



CAMPUS GROUNDS: ONE OF YOUR MOST POWERFUL MARKETING TOOLS.

Colleges and universities are implementing more aggressive marketing strategies, as competition for students becomes more challenging. Thoughtful landscaping can become a powerful marketing tool by enhancing first impressions and engaging the campus community.

DOES YOUR CAMPUS LANDSCAPE REFLECT YOUR MARKETING MESSAGE?

Everything, from attractive parking lots and athletic fields to entranced landscaping and pathways connecting the buildings, helps to communicate the character and quality of your institution. Thoughtfully planned outdoor spaces can be a powerful tool that should be considered—and budgeted—as part of the university's overall marketing efforts.

First impressions count. Whether it's in a photo or during a campus visit, the outdoor areas of a campus are the first thing prospective students and parents see. The appearance of a campus can immediately create a positive mindset that can influence the decision to apply for admission.

Well-designed and maintained outdoor areas enhance livability, create community, expand opportunity, promote identity and foster sustainability. It is essential to realize the important connection between the quality and appeal of these areas and the university's overall marketing program.

Cohesive, well-maintained outdoor design can also enhance longer-term satisfaction by creating areas that foster engagement among students, faculty and employees.

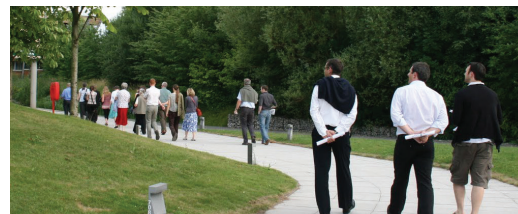
The outdoor spaces on today's campus should be more than a collection of trees, shrubs, flowers and hardscapes. They should work hand-in-hand with your marketing efforts to help you become more competitive.

Featured on the campus website, in viewbooks and other marketing materials, manicured outdoor spaces can grab attention and help stimulate a desire for an in-person visit. For existing students, they create a sense of place, encourage social interaction and strengthen retention.

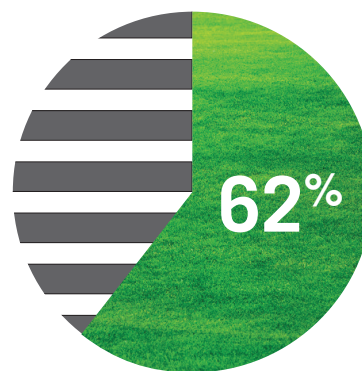
Existing



Planned



CAMPUS APPEARANCE PLAYS A LARGE ROLE IN STUDENTS' ENROLLMENT DECISIONS.



62% of students at four-year institutions rated campus appearance as important or very important. — Noel Levitz

CAMPUS TOUR: TOP 5

A campus tour ranks as “very important” and one of the Top 5 reasons for deciding to attend a particular college.

— The American Freshman

“Cleanliness” ranks at the top in importance for the outdoor environment among students.

— Society of College and University Planners

TOP
5

TRENDING

Eco-friendly design elements, including native plants, water-saving drip irrigation, and rainwater harvesting systems

— American Society of Landscape Architects

ARAMARK PROVIDES A FRESH PERSPECTIVE IN LANDSCAPING CONCEPTS

Aramark understands that the quality and appearance of outdoor spaces can be a significant marketing advantage for your institution. Investing in the design and maintenance of outdoor areas becomes far more attractive when precise metrics for staffing levels, seasonal requirements and the effect of future growth and renovations are known in advance.

ARAMARK'S LANDSCAPE ARCHITECTURAL SERVICES OFFER A 4-STEP COST-EFFECTIVE APPROACH:

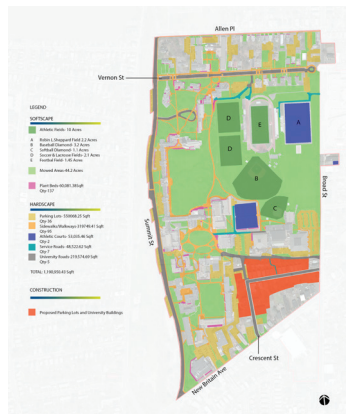
By leveraging innovative Geographic Information System (GIS) technology, Aramark remotely captures, manages, analyzes and displays all areas of the campus, geographically referenced. The world's best digital imaging software lets our team visualize, question, and interpret data to create a full inventory of the landscape and hardscape. Images are incredibly detailed, with 3D editing that delivers photo-realistic renderings. We bring to you new marketing opportunities, without the need for expensive consultants.

- 1 A walking tour with admissions allows the team to highlight areas that will improve the student experience
- 2 Photo realistic renderings provide ideas for easily converting open areas to gathering and social interaction spaces for students and faculty
- 3 Seasonal Zoning Maps identify the complete inventory of the landscape and hardscape of a campus, allowing more optimized staffing levels to meet the institution's expectations
- 4 Planting alternatives, sustainable practices, and innovative ideas enhance livability, create a campus community and promote identity throughout the campus



THE ARAMARK APPROACH PROVIDES THE BENEFITS OF BOTH SHORT-TERM LANDSCAPE REVITALIZATION AS WELL AS PLANS FOR FUTURE GROWTH—helping to recruit and retain more students and maintain a competitive edge. Attracting or retaining just a single student creates

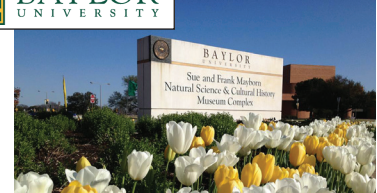
RESPONDING TO A PREFERENCE FOR A MORE NATURAL ENVIRONMENT, COLLEGES AND UNIVERSITIES CAN TURN COMMON AREAS INTO VIBRANT GATHERING AND SOCIAL INTERACTION SPACES. The result is increased social interaction and a stronger overall community for both students and faculty. **Aramark is ready to show you how.**



Campus Landscape Inventory

INNOVATION THAT WINS AWARDS.

Aramark's innovative approach has won Nationally Recognized Awards from the Professional Grounds Management Society (PGMS), which are featured on each college's website.



Baylor University, Waco, TX



Marymount California University, Palos Verdes, CA



Southern Methodist University, Dallas TX



University of the Cumberlands, Williamsburg, KY