



JK MOVING
SERVICES

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matters
most*[®]

CASE STUDY

Managing move-in day for a major research university



OVERVIEW

It's the fall season, and you know what that means for universities across the country. They recently completed what is undeniably one of the most hectic parts of their entire year: student move-in day.

At some colleges, this can involve tens of thousands of coeds descending upon campus simultaneously to get settled into their new school housing. The students arrive with their families in fleets of cars, SUVs, and moving vehicles filled to the brim with overstuffed suitcases, bloated boxes, and bulky bags that need to be efficiently unloaded and transferred into cramped dorm rooms. Often, it also involves having to jockey through designated unloading zones within a small scheduled window of time.

APPROACH

So how do campus administrators manage the mayhem? In the case of this client, they call in a team of moving professionals. JK Moving recently partnered with Rent-A-Crate to help the university manage a seamless transition for 5,000 incoming students over a 3-day period for the start of the 2022-23 school year. Working together, the team offered management and execution of a variety of logistical moving day tasks: signing out moving bins, unloading cars, transporting bins to dorm rooms, returning the bins, and controlling traffic.

In total, the project involved approximately 2 months of planning, consisting of bi-weekly, weekly, and even daily meetings with the client team. During that time, the team mapped out a plan for coordinating

and placing bin-staging locations, educating the traffic control team on efficient traffic patterns, and tutoring staff on our proprietary JK CARES mobile app, which was used to manage electronic sign-in and sign-out of bins.

On Day 1 of the move, more than 80 team members arrived with a fleet of trucks and vans at the client's Washington, D.C., campus. Our teams spread out over the expansive property, getting set up quickly to simultaneously manage inbound traffic at five residence halls and assist in the physical unloading and movement of over 100 cars per hour. This required not only trained movers and specialized moving equipment, but also expertise in planning and traffic management.



“This is as seamless as the process has ever gone for us.”

— University Representative



RESULTS

In the end, we created a safe and orderly moving day experience that provided peace of mind for nervous parents, safely delivered cherished assets for students, extended time spent saying heartfelt family goodbyes, and provided the best possible experience for school officials managing the process.

“We were really pleased with how seamlessly our teams came together to manage this process,” said Michael Murphy,

Director of Client Experience for JK Moving. “As you can imagine, a project of this magnitude has a lot of moving parts, but with the proper planning, we were able to ensure that every detail was accounted for — and, as a result, we were able to help thousands of students and families get their school year started on the right foot

Need help managing an upcoming move? Contact us to start a conversation today.



5,000
Incoming Students



80+
Team Members



72 HR
Time Frame



2 MONTHS
Of Planning