

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.



Getting To Know Gen Z

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

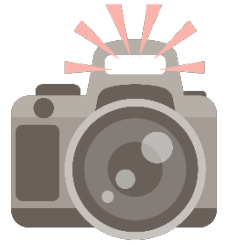


Introductions

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



Activity



Tip: Take a photo of this slide.

Instructions

1. Take out your phone.
2. Open a web browser app.
3. Go to [Menti.com](https://www.menti.com).
4. Type the code that will display on the screen momentarily.
5. Click “Join.”
6. Respond to the prompt on your phone.

Activity

- Think about your answer to the following question:

What does the phrase “Gen Z” bring to mind?

Learning Objectives

- Describe benefits of a chapter facility for Gen Z.
- Generate a list of benefits of a chapter facility.
- Identify one opportunity to tailor your facility experience toward Gen Z.

***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, affiliated house corporation (AHC) membership and local campus. You may need to consult your AHC's legal counsel.*



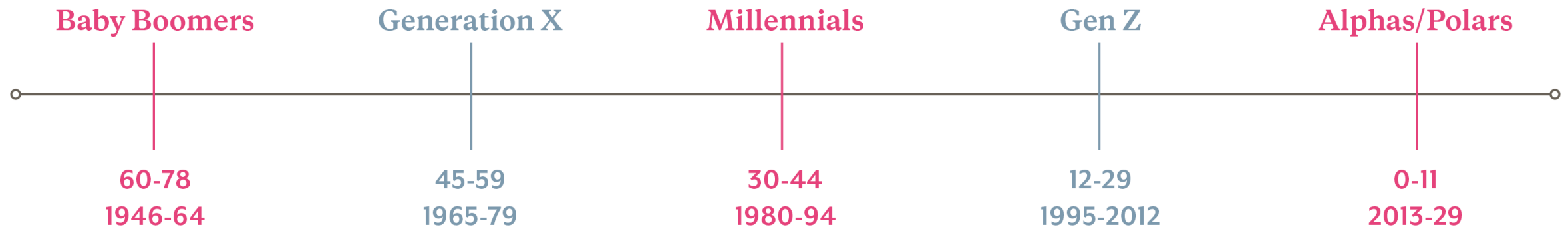
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Who is Gen Z?

Characteristics Of Gen Z

- “Gen Z” = Generation Z
- Those born between approximately 1995-2012



Characteristics Of Gen Z

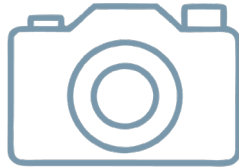
- The most racially diverse generation
- High emphasis on mental health
- Close parental relationships
- High desire for safety and security
- Extensive relationship with technology
- Cost conscious
- Desire flexibility

Tip: Record notes on Page 43.



Gen Z Personas

 **Memory Makers**



Seek balance between academics and social life.

 **Identity Explorers**



Focus on discovery and growth.

 **Comfort Seekers**



Desire familiarity and comfort when thinking about their college experience.

 **Focused Achievers**



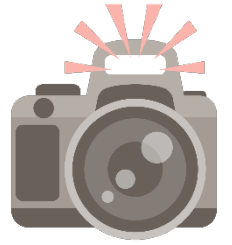
Prioritize academic achievement, gaining new experiences, housing options and employment.

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Gen Z Gamma Phi Betas

Activity



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Activity

- Think about your **three word or less** answer to the following question:

What do current members value in their facility experience?

Gen Z Gamma Phi Betas

- Priority 1: Agency over roommate experience
- Priority 2: Flexible meal options
- Priority 3: Private bathrooms
- Priority 4: Clear accommodations process
- Priority 5: Strong communication in their preferred styles and platforms

Tip: Record notes on Page 44.

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Tailoring Your Facility Experience

Tailoring Your Facility Experience

- Record and rate each of the following priority areas.
 - Priority 1: Agency over roommate experience
 - Priority 2: Flexible meal options
 - Priority 3: Private bathrooms
 - Priority 4: Clear accommodations process
 - Priority 5: Strong communication in their preferred styles and platforms
- 1 = no progress toward meeting this priority; 5 = fully addressing this priority

Tip: Complete this activity on Page 45.

Creating A WOOP Goal

- Select a priority area on Page 45 by completing the phrase:
 - The priority area my AHC can improve or continue to strengthen is: _____.
- WOOP = **W**ish **O**utcome **O**bstacle **P**lan
 - Respond to the questions on Page 46.
 - Then chat with a partner about your goal.

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Your Session Learning

Learning Recap

- Describe benefits of a chapter facility for Gen Z.
- Generate a list of benefits of a chapter facility.
- Identify one opportunity to tailor your facility experience toward Gen Z.

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



Learning Assessment

Getting To Know Gen Z

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

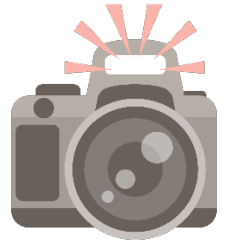




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