



CAWH 2023 NYU & Columbia

New York University Housing Program Session #1: Nuts & Bolts

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Faculty Housing & Residential Services, NYU



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Faculty Housing
and Residential Services

Council of Academic Workforce Housing

2023 Conference New York City

Columbia University
New York University

05.04.2023

Strategic Resource

NYU Faculty Housing and complementary housing loan programs comprise a strategic asset that is essential to achieving, maintaining, and advancing academic excellence in one of the most expensive housing markets in the world.

NYU's rental housing has helped the University to create a residential urban academic campus with members of its faculty living and working in New York City.

Organizational Structure

The Office of Faculty Housing leads a team that includes a number of work groups who deliver services to faculty housing, including:

- Core NYU team whose focus is dedicated to supporting the successful recruitment and retention of faculty and other mission critical initiatives.
- Cushman and Wakefield, a contracted service provider supporting lease administration, renewals and rent collection.
- CBS (Collins Building Services), a contracted service provider responsible for maintaining apartments, buildings and grounds within the Faculty Housing portfolio.

Housing & Residential Services

Leasing and management of 2,065 rental apartments in and around the Washington Square campus.

Oversee facilities and maintenance for all FH buildings and grounds including Sasaki Garden, the Oak Grove, Backyard and other green spaces throughout.

Management of the University Faculty Mortgage Loan Program, including origination, underwriting, and management of all faculty mortgage loan transactions.

Renewal of apartments through renovations to create larger units, updating interiors to reflect modern tastes in ever-aging buildings, and maximizing occupancy while meeting incoming faculty recruitment demand.

Faculty Housing Happenings – organizing free events for residents, building community and celebrating our outdoor spaces. Managing the calendar for spaces within Faculty Housing that can be reserved for

Housing Strategy

All apartment allocation and loan offer requests are submitted by the deans of the schools for review, prioritization, and approval in accordance with NYU's Policy for Faculty Housing and the University's academic priorities.

A Housing Committee reviews requests for exception to the housing policy, the most frequent request being a larger unit to accommodate an increase in family size. Less frequently, requests for relocation to a similar-size unit within housing or for downsizing are reviewed.

Housing Eligibility

Requests that are consistent with policy (i.e. no special conditions or exceptions are requested) for Provost-approved tenure/tenure and Arts professors are automatically approved for the following schools:

Faculty of Arts & Science

Courant Institute of Mathematical Science

Steinhardt School of Education, Culture and

Human Development

Tandon School of Engineering

Wagner Graduate School of Public Service

Silver School of Social Work

Tisch School of the Arts

Gallatin School of Individualized Study

Housing Priority

To best utilize limited housing resources, the University has established priorities for new housing assignments:

- The highest priority is to house tenured and tenure-track faculty who will be joining NYU and do not have housing in the metropolitan area.
- Almost equal priority is given to existing faculty who are of high retention importance.
- The next priority is to try and respond to requests to move to different or larger apartments from faculty who are already in NYU's rental housing.

Housing requests are considered and prioritized in a manner designed to support, recruit and retain full time faculty as determined by the Deans in partnership with the Office of the Provost.

Housing Demand

Although NYU's rental resources are substantial, they are not sufficient to address all our housing needs.

We continue to seek opportunities to expand NYU's rental stock and to improve the configuration of apartments.

We aim as well to provide a diverse menu of housing options that are designed to make home ownership possible for some members of our faculty currently living in University rental housing.

Housing Inventory

Faculty and other NYU affiliates occupy more than 80% of faculty housing.

The academic recruitment cycle impacts the vacancy rate in faculty housing. It is necessary to hold apartments that are vacated during the year to ensure adequate inventory for incoming recruits.

Additionally, it is sometimes advisable to hold vacated apartments to combine with others as they become vacant to create larger, multi-bedroom apartments.

Strategic Renovations

A limited inventory of select apartments is maintained to meet housing expectations in the recruitment and retention of elite scholars.

A significant investment is made in each apartment, the design and scope of these apartments typically includes movement of interior walls to provide the optimal layout, upgraded plumbing and electrical systems, and an elevated finish that confirms to the caliber of the building and apartment.

Housing Queue

There are more requests for apartments for larger families, and requested exceptions for larger apartments than family size warrants, than there typically are apartments available, and a wait list is maintained, with moves based on the order the request is received, in consultation with the deans' and the University's academic priorities.

Establishing Rents

Faculty housing is operated on a “break even” basis with rents set in an effort to cover operating expenses while maintaining affordable affiliate rates. As expenses increase due to normal market influences, rents must also increase at a similar pace.

We use two terms to distinguish between the rent that is established for a newly-occupied apartment (“Vacancy Rent”) and the rent that is established for an existing resident who is renewing their lease (“Renewal Rent”).

Subletting

Subletting is a courtesy to those faculty members who are on approved leave, sabbatical or during a University break. Residents may enter into a sublease with another party after first obtaining the written consent of the University.

Sublets are governed by New York State Real Property Law 226-B.

Sublets must be a minimum of 30 days.

Maximum amount of rent that can be charged is 110% of the tenant's rent.

