

Collegiate Housing Services
Student Housing Proposal

Partnering With

Westcliff University

WESTCLIFF UNIVERSITY
Educate. Inspire. Empower.

COLLEGIATE HOUSING SERVICES

Executive Summary

Collegiate Housing Services (CHS) is excited about the opportunity to submit a proposal for the implementation, management and service of a comprehensive student housing program for Westcliff University (Westcliff) in Irvine, CA.

CHS has specialized in student housing for over 35 years and has serviced over 120 college campuses nationwide. We currently service 35 college campuses across 17 states in the US and are excited about the opportunity to partner with another school in the Southwest region of the United States. CHS currently services schools in Long Beach, CA and Phoenix, AZ.

With experienced associates currently servicing markets in the US, along with multiple regional/ national property management company relationships across the nation, we are confident in being able to quickly develop a professional student housing program at Westcliff in Irvine. Our goal is to deliver an exceptional level of customer service and a high-quality housing experience while providing excellent communication to students and the Westcliff team.

Objectives

The objectives identified below will be explained in detail to provide a strong base for our partnership.

CHS Will Provide:

1. A comprehensive and seamless student housing experience
2. Professional representation at partner school
3. A comprehensive resident assistant program
4. Proactive communication
5. Competitive pricing & locations
6. Favorable application structure & payment programs
7. Value-Added retention initiatives & resident life programming
8. Continued commitment to growth

1. Full-Service Housing Program

Shared Roommate Program

Our shared student housing program typically includes shared and private bedroom options, primarily utilizing two bedroom apartments housing two to four students and three bedroom apartments housing three to six students.

CHS will provide a full furniture package, include a generous utility allowance for each apartments and individual student leases.

Further, CHS will include mutually acceptable, vetted properties within close proximity of campus, targeting those that are large enough to provide consistent availability and located within low crime areas. CHS will seek Westcliff's approval for all apartment communities utilized in the CHS program.

2. Representation

Local Representation

CHS will initially utilize an experienced director of housing that currently resides in Long Beach, CA to provide customer service to the Westcliff campus. We propose to begin by providing virtual customer service, adding on-site office hours on a part-time basis and, as the applications grow to indicate a resident base of over 75 residents, begin the search for a local full-time housing director. Final candidates will be introduced to campus leadership for input prior to hiring. Additional coverage for large admissions functions and local campus events will be supplemented by CHS' team of associates located in southern California and Phoenix, AZ.

We ask Westcliff to provide adequate campus office space for CHS staff to deliver a high level of personal customer service. Office space should contain basic furnishings with connectivity provided for both data and voice communication. CHS staff will routinely meet with Westcliff's admissions and student services personnel to verify prospective student commitments, insuring consistent communication regarding potential new students, the coordination of their housing accommodations and retention.

Regional Representation

CHS has a team of four regional housing directors that provide consistent oversight and additional customer service support. Regional directors are a leadership resource to CHS' local representatives and provide assistance in the area of hiring and training, scheduled vacation coverage, large move-in assistance, as well as ongoing communication with the school's admissions representatives and campus administrators.

We will utilize our regional director located in Phoenix, AZ to oversee the campus. Sam Bradford has been with CHS for over 8 years and has established strong relationships with each campus he oversees. He is familiar with many of the largest multi-family property management companies in the market. Sam will oversee property procurement, hiring & onboarding local CHS personnel and ongoing product knowledge training with Westcliff administration.

Corporate Representation

CHS' housing operations department in the Indianapolis corporate office is organized into geographically based teams that assist with routine operational activities and resident support. Our customer support teams allow local CHS staff members more time for face to face, proactive customer service while providing consistency of communication across all campuses.

Each campus that our company serves is assigned the following customer support team:

A. Housing Consultant dedicated to assisting prospective student residents with housing option selection, application and qualification, preparedness for move-ins and reporting feedback to Westcliff's admissions team.

B. Housing Coordinator assisting with maintenance requests/vendor coordination, opening and closing apartments, furniture scheduling, utility management, roommate coordination/placement and general customer service calls.

C. Account Coordinator dedicated to resident account maintenance, payment assistance and communication with campus financial aid and business offices.

3. Resident Assistant (RA) Program

If appropriate, CHS will provide a comprehensive Resident Assistant (RA) component within its shared housing program. We will seek input from Westcliff's administration to identify leaders among the peer group of student residents. CHS compensates RA's on an hourly pay rate basis with hours not to exceed 20 hours/week.

