

campus connex

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February 13-14, 2018 | Orlando



Your
student
housing hub.



#CampusConnex



February 13-14, 2018 | Orlando

Onboarding: Setting the Tone for the Employee Experience

Sponsored by  AT&T

#CampusConnex

Meet the Experts



Jared Miller
*Principal & Managing
Director, Asset Management
& Operations*
Homestead Development
Partners



Tammy Chivers Baker
Talent Development Consultant
TCB Talent Solutions



Kara Rice
Owner
Experiment Learning &
Talent Development

So, Why Are We So Passionate?



So, Why Are We So Passionate?

We have just one chance to make a first impression as:

COMM-
UNITY

TEAM

COMPANY

INDUSTRY

Polling

AT&T 4:18 PM 49%

DETAILS Add

(WED-C1) One Good Turn Deserves Another: Preparing for the Unexpected!

Wednesday, Feb. 15
10:45 AM - 11:45 AM

Room #: Columbus A

Slide Deck Surveys Polling

About Speakers Notes

With many turns occurring in fewer than 10 business days, it is critical to be absolutely prepared for one of the industry's largest controllable operational expenses. All aspects of the apartment turn are up for discussion: Early pre-planning, bid preparation for vendor selection, advanced ordering of turn supplies, carpet and furniture, scheduling for timely resident move-outs reducing holdovers, and staff and vendor scheduling. Also on the slate is a conversation outlining how successful

NAA THE NAA EDUCATION CENTER PRESENTS 2017 NAA STUDENT HOUSING CONFERENCE & EXPOSITION AUDIO RECORDINGS **Pre-Order Today!**

AT&T 4:19 PM 47%

POLLING

(WED-C1) One Good Turn Deserves Another: Preparing for the Unexpected!

Wednesday, Feb 15
10:45 AM - 11:45 AM

What is your favorite color?

- Red
- Orange
- Yellow
- Green
- Blue

Submit View

Favorite Season?

- Winter
- Spring
- Summer

NAA THE NAA EDUCATION CENTER PRESENTS 2017 NAA STUDENT HOUSING CONFERENCE & EXPOSITION AUDIO RECORDINGS **Pre-Order Today!**

AT&T 4:19 PM 47%

POLLING

(WED-C1) One Good Turn Deserves Another: Preparing for the Unexpected!

Wednesday, Feb 15
10:45 AM - 11:45 AM

What is your favorite color?

Red
100.00% (1)

Orange
0% (0)

Yellow
0% (0)

Green
0% (0)

Blue
0% (0)

NAA THE NAA EDUCATION CENTER PRESENTS 2017 NAA STUDENT HOUSING CONFERENCE & EXPOSITION AUDIO RECORDINGS **Pre-Order Today!**

Polling Question #1

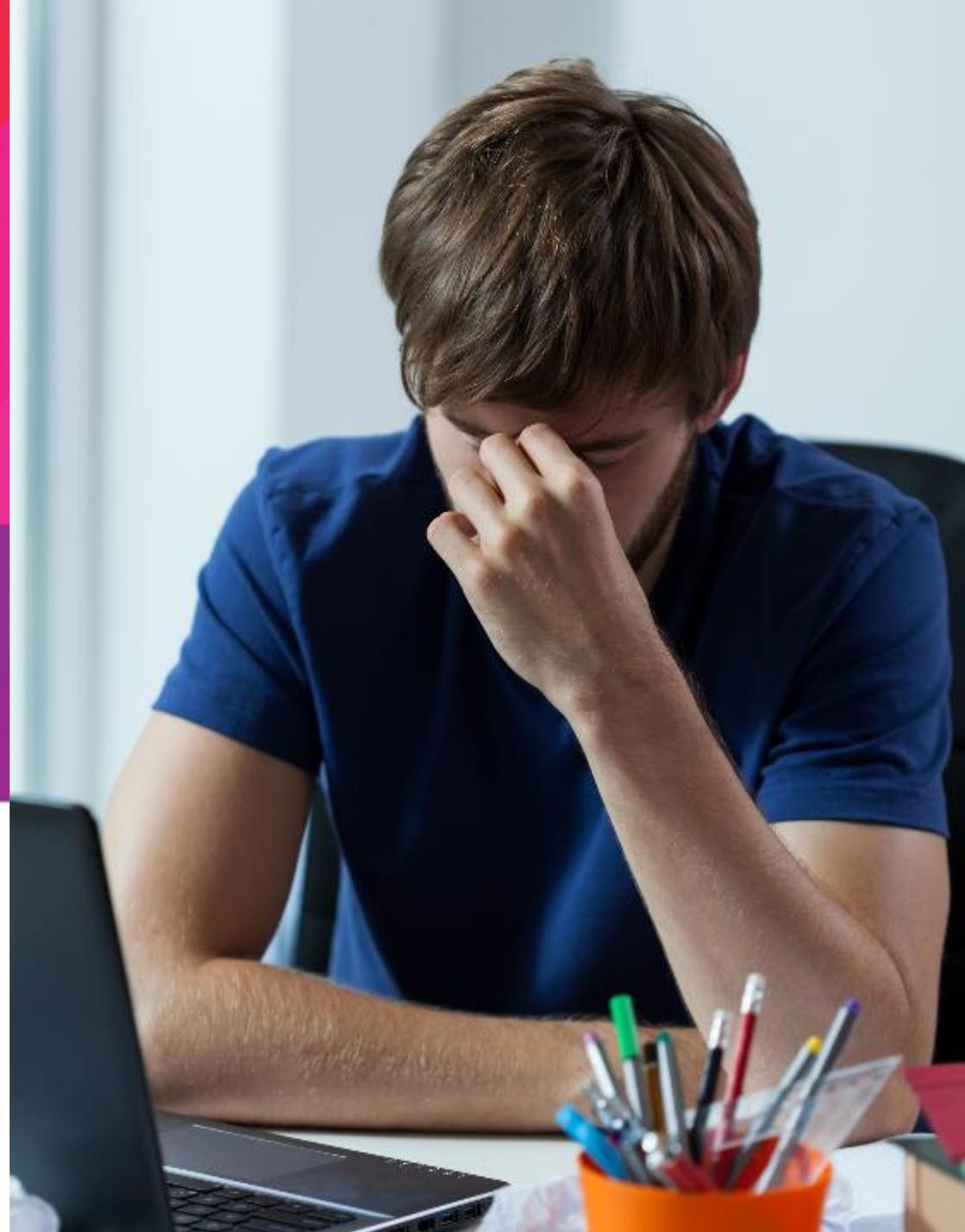
What was your most recent onboarding experience like?

