

ENHANCING THE CAMPUS EXPERIENCE



When it comes to your institution's campus, appearances can make or break the student and visitor experience.

Today, the challenge of attracting students to campus is greater than ever before. A 2021 survey found that total college enrollment fell 3.5% (600,000 students) compared to 2020—a number seven times worse than the decline a year earlier.¹

Making an immediate impact with well-maintained grounds and clean, safe facilities plays a major role in drawing students to campus, increasing alumni donations, and enhancing on-campus revenue.

Partnering with an experienced facility services provider can ensure your campus offers attractive, comfortable, and sustainable learning environments for years to come.

ABM COMPREHENSIVE FACILITY SERVICES CAN BENEFIT:



ENROLLMENT AND STUDENT RETENTION



The percent of students that want **increased cleaning and sanitizing** on campus²



Freshman average annual enrollment increase at the University of Maine following facility renovation and upgrades³



Insufficient facilities are listed as a **top threat** to the success of higher education⁴



The **campus tour** is frequently cited as the most important aspect of the college recruitment process⁵



ALUMNI SUPPORT



of alumni donors give to their alma mater because they feel **"deep school pride"**⁶



of alumni organizations report **"blogs, social media, and e-newsletters"** as having the most impact on alumni engagement, meaning publicized infrastructure updates or photos of well-maintained grounds can help drive online involvement⁷



PARENT AND VISITOR SATISFACTION⁸



of parents with high schoolers rank campus **cleanliness and indoor air quality** in the top three most important college decision factors



of parents became more interested in a school's **commitment to sustainability** than they were before the pandemic



The percent of parents that rank the **look and feel of campus** as either important or somewhat important when it comes to college selection

The COVID-19 pandemic has decimated the higher education industry and campuses across the country have paid the price: **\$183 billion** to be exact.⁹ Developing a game plan to foster health and safety confidence in both students and parents can be the first step towards rebuilding your budget, enhancing the student experience, and providing productive, sustainable learning environments.



A great education starts with great surroundings.
Learn more at [ABM.com/Higher-Ed](https://www.abm.com/Higher-Ed)

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Sources:

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