

HOW TO INTRODUCE

OUTSOURCING FACILITIES MANAGEMENT SERVICES ON YOUR CAMPUS





Facts and Insights to Support Interest in Partnering with a Professional Facilities Management Provider on Your Campus

Managing facilities in an era of limited funding, rising deferred maintenance, increased public scrutiny and demanding campus populations has become a strategic priority for colleges and universities. The fast-paced change in facilities management—brought on by wireless technology, mobile communications and big data analytics—has only served to compound the urgency in seeking a solution. Many colleges and universities have responded by outsourcing their facilities operation to professional service providers.

Professional providers understand the balance required to manage costs, improve building functionality, create appealing spaces and support institutional missions. Their efforts are instrumental in attracting and retaining students, protecting assets, minimizing campus risk and creating a competitive advantage. Facilities providers free campus administrators from day-to-day operations so they can focus on other priorities.

Outsourcing is a proven and viable option for managing campus facilities. It is a sustainable strategy to create value while improving service quality. However, administrators open to considering outsourcing might not know exactly how to initiate a dialogue on campus. Negative perceptions of outsourcing often originate from incomplete or inaccurate information.

Regardless of your institution's situation, the value of partnering with a facilities management provider is compelling. Use these talking points to gain buy-in for outsourcing your institution's facilities management.

75%

Over **75 percent** of CEOs report spending more attention on improved maintenance of campus infrastructure.

1.

TALKING POINT ONE

Modern Technology

“A Partner Elevates Our Facilities Management with Advanced Technical Tools”

Background Notes:

Modern technologies and data are changing the way facilities are managed, and eliminating decisions based on assumptions and best guesses. Sophisticated tools take campus management to a new level of precision in areas like predictive maintenance, cleaning, space management, building information modeling, mobile technology and big data analytics. They deliver many significant advantages—including cost savings, sustainability, productivity improvements and lower risk. The technologies also help facility staff perform better—from processing service requests to scheduling maintenance to optimizing utility consumption.

Talking Points About Modern Technologies

A facilities management partner will keep us on the forefront of modern facilities management technologies. They have dedicated research and development teams to keep us current on the latest innovations in facilities management. When we outsource facilities management, we gain technologies that optimize facilities performance. Our partner will provide:



STREAMLINED MAINTENANCE: leveraging predictive maintenance to identify potential equipment failures before they occur.



LIFECYCLE MANAGEMENT: strategically determine where expenditures will deliver the greatest long-term benefit and help us economically maximize upkeep.



IMPROVED FUNCTIONALITY: providing insightful data—not only from our campus, but also other institutions—to aid in operations and capital decision-making.



LOWER RISKS: deploying systems that mitigate facilities-related risks to our campus, students and employees.



RAPID REPAIR: employing tools that quickly identify and diagnose mechanical problems for fast and efficient equipment repairs.

2.

TALKING POINT TWO

Improving Asset Management

“A Partner Will Help Better Manage Our Space, Equipment and Building Assets”

Background Notes:

Over 44 percent of CFOs say “[making better use of facilities](#)” is key to cost reduction, according to a survey of college and university presidents. On many campuses, a complete inventory of space and building equipment may not even exist. If essential facility information is absent, operating and capital planning decisions can be severely compromised. Understanding building needs is the first step in improving operations, lowering costs and creating the college experience the campus community expects.

Talking Points About Outsourcing Asset Management

When we outsource our facilities operation, our partner will make better use of our space in ways that benefit the campus and students with:



SPACE MANAGEMENT: managing campus space, improving building maintenance and reducing renovation costs, so our financial resources are available for other expenses.



DEFERRED MAINTENANCE: bringing strategies to address existing deferred maintenance, and operating practices to reduce the accumulation of new maintenance deferrals. Their approach will better manage projects by strategically planning repairs, remodels, retrofits and renovations for cost savings.



ASSET INVENTORY: installing an innovative inventory system that identifies, codifies and tracks space and equipment to ensure our buildings are optimally used and maintained.



DATA ANALYTICS: leveraging smart technologies, big data and the [Internet of Things \(IoT\)](#) to make informed decisions about asset utilization.

3.

TALKING POINT THREE

Facilities Staff Management

“A Partner Will Provide Our Staff Members With Greater Opportunities for Career Growth”

Background Notes:

The single biggest reason why a higher education institution decides not to outsource is the fear of the unknown for its staff members. But it's a misconception that an outside company will eliminate existing staff and bring in their own people. A smooth transition for your staff is ensured when you partner with a company that embraces your human resource values—from retaining current staff to smoothing the transition to creating career opportunities.

Talking Points About Outsourcing Staff Management

When we outsource our facilities staff management to professionals, our partners will provide our employees with opportunities for growth while maintaining our human resource values:



EMPLOYEE TRANSITION: easing the transition for staff, including payroll processes, job assignments, wages and benefits to ensure they align with our institution's standards and providing a smooth transition for all staff members. [Learn More Here](#)



EXPERIENCED PROFESSIONALS: assigning experienced managerial staff that are knowledgeable in modern facilities management techniques, employee motivation, customer interface and strategic planning. They will ensure the right people are assigned to the right jobs.



