

Scaling Success: Campus Apartments Deploys Interplay Training During Among Pandemic



About Campus Apartments

- One of the nation's largest and most trusted providers of on- and off-campus student housing.
- Founded in 1958 and is known for high standards in property maintenance.
- Committed to "smart living" and upholding a culture of continuous learning and development for their staff.

Training Goals

- Standardize maintenance practices across all 40 properties.
- Provide ongoing training to both new hires and experienced staff.
- Leverage online training to maintain workforce readiness during downtime and disruptions like the COVID-19 pandemic.
- Increase employee engagement and commitment to continuous learning.

Training Challenges

- The COVID-19 pandemic disrupted the initial plan for a gradual rollout of training.
- The "shelter in place" orders limited in-person training options.
- Need to rapidly upskill both new and experienced employees to maintain service standards.
- Avoid layoffs in a high-turnover industry while ensuring staff could confidently perform fieldwork.

Key Successes

- Deployed company-wide training at scale within a few weeks.
- Reduced layoffs during COVID by upskilling their workforce.
- Achieved a 100% adoption rate of Interplay training among maintenance staff.
- Generated enthusiasm and engagement for ongoing training.
- Established consistent maintenance standards across 40 properties.

Summary

- Michael Lewis, Director of Facilities at Campus Apartments, initially planned a small-scale pilot of Interplay's online training, with a gradual rollout over a year.
- The onset of COVID-19 required an accelerated training rollout due to "shelter in place" orders and the need to maintain operations with an essential workforce.
- With Interplay's support, they rapidly implemented a national, at-home training program across all 40 facilities.
- The new approach turned downtime into an opportunity to upskill the entire maintenance workforce, ensuring continued service during the pandemic.

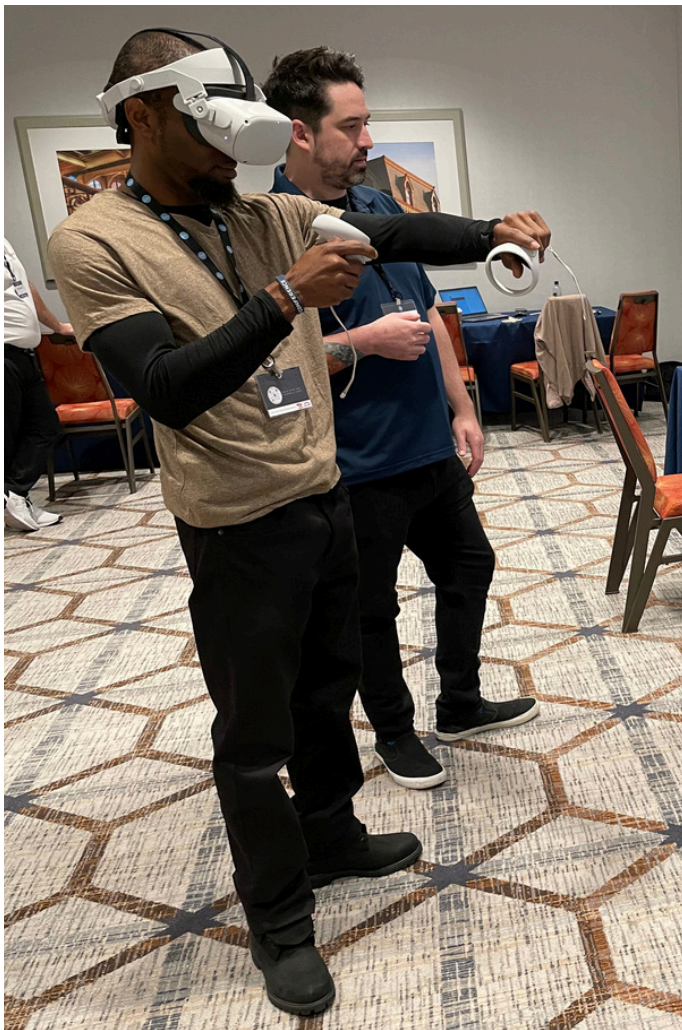


Best Laid Plans

Michael Lewis, the Director of Facilities at Campus Apartments, headquartered in Philadelphia, PA, had just signed on to use Interplay Learning's online training platform for his maintenance staff when news of COVID-19 broke.

His initial plan was to roll out a small pilot program to seven facilities and slowly expand to the rest of their 40 properties over a year. The goal was to streamline their maintenance training so their green techs and "old dogs" alike could all approach field issues the same way.

When COVID-19 hit, he realized he had to kick his plan into high gear. With an essential workforce to lead, a "shelter in place" rule in effect, and properties to maintain, Michael recognized Interplay's online training would be a vital tool to keep business going.



