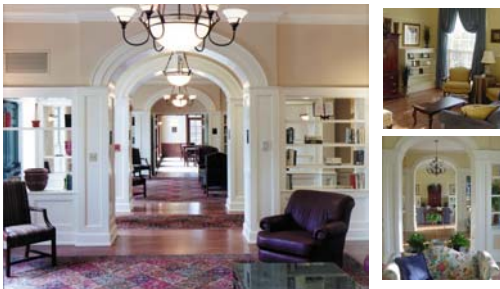
## Amenities

- Living / Family Rooms
- Recreation / Game Rooms
- Exercise Rooms
- Increased Storage
- Enhanced Meal Services
- Laundry
- Vending Areas
- Exterior Spaces

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

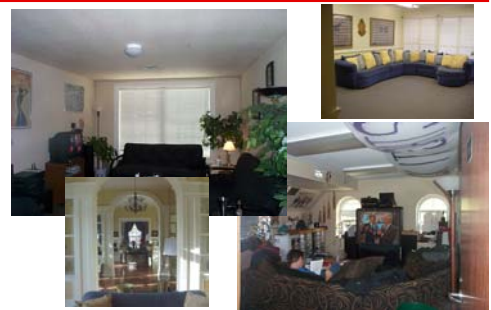
## Amenities



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Amenities



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Amenities



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Amenities



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Amenities



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Amenities



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Educational Spaces

- Libraries
- Computer Rooms
- Study Halls
- Group Study Rooms
- Individual Study Rooms (w/o beds)
- Educational Storage (test files)
- Project Areas / Drafting / Graphic Arts

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Non-Educational Spaces

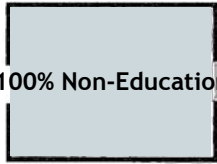
- Kitchen
- Bathrooms
- Dining Rooms
- Chapter Room
- TV / Recreational Room
- Living Rooms
- Bedrooms / Sleeping Dorms

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Educational vs. Non-Educational

100% Non-Educational



Sleeping / Study



100% Educational

Study w/ Sleeping Dorm

PENNINGTON & COMPANY

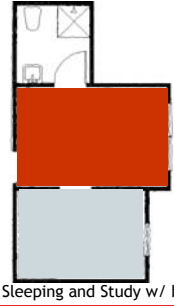
TREANOR ARCHITECTS P.A.

## Educational vs. Non-Educational



Sleeping and Study

40% Educational  
60% Non-Educational



Sleeping and Study w/ bath

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

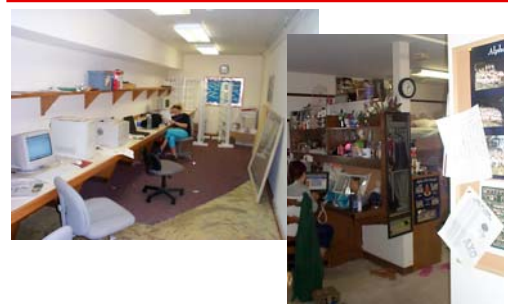
## Increased Educational Spaces



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Increased Educational Spaces



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Increased Educational Spaces



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Increased Educational Spaces



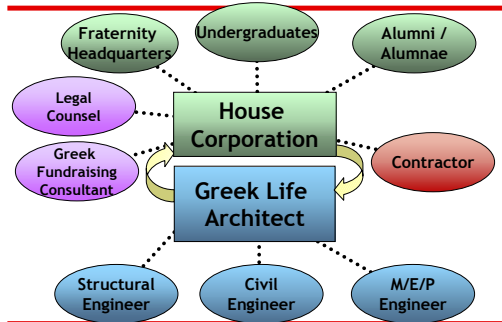
PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

# Who's On Your Team

# #5

## Project Team



# What Is Your Budget?

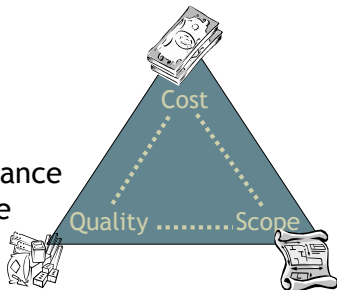
# #6

## Costs...

- Construction Costs:
  - Cost of Building the project
- Development Cost: (20-30% Construction Costs)
  - Construction Costs plus...
  - Site Acquisition
  - Utility relocation
  - Hazardous Abatement
  - Street Improvements
  - Development Fees
  - Site Survey
  - Soil Borings
  - A/E Fees
  - Drawing reproduction
  - Testing and Inspections
  - Furniture, Equipment
  - Telephone / Data
  - Moving Expenses
  - Financing Costs
  - Legal Fees
  - Contingency (5-10% of construction)
  - And lots more...

## Costs...

- Scope
- Quality
- Cost
- Performance
- Schedule



# How Will You Raise The Money?

# #7

## Difficult Situations...

- Chapter founded in 1965 or later
- Chapter closed for long periods of time
- 700 or fewer mailable living alumni
- Poor/inconsistent alumni relations
- Collegiate chapter issues
  - Hazing
  - Poor academics
  - Poor campus reputation
- Construction/renovation already completed
- Significant debt

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Ideal Situations...