CAREER ADVANCEMENT: providing a program specific to facilities disciplines that supports technical skill development and career advancement. Staff remain motivated and become long-term employees.



REWARD AND RECOGNITION: providing proven programs that recognize and reward performance, further motivating and engaging our employees.

4.

TALKING POINT FOUR

Enhancing Sustainability

“A Partner Will Incorporate Sustainability Programs into Daily Operations”

Background Notes:

Every savvy university today is focused on delivering sustainability programs that reduce costs, help our environment and impress students and their families. According to the [Environmental Education and Sustainability study](#), more than 39 percent of students are concerned about sustainability, 61 percent believe recycling is necessary, 31 percent believe energy conservation is the most important pursuit, and 32 percent say reusable products are the most valuable environmental initiative. Our facilities partner will make meaningful changes to reduce energy use, lower emissions and manage waste campus-wide.

Talking Points About Campus Sustainability

When we outsource our facilities management to professionals, our partners will enhance our commitment to sustainability and lower our carbon footprint in the following ways:



ENERGY MANAGEMENT: optimizing energy use across campus, and create plans that realize significant cost savings. [Learn More Here](#)



WASTE STREAM MANAGEMENT: minimizing our carbon footprint by securing products with reduced packaging and accelerating recycling efforts.



HEALTH AND WELLNESS: elevating our cleaning efforts beyond green cleaning by migrating to a more advanced [Blue Cleaning](#) program, which eliminates unnecessary chemical use, and creates a healthier environment for students, faculty, and staff.



STUDENT EDUCATION: a partner will launch programs that involve students and staff in sustainability efforts to expand awareness campus-wide and motivate behavior change.

5.

TALKING POINT FIVE

Supporting Recruitment Efforts

“A Partner Will Enhance Our Campus Appeal”

Background Notes:

In college selection, first impressions count: 60 percent of students rated outdoor spaces as their favorite place to hang out and 76 percent of campus users report the appearance of campus grounds as a source of pride.

Landscape and outdoor gathering spaces are among the first elements prospective students see when they arrive on campus. In the [Cleanliness and Learning in Higher Education](#) survey, students ranked cleanliness and maintenance as the two most important elements of a campus's outdoor environment. Campus appearance has become one of the most important variables in attracting and retaining students.

Talking Points About Campus Appearance

By outsourcing, we gain expertise to improve the visual appeal of our campus in the following areas:



PERFORMANCE: designing and maintaining outdoor areas for maximum visual impact—attracting students, visitors and staff to our campus.



EXPERTISE: working with professional landscape architects, who develop a recommended planting palette and annual color plan to assure year-round visual appeal. [Learn More Here](#)



TECHNOLOGY: using Geographic Information Systems (GIS), we can capture, manage and analyze landscape and hardscape operation.



STUDENT ENGAGEMENT: identifying opportunities and creating inviting spaces that foster interaction.

6.

TALKING POINT SIX

Risk Management

“A Partner Will Provide Proven Systems to Minimize Our Risk”

Background Notes:

Increasingly, campuses face significant risks—and experts advise them to adopt Enterprise Risk Management (ERM) systems for assessing threats and mitigating them. In fact, over 71 percent of CFOs identified risk management as [a top issue](#). Yet, college boards and administrators are not yet substantially committed to ERM, [according to a survey](#). Further, [Standard & Poor's](#), which includes ERM in its rating evaluation, found that only 12 percent of non-profits (including higher education institutions) have an ERM. Our facilities partner will bring this vital capability to our campus—and help us reduce the potential damage of multiple risk factors.

Talking Points About Risk Management

Management of facilities, employees, and all associated contractors exposes our campus to great risks. A partner brings expertise in areas of risk management specific to facilities. A partner provides both predictability and transparency to help mitigate risk through:



THIRD-PARTY CONTRACTORS: reducing reliance on unknown third-party staff by developing and training our own employees to perform the same functions. This prevents outside employees from accessing our campus, and saves money.



REGULATORY COMPLIANCE: keeping us informed of ever-changing environmental and regulatory compliance laws that could expose us to fines and negative publicity.



WORKPLACE SAFETY: delivering occupational safety programs specifically designed for custodial, grounds and maintenance staff—the most risk-prone employee population on campus.



**USE THESE SIX TALKING POINTS
TO CREATE ADVOCACY FOR
OUTSOURCING FACILITIES
SERVICES TO A PROFESSIONAL
SERVICE PROVIDER.**

**BENEFIT FROM THE MOST
SOPHISTICATED AND EFFECTIVE
BUILDING, EQUIPMENT AND
GROUNDS MANAGEMENT
AVAILABLE TODAY.**

**Ready to talk about outsourcing
facilities services at your institution?**

Contact Aramark today.

CONTACT US!