

# How can colleges improve enrollment? Major in hygiene.

There's one critical college ranking that appears to be ignored by institutions of higher learning, whether your walls are ivy-covered or cement-block-simple: how your bathrooms rank on cleanliness. In fact, a recent survey of 1000 students revealed that...

65%

took stock of the bathrooms before they decided to enroll

57%

found the bathrooms to be distinctly lacking in the basic appeal of cleanliness

There are any number of steps your institution can take to keep your bathrooms both sanitary and attractive (and prevent them from turning off prospective students). Here are three good places to start.

## Make Sure Your Clean is Green

65% of college applicants care about a school's environmental commitment.

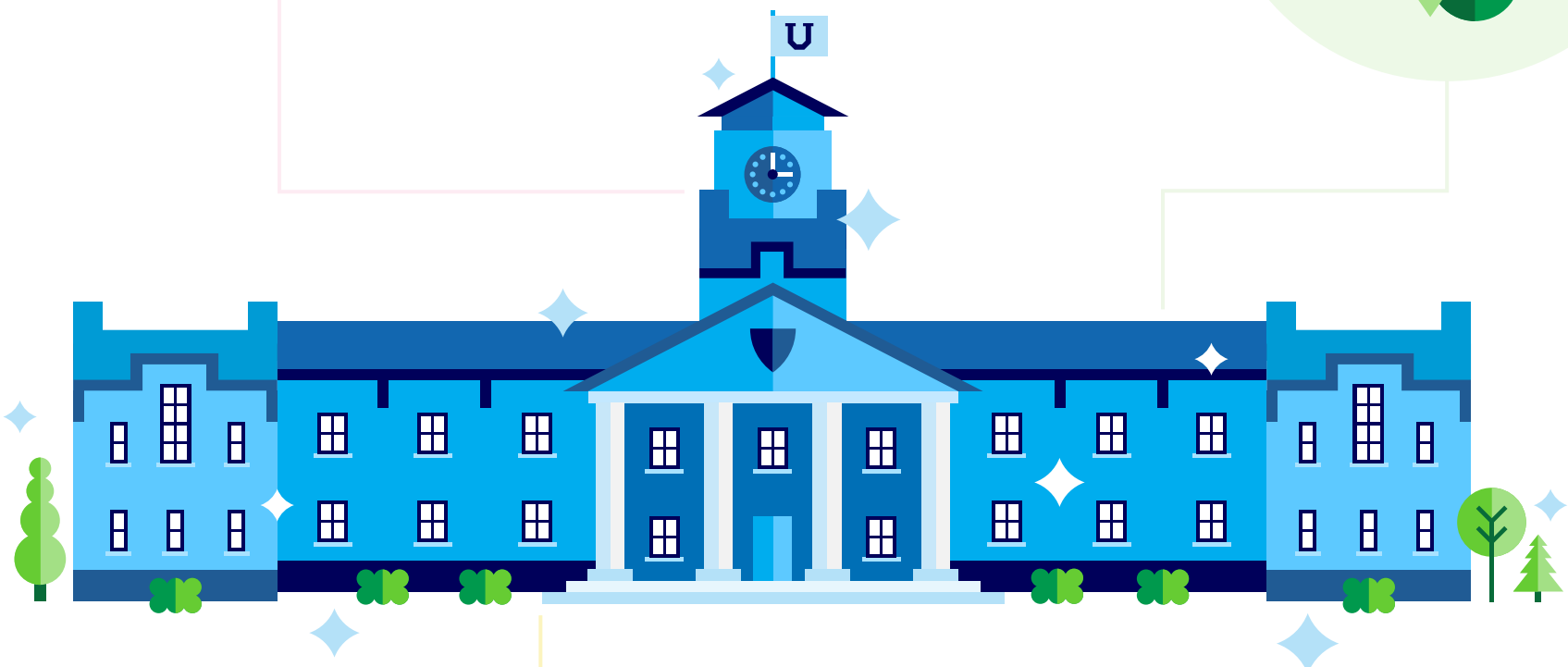
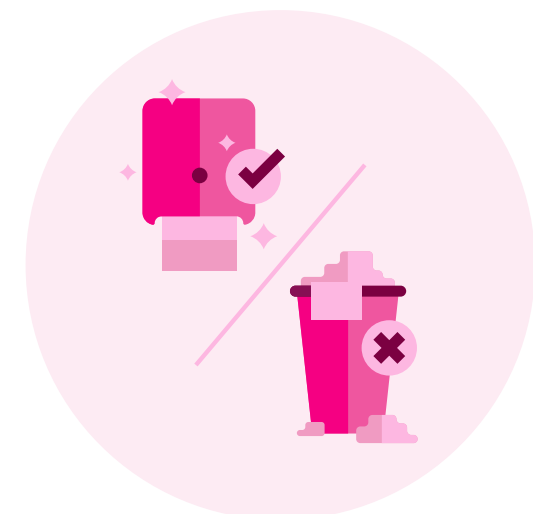
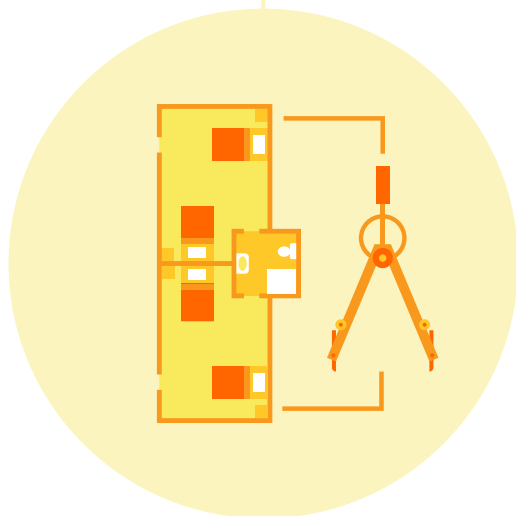
## Don't Throw in the Hand Towel – Upgrade it

Look for hand towel dispensers that are designed to control consumption.



## Next Time, Design Bathrooms with Clean in Mind

When building or remodeling facilities, take advantage of new trends in design and product technologies.



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