RA's are an integral part of CHS' retention objective and are responsible for supporting positive customer service at their respective properties such as providing assistance at move-ins, emergency notification, assistance with social activity coordination and some office administrative functions. RA's also assist with on campus customer service and are on call to address spontaneous issues as they arise at their assigned properties.

4. Proactive Communication

Product Knowledge Training (for Admissions and Student Services Personnel)

CHS will conduct information/product knowledge training specific to the CHS housing program for the benefit of campus personnel. We recommend the first session be conducted within the first few weeks of CHS establishing its housing program at Westcliff. Additional sessions may be scheduled as often as desired. CHS suggests annual updates, at a minimum, to familiarize new Westcliff personnel, refresh the understanding of CHS' housing programs and collaborate on opportunities for improvement.

Future Student Workshops, Open Houses and Move-in Orientations

CHS will provide representation for important campus marketing events upon request. Typically, CHS gives a short presentation on the local market and housing program that creates a subtle sense of urgency to apply for housing.

Move-in dates & times are decided in cooperation with the school's administration. CHS utilizes an "express move-in" process that allows students to quickly 'check in' and proceed to their CHS apartment. In addition to local representation, we will provide regional team members and corporate customer service center personnel to ensure a successful move-in.

CHS will also provide housing presentation material for Westcliff admissions representatives to use with prospective students. Brochures, sample property information, power point and on-line presentation links may be developed for use by Westcliff admissions personnel. Customized landing pages will be created and linked to the Westcliff website to provide a seamless web experience for Westcliff housing students.

Prospective Student Communication

CHS anticipates that Westcliff will provide contact information for prospective housing candidates as they enroll for school. Prospective students are contacted by CHS, congratulated on their acceptance to Westcliff and assisted through the housing options and application process. After their housing application is submitted, emails and newsletters are routinely sent. Telephone and text contact frequency is ramped up as the student approaches their scheduled move-in date. All communication includes helpful hints and reminders designed to prepare the prospective student for relocation.

See one of our communication videos here.

CHS will routinely send a customized feedback report that communicates prospective students that have applied for housing which includes students progressing on their financial commitment, those that found other housing arrangements and those that have canceled or indicated a potential to do so. This communication allows Westcliff's admissions team to respond and possibly save an uncertain prospective student.

Current Student Communication

We will communicate with Westcliff administration regarding pertinent housing related issues. In this spirit, we ask that Westcliff maintains consistent communication with CHS staff regarding leaves of absence, graduation dates, and financial hardships affecting housing students. Our aim is to avoid communication pitfalls in order to maximize retention and persistence toward graduation.

5. Pricing and Locations

CHS proposes to include four tiers of pricing, utilizing the categories of Budget, Basic, Moderate, and Premium. This allows Westcliff students to request the category which meets their individual criteria for price, amenities and location, with placement based on availability. The monthly price per student will include apartment rent, basic furnishings, budgeted utility expenses, student/resident life social programming, financial protection against roommate nonpayment, and vacancy loss protection.

Utilizing a sample of 60 apartment communities located between 0.3 and 11.3 miles of campus (averaging 3.3 miles) that offer 2 & 3 bedroom options suggests an initial shared housing pricing structure for 11-month leases as outlined in the table below.

Note: CHS conducts a pricing review and updates its summary of housing options every 90 days to remain current with market conditions and encourage timely housing applications.

Price Category	Shared Bedroom 2BR - 2BA (Per Student Monthly Rate)	Shared Bedroom 3BR - 2BA (Per Student Monthly Rate)	Private Bedroom 3BR - 2BA (Per Student Monthly Rate)
Budget	$1,385	$1,095	$1,965
Basic	$1,555	$1,235	$2,425
Moderate	$1,715	$1,395	$2,775
Premium	$1,925	$1,625	$3,095

Assumptions: CHS will include a full furniture package along with a monthly budgeted utility allowance of $350 for 2 bedroom units and $400 for 3 bedroom units. Utilities include electric, gas, water, sewer, trash removal. Wi-Fi internet may be added for an additional $120 per unit, split evenly between occupants.

6. Application Structure & Payment Programs

Application & Acceptance for Shared Housing

Application Fee: An application fee of $50 should accompany each completed housing application.

Criminal Background Checks: In order to meet the acceptance criteria of the selected apartment communities and for the safety of all residents, criminal background checks will be secured on all applicants. In the event that any student has a criminal record that would cause them to be ineligible for shared housing, we will endeavor to assist the applicant via referral/independent housing options.