1. AWESOME!
2. Eh...just ok
3. Poor (bad if I'm being honest)
4. What onboarding?

54% of new hires

of new hires report experiencing at least one mishap when starting a new job

- 33% Technology not set up
- 22% Necessary supplies not provided
- 16% No intro to company & policies
- 15% No introduction to co-workers
- 14% Didn't receive a tour of the office



4% of new hires

of new hires leave the job after an awful experience on their first day



Perception vs. Reality

All of us have a perception of the onboarding experience we are delivering, but the reality as seen by new Team Members may be completely different.

E
Expectation



E
Expectation



R
Reality

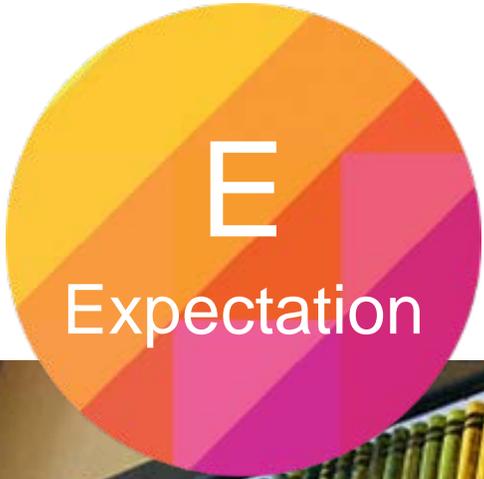
E
Expectation



E
Expectation



R
Reality



E
Expectation



R
Reality

E
Expectation



E
Expectation



R
Reality



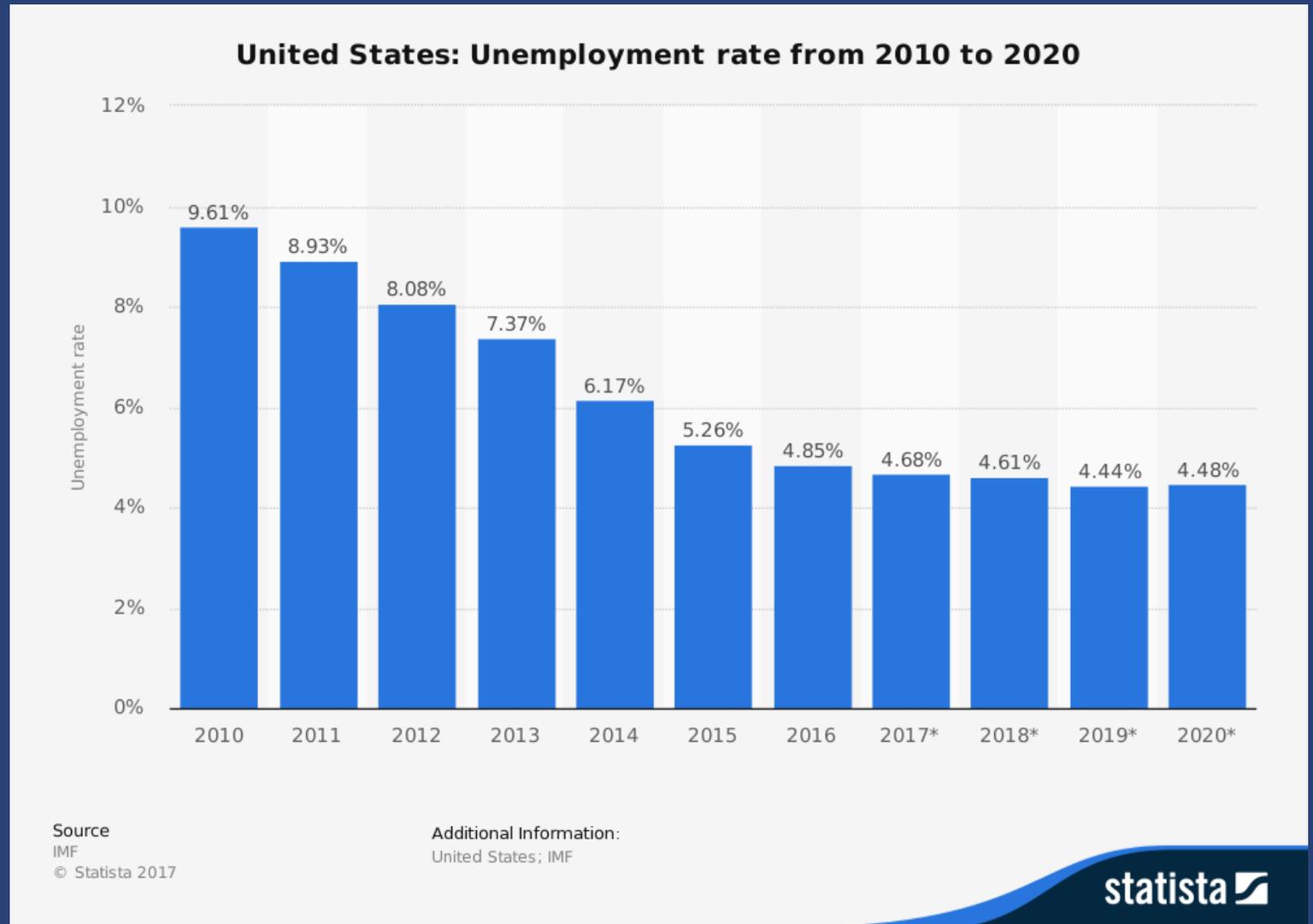
E
Expectation

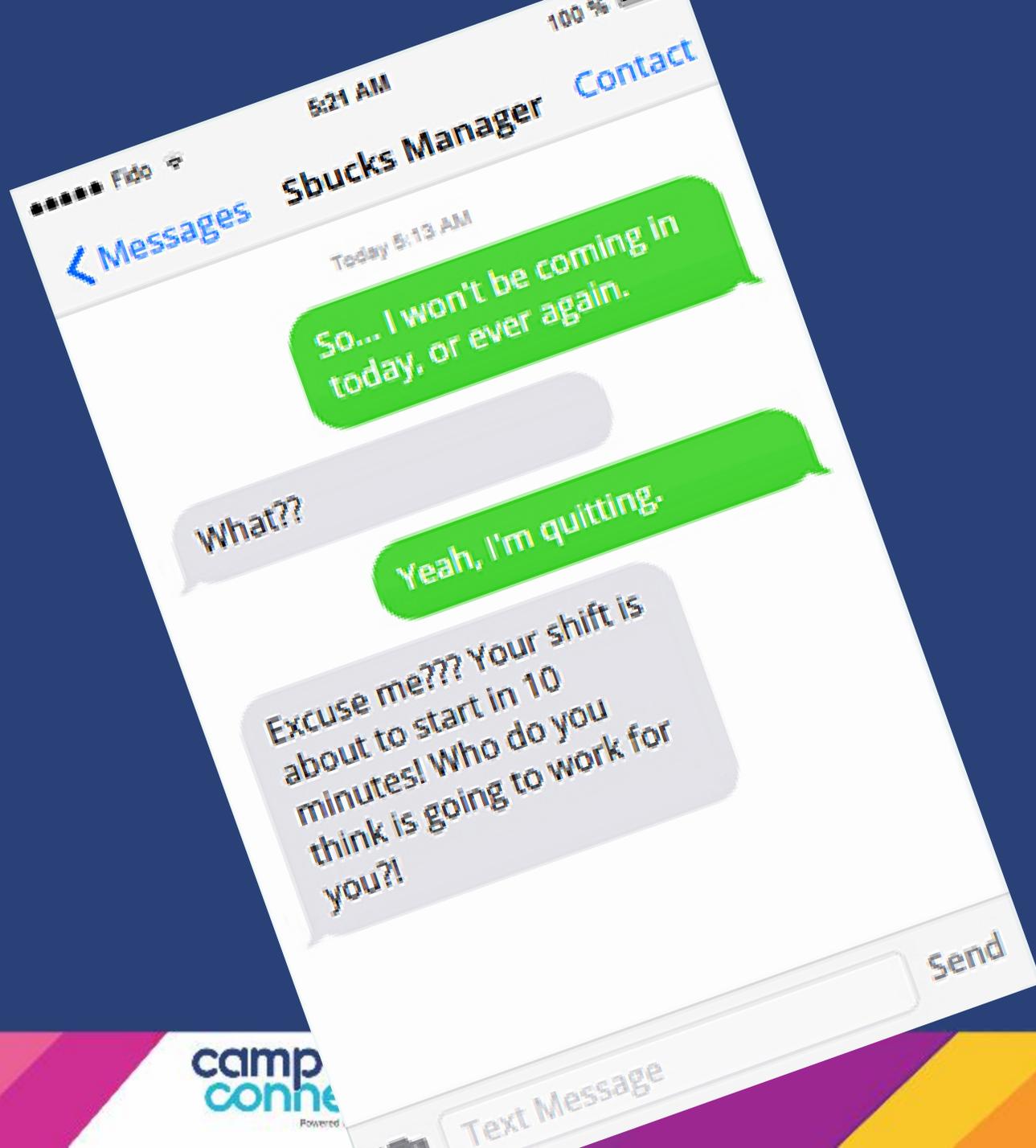


R
Reality

In 2018, unemployment is at about **4%** and expected to drop even lower.

Source: NAA Industry Insider, January 2018





