

CASE STUDY: UNIVERSITY DEVELOPMENT FOUNDATION

OVERVIEW

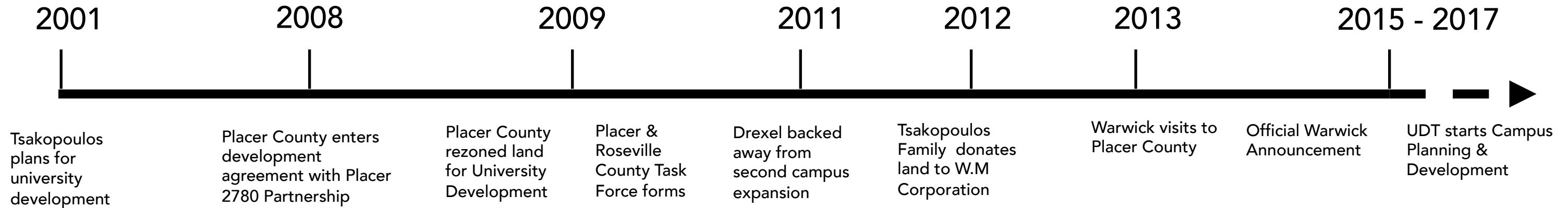
UNIVERSITY DEVELOPMENT FOUNDATION (UDF) WAS FOUNDED TO **PROMOTE AND LEVERAGE** THE ENTRANCE OF A **NEW UNIVERSITY** TO THE SACRAMENTO REGION.

THIS CASE STUDY WILL EXPLORE THE TWO INSTITUTIONS RECRUITED THUS FAR:

- 1) DREXEL UNIVERSITY (CLOSED IN 2015)
- 2) WARWICK UNIVERSITY (2015-PRESENT)

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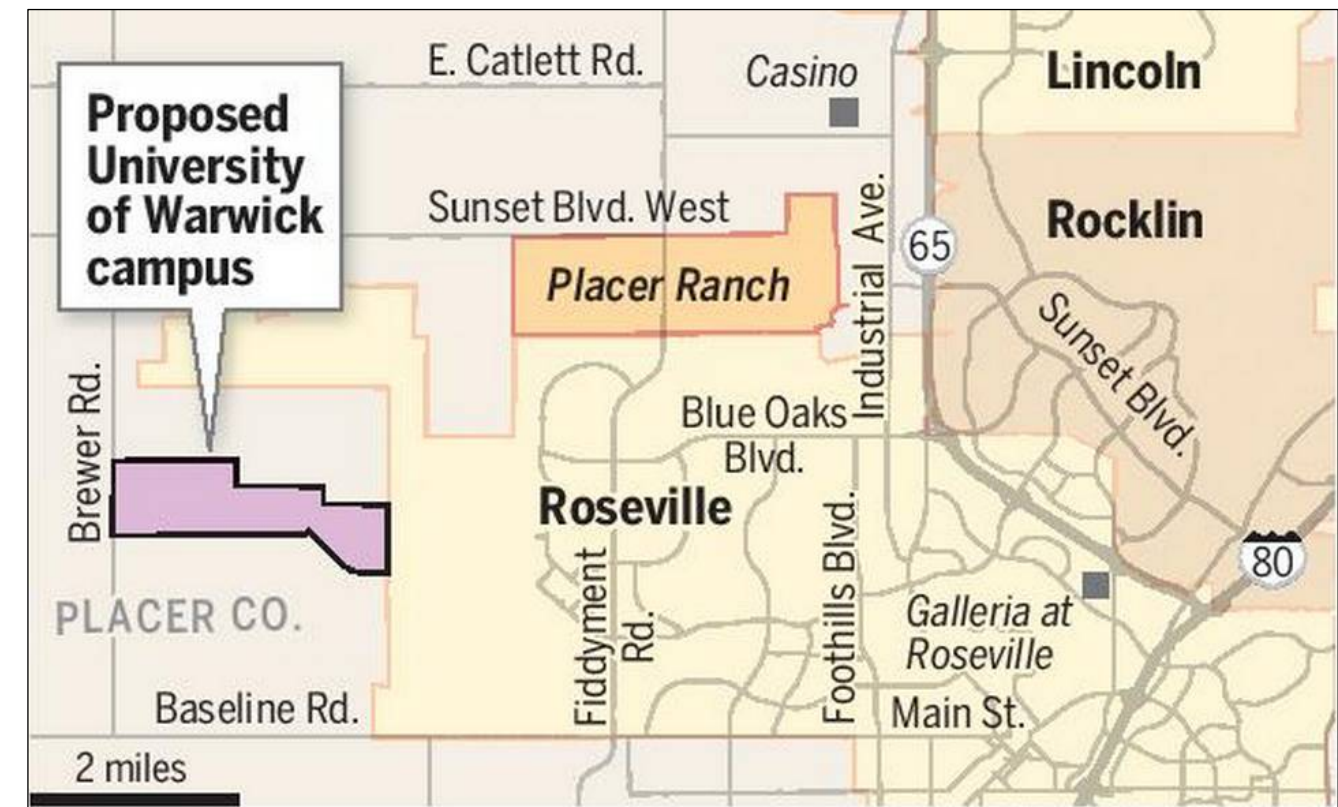
OVERVIEW



