

REQUEST FOR RESEARCH PROPOSALS:

The impact of international students on the purpose-built student housing industry

The NMHC Research Foundation seeks proposals for a research study examining the possible impact of international students on the purpose-built student housing industry.

Project Content. We seek a comprehensive report on the influence of international students on the student housing industry. This report would be designed to help owners, operators, developers, investors, analysts, and other participants in the student housing industry to understand the impact international students have had on the marketplace and their future footprint. Specifically, a report should provide:

- A description of the influence of international students on the United States' upper-educational system over the past ten years to the present. This description should provide aggregate numbers of students entering the USA (and a comparison to numbers of domestic students), principal nations of origin, a breakdown of undergraduate vs. graduate, numbers of international undergraduates and graduates enrolling in Top 175 campuses for purpose-built student housing (and comparison to domestic numbers) and if available whether undergraduates elected off-campus housing. The analysis should exclude private universities. The analysis should include the economic impact of international students across the industry as well as select universities that have significant percentages of international enrollment.
- A projection of the number of international students coming to the United States over the next decade (including a comparison to numbers of domestic students). This analysis should provide projections of the aggregate numbers of students entering the USA, principal nations of origin, a breakdown of undergraduate vs graduate, numbers of international undergraduates and graduates enrolling in Top 175 campuses for purpose-built student housing (and comparison to domestic numbers). The analysis should include the economic impact on universities that have high enrollments of international students.
- An examination of the total international student population over a timeframe that includes a forward-looking view on global demand. Analysis of other nations international students may choose over the United States (past and future estimates and projections) and reasons why students may choose other nations. This should include how much influence other nations have in attracting international students over selecting the United States, such as financial support, emotional support, and ease of application and entry. What are the political influences both in the United States and internationally that may influence demand here in the US. Analysis should include a forward-looking view of the economic impact of all these factors on student housing demand as well as enrollment on those universities highly dependent on international enrollment.
- An analysis relative to specific housing design and amenities that developers and operators should consider providing at purpose-built properties to international students given changes in preferences and demand. Potentially consider focus groups of international students to supplement this analysis.

The NMHC Research Foundation values creativity in study design and execution. Those submitting proposals are encouraged to consider additional/alternative approaches.

Data. Proposals should indicate what data set(s) they intend to use for the analysis. In addition to publicly-available databases, the NMHC Research Foundation may be able to assist in gaining access to some private databases.

Deliverables. This study should result in a report that details the data used, the research methodology, analytical conclusions, and possibly suggestions for future research.

Grant Terms and Conditions. The NMHC Research Foundation retains ownership of all funded research and will have unlimited rights to the use of the deliverables from the study. Researchers can request to reuse, repackage and/or republish the research in other projects or reports after the research has been completed and submitted to the NMHC Research Foundation. Any such use will be accompanied by an acknowledgement of the NMHC Research Foundation as the source of funding for the research.

Submittal Instructions. Submissions should include: (i) one-page resume of all researchers involved; (ii) concise description of issues to be investigated and methodology; (iii) description of data sets to be used; (iv) research timeline; and (v) budget, including projected cost of any data required. Proposals should be addressed to: mobrinsky@nmhc.org no later than February 29, 2024. Contact Mark Obrinsky, NMHC SVP of Research and Chief Economist, with any questions at 202.974.2329 or mobrinsky@nmhc.org.

About Us. The NMHC Research Foundation is a (501(c)(3)) non-profit organization created to promote high-quality research of value to the apartment industry. Based in Washington, DC, the National Multifamily Housing Council (NMHC) is the leadership of the trillion-dollar apartment industry. We bring together the prominent owners, managers and developers who help create thriving communities by providing apartment homes for 38 million Americans. NMHC provides a forum for insight, advocacy and action that enables both members and the communities they help build to thrive.