Employers lose
1 out of 6
new hires each
month for the first
three months of
their tenure.

Source: Bamboo HR

Over 32%
of new hires say
they received
barely
any onboarding,
or none at all.

Source: Bamboo HR





21% of employees who left in the first 6 months say they quit because they weren't given the training they needed.

Source: Bamboo HR

The cost to replace an employee is estimated between **90% and 200%** of their annual salary.

Source: SHRM





Employees who go through a structured onboarding process are

58% more likely to remain at their organization after three years.

Source: Study by Wynhurst Group, reported by Forbes

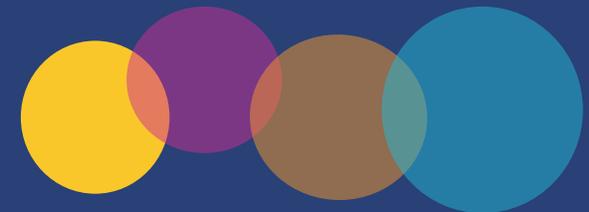
Orientation

IS
NOT

Onboarding

- One-time event
- Who, what, when, where
- Often led by 1 person
- Distinct duration

- Ongoing, 3 - 9 months
- Why, how
- Involves array of people
- Series of events, some more structured than others





1: Pre-Boarding

2: First Day

3: 30 Days and Beyond

Polling Question #2

Who is responsible for onboarding new hires at your organization?