THE LAND

1,159 acres of land in South Placer County

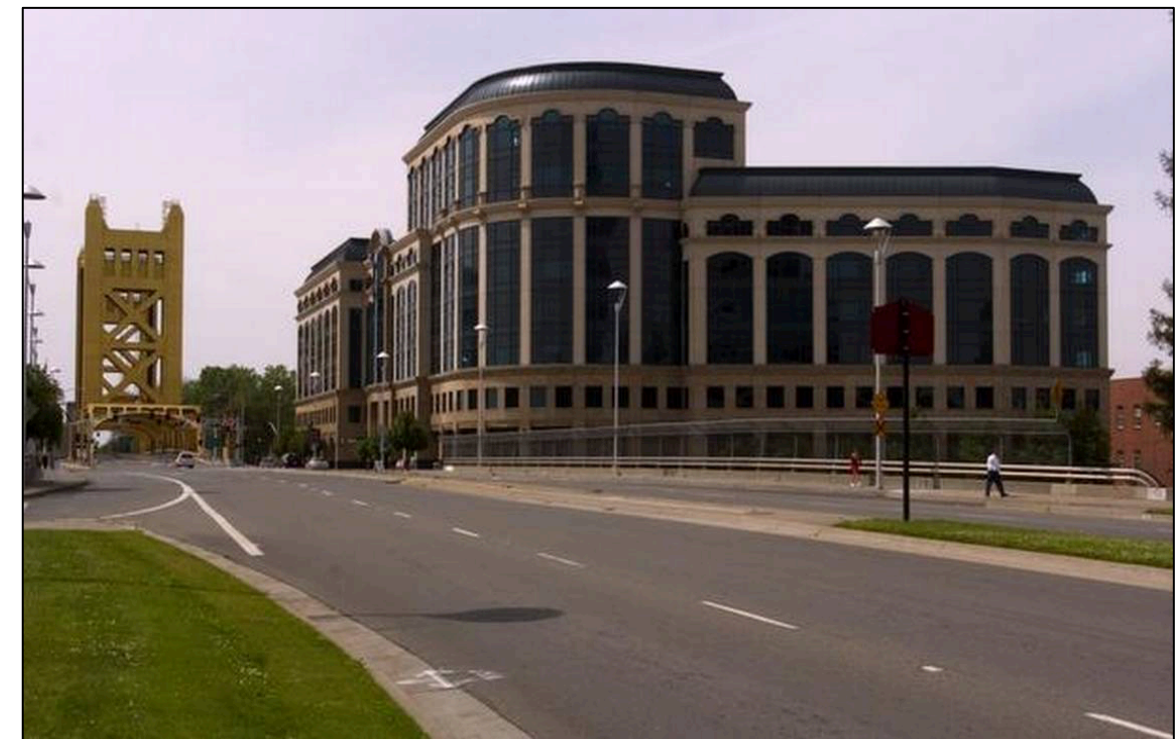
Land donated in December 2012 by the Placer 2780 Partnership comprised of Angelo K. and Sofia Tsakopoulos Family, William and Claudia Cummings, the Wayne L. Prim Family and more than 40 partners.