Program Service Fee: A housing program service fee of $200 is required to establish placement priority and to secure a student's housing rate. This fee is refundable until 30 days prior to scheduled move-in.

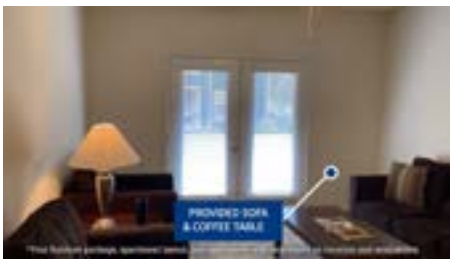
Housing Deposit: In the majority of instances, a housing security or credit deposit is not required. A refundable credit deposit of $250 may be asked of applicants without an acceptable credit history or that do not include a qualified guarantor/co-signer.

Military/VA Students: Service member applicants are automatically accepted, without credit deposits or guarantor, with proof of BAH benefits in an amount sufficient to cover housing payments.

International Students: International student applicants are automatically accepted, without credit deposits or guarantor, with Westcliff's assurance of receipt of an I-20 form indicating an amount sufficient to cover housing payments.







(Click for an interior tour of a sample property.)

Lease and Lease Terms: Each student will be encouraged to sign 11-month leases or leases that match their academic program length (if their program is less than 11 months). CHS ends its leases on either the 15th or the last day of the month, allowing students to choose the option that best fits their respective graduation date.

Early Lease Cancellation: A student requiring early cancellation of a lease is approved with payment of a two-month lease cancellation fee.

Housing Payments: CHS provides online web payment links for students and parents to make housing payments and review account status updates at their convenience. CHS' mobile app provides convenient online transactions from any mobile device.

Payment Types: Payments by e-check, debit and credit card payments are accepted online. Students are also welcome to make payments in the CHS on-site office, by mail or telephone. Full length lease payments made in advance are eligible for discounted rates.

Flex Rent: In addition to standard payment methods, CHS has established a partnership with Flex Rent which allows students to make monthly housing payments in increments and on schedules that fit their individualized budget during the current month, yet avoid potential late fees.

BAH Payments: Military students that are awaiting distribution of housing benefits are exempt from late fees, when they provide BAH documentation and pay CHS by the 20th day of the current month.

In summary, CHS will counsel with each student to select the appropriate payment plan that provides the student with the best opportunity for success!

7. **Retention Initiatives and Resident Life**

Transfer Flexibility: CHS provides transfer privileges that allow students the opportunity to adjust their living situation if they desire a location and/or roommate change. This feature is based upon availability and provides flexibility that enhances student satisfaction.



(Click for info.)



(Click for info.)

CHS Social Media and Life Skills Videos: CHS has developed a robust following and participation in its social media channels. Life skills videos such as how to cook with 5-minute recipes, how to clean kitchen appliances, how to organize your personal space, a roommate cleaning schedule, etc. are consistently being added to our TikTok, Instagram and Vimeo channels. The increasing number of our likes, views, and positive reviews are a testament to the popularity and growing sense of community within the CHS resident base.

Amazon Partnership: CHS partners with Amazon to provide direct ship ordering of housewares, linens, hygiene and cleaning supplies for CHS residents. A recommended items list is provided for CHS residents and parents to direct ship housewares, as well as send periodic care packages to their CHS student/resident.

Social Programming: Interest surveys are conducted throughout the school year to determine resident life activities that have the greatest appeal to the majority of housing students.

Popular activities in the past few years have included bowling nights, paintball outings, sponsoring a sports team at the local recreation center, organizing a pool party and barbecue, e-gaming tournament, dart tournament, movie nights, iron chef competition, etc. CHS enjoys bringing its residents together to develop friendships and a sense of community within the housing program and the school. We will take the lead in planning many activities and we are eager to contribute toward school sponsored events.

8. Commitment to Westcliff Partnership and Growth

CHS is grateful for the opportunity to submit a student housing proposal for the Westcliff campus in Irvine. We are excited for the opportunity to develop a strategic partnership and to contribute to Westcliff's overall success!

Your Partner in Student Housing!



Collegiate Housing Services, established in 1988 and headquartered in Indianapolis, Indiana, is a full-service student housing company dedicated to the coordination of all aspects of a college's housing needs. We have successfully established partnerships with private colleges, universities and national technical schools, and provided housing services for more than 120 campuses and educational facilities. Learn more at www.housingservices.com.