



# CAMPUS ADVOCATE

VOLUME TWO: SPRING 2007

## POINTS OF INTEREST

- mission statement
- core values
- tenure
- new development
- maintenance tips

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Have an idea for the newsletter?  
 Have questions about campus advantage?  
 Have a coworker that really shines?  
 Do you volunteer your time?  
 Contact: cholmlund@campusadv.com



"Having now celebrated over 4 years of student services excellence, Campus Advantage is proud to release their latest Hit Record: The Cammy's! Continuing in the tradition of ongoing growth and celebration of both team and individual triumphs, Campus Advantage has created an outlet for honoring those triumphs in true CA

style. Because Campus Advantage is headquartered in the Live Music Capital of the World (eh hem, Austin, Texas), we felt it was appropriate to celebrate our employees by combining the energy of music with the spirit of Campus Advantage.

As we move ahead during the next several months, several new and enriching programs will be unveiled that will culminate with a festive, and annual, awards ceremony in the Fall of 2007. The first every "Cammy's" prove to be a celebration of your accomplishments and dedication. Thank you for all that you have done and continue to do to enrich Campus Advantage and further our company's Mission."

### SPRING CLEANING TIPS

- Replace or clean your furnace filter and have your air conditioning service company perform the manufacturers recommended services
- Clean kitchen exhaust hood and air filter

- Always have a multi-purpose fire extinguisher accessible
- Review your property fire and hazardous weather safety and evacuation plan
- Inspect and clean dust from the covers of your smoke and carbon monoxide alarms



# CAMPUS ADVOCATE

## PROPERTY SPOTLIGHT

WILDCAT COMMONS  
FORT VALLEY STATE UNIVERSITY  
FORT VALLEY, GA



The new Wildcat Commons is the premier on campus student community soon to be serving students attending Fort Valley State University in Fort Valley, GA. Wildcat Commons is currently under construction and will be completed for Fall 2007 occupancy. The 951 beds will be offered on individual leases and will include suite and apartment style units.

Wildcat Commons will also include an amenities building that will have a convenience store and movie theatre. Other amenities offered for residents will be internet, computer labs, laundry facilities, study areas, cable ready access and fully equipped kitchens. Located on the beautiful campus of Fort Valley State University, Wildcat Commons will provide convenience and luxury for all residents.



Welcome to the spring edition of the Campus Advantage, "Students First," Residence Life Newsletter. Focusing on programming going on around the country, this edition offers ways to expand programming efforts and resources you can use to do your job.

Now that we are well into the Spring semester it's important to think about ways we can serve the residents through educational and developmental programming initiatives. Below are some programming categories and ideas for each. Think of ways you can meet the needs of your residents and give them experiences that will contribute to their success and growth.

### Valuing Differences

- International Food Night – This is a good way to show that your property knows about and appreciates it's residents from different countries.
- Themed Movie Nights – Have movie nights that accentuate the positive aspects of different cultures.

### Civic Engagement and Volunteerism:

- Political Debates – As nominees gear up for the 2008 elections, consider partnering with a club on campus to host a voting drive, or even a debate.
- Communicate with your campus volunteerism department to find out how to provide your residents with opportunities to give back to the community.
- Plan an end of the semester clothing drive or sale to benefit a local shelter or charitable organization.

### Academic Success

- The Major Event (Choosing a Major) – Show your residents that living at a Campus Advantage property sets them up for success and that the employees genuinely care.
- Passive Educational Programming – Again, show you care about residents from different backgrounds and cultures by examining their respective paths from an educational standpoint.

Our residents programs focused on academic success like:

- Faculty discussions
- Tricks of the Grade
- Finals Week Stress-Busters

### Life Skills

Residents will appreciate individual attention from the staff. Offer them workshops such as:

Career Preparation workshops

- How well do you know your Roommate
- Health workshops - Emphasize proper diet and exercise
- More ideas on ResidentAssistant.com

The idea is to create a community building exercise that reinforces positive lifestyle activities to residents.



# CAMPUS ADVANTAGE FUN





## INDUSTRY NEWS:

The Business Development department is excited to announce the new CATT, Campus Advantage Transition Team. Both members of professional services, accounting, human resources, and business development are working together to welcome West Run, The Oaks, Fort Valley State University, The Stratum and The Ivy to the Campus Advantage family. Along with these properties Sanctuary Lofts, Bridgeport, Jacob's Landing and University Heights joined our management portfolio. Additionally, Campus Advantage assisted in the identification of multiple markets in Oklahoma and Texas.

The student housing industry is thriving with the continued growth of college students. It is estimated that the number of college students will increase by 11% within the next 10 to 20 years. With such a large student population and the increasing demand by students for luxury living Campus Advantage will continue to have a plethora of opportunities to offer customized solutions.



## STUDENT HOUSING STOCK TICKER

### ALLEN & O'HARA

**EDR COMMON  
EXCHANGE  
NYSE (US DOLLAR)  
PRICE  
\$14.01**

### AMERICAN CAMPUS COMMUNITIES

**ACC (COMMON STOCK)  
EXCHANGE  
NYSE (US DOLLAR)  
PRICE  
\$29.69**

### GMH COMMUNITIES TRUST

**NYSE (GCT)  
EXCHANGE  
PRICE  
\$10.15**

All prices as of 5/3/2007

University Fountains  
Lubbock, TX (683 beds)

Sanctuary Lofts  
San Marcos, TX (533 beds)

West Run  
Morgantown, WV (400 beds)

University Heights  
San Marcos, TX (816 beds)

North Hall  
Bridgeport, CT (174 beds)

Jacob's Landing  
Tallahassee, FL (187 beds)

Wildcat Commons  
Fort Valley, GA (951 beds)

## NEW PROPERTIES OF 2007

# CAMPUS ADVOCATE

## mission statement

The mission of Campus Advantage is to be the best provider of student residential services. Our mission is achieved through understanding the needs of our Clients, Owners, Residents, and Employees, and delivering more.

## core values

**Integrity:** We conduct ourselves and our business with uncompromising integrity.

**Excellence:** We strive for excellence in our people, in our process, and in our results. It is our passion.

**Diversity:** We value diversity and we can treat every individual with dignity and respect.

**Confidentiality:** We maintain confidentiality.

**Innovation:** We continually improve through innovation

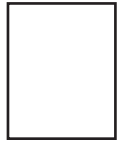
**Communication:** We openly and frequently communicate with our CORE and foster environments and encourage open communication.

**Determination:** We begin with the end in mind, we plan, we execute, we monitor, we measure, we continually refine our processes. We live up to the commitments we make.

**Citizenship:** We actively participate in the communities in which we operate.



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## CAMPUS ADVANTAGE: SERVICE AWARDS

CAMPUS ADVANTAGE would like to honor employees with commemorative pins to celebrate the tenure of their loyal service. As distinguished by color, white will mark the second anniversary of employment. Blue will mark the fifth anniversary of employment, and Olive will mark the second anniversary of employment. Please take time to applaud and extend thanks to those who are receiving their 2-year pins. Congratulations!

PROPERTY	NAME	DEPARTMENT	POSITION	START DATE
Campus Lodge	Tiffany Lee	General & Administration	General Manager	1/17/2005
The Tradition	Coulson,Harold W	Food Service	Kitchen	1/19/2005
Hawkeye Village	McMahon,Carissa	Residence Life	Community Asst	3/10/2005
The Tradition	Garcia,Ernest Diaz	General & Administration	Night Desk Clerk	3/20/2005