1. The hiring supervisor
2. The Human Resources department
3. The Training department
4. No one, really



Human Resources



Mentor

Who on your team is responsible for delivering great user onboarding?



Regional Manager



Hiring Manager



The Ultimate Onboarding Checklist

Pre-Boarding [Begins as soon as candidate accepts job offer]

- Congratulate the candidate on their new position with a handwritten note sent via mail
- If budget allows, send flowers, balloons, or custom Welcome Gift
- Inform co-workers a new team member has been hired. Include start date, job title, summary of experience
- Order business cards
- Order name badge
- Add new hire's info to employee directory/contact lists/distribution lists
- Secure new hire's space and furniture
- Request new hire's tools & equipment [computer, tablet, phone, radio, golf cart]
- Secure new hire's keys, gate cards, access password
- Set up new hire's email address, system log-ins. Document links and passwords
- Phone and voice mail set up
- Prepare new hire paperwork package
- Send new hire paperwork to new hire and allow them to complete it in advance
- Send details about their first days such as work hours, uniform standards, lunch norms, agenda for day one, etc.
- Solicit some personal information from the new hire that will help you to socialize them to the organization [such as a preferences sheet, interesting facts about me]
- Set up time sheets or system



**Handout in the
conference app**

1: Pre-Boarding

- Inform team of the hire
- Mail a handwritten welcome note
- Order b-cards, name badge
- Arrange for workspace, furniture, equipment, log-ins

2: First Day

- Arrive early; prep space
- Schedule walking tour of community
- Review new hire paperwork
- Add to distribution lists

3: 30 Days and Beyond

- Use drip campaign re: benefits
- Plan 6-month training calendar
- Schedule 1:1 with supervisor



**ON A SCALE OF ONE TO TEN,
HOW STRESSED OUT ARE YOU?**

1

**Enable productivity
more quickly**

2

**Boost comfort level,
confidence, & camaraderie**

3

**Increase tenure with
the company**

What is it
going to be
like
working
here?



What would make employees stay?

- Receive clear guidelines on responsibilities
- Experience more effective training
- Recognize their contributions
- Receive more attention from managers/coworkers
- More social engagement with coworkers

Entrepreneur.



Gen Y

- Express their creativity & opinion
- Learn New Technologies
- Flexibility in working hours
- Short changeable and fast tasks
- Enjoyable workplace environment

What
Motivates



Gen Z

- Respect
- Outside-of-work socialization with colleagues
- Experience Days
- Mentoring Platforms



**How Do We
Make It
Memorable?**



**Celebration
not
Administration**

#CampusConnex

- Start Early
- Start Late
- First Day
- Meet at the door
- Introduce workstation
- Tour the office
- Time to settle in