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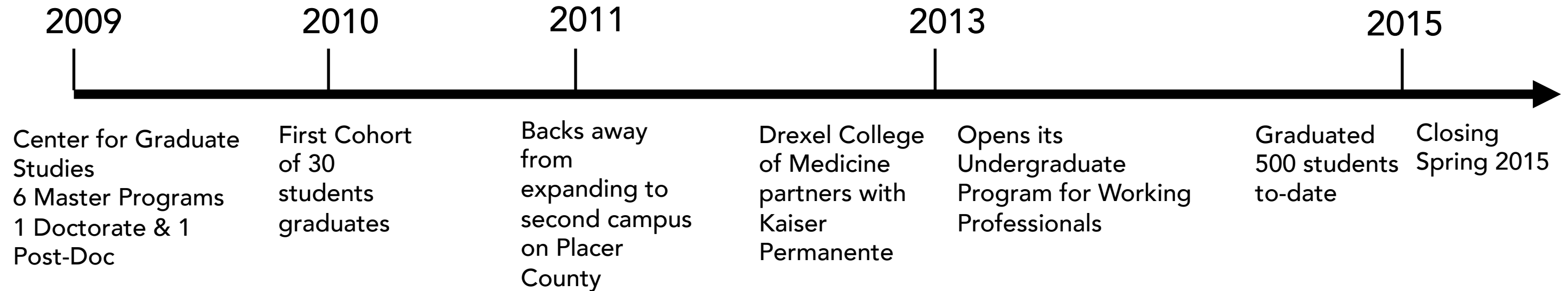
INSTITUTION 1: DREXEL UNIVERSITY

- **Location:** Philadelphia (Main Campus), Capitol Mall, Sacramento (California Campus)
- **Overview:** Not-for-profit private research university
- **Size:** 500 students graduated (to-date)
- **Academic Specialties:**
 - Bachelor of Science in Business Administration (Transfer)
 - 5 Part-time graduate programs
 - 4 Full-time graduate programs



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INSTITUTION 1: DREXEL UNIVERSITY



BACKGROUND:

- Campus opened with vision to expand higher education opportunities in Sacramento
- Opened in 2009, added undergraduate program in 2013 and closed in 2015
- Funding Structure: Drexel invested more than \$10M for campus opening
- Cost Structure: \$27,000 Tuition Fees

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INSTITUTION 1: DREXEL UNIVERSITY

LESSON LEARNED

- (–) Poor real estate market value at that time forced Drexel to backed away from campus expansion
- (–) Did not reach critical mass:
2015 enrollment of only 215 students
- (–) Competes with 2 public universities system:
UC Davis and Sacramento State
- (–) Higher tuition fees than public universities:
\$27,000 Drexel vs. \$7,000 Sacramento State
- (–) Lack name recognition in California even with the city's support

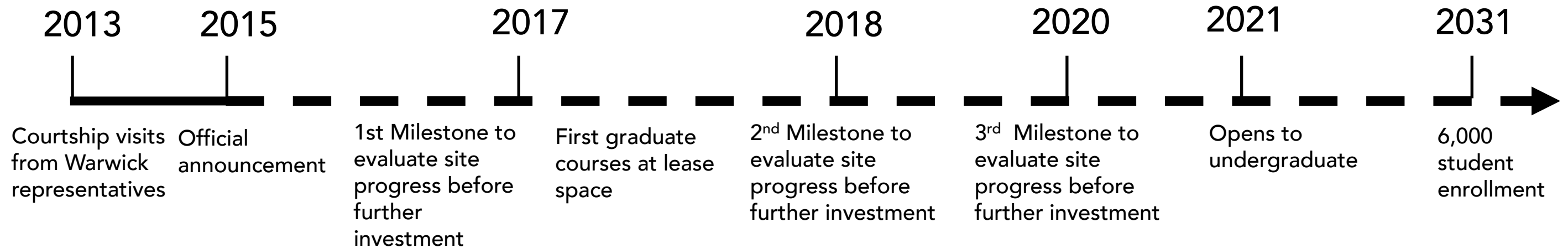
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INSTITUTION 2: WARWICK UNIVERSITY

- **Location:** Coventry, England (Main Campus) , Placer County (California Campus)
- **Overview:** Public research university
- **Size:** 23,000 students (Main Campus), 6,000 estimated enrollment by 2031 (California)
- **Academic Specialties:**
 - 7th in UK for Quality of its Research (Research Excellence Framework)
 - 13th Best University (QS World University Ranking)

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INSTITUTION 2: WARWICK UNIVERSITY



BACKGROUND:

- Opportunity to expand its presence into California with land donation and funding made available by UDT
- Accepting first graduate class at an interim location (2017) and aims for 6,000 enrollment in new campus (2031)

