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UA12/8 Parking Solutions

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WKU Management 310

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WESTERN
KENTUCKY
UNIVERSITY

Department of Management

Bowling Green, KY 42101
502-745-5408

November 5, 1992

Mr. Horace S. Johnson, Jr.
Director, Public Safety
Western Kentucky University
Bowling Green, Kentucky 42102

Dear Mr. Johnson:

The students in my MGT 310 class, Organization and Management, identified problems of the university from the point of view of the student. They also identified possible solutions. Since they thought that their ideas were reasonable, I encouraged them to write memos to the individuals or groups who have the power to affect change. One of the memos was addressed to you.

Although these memos were written as part of class work designed to develop managerial skills in problem identification and solution, if you would like to reply to these students, you may write to them in care of:

Carol R. Graham
210 Grise Hall
Department of Management

Thank you for your time.

Sincerely,

Carol R. Graham
Instructor in Management

To: Public Safety
Attention: Director of.

We would like to bring to your attention a proposed solution to the parking problem students at W.K.U. are faced with everyday. While there have always been too many permits issued for the amount of spaces the university owns, in the past, after the first couple of weeks of school, the parking situation usually improves. But with increased student enrollment as well as the addition of two new residence halls on campus, the situation has not improved and W.K.U. has not compensated for these parking changes.

A solution to the problem would be, starting in the 1994-95 school year, to not allow Freshmen to park on campus. We propose that Freshmen that do drive, park their vehicle in the lot behind Kroger on Nashville Road. This is presently being used to shuttle students to and from campus. Why not take it a step further and mandate Freshmen to park their cars in a police secured lot located in the area mentioned. Since Freshmen make up about 1/4 of the student enrollment, the parking problem would be eliminated if this proposal was acted out. Sophomores, Juniors, Seniors, and Graduate students would be free to park on campus at their designated areas, while Freshmen would park at the Kroger lot and be shuttled to and from campus.

Some problems that may occur with this proposal would be:

- 1.) A temporary decrease in Freshmen enrollment.
- 2.) An increase in cost of security in the proposed lot.
- 3.) A loss of revenue in the Public Safety Department.
 - a.) Decrease in number of permits issued.
 - b.) Less tickets warranted.

Some positive aspects with the proposal would be:

- 1.) Greater opportunity for on-campus activities, especially on weekends. This is because Freshmen would be more likely to stay on campus because of lack of transportation.
- 2.) More appealing for high school seniors or transfer students deciding which university to attend because of the increased social life.
- 3.) Although a negative aspect of this proposal may be a temporary decrease in Freshmen enrollment, we feel the long term benefit would be increased enrollment due to the more appealing campus social life. Therefore, revenue will increase.

In conclusion, we feel that the loss of revenue in the department of Public Safety could be offset by increasing each parking permit issued by two dollars. It is our feeling that students who park on campus would not have any objections to the price increase. This price increase would also cover the finances needed for the additional security and lights in the proposed lot. Also, the Administration would be responsible for making prospecting Freshmen aware of the positive attributes of the parking proposal. Finally, because the parking situation is gradually becoming worse for each semester, we hope that you will take into consideration our proposed solution that will make Western a more appealing school and perhaps break the label of a "suitcase college."

Thanks,

Dr. Graham's MGT 310

Group #5.