- Chapter opened prior to 1965
- 800+ mailable living alumni
- Excellent alumni records
- Consistent alumni cultivation
- House Corporation fiscally sound
- Strong collegiate chapter
- Strong Greek community
- Identifiable strong philanthropic support (University, church, charities)

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Capital Campaign Phases

- Pre-Campaign Feasibility Study
- Insider Solicitation
- Major Gift Solicitation (Quiet Phase)
- Direct Mail Solicitation (Public Phase)

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Why Conduct A Feasibility Study?

# #8

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Rules to Remember...

### Not Everyone Will Participate

In fraternity fund raising, a 20-25 percent participation rate is good. Therefore, if you have 1,000 living alumnae, you can expect only 200 to 250 to make any size gift at all.

### The 80-20 Rule

80% of all dollars will come from 20% of donors.

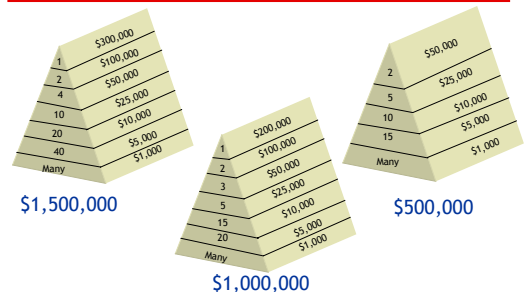
### Leadership Gifts

Your lead gift will likely represent 15-25% of your total funds.

PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Sample Giving Pyramids



PENNINGTON & COMPANY

TREANOR ARCHITECTS P.A.

## Importance of a Feasibility Study



Confidential interviews of 25-30 of your top donor prospects help measure their attitudes toward the fraternity. In addition, a feasibility study:

Develops a unifying case for support of your project/campaign.

Determines the ability of top donor prospects to support a project/campaign.

Determines the willingness of top donor prospects to support a project/campaign.

## Why Alumni Give...

- Belief in the institution and its purpose
- Belief that current needs are important
- Sense of loyalty, gratitude, and affection
- Honoring the past and ensuring the future
- Friendship and respect for those who solicit

## Fundraising Do's and Don'ts

- DO...
  - Involve professional assistance early in the planning stages.
  - Conduct a feasibility study to determine the likelihood for success and establish a minimum fund raising goal.
  - Work quietly to raise a significant portion of the total goal before making a general announcement to your membership.

## Fundraising Do's and Don'ts

- DON'T...
  - Rely on the fallacy of averages: "We need \$500,000 and have 1,000 alumni. Everyone needs to send in \$500."
  - Announce in a newsletter that you are thinking about entering into a capital campaign.
  - Complete the project first and then try to raise the money to pay for it.

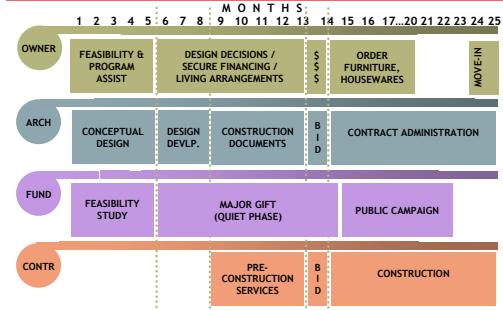
## Fundraising Cycle...



## What is a Realistic Schedule?

#9

## Project Timeline



PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Other Opportunities?

# #10

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## What's next...

- Private Property Management
  - Outside management of Greek houses
- On-Call Maintenance Contracts
  - Local Contractors providing on-call maintenance and repair services (24-hour service)
- Enhancement of meal plans
  - Full Service Kitchens
  - On-campus options
  - Catering

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## National Housing...

- Housing Goals
  - Good, Better, Best... Housing - Asset or Anchor?
- Assessment / Feasibility
  - National / Houses / Chapter / House Corp. / University
  - Goals, Scope, Quality, Cost, Performance
- Comprehensive Housing Master Plan
  - Support, Development & Maintenance - Physical & Mental
  - Scope, Cost, Finance (20 year cycle = 5% renewal/yr),
  - Finance - Revenue, Debt Capacity, Fundraising, Endowment
- Execution & Follow-up
  - Design & Construction - Recipes for Success / Failure
  - Physical & Mental Maintenance
  - Finance + Fundraising = Freedom

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.

## Contact Information

PENNINGTON & COMPANY

501 Gateway Drive, Suite A,  
Lawrence, KS 66049  
785-843-1661  
785-749-3766 fax

[www.penningtonco.com](http://www.penningtonco.com)

*Patrick Alderdice*

[patrick@penningtonco.com](mailto:patrick@penningtonco.com)

TREANOR  
ARCHITECTS P.A.

110 McDonald Drive, Suite 192  
Lawrence, Kansas 66044  
785-842-4858  
785-842-7536 fax

[www.treanorarchitects.com](http://www.treanorarchitects.com)

*Steve Malin*

[smalin@treanorarchitects.com](mailto:smalin@treanorarchitects.com)

PENNINGTON & COMPANY

TREANOR  
ARCHITECTS P.A.