



REV UP YOUR SUMMER REVENUE



COCM STUDENT HOUSING PROFESSIONALS

SUMMER HOUSING REVENUE

management & consulting services



Your summer campus housing program can be more.



Institutions' traditional revenue sources are no longer adequate to cover operating costs - state allocations are being cut, students are increasingly sensitive to price increases, and there is pressure to reduce housing rents.

Summer programs offer institutions an opportunity to generate revenue that can reduce the financial burden placed on students during the academic year. And it's not just housing – a strong, efficient summer program brings revenue to other campus entities as well, including dining services, athletics, facilities, and even academic departments.

**COCM'S
SUMMER
INTERNSHIP
PARTNERS:**



How can COCM help me grow summer revenue?

COCM's summer housing revenue program is a new approach to providing not simply revenue, but *net income* for your campus. Income that can be used for things like maintaining or even reducing the rental rates for students during the academic year. And it is not just housing that benefits - a strong, efficient summer revenue program can enhance revenue potential for other areas: dining, athletics, facilities and even academic departments.

COCM, in partnership with your campus representatives, will provide a summer program cost-analysis, a price point analysis, and an assessment of your campus and the types of programs that are best fit for your institution and its geographic location. This provides a sense of what realistic goals might be for summer revenue.

We will then build a custom program for your campus and provide recommendations and strategies to meet your goals while recognizing limitations and opportunities specific to your institution. If desired, COCM can also provide support, direction, and management of the implementation of the plan via a management partnership.



WE TAKE THE HASSLE AWAY.

COCM's approach to summer revenue is different. By considering all of the opportunities available to your campus and using our partnerships, we can help you achieve net revenue from your summer months.

CONTACT US FOR A COST-ANALYSIS.

WHAT'S UNIQUE ABOUT COCM'S APPROACH?

When it comes to anything related to your on-campus housing portfolio, you can trust COCM's 15+ years of experience in:

- Customizing our strategy for each partner - "one-of-a-kind solutions for one-of-a-kind campuses"
- Leveraging already-existing relationships to bring business to your campus
- Using our marketing and networking expertise to find and convert leads into business for your campus
- Focusing on maximizing the use of campus assets
- Ensuring a proper balance between outside summer use, student use, and facility upkeep needs
- Employing specific tactics to reduce room turns and other expenses during the summer
- Considering the preservation of facilities in our customized plans
- Facilitating the necessary cross-campus collaboration necessary to have a successful program



NORDSTROM



About COCM

The Summer Housing Revenue Program is another demonstration of the consultative approach the Student Housing Professionals at COCM take to their work with colleges and universities. COCM is more than just an operator of on-campus student housing. Our goal is to leverage housing to do greater things: enhance recruitment and retention and improve student satisfaction and success.

Talk with us about how this consultative approach can help your institution do greater things with your campus housing, including summer revenue.



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