

# Housing & Facilities Conference

Presented by the FMC

*Scan the QR code or visit the appendix of your workbook to access downloadable materials for this session.*



# No More Empty Beds: How To Market Your Chapter Facility

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Dexter Bush-Scott and Jenny Campfield

**Housing  
& Facilities  
Conference**  
Presented by the FMC

# Introductions

- Dexter Bush-Scott
  - *He, him, his*
  - Chief Housing Officer
  - Fun fact
- Email: [dbush-scott@gammaphibeta.org](mailto:dbush-scott@gammaphibeta.org)



# Introductions

- Jenny Campfield
  - *She, her, hers*
  - Director of Education
  - Lead Gamma Phi Beta's educational programs
  - Fun fact
- Email:  
[jcampfield@gammaphibeta.org](mailto:jcampfield@gammaphibeta.org)



# HFC Workbook

- Please make sure you have your HFC workbook, as we'll be using it throughout this session.

*Tip: Record notes beginning on Page 58.*



# Case Study

Your affiliated house corporation (AHC) property is juggling multiple priorities. Your team has been sending extensive emails to chapter leaders outlining upcoming responsibilities with little response or follow-through from collegians. Your AHC board also knows that the sprinkler system needs to be replaced within the next 12 months and that safety incidents in the surrounding community are on the rise. Additionally, requests for single occupancy rooms have risen, and at the same time, your AHC is struggling to fill all empty rooms.

- Discuss with a partner: How could you use what you learned during HFC to solve this case study? Specifically, how could your learning assist this AHC in filling the facility?

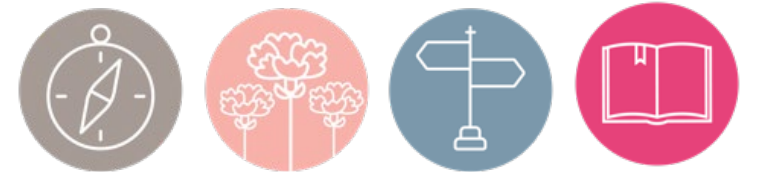
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# Learning Objectives

- Describe how HFC learning can support filling a residential facility (OR increasing facility use).
- Explore strategies for filling a chapter facility (OR increasing facility use).
- Create a multi-year plan to fill a chapter facility (OR increase facility use).

**Note:** None of the HFC sessions should be construed as legal advice. You will need to determine if anything you want to implement following this conference will need to be approved by your board, AHC membership and local campus. You may need to consult your AHC's legal counsel.

