



Off Campus Student Services Update

Division of Student Affairs
Texas A&M University



TEXAS A&M
UNIVERSITY

#1

Public Institution of Higher Learning in Texas

1 of 65

Members of the Association of American Universities (AAU)

12,000+

Beds on campus in 25 residence halls, 12 Corps halls, and 2 apartment complexes

78,090

Fall 2023 enrollment across all campuses

56,000+

Fall 2023 students live off campus in the Bryan/College Station community

140 Undergraduate programs

270 Master's programs

94 Doctoral programs

5 Professional degrees

REMEMBER ME + 3

Per city ordinance, no more than four unrelated individuals can reside in a single-family home.

Target Audiences:

1. Students living on-campus who are moving off
2. Students who have already signed a lease that is in violation of city ordinance
3. Students currently on a violating lease which doesn't expire until May 2023

Educational Campaign *Spring 2023*

Outreach included:

- Webinar on February 13 with parents and family members about off campus living with a focus on the no more than four ordinance.
- Educational marketing campaign utilizing bulk email to all enrolled students, physical and digital signage on campus, campus sandwich boards at bus drop off points, bannerage at Koldus building and door-to-door "door hanger" campaign where information was physically left at student housing in targeted neighborhoods.

Educational Campaign: *Summer 2023*

- Re-development of educational campaign materials and new theme tied back to Aggie Core Value of Integrity.
- New educational materials included in **New Student Conferences**.
 - Online orientation content.
 - Videos playing prior to welcome session and afternoon financial session.
 - Website enhancements.
 - Collaborative coordination with Residence Life to educate current on-campus students.



Educational
Campaign:
Fall 2023

September – November

- Refreshed physical/digital signage on campus
- Bulk emails
- Social media campaign
- Parent and family portal article
- On-campus tabling events
- “Walk ‘n’ Talk” event(s) with City of College Station partners

Off Campus Student Services (OCSS) office *Staffing Overview*

- ✓ Assistant Director
- ✓ Community Liaison
- ✓ Neighborhood Specialist
- ✓ Off Campus Housing Specialist
- Administrative Coordinator

*Four of Five positions were filled by
August 16, 2023*

**Over \$400k in staffing
resources invested by
Texas A&M University!**



OCSS Office Initiatives & Future Projects

- Gig'em List in partnership with Debbie Eller and team.
- Staff training and orientation.
- Neighborhood engagement efforts.
- On-going “good neighbor” education and engagement for off campus students.
- Smart leasing workshops and materials.
- Individual consultation and support for students facing housing challenges.
- Ongoing communication and outreach via parent and family channels.
- Regular meetings between College Station leaders, TAMU administration, and TAMU student leaders to assess progress and address new issues as they arise.



Contact Us!

Off Campus Student Services

ocss@tamu.edu
(979) 845.1741
<https://ocss.tamu.edu>



Department of Student Life

studentlife@tamu.edu
(979) 845.3111
<https://studentlife.tamu.edu>