Faces & Places Directory

You Are Here

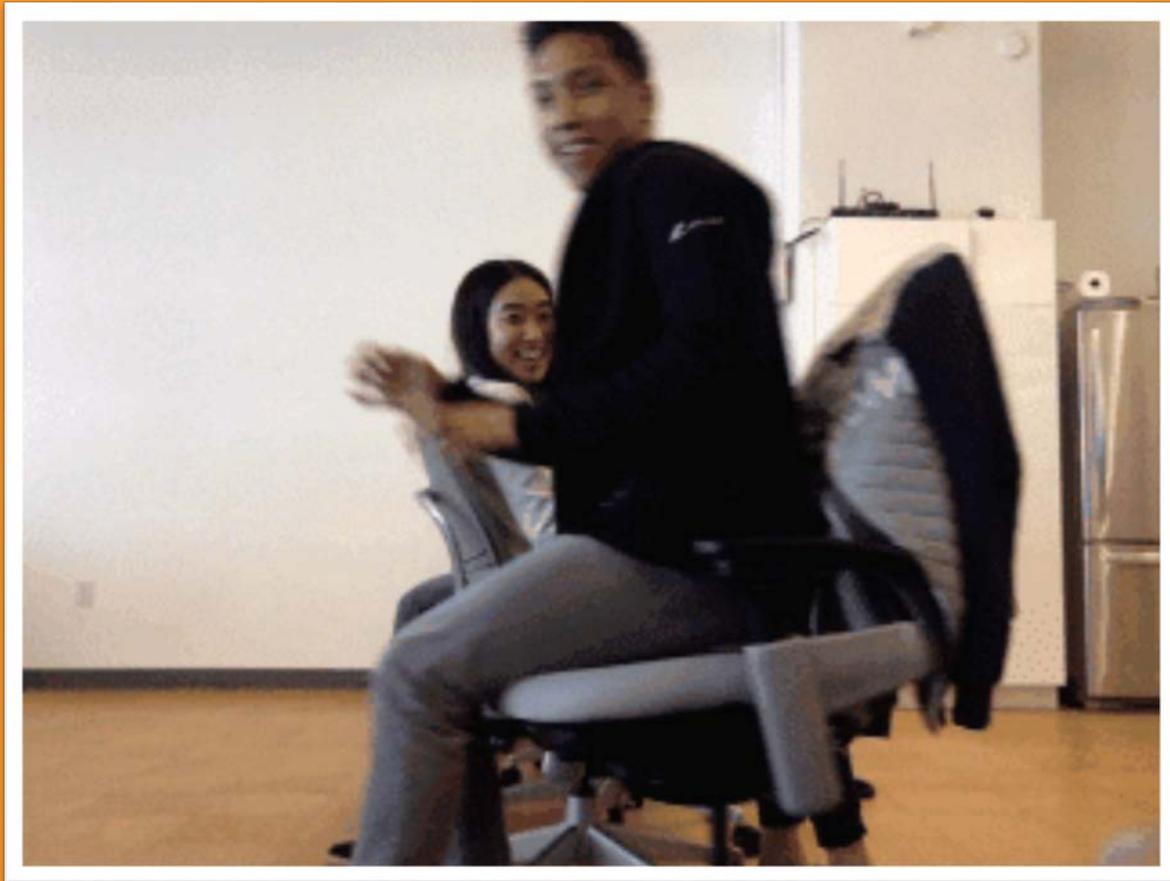


Teams Offices Grid List First name

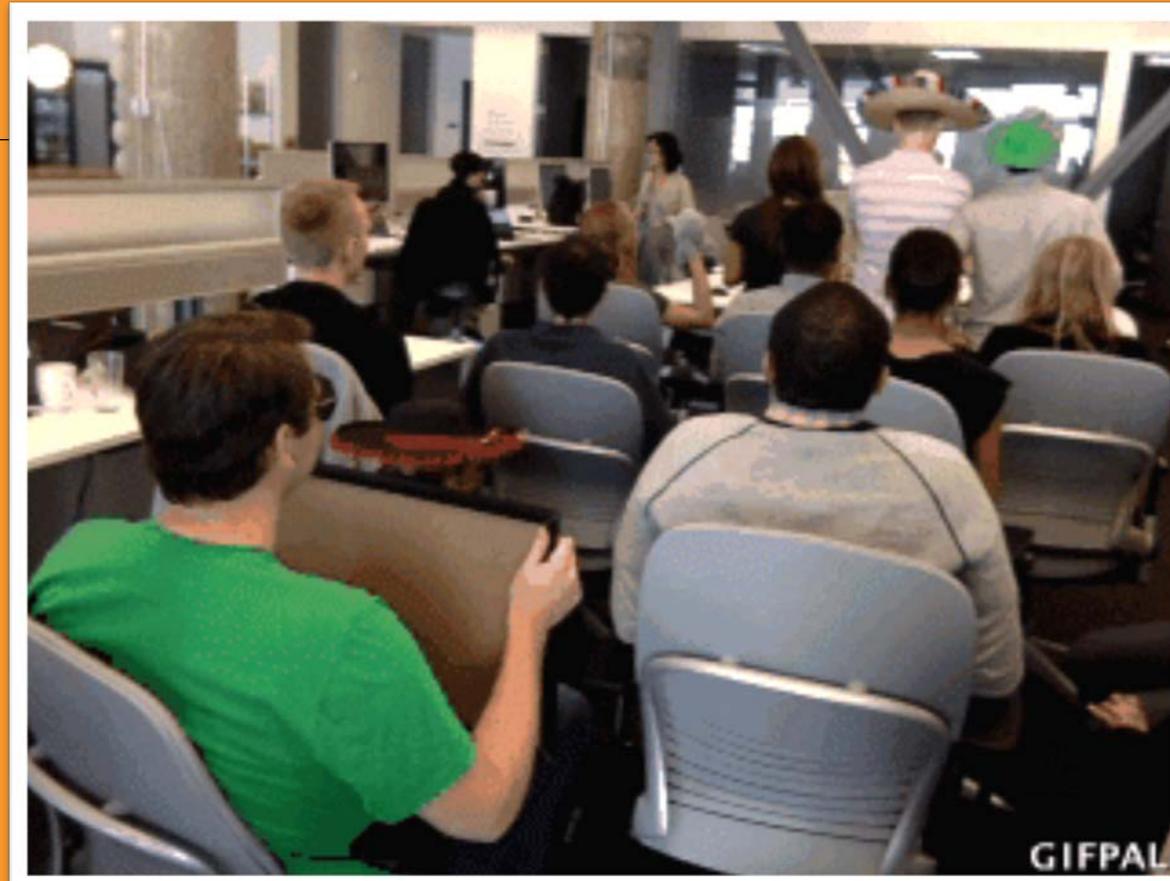
872 EMPLOYEES
+ New Employees

 Alexa Douglas Community Manager (773) 499-8188	 Arianna Fowler Designer (847) 337-6322	 Aubree Matthews Art Director	
 Eli Warren Systems Administrator (603) 646-6739	 Jack Lee Engineer (971) 700-9847	 James Merriweather Executive Assistant	 Julian Davis Director of Engineering +1 780-689-3483





**Corporate Office
Accounting Department**



**Corporate
Tech Support**



**Create a New Hire
Neighborhood Guide**

WELCOME 
TO THE *Neighborhood!*

HERE ARE A FEW OF OUR LOCAL FAVORITES:

EAT AT: _____

SEE: _____

DO: _____

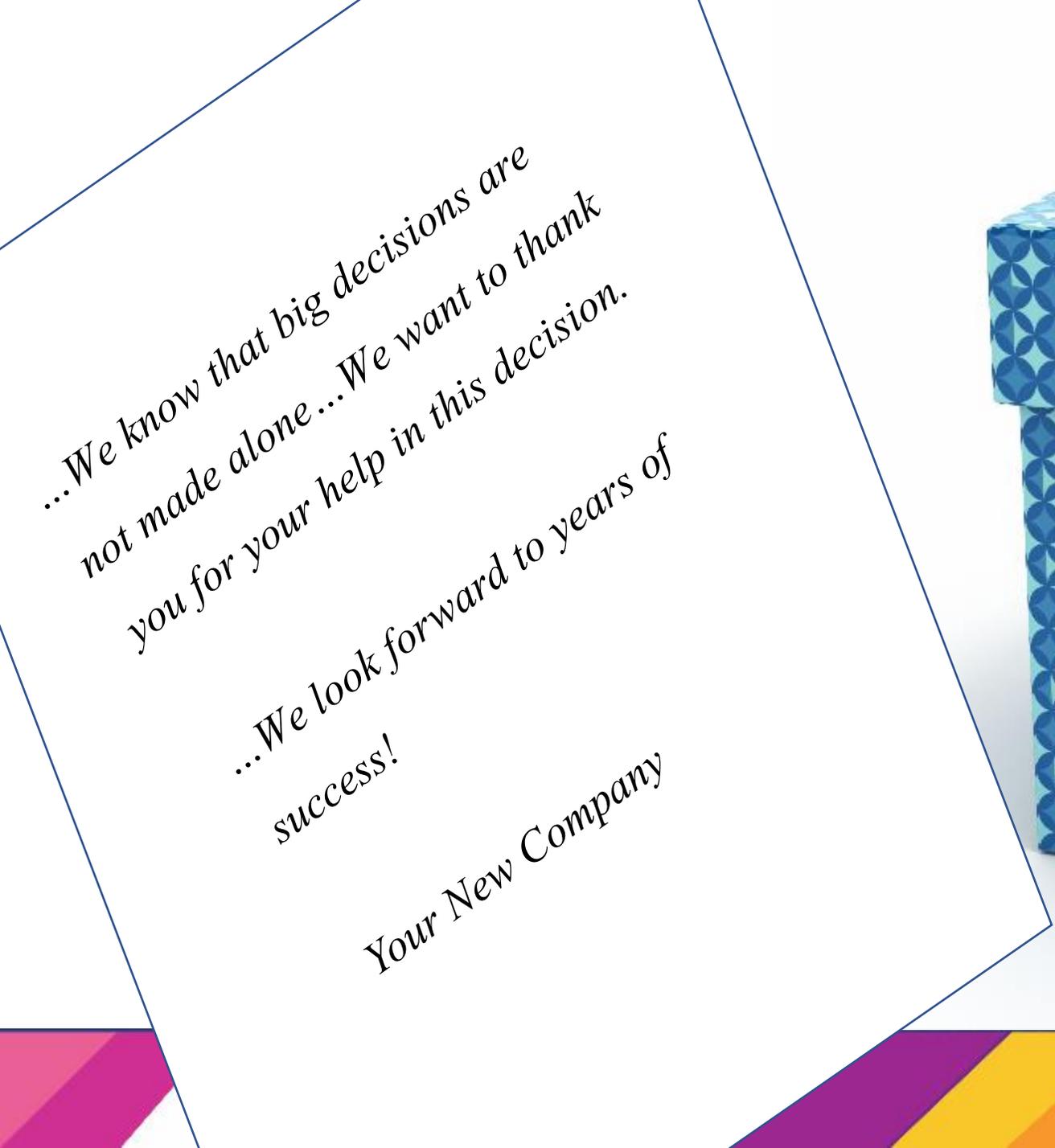


The New Hires





Selfie Scavenger Hunt



...We know that big decisions are not made alone... We want to thank you for your help in this decision.

...We look forward to years of success!

Your New Company



#CampusConnex

Ways Your New Hire Will Feel Valued

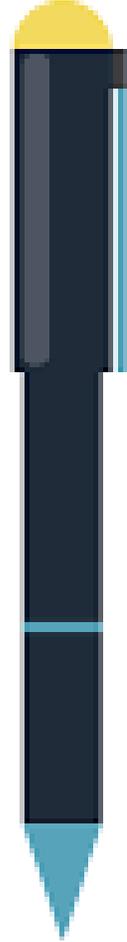
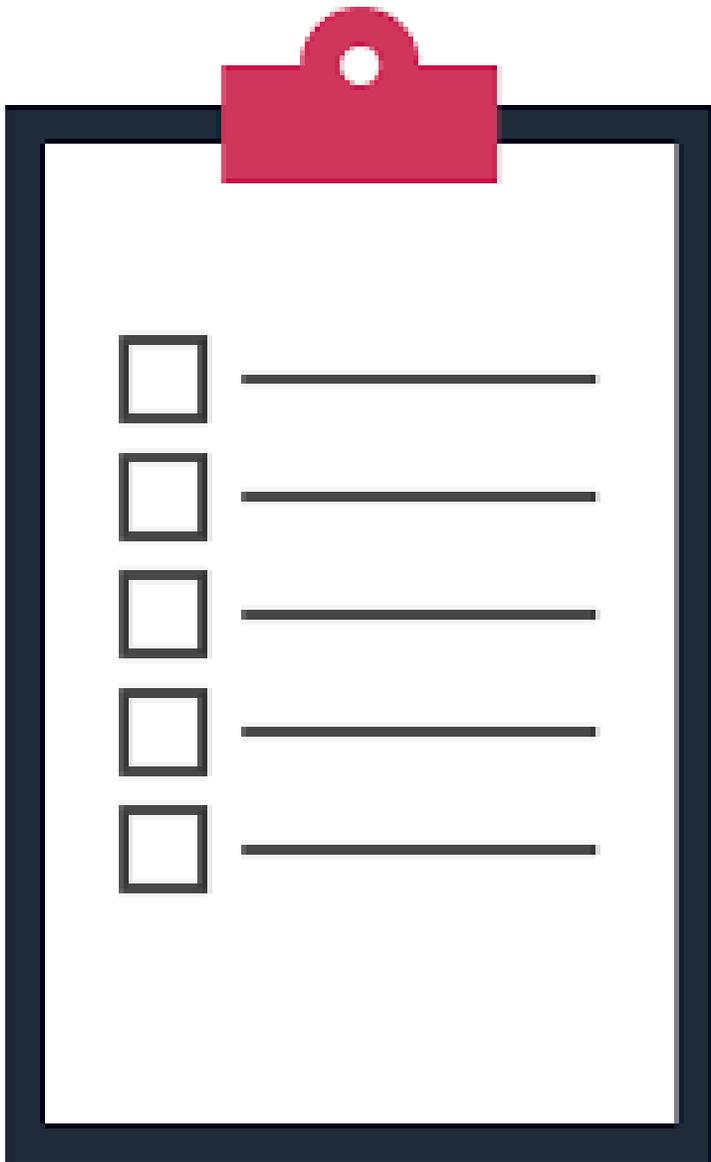
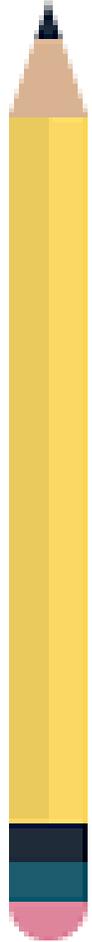


