

# Optimize facilities for increased enrollment

Colleges are facing many challenges, from funding limits to rising costs, impacting their ability to attract students. Facilities are an important consideration for parents and students. Operating a high-quality campus can help combat declining enrollment.

## U.S. COLLEGE ENROLLMENT

**90%**

Say facility quality and condition impacts their satisfaction and retention<sup>1</sup>

**88%**

Consider facilities when enrolling<sup>2</sup>

**10%↓**

Enrollment drop since 2010<sup>3</sup>

## SOLUTIONS

By taking a proactive approach to infrastructure improvements and maintenance, you can enhance the campus experience and reduce long-term costs, backlogs, and project delays.

- Custom funding solutions
- Single-source accountability
- Proactive maintenance and infrastructure solutions
- Energy performance contracting
- Advancement opportunities in an inclusive culture



## ABM IN EDUCATION

**100+**

Years experience

**18K+**

EDU team members

**300+**

Institutions

**1B+**

EDU sq. ft. maintained

## ABM DIFFERENCE

Compared to the national average<sup>4</sup>, schools that prioritized campus appearance and partnered with ABM have:

**2x**

Higher application rates

**1.5x**

Higher new student enrollment rates

**7%**

Higher retention rates



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1. [https://repository.stcloudstate.edu/cgi/viewcontent.cgi?article=1072&context=hied\\_etds](https://repository.stcloudstate.edu/cgi/viewcontent.cgi?article=1072&context=hied_etds) 2. <https://news.byu.edu/news/byu-assisted-national-study-shows-school-cleanliness-affects-learning>  
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