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FURNISHINGS

Jacksonville State University

A Two-Decade Partnership Built on Trust, Scale, and On-Campus Excellence

Over more than 20 years, Smarter Furnishings has partnered with Jacksonville State University to support the evolution of its residential life program. What began as a traditional vendor relationship grew into a trusted collaboration—one capable of supporting new construction, large-scale renovations, and rapid enrollment growth across both on-campus and university-supported housing. From legacy residence halls to state-of-the-art P3 developments, Smarter Furnishings has helped Jacksonville State consistently elevate the student living experience. Each project was approached with the same commitment: durable, well-designed furniture delivered on time, on budget, and aligned with the university's long-term housing vision. As Jacksonville State expanded enrollment and invested heavily in its campus housing infrastructure, Smarter Furnishings proved to be a reliable partner—adapting quickly, navigating tight timelines, and solving challenges before they became obstacles. The result is a campus housing portfolio that reflects continuity, quality, and confidence in execution.

The Process

Jacksonville State's recent housing growth required flexibility and precision. Between 2024 and 2026, the university undertook multiple initiatives simultaneously: a large P3 residence hall development, on-campus renovations

of older dorms, and supplemental housing solutions to accommodate record enrollment levels.

Smarter Furnishings supported each phase by working closely with university leadership and development partners to align product selections with design intent, durability requirements, and budget constraints. Furniture packages were tailored by project, ranging from twin-bed double-occupancy layouts to private-room configurations with full beds, wardrobes, writing desks, and storage solutions.

When timelines tightened, Smarter Furnishings adjusted logistics strategies—rerouting shipments, accelerating production, and coordinating installation sequencing to ensure move-in dates were met. On-site problem solving and rapid-response service teams addressed unforeseen issues, including last-minute repairs, without disrupting installation schedules.

Across every phase, the focus remained the same: deliver dependable solutions that allow Jacksonville State to focus on students, not furniture.

The Partner

Jacksonville State University approached Smarter Furnishings with a long-term mindset. Rather than treating each project as a standalone transaction, the university sought a partner that understood campus operations, student needs, and the realities of higher-education housing.

Smarter Furnishings worked alongside Jacksonville State housing leadership through leadership transitions, enrollment growth, and expanding P3 partnerships. Whether collaborating directly with the university or supporting third-party developers, the Smarter Furnishings team remained aligned with Jacksonville State's standards and expectations.

This continuity allowed the partnership to thrive—preserving institutional knowledge, maintaining consistency across residence halls, and ensuring that new projects felt cohesive with existing campus housing.



“It doesn't feel like we are just another client. But we are family.”

Brooke Lyon
Senior Director of Housing
Operations and Residence Life

The Outcome

By 2026, Smarter Furnishings had supported Jacksonville State across decades of growth, multiple construction cycles, and thousands of student beds. The partnership delivered:

- On-campus renovations that brought older residence halls up to modern standards
- Successful P3 developments exceeding 700 rooms
- Flexible furniture solutions that adapted to both double-occupancy and private-room models
- Reliable execution despite compressed timelines and logistical challenges

Most importantly, Jacksonville State gained a partner capable of scaling alongside its ambitions—one that understands how to balance durability, design, and speed in a campus environment.

This collaboration demonstrates how long-term partnerships create lasting value, not just well-furnished spaces.



We believe you deserve a partner that will give you peace of mind with proven furniture solutions.

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