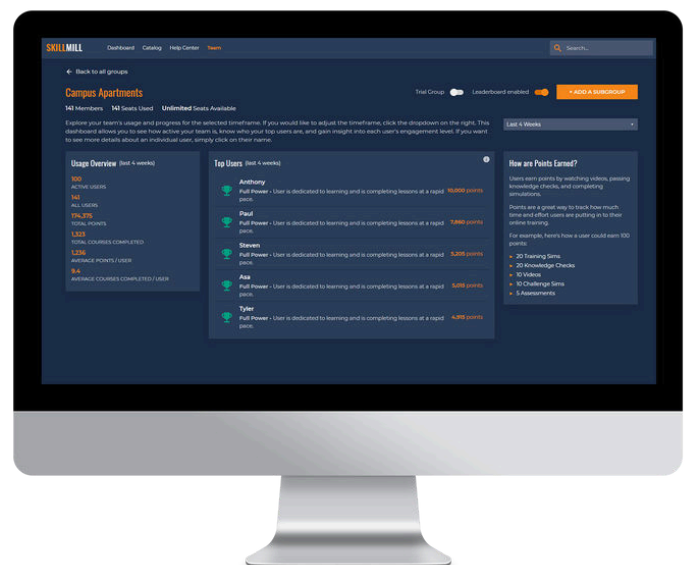
Cut Layoffs, Not Learning

Maintenance workers were deemed "essential," yet many of Michael's staff were missing the know-how to confidently head into the field without ongoing training. Laying off his greenhorns in such a high-turnover industry was too short-sighted, and he knew it would come with a much higher cost later. Weighing his options, Michael understood that he needed to find a way to keep all his employees training and working amid the "stay at home" order so they could continue providing timely and quality maintenance services to Campus Apartments tenants.

In just a few weeks, Campus Apartments leveraged Interplay's training platform to launch a mandatory, at-home "learn while you earn" program that they rolled out to maintenance staff across all 40 Campus Apartments properties.

The program consisted of each maintenance employee spending two weeks completing work orders in the field and two weeks off, completing courses from Interplay's Multifamily Maintenance catalog.

To ensure training compliance, Campus Apartments used Interplay's insights and engagement tools to track employee performance and enforce adherence to remote training guidelines.





Leveraging Data for Better Training

Since rolling out the company-wide online training, Campus Apartments has been blown away by the employee adoption and usership stats. The biggest surprise has been the overwhelming enthusiasm for completing training lessons, evidenced by the record-breaking points their employees accumulated as they smashed their training goals.

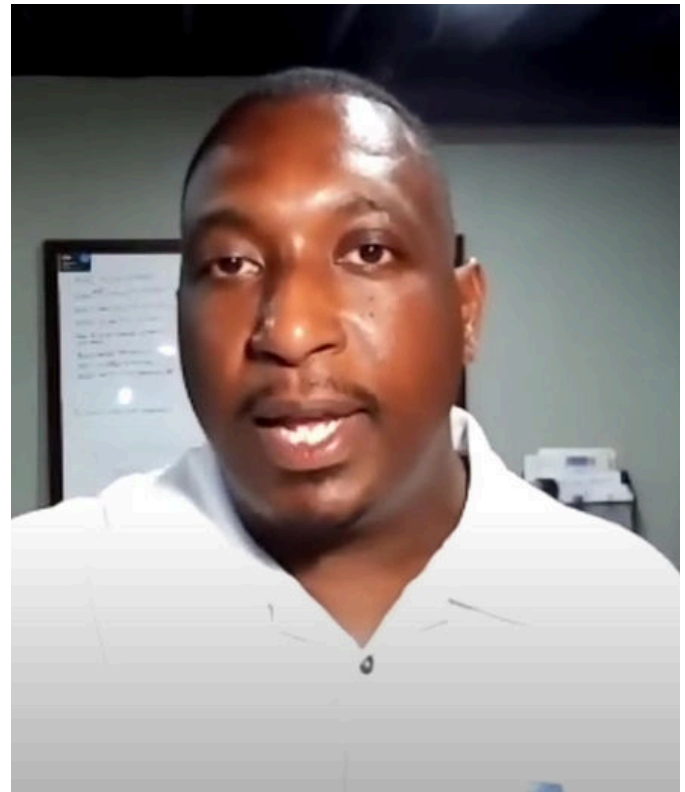
Using Interplay's reporting tools, Campus Apartments could monitor each employee's training progress, maintain a culture of accountability, and send the right people to the right jobs during their time in the field. The maintenance organization hasn't skipped a beat during the pandemic, and Campus Apartments has maintained the high standard of maintenance services they're known for across all of their facilities.

Michael and his colleagues have greatly enjoyed watching the employee leaderboard on their admin dashboard and are actively devising ways to reward and promote those who continue to show outstanding commitment to their training. Mike's quick thinking reimaged the company's training methodology and transformed downtime into a valuable opportunity to upskill his maintenance workforce.

Campus Apartments' ability to adapt during a pandemic has set an incredible precedence for other Facility Maintenance organizations. Rather than furloughing their maintenance staff, they leaned into technology to upskill an army of highly skilled, field-ready technicians.

"COVID took over, and it changed the way we deployed maintenance training across the entire organization. From Regionals to HR to Technology, our departments all came together to push out Interplay's program company-wide."

- Michael Lewis, Director of Facilities.



- Michael Lewis,
Director of Facilities

Schedule time with a training expert to learn more.

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