Retirement Housing

Faculty in housing who are considering retirement may be eligible for a retirement studio. Eligibility requirements for a retirement studio are as follows:

- (i) Tenant or his or her spouse or domestic partner does not directly or indirectly own or rent other residential property, within the region or elsewhere, and
- (ii) Tenant is sixty (60) years of age or older with ten or more years of full-time service at the University

The move to the studio must take place prior to the retirement date. It's advised they contact our office four months in advance of the retirement to view options A retirement affidavit affirming eligibility would be attached to the lease for the studio and must be re-

Faculty Mortgage Loan Program

NYU manages its limited inventory of housing and accommodates a wider range of faculty's housing preferences by offering a variety of loans. NYU loan programs provide an additional inducement to assist in faculty recruitment and retention, as well as incentivize faculty members' departure from rental housing in order to address the unmet demand.

We recognize the critical importance of rental housing to our continued development, and our ability to recruit and retain outstanding faculty and students. Given our location in the heart of NYC, and the high costs and vagaries of the city's rental market, we face special challenges in providing adequate housing and comfortable homes.

We are continually seeking new rental properties, assessing our housing policies, and considering new home ownership options and financing mechanisms.

Happenings



Circa 2017

NYU Faculty Housing Happenings are a series of events designed to celebrate our outdoor spaces on the superblocks, build community among residents, and provide activities appealing to all audiences.

Reach

Year-round programming includes as many as 50 free events per year including seasonal offerings, community traditions, family activities, wellness and arts programming serving 2,700 residents annually.

PART 01

How we gather

Community Events and Traditions

PART 01

- Resident Surveys/Suggestions
- Acoustic vs Amplified
- Ad Hoc Indoor Programs
- Ongoing Partnerships
- COVID-19 Pivots

Knowing our audience



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PART 01

- Developing Brand Identity for Happenings
- Converting Spaces into Venues
- No charge/free events with limited budget
- Contracts/Insurance
- Documenting our Work



Getting started



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Creating our own unique traditions

Spring: Dino Egg Hunt (pictured)

Spring: Arbor Day

Summer: Ice Cream Social

Winter: Winter Luminaria



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Sustaining community

We overlap our programming and sustainability goals so there is lasting engagement beyond the event so we become more of the community we want to be.



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PART 01

How we keep in touch

Communications Strategies

Communications

We incorporate NYU Brand visual style into our newsletters, informational displays in buildings and on social media.

Community is core to our messaging with residents' photos featured across our platforms.

Tiered information: Resident Advisories, Newsletter, Emergency Alerts



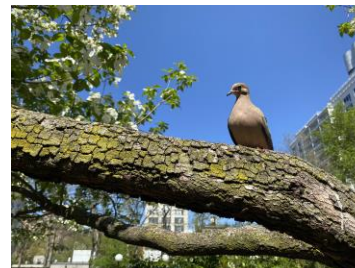
01.

NYU Brand Guidelines



02.

Instagram



03.

Photo Contests (Mark Bussell)

Social Media

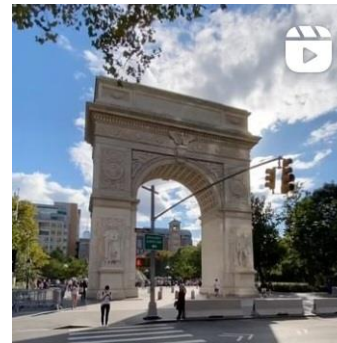
To keep the feed fresh, we track social media trends and adapt content:

- Collaboration Posts
- Engaging Reels
- Trending Music



01.

@nyufacultyhousing



02.

Tracking post performances



03.

Connect with us!

Evergreen Content

While events are seasonal, Sasaki Garden is the perfect muse for content accessible throughout the year.



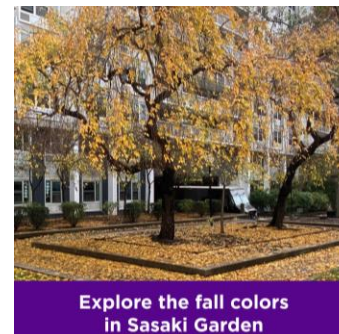
01.

Sasaki Garden Bloom Alert



02.

Sasaki Garden Scavenger Hunt



03.

Sasaki Garden Tree Guide

PART 01

How we support

Tenant Relations and Amenity Spaces

Neighbor to neighbor

We had to pivot during COVID-19 to virtual, socially distanced, and grab-and-go style programming.

Neighbor to Neighbor Volunteer Corps and Emergency Alert System supported our efforts as well.



01. Acts of Kindness



02. Harmonicas in Solidarity



03. Virtual Programs: Cookbook Club, Sound Bath Meditation

Resident Advocacy

Communications

- Bridging communication between project management and tenants during construction projects.
- Developing consistent Courtesies & Responsibilities.

Tenants Associations

- Washington Square Village Tenants Association
- Silver Towers Tenants Association

Superblock Stewardship Advisory Committee

- Community Programming
- The Backyard, a multi-use lawn space
- Superblock Wayfinding Signage

PART 01

- The Backyard
- Small Private Events
- Planning for Rollout
- Policies/Protocols

Coming Soon:

- Indoor Amenity Space (Purpose-built vs Retrofit)

Amenity Spaces



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PART 02

Community Engagement

Arlene Peralta-Avila, Assistant Vice President, Community
Engagement

About Us

- Responsible for community relations and civic outreach on behalf of the University via:
 - Internal/external partnerships
 - Responsive services
 - Public programming
 - Communications
 - America Reads/America Counts and the Combined Campaign

Overview

- Town & Gown
- Construction at NYU
- Events
- Communications - events, NYU news, outreach, construction

Working with Faculty Housing

- In and Around Superblocks
- Community Relations
- Communications
- Paulson Center



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Thank You

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