**Project: Wright State Village**

**Description:**

The Wright State Village project includes building a Wright State University-based retirement community on campus property to provide housing options for retirees, Wright State alumni and the local community (age 55+). The community would offer single garden homes/townhouses with the possibility for expansion to larger family homes/assisted living services.

Residents of the Wright State Village would share university amenities, including dining halls, fitness center, pool, Dunbar Library, and additionally, have the opportunity to take classes, join organizations, and be part of university community.

Residents pay mortgage or rent, similar in comparison to senior living facilities.

**Actions:**

- Seek out and secure a private company to partner with, who has previous experience in building retirement community on college campus
- Identify a builder/architect for the project, pricing comparable to other retirement communities
- Identify location on campus within WSU’s 600+ acres that can accommodate several homes (100+) and buildings
- Identify major donor prospects, seek out sponsorship and naming opportunities.
- Build programming to engage applicants/potential residents: Residents are required to develop and satisfy a specified learning plan as a condition of residency in a unique living and learning program.
- Begin application process within local community, incentivize WSU retirees and alumni with discounted rate (Seniors do not have to be alumni in order to gain residency. However, research shows that approximately 10 percent of residents at university retirement communities are alumni to the sponsoring college where they live.)

**Milestones:**

- *An innovative community for seniors in the Miami Valley*
  - Wright State can provide the community, culture, and infrastructure that seniors not only desire, but need. Nowhere else in the Miami Valley does this exist.
- *A sustainable revenue source*
  - The WSU Village will provide the university a revenue source that is NOT based on enrollment dollars
Based on several studies, in the next two decades seniors aged 65+ will represent one of every five U.S. citizens and control more than half of all discretionary income.

Their demographic and economic influence will extend to the farthest reaches of American society — from entertainment, to travel, food, retail, technology, and housing."

- **A “built-in” experiential learning program for students**
  - In Wright State Village, several on-campus jobs, co-ops, and internships will be offered. But, just every day interaction will also emphasize learning through social interactions and community building. All generations will share ideas and lives, as well as learn empathy, care, and compassion.
  - The older generations are offered an opportunity to use their wisdom and experience to guide and empower youth
  - In turn, youth have an opportunity to expose older adults to scientific advances and novel life experiences
  - Pair village residents with UCIE students/program for travel opportunities

**Metrics:**

- Number of residents paying rent/fees/mortgage
- Number of residents who are members of the fitness center/library card holders
- Number of residents who register for classes
- Number of visits from potential residents annually
- Planned giving fundraising increase due to marketing of program through Village
- Number of Village residents eating on campus annually
- Number of visitors each year to Village (may include prospective students/donors)
- Number of volunteer hours logged by each resident

**Resources:**

- Initial source of funding could be provided through early buy-in program with current faculty/staff through payroll deduction at reduced rate
- Investment would be the identification and building of an appropriate space on WSU’s 600+ acres that can accommodate 100+ garden homes, and buildings for community center, health services/wellness center, green space, patio area and open parking for 200+ residents.
- Funding could be handled through a collaboration with the construction company of the recent dorm projects, or through a builder in Beavercreek where 3,600 homes are currently under construction.
- Major donor dollars and sponsorship/naming rights are also a possibility here.
We are thinking of this being privately funded, not through state capital budget
Seek LEED certification in building to cash in on government tax incentives and grants

Success Factors:

- **Community engagement** – Retirees contribute as volunteers/workers on campus, adding to the diversity of campus and the community. A great divide already exists between WSU and the greater Dayton community. If anything, this will build community within campus, and externally.

- **Donor potential** – Retirees will live (and die) on campus. This will help us utilize:
  - Planned giving efforts
  - Anatomical gift program
  - Campus cemetery

- **Enrollment (a different kind)** – Enrollment numbers, a major source of income for Wright State and the community surrounding it, are far from consistent (especially as tuition continues to rise, regardless of any other factors involved). A retirement community focuses on enrollment of a different kind, one that is steady and sustainable. Retirees have the financial means, pay taxes and spend locally.

- **Unearned resources** – With the probability of retirees from Wright State joining this community, an untapped resource could be in volunteering and part-time teaching on campus or within organizations on campus. (A good model for this is Antioch College’s Volunteer Work Project, saving the college more than $500,000 per year in maintenance and renovation costs.)

**Suggested Project Ownership:**
Retirees Association
Double Bowler
[Next step: Involve Greg Sample to discuss feasibility]
President’s Office
Business Services
Facilities Management and Services
BSOM – Dept. of Geriatrics (possible partner)