



# 5 Ways Universities Are Using Occupancy Data to Their Benefit

The latest occupancy monitoring technology is helping higher education teams access innovative space utilization data to improve the student experience, enhance building operations, and support space planning and renovation projects.





# Introduction

Data has become critical to the decision making process of higher education leaders. If librarians need budget to buy additional furniture for spaces, or facilities teams want to better understand traffic trends to optimize cleaning schedules, what supporting evidence do they use?

Gate counter data tells you the total visitor ins and outs, but does not specify where people go within a building. Additionally, manual head counting is a strain on resources and time.

With the increased visibility into real-time and historical space occupancy trends, university teams can make more informed operational and budget decisions. **That's why many universities are turning to easy and affordable occupancy monitoring technology to get what they want.**

# What Is Occupancy Monitoring?

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Also known as people counting or foot traffic monitoring, occupancy monitoring technology counts the number of people in a defined space.

Occupancy monitoring offers numerous benefits to university administrators and students ranging from real estate and space planning to improving on-campus experiences for students. Having real-time insights and historical space usage data can help administrators more accurately inform operational and budget decisions.

**Here are 5 ways university teams are using occupancy technology to their advantage.**



# # 1

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## Improve Student Experiences

A common complaint of college students is crowding in popular places on campus. Occupancy monitoring data made available to students through a mobile app, website or digital signage empowers them to make more informed decisions about where they go - from the library to dining halls, student centers, gyms and more - to avoid crowded spaces and more easily find a place to study or eat.

By seeing how busy a space is at any time, students can decide where they want to go, and when, before they leave their dorm room or step foot onto campus.



## # 2

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# Granular Data for Space Planning

Occupancy monitoring offers a lens into how your space is actually used for budget requests or space planning needs.

By evaluating foot traffic data over time, administrators are able to see trends, quantify what spaces are popular or underutilized, and measure the impact that small and large changes have on how students use spaces. For example, administrators can evaluate the success of renovations and use that data to secure more funding for future space improvements. Additionally, with occupancy monitoring you can better evaluate the impact of smaller projects like layout or furniture changes.

# # 3

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## Plan for Staffing & Facility Needs

With the return to “normal” after the pandemic, administrators are shifting back to full building restaffing and operations. Make holistic building operations and facility management easier to run.

Occupancy data can help reliably guide staff scheduling and make general building operations more efficient. Empirically know when a space is at its peak busyness and plan your staff or cleaning schedules accordingly. Make data-driven decisions for additional staffing or oppositely to scale back for smarter building management.





## # 4

# Optimize Energy Efficiencies & Programs

Occupancy data can also provide valuable insights into peak space usage and trends to maximize energy efficiencies. For example, HVAC is typically programmed to ventilate for 100% of a space's capacity. Using real-time and historical occupancy data, universities can program their ventilation to match actual occupancy trends, reducing energy usage. Making more effective use of low-density or unused spaces can save universities 15% or more on energy expenses.

Today, more university endowment funds are being earmarked for environmental, social and governance (ESG) criteria. By monitoring building foot traffic flows over time, you can use occupancy data, not guesstimates, to support sustainability program funding requests.





## # 5

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# Gain a 24/7 Feedback Loop

People's jobs shouldn't be solely centered around monitoring spaces. Lack of staffing is a prevalent issue on campuses across the country. Last year, it was reported that higher education institutions saw a 13% workforce reduction.\* With leaner teams, university staff are tasked with doing more with less.

Get a 24/7 feedback loop with occupancy data to understand current space occupancy and optimize workflows like monitoring real-time data to aid walk arounds, adjusting cleaning schedules, and other positive ways to affect your processes with minimal work on your end.

\*"650,000 Colleagues Have Lost Their Jobs." Inside Higher Ed, February 19, 2021.





# Conclusion

Take control of what you need for your spaces and teams.

[Contact us](#) to learn more about how Occuspace is helping universities across North America make smarter operational decisions with occupancy data as their guide.

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