



AC Campus Expansion & Programming Advisory Services

BOARD OF TRUSTEES UPDATE
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Introduction

B&D TEAM

Development advisory, research & analytics to achieve informed outcomes.



Jeff Turner
President



Katie Karp
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T.J. Logan
Executive Director



Ellery Ammons
Senior Associate



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Senior Analyst

Partnering with Stockton since 2019

Supported planning efforts leading to the opening of Kesselman & Parkview Halls

30

Years in the Industry

\$40B+

Developed Projects

1,200+

Completed Projects

100+

P3 Projects

\$5B+

P3 Higher Education
Advisory Projects

20+

Higher Ed Projects
in NJ

Project Scope

AC EXPANSION FEASIBILITY ASSESSMENT OVERVIEW

In November 2023, the Presidential Task Force on Atlantic City (AC) Expansion engaged B&D to explore opportunities to enhance Stockton's footprint and impact in AC, including the **viability of a potential "Phase 3" campus expansion** on a 2.25-acre vacant parcel owned by AC DEVCO (Block 21, Lot 1).

B&D helped the University **define overarching success criteria** and **analyzed demand in the off-campus market** to inform recommendations about potential future development.

B&D also sought to **identify possible partners** and **develop an implementation road map** for the AC Campus moving forward.



Project Outcome

B&D RECOMMENDATIONS TO THE TF ON AC EXPANSION

B&D believes that Stockton is not ready to proceed with Phase 3 expansion in AC at this time, as the University must first establish a clear identity and purpose for the AC Campus.

Specifically, the University should **reposition AC** as a **pre-professional / professional campus** to support **upper-division, graduate, and nontraditional students** in advancing their post-graduate careers.



Critical Actions

B&D RECOMMENDATIONS TO THE TF ON AC EXPANSION

B&D recommends that Stockton undertake the following:

- 1. Position Galloway as the starting point** for undergraduates by dedicating resources and assigning housing there to **first- and second-year students**.
- 2. Leverage experiential learning / professional resources** available in AC for **juniors, seniors, graduate students, and adult learners** with an emphasis on academic programs related to **healthcare, business, and technology**.
- 3. Realign Stockton's existing AC assets** within the new campus identity context to **optimize value and minimize risk**.



Next Steps

B&D RECOMMENDATIONS TO THE TF ON AC EXPANSION

B&D proposes the following next steps for consideration by the Presidential Task Force:

- 1. Inform the upcoming University-wide Strategic Plan** and modify recommendations as necessary to ensure alignment.
- 2. Define a comprehensive undergraduate residential experience** across Galloway and AC Campuses by reassessing housing policies, procedures, and facilities to promote students' development.
- 3. Continue building relationships** by exploring new AC and regional partnerships that offer students additional pre-professional / experiential learning opportunities.
- 4. Reassess Stockton's existing real estate portfolio** to optimize assets, concentrate resources, and increase operational efficiency in Galloway and AC.
- 5. Conduct a master plan for AC's University District** to inform decision-making, promote a sense of place and improve the pedestrian experience around campus, and reinforce Stockton's role as an anchor institution.



Thank you.

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