





Gamma Phi Beta

FOUNDATION





# Introductions

# Learning Objectives

- By the end of the weekend, you will be able to:
  - Describe one or more skills to be successful in your volunteer role
  - Identify at least one strategic multi-year goal for your team or committee
  - Develop one or more new relationships with individuals in the Gamma Phi Beta workforce

# National Conflict Resolution Center



- How to reduce tension in difficult conversations
- How to listen across differences
- How to intervene in red-flag behavior
- How to build a culture of accountability and belonging

# Use Your Workbook!



# Your Job This Weekend

- Engage
- Collaborate
- Ask questions
- Leave with a plan



# Cultivate Engagement

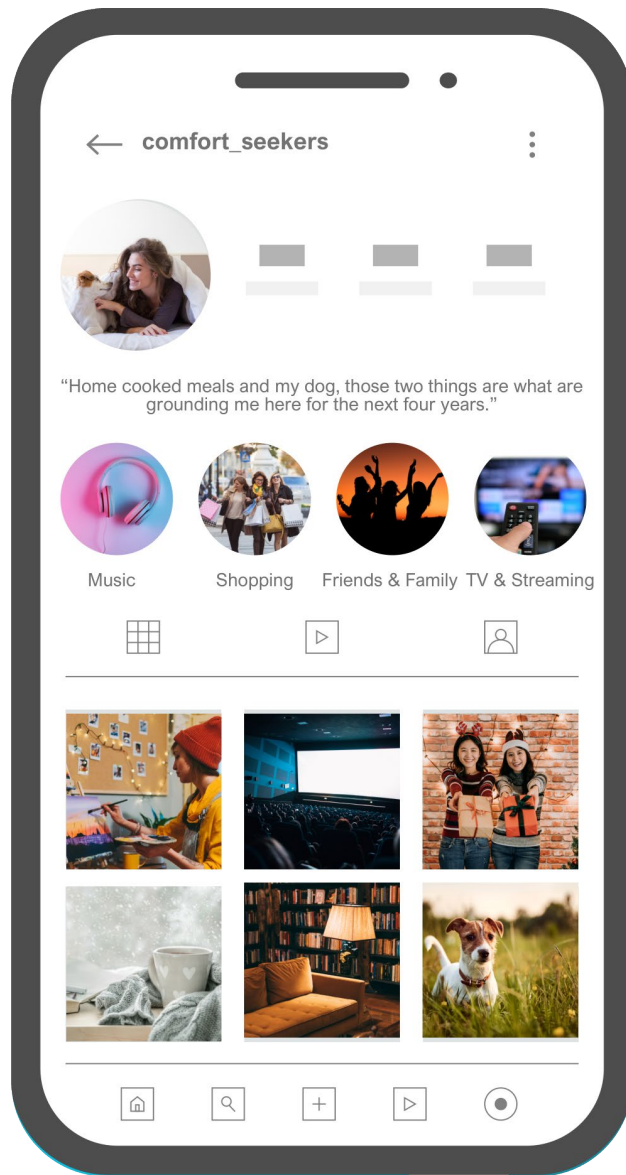