OPPORTUNITIES:

- Offering a 3-year degree (undergraduate)
- Offering research collaboration and classes between University of Warwick, Sacramento State, Sierra College

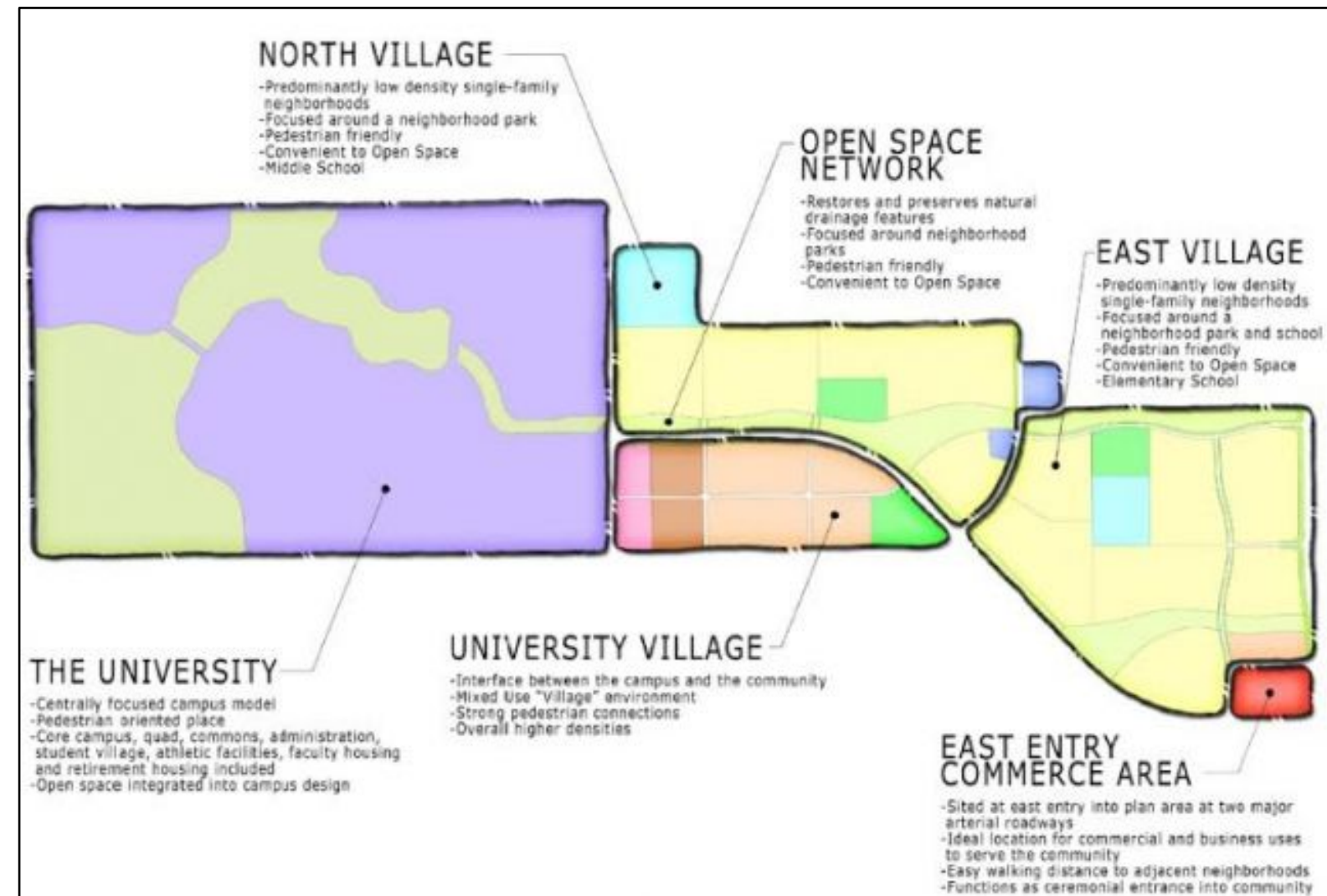
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INSTITUTION 2: WARWICK UNIVERSITY

Funding Structure:

600 acres of the Western land given to Warwick

- 559 acres of Eastern land will be sold to developers for mixed-use residential and commercial development
- Use money generated from land development sale to help Warwick's campus construction
- University setting up endowment to support its operation



Development Plan for Future University and Surrounding Land