

# Texas A&M University

Enhancing existing online resources with fewer staff members

## CASE STUDY

### About

Texas A&M University is a public research university in College Station, Texas. It enrolls 69,000+ students and has approximately 13,000 beds, leaving the balance of full-time students searching for housing off-campus. The Offices of the Dean of Student Life supports the LGBTQ+ Pride Center, Health Promotion, New Student & Family Programs, Off-Campus Student Services (OCSS), Student Assistance Services, the Student Conduct Office, Student Legal Services, Student Media, and the Women's Resource Center.

### Challenge

The Office of the Dean of Student Life absorbed Off Campus Student Services (OCSS) in late 2018; however, OCSS would no longer have full-time staff to support its mission. With fewer staff members, the transition to the new model would require enhanced online resources. After 20+ years, the existing, homegrown housing database, AggieSearch, needed a modern overhaul to continue connecting students with off-campus housing options.

### Solution

Off Campus Partners provided Texas A&M with a fully hosted, University-branded off-campus housing solution, delivered at the existing AggieSearch.TAMU.edu URL. The high-quality best-in-class software solution simplified the off-campus housing search process for students by informing them of housing options, enabling connections via a Roommate Finder, and educating them with an online resource repository. As part of the Apartments.com Network, the team not only conducted in-person meetings with property managers at the local level, but also worked with contacts at the corporate level to maximize new signups.

### Results

Partnering with Off Campus Partners allowed Texas A&M to offer an enhanced resource with less time and effort. The new AggieSearch went live in early December 2019. By maintaining the AggieSearch brand and URL, existing links and marketing materials continued to provide accurate information, offering a seamless transition to the new site. Within the first year, 35,589 users across 58,626 sessions had logged in to connect with over 60+ communities. Off Campus Partners provided this at no cost to Texas A&M, while providing a steady source of revenue.



From the very first meeting with Off Campus Partners, we have had nothing but positive interactions.

**Jennifer Ford, Associate Director**  
Office of the Dean of Student Life.