- Invite to work related meetings
- Show your Company Values
- Introduce social media pages & community/corporate website
- Discuss role & responsibility
- Match with a peer buddy
- Set Up Check Ins
- Reveal their career path
- Check in before they leave

**I have a few
questions I need
to ask**



Questions Every Manager Should Ask

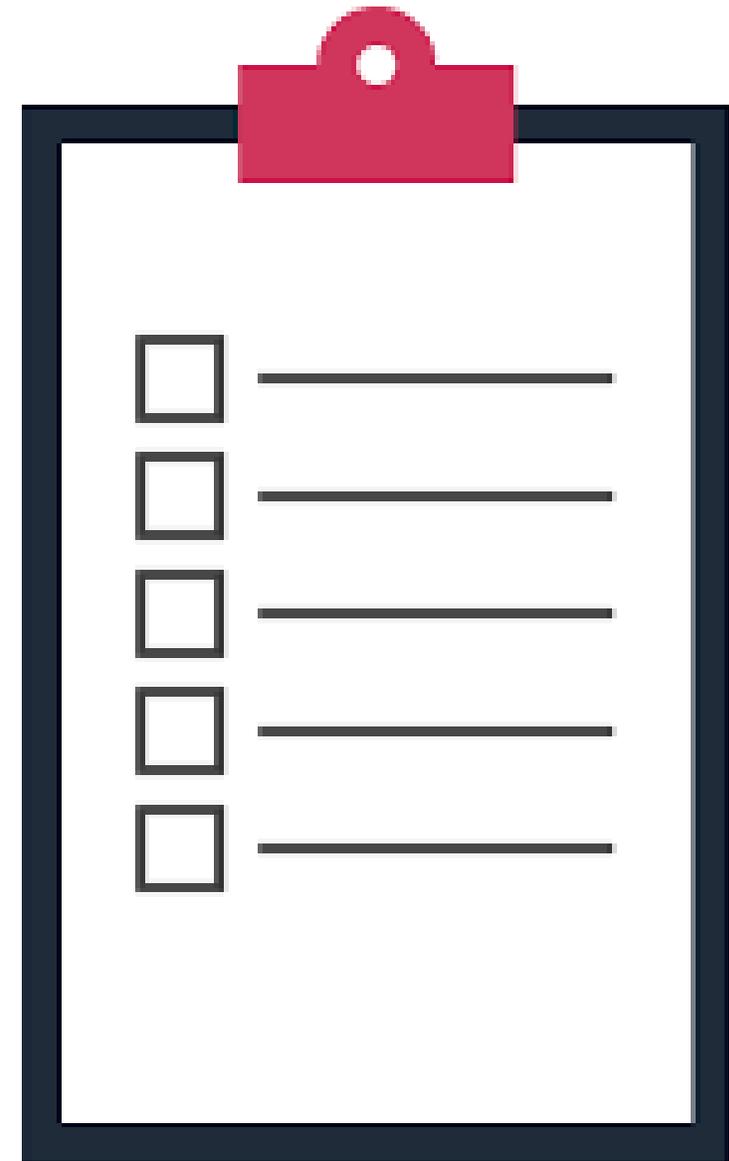


Questions to Ask Your New Hire

- *What factors caused you to say "YES" to the offer?*
- *What employees from your previous company, might be a good fit for our company?*
- *What have you found to be most confusing?*
- *What has been the most difficult to navigate?*
- *What have you found to be the most helpful during onboarding?*

Ask Yourself?

- ***Do I focus my attention on new hires by personally asking if they have the materials, equipment, and access to things they need to be productive?***
- ***Do I personally engage my new hires in dialogue about what motivates them within the first one or two weeks of employment?***
- ***Do I personally engage my new hires in “How can I help you with your professional development interest?”***
- ***Am I actively helping my employees to identify their strengths? And giving them the opportunity to learn and try new things?***



“WOW!

I am so glad I
decided to come
work here.”

-- your new hire



Polling Question #3

Does your company survey new hires for their feedback on their onboarding experience?

1. Yes, we survey at multiple points during & after the onboarding process
2. Yes, we survey at the end of the onboarding experience only
3. No, we do not survey our new hires on their onboarding experience

Onboarding a Generational & Ethnically Diverse Workforce



Baby Boomers
1946-1964



Generation X
1965-1980



**Generation Y/
Millennials**
1981-2000



Generation Z
2001 & Later

Key Generational Considerations

Baby Boomers

Positive
Ruthless
Hard workers
Pay their dues
Buy now, pay later
Overprotective parents
Large influence over politics
and cultural matters

Generation X

Skeptical
Fun
Informal
Latch-key kids
Freedom
Responsibility
Disdain for micro-
management
Eager to get ahead
Less committed to 1 employer
Adaptable

Generation Y/ Millennials

Tech-savvy, social, fun,
confident
Text/email only
Webinars over in-person
training
Flexibility and balance over
salary
Yet ambitious & achievement
oriented – fast track
More educated, affluent &
ethnically diverse
Prefer working as a team
Crave attention, feedback &
praise
Accept feedback from mentors

Generation Z

Not good listeners
Lack interpersonal skills
Tech-focused
More loners

Characteristics are still
evolving.

Key Generational Similarities



Millennials get Millennials.



