

# AC Campus Expansion & Programming Advisory Services

**BOARD OF TRUSTEES UPDATE** 

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# Introduction B&D TEAM

#### Development advisory, research & analytics to achieve informed outcomes.



Jeff Turner
President



Katie Karp
Senior Vice President

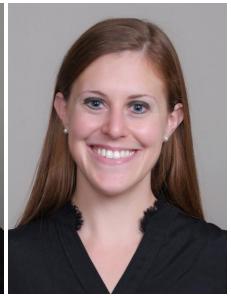


T.J. Logan

Executive Director



**Ellery Ammons**Senior Associate



Jill Schoenfeld Senior Analyst

#### Partnering with Stockton since 2019

Supported planning efforts leading to the opening of Kesselman & Parkview Halls

30
Years in the Industry

\$40B+

**Developed Projects** 

1,200+
Completed Projects

100+ P3 Projects

\$5B+
P3 Higher Education
Advisory Projects

20+
Higher Ed Projects
in NJ

### Project Scope

#### AC EXPANSION FEASIBILITY ASSESSMENT OVERVIEW

In November 2023, the Presidential Task Force on Atlantic City (AC) Expansion engaged B&D to explore opportunities to enhance Stockton's footprint and impact in AC, including the viability of a potential "Phase 3" campus expansion on a 2.25-acre vacant parcel owned by AC DEVCO (Block 21, Lot 1).

B&D helped the University **define overarching success criteria** and **analyzed demand in the off-campus market** to inform recommendations about potential future development.

B&D also sought to **identify possible partners** and **develop an implementation road map** for the AC Campus moving forward.



### Project Outcome B&D RECOMMENDATIONS TO THE TF ON AC EXPANSION

B&D believes that Stockton is <u>not ready</u> to proceed with Phase 3 expansion in AC <u>at this</u> <u>time</u>, as the University must first establish a <u>clear identity and purpose</u> for the AC Campus.

Specifically, the University should reposition AC as a pre-professional / professional campus to support upper-division, graduate, and nontraditional students in advancing their post-graduate careers.



# Critical Actions B&D RECOMMENDATIONS TO THE TF ON AC EXPANSION

B&D recommends that Stockton undertake the following:

- Position Galloway as the starting point for undergraduates by dedicating resources and assigning housing there to firstand second-year students.
- 2. Leverage experiential learning / professional resources available in AC for juniors, seniors, graduate students, and adult learners with an emphasis on academic programs related to healthcare, business, and technology.
- Realign Stockton's existing AC assets within the new campus identity context to optimize value and minimize risk.



### Next Steps

#### **B&D RECOMMENDATIONS TO THE TF ON AC EXPANSION**

B&D proposes the following next steps for consideration by the Presidential Task Force:

- 1. Inform the upcoming University-wide Strategic Plan and modify recommendations as necessary to ensure alignment.
- 2. Define a comprehensive undergraduate residential experience across Galloway and AC Campuses by reassessing housing policies, procedures, and facilities to promote students' development.
- 3. Continue building relationships by exploring new AC and regional partnerships that offer students additional pre-professional / experiential learning opportunities.
- 4. Reassess Stockton's existing real estate portfolio to optimize assets, concentrate resources, and increase operational efficiency in Galloway and AC.
- 5. Conduct a master plan for AC's University District to inform decision-making, promote a sense of place and improve the pedestrian experience around campus, and reinforce Stockton's role as an anchor institution.



### Thank you.

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