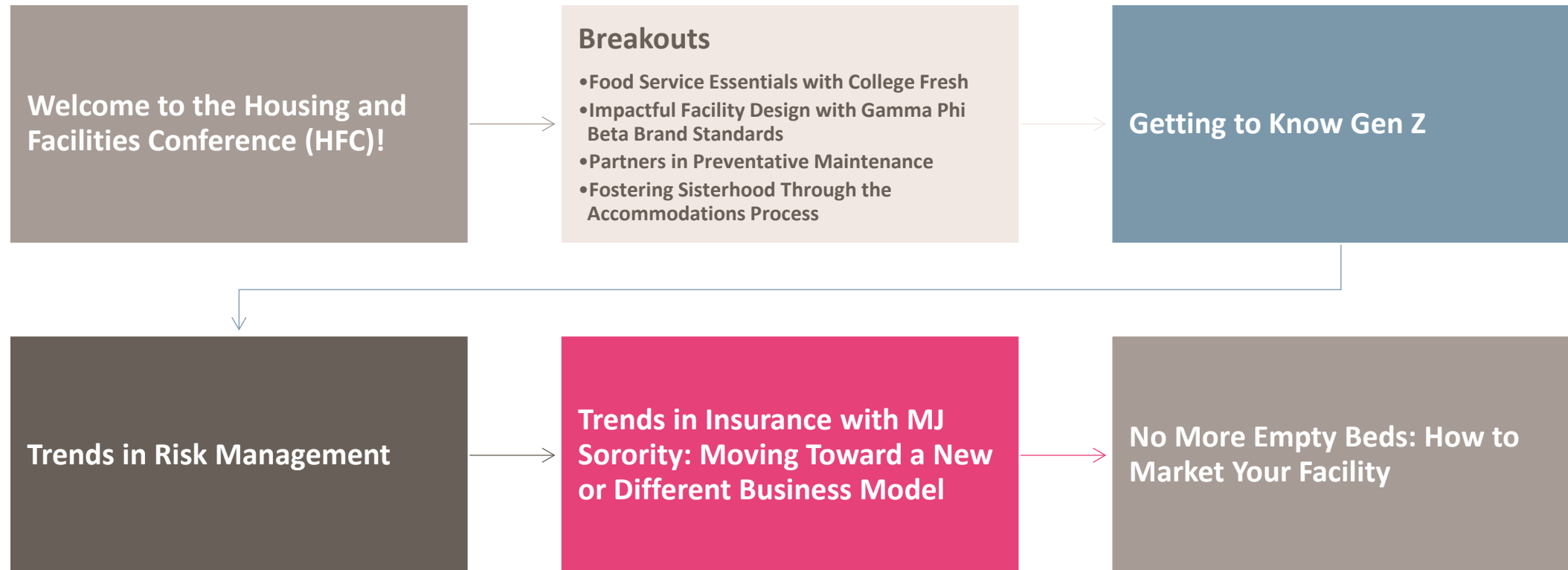


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## Leveraging Your HFC Learning

# HFC Learning Recap



# Leveraging Your HFC Learning

- Revisit each page in your HFC workbook.
  - Identify strategies from each session that could be used to fill a chapter facility (or increase its use).
- Record the top three strategies on Page 60.

# Three Key Questions

1. Does your AHC understand both current and future members and their needs?
2. Do your AHC communication strategies need to be modified?
3. Is your AHC engaging in strategic planning to prepare for future upgrades and improvements?

# Case Study Revisited

Your affiliated house corporation (AHC) property is juggling multiple priorities. Your team has been sending extensive emails to chapter leaders outlining upcoming responsibilities with little response or follow-through from collegians. Your AHC board also knows that the sprinkler system needs to be replaced within the next 12 months and that safety incidents in the surrounding community are on the rise. Additionally, requests for single occupancy rooms have risen, and at the same time, your AHC is struggling to fill all empty rooms.

- Discuss with a partner: How could you use your top three HFC strategies to address this case study?

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## Best Practices In Gamma Phi Beta

# Best Practices For Filling A Facility

1. Prioritize relationship building
2. Meet and greets
3. Two-year agreements
4. Bylaw changes

*Tip: Record notes on Page 61.*

# Practices To Consider For Filling A Facility

- Communicate facility benefits to new members and families.
- Compare cost and benefits to alternate living options.
- Provide residential agreements early.
- Create a modified packet.
- Pay to break a member's lease.

# Best Practices For Increasing Facility Use

- Coordinate events in the facility.
  - Sisterhood night, Fidelity for New Members programming, etc.
- Utilize accessible common spaces.
  - Encourage members who are not living in the facility to access the space.
- Survey members.
  - Is your AHC asking members about their facility experience?

*Tip: Record notes on Page 61.*

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## Creating A Multi-Year Goal

# Creating A Multi-Year Goal

- Read the prompts on Page 63.
  - Circle the bullet that most aligns with your AHC's goals.
- Respond to the prompts on Page 64.
  - Tailor your priorities to Gen Z.
- Share your multi-year goal.

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## Your Session Learning

# Learning Recap

- Describe how HFC learning can support filling a residential facility (OR increasing facility use).
- Explore strategies for filling a chapter facility (OR increasing facility use).
- Create a multi-year plan to fill a chapter facility (OR increase facility use).

*Tip: Don't forget to write down your key learning takeaway in your workbook.*



# Learning Assessment

No More Empty Beds: How To Market Your Facility

[GammaPhiBeta.org/Housing-  
And-Facilities-  
Conference/Resources](https://GammaPhiBeta.org/Housing-And-Facilities-Conference/Resources)

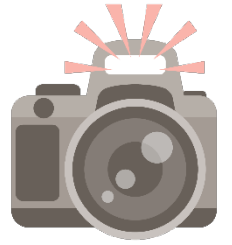




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**Tip:** Take a photo  
of this slide.

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