

The University of Miami

Housing & Residential Life's Enhanced Resources

CASE STUDY

About

Founded in 1925, the University of Miami is a private research university in Coral Gables, Florida, immediately south of the city of Miami. The university enrolls 11,307 undergraduates and 6,504 graduate students. Housing & Residential Life offers on-campus housing for approximately 5,400 University of Miami undergraduate students. Outside of students living with a parent or guardian in Dade or Broward counties, all first-year students are required to live in University housing for two academic semesters. As a result, 88% of first-year students live in college-owned, operated, or affiliated housing; however, 63% of all undergraduate students live off-campus or commute.¹

Challenge


With only 5,400 beds on-campus and few purpose-built student housing options nearby, most full-time students look for off-campus accommodation across the Miami metro. To support those students, the Department of Housing & Residential Life maintained a listing site of residential properties exclusively for the UM Community. While it had been a good resource, they now sought more sophisticated tools and services to enhance the user experience for both landlords and students searching for housing off-campus.

Solution

Off Campus Partners' proposed solution for the Housing & Residential Life team at the University of Miami included a fully hosted, University-branded off-campus housing service, delivered at a Miami.edu URL. Student-centric housing search tools with intelligent maps and transit directions help students navigate options across the Miami metro. The Roommate Finder provides students, faculty, and staff the ability to post/search profiles and connect with other university community members seeking roommates, and the resource repository houses information from Housing & Res Life to educate and inform student renters. Subscription fees from property managers fund the provision of software, support, and property manager outreach, so there is no cost to the University of Miami nor its students, faculty, or staff. Off Campus Partners shares revenue with the university, allowing the university to fund on-campus programs and educational resources.

Results

The University of Miami's new off-campus housing website launched in May of 2016. When on-campus housing is no longer available, Housing & Res Life can now direct students to a one-stop resource for all off-campus housing needs. Roughly 40,000 student, faculty/staff, and guest users visit the site annually,¹ and around 12% of students start their search from outside of the U.S. The site features approximately 400 listings on average, and 3,810 students have posted roommate profiles since the site launched.



The University of Miami's Housing and Residential Life Department partnered with Off Campus Partners in 2016 and has been a great resource for our students in their search for off campus accommodations. Our website needed the professional experience of Off Campus Partners to give our students, faculty and staff the best and most current information available. Their attention to detail and continually working with us to improve and update the off-campus site is just part of their great customer service.

*Thank you Off
Campus Partners!!*

**Nora Villegas,
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Operations & Facilities.**