



HOUSING CASE STUDY

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

carolina
HOUSING

The University of North Carolina at Chapel Hill is one of three winners to receive Benchworks Assessment and Impact Award for improvement in scores related to satisfaction with services provided. With its continuous goal to meet the evolving needs of students, Carolina Housing used data from the ACUHO-I/Benchworks Resident Assessment, combined with data from focus groups and other assessments to create world-class resident hall environments that blend the modern features of home with traditional elements of a historical campus.

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There is a student development piece that should not go unnoticed. This is a platform for residents to exercise their agency and we use Benchworks data for the benefit of our students.

ASHLEY GRAY, Ph.D. | *Associate Director for Assessment and Strategic Initiatives*

HOW THEY USED DATA



DATA-DRIVEN INITIATIVES



Advanced Internet Connectivity

Reliable internet access is crucial for students' college experience, and any shortcomings can significantly impact their academic life. In response to survey findings that uncovered shortfalls in campus internet services, we embarked on an extensive, multi-year project to enhance internet connectivity across a 36-building campus portfolio. Through strategic partnerships and planning, we successfully upgraded network infrastructure, leading to wireless improvements in our residence halls and increased student satisfaction.



Consistent Service Desk Enhancement

Student feedback spearheaded our efforts to improve our residents service desk experience. We formed a committee to oversee the consolidation of service desks while considering the diverse needs of our student populations. This initiative led to updated manuals, enhanced training, and the introduction of new positions, results in consistent and standardized improvements across campus.



Modernized Laundry Services

Access to high-quality laundry facilities contributes to overall satisfaction with campus amenities. Leveraging student feedback about their experiences, we underwent a RFP process to modernize our services. In collaboration with ITS Networking, we implemented a new smart laundry system, eliminating the need for per-load charges and outdated payment systems without increasing room rates or fees.



Innovative Efforts

Our initiative "Voice in Action" empowers individuals to use their voices for positive change across the campus community, while our podcast amplifies these efforts by sharing information and fostering discussions that highlight the positive impact of our decisions on current and future residents.