# Innovate Our Business Model

# Build A Technology Roadmap



# Generation Z Personas

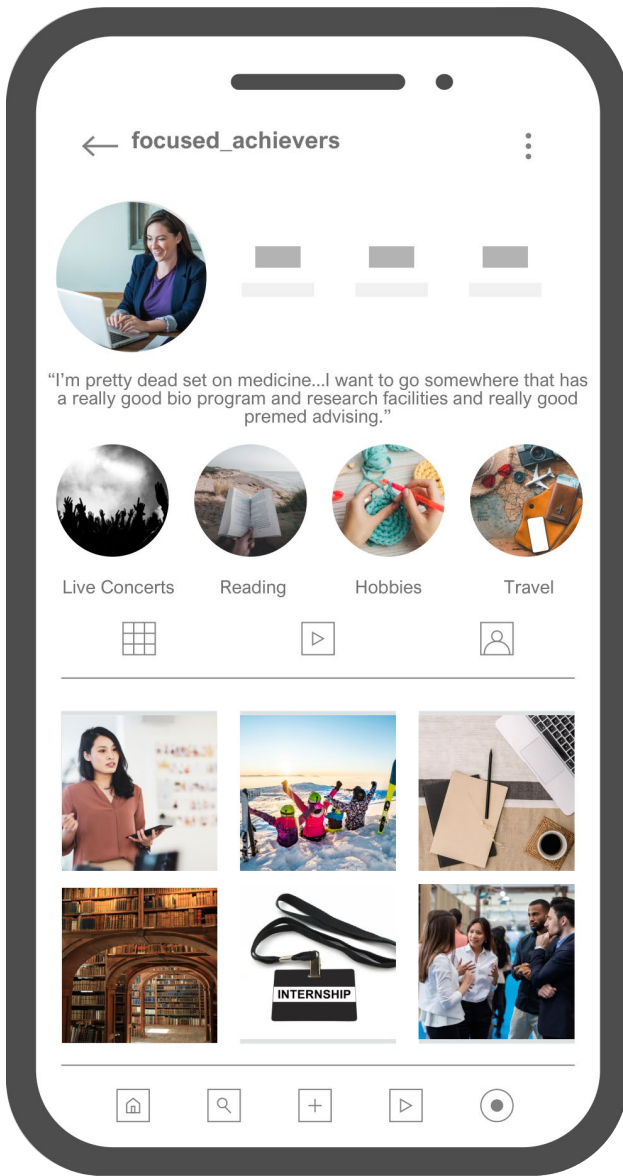
- Comfort Seekers
- Focused Achievers
- Identity Explorers
- Memory Makers



# Comfort Seekers

Comfort Seekers comprise 26% of Gen Z girls. They strongly **desire familiarity and comfort when thinking about their college experience.** They prioritize creating a custom environment, choosing a college closer to home, small class sizes and the security they get from close relationships with friends and family.

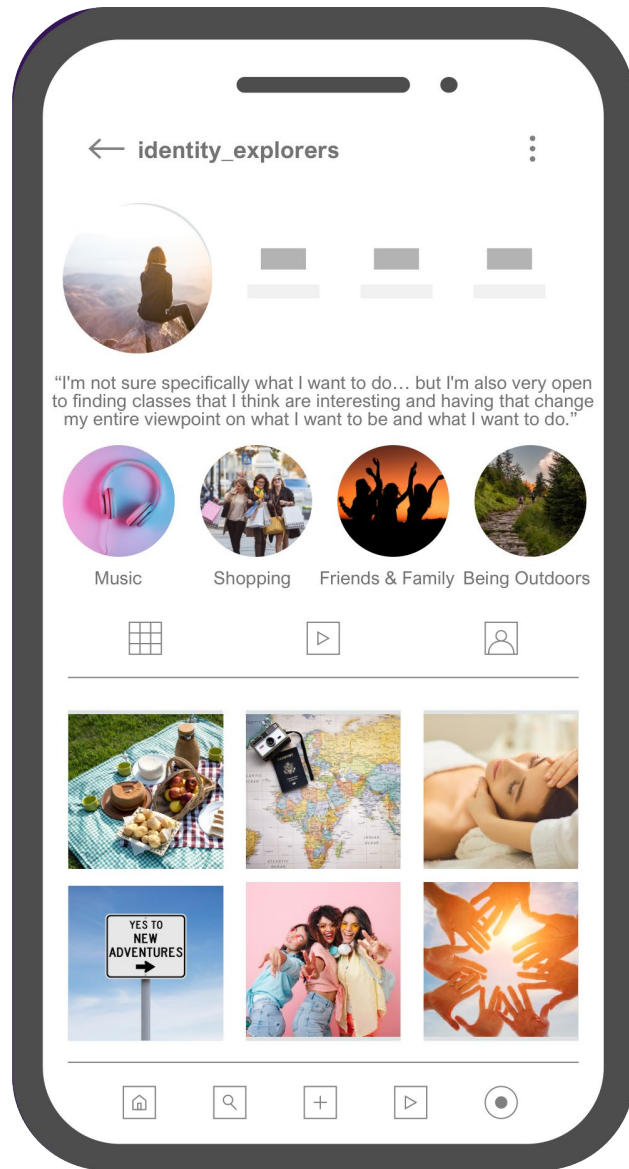
40% of this compassionate group of women are first-gen college students, and 54% identify as anxious. This persona expressed the lowest interest in joining a sorority, with **12% indicating they would be extremely or very likely to join.** 3-in-10 have family members with sorority/fraternity experience.



# Focused Achievers

Focused Achievers make up 24% of Gen Z girls. They have a clear path for their future and going to college is one step in the process of getting where they want to be. These driven women **prioritize academic achievement, gaining new experiences, housing options and employment.**

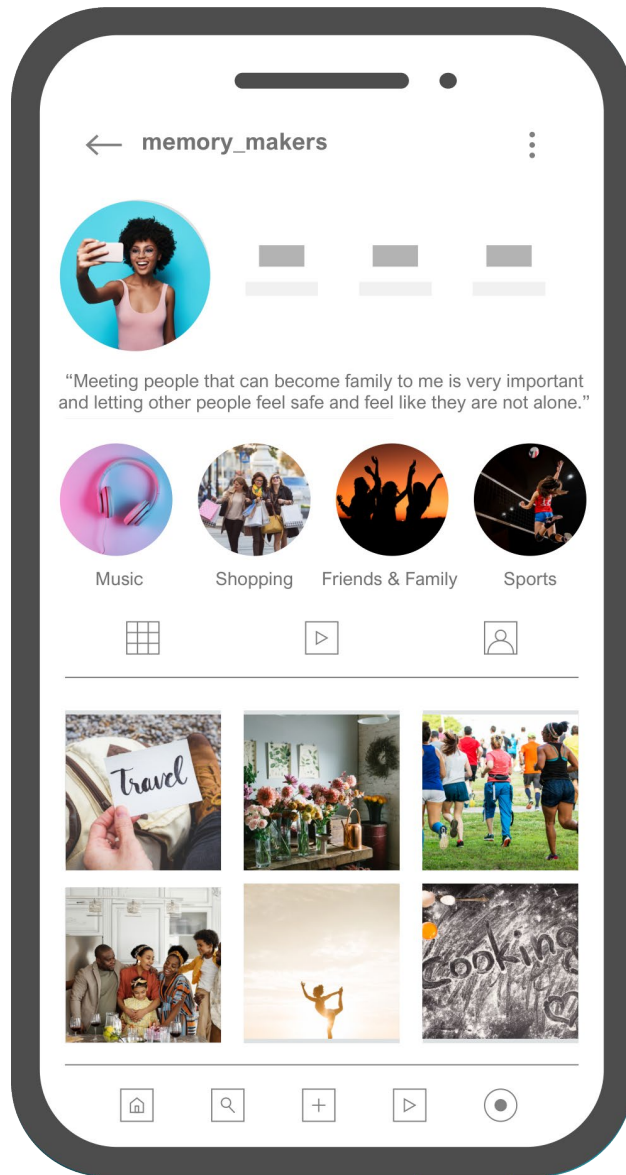
The second lowest persona expressing interest in sorority life at **16% extremely or very likely to join.** 3-in-10 also have family members with sorority/fraternity experience.



# Identity Explorers

Identify Explorers make up 20% of Gen Z girls. While in college, these creative women want to **focus on discovery and growth**. They have a strong need for independence and prioritize both their physical and mental well-being, as well as exploring their cultural identity and spirituality

They have the second highest interest in sorority, with **27% expressing they are extremely or very likely to join**, seeking belonging, a support system, leadership development and networking opportunities. 3-in-10 have family with sorority/fraternity experience.



# Memory Makers

Memory Makers comprise 30% of Gen Z girls. These confident women **seek balance between academics and social life**, and they want the full “college experience” including dorm life, performing arts and sports and fun.

Additionally, Memory Makers expressed the highest interest in sorority with **46% extremely or very likely to join**, seeking close friendships, meeting new people and fun. They also have the highest rate of family with sorority/fraternity experience at more than 4-in-10.

To be the sisterhood women choose

The community they trust

The home they keep coming back to





REAL LEADERSHIP INSTITUTE

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# Own Your Influence

- Take recruitment and retention personally
- Stop tiptoeing
- Expect more from each other
- Be bold enough to bend a few rules



# Learning Takeaway

- Activity instructions
  - Turn to **Page 13** in your workbook.
  - Identify **one key takeaway**.



*Scan This QR Code*