GRAPHIC BY KATIE KUTSKO

HELLO

our name is

THE MILLENNIAL

SOURCE: PEW RESEARCH CENTER

AND WE ARE ...

 SMART. 40 percent of us are in college	 DIVERSE. 61 percent of us are White	 POLITICAL. 66 percent voted for Obama in 2008	 RELIGIOUS. (well, sort of ...) We are the least religious generation.	UNIQUE. (or at least WE think we are.) This is how we find ourselves to be unique.
-------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------

50 percent
14 percent
Technology use (74%)



Experience leads to engagement — **stop worrying about engagement** and worry about experience.

If you create a valuable experience through a **rich, rewarding culture**; engagement will come naturally. Forcing engagement won't work.



A close-up photograph of a woman with short brown hair, looking slightly to her left with a skeptical or questioning expression. She is wearing a dark blazer. The background is blurred, showing other people and lights in what appears to be a social or professional gathering.

When You
Force
Engagement.



Taking it
Too Far.



many of those screens are for

that a new sweater? Not my
vorite of yours Mae. I like the
Learmigan better.



Introduce new hires on company social media and intranet.



hootsuite

Follow

222 likes

5w

hootsuite New Owls in the house! Every week we welcome a group of new Owls. BIG high-fives to all, welcome to the nest 🦉
#OwlEmoji 🗨️: @lovesnowcity

yesvancouver 🙌🙌🙌🙌

marbudro Nice!!! @lovesnowcity! Congrats!

thelimeightteam 🙌🙌🙌

vikkiwkl @hootsuite @lovesnowcity oh my goodness! Congrats Sarah!

lovesnowcity Thanks @marbudro @vikkiwkl and I'll hopefully see you both around soon!

vikkiwkl @lovesnowcity 🙌🦉

♡ Add a comment...





Sometimes it takes a little swag.



Team Member Perks





**Celebrate milestones. RedPeak
does so with “team stones.”**

**Later on, the milestones
continue as select associates are
welcomed to *Team For
Tomorrow.***





How about a desk allowance?





**A new buzz phrase over the last
2 years: Corporate Social
Responsibility (CSR)**



Source: INC.com





REI Yay Days - REI encourages its employees to get outside by offering two paid days off each year, called "Yay Days," to enjoy their favorite outside activity.

#OptOutside





Salesforce employees receive six days of paid volunteer time off a year, as well as \$1,000 a year to donate to a charity of their choice.





Asana employees have access to executive- and-life coaching services outside of the company.





RESOURCE: Glassdoor has written a blog on their website (Glassdoor.com) titled *Top 20 Employee Benefits & Perks for 2017*

glassdoor[®]

Lessons from the Inside & the Outside





INTRO TO
ARCHIVE
& HDP


ARCHIVE
OXFORD

Oxford, Miss

THE SENSE BEHIND THE BRAND

The ARCHIVE branding strategy focuses on creating a uniquely personal **emotional connection**. It centers on **hopes, dreams** and the **desire to live a lifestyle reflective of student's goals** – and empowers them through inspiring design, exceptional service and a focus on the whole self/well-being – through a truly unique student living experience.





OUR ANTHEM

OUR ANTHEM IS NOW YOUR ANTHEM.

We deliver an experience that allows residents to live the way they want to live – to be themselves, with all the comforts, services and amenities they never thought possible; to provide opportunities for personal growth and to surround them with creative, vibrant, unique and engaging people – both as residents and as our onsite team. College should be a journey of vast experiences and we are happy to provide the stage.





**BUSINESS LEADER
ALIGNMENT**

TIM FERRISS
AUTHOR, SPEAKER



TONY HSIEH
ZAPPOS.COM





**BRAND
ALIGNMENT**



HOTELS

Kimpton is a vanguard in the hotel space. They don't follow the storied tried and true methods of designing, operating and marketing hotels.

Additionally, they hire people with personalities and allow their personalities to show through their everyday.



KIMPTON[®]
hotels & restaurants





HOTELS

Andaz strives – and succeeds in delivering a unique experience from the design of their hotels, to the infusion of local flavors. Andaz also does an exceptional job defining their clientele and delivering what that clientele craves. Andaz is a Hyatt brand, but is unlike any other Hyatt hotel.



ANdAZ®





E-COMMERCE

Zappos wasn't chosen based on the products they sell, but the experience they provide customers and their team members. Authenticity to its core.



Zappos
com
POWERED by SERVICE™

COFFEE

According to **Peet's** – “There’s only one way to craft great coffee and tea – with obsessive commitment to doing things right.” From their hand roasted beans roasted just in time for use to their unrivaled focus on quality in their retail operations; Peet’s is a rare breed compared to other national coffee retailers.





CLOTHING & RETAIL

What are stylish students wearing on college campuses? Chances are it is **Vineyard Vines**. The beachy sophistication of Martha's Vineyard meets creative, fun and inspired youth.

The story behind Vineyard Vines is compelling in that the founders wanted to focus on quality of life by creating something of their own after reaching executive level success in the hustle of Manhattan.



vineyard vines[®]
martha's vineyard



**DELIVERING
THE BRAND**

UNORTHODOX

The HDP team will supplement training provided by the management company with various training events prior to the commencement of pre-leasing and after. HDP is passionate about not following subpar customer service experiences delivered by the industry. It is critical to clearly understand the brand's goals.





**BRAND
PILLARS**



THE RULE



THE UNSCRIPT



THE CONNECTION



THE WOW



THE STAGE

KIMPTON.

Individuality is the key to our spirit and our success, whether it's the singular experience we design into each hotel, or the "be your best self" mantra we encourage in every employee. It's always personal. We fully welcome diverse backgrounds, talents, and experiences, as we believe the job can be taught. As long as you bring the genuine, heartfelt care, you're the type of person who belongs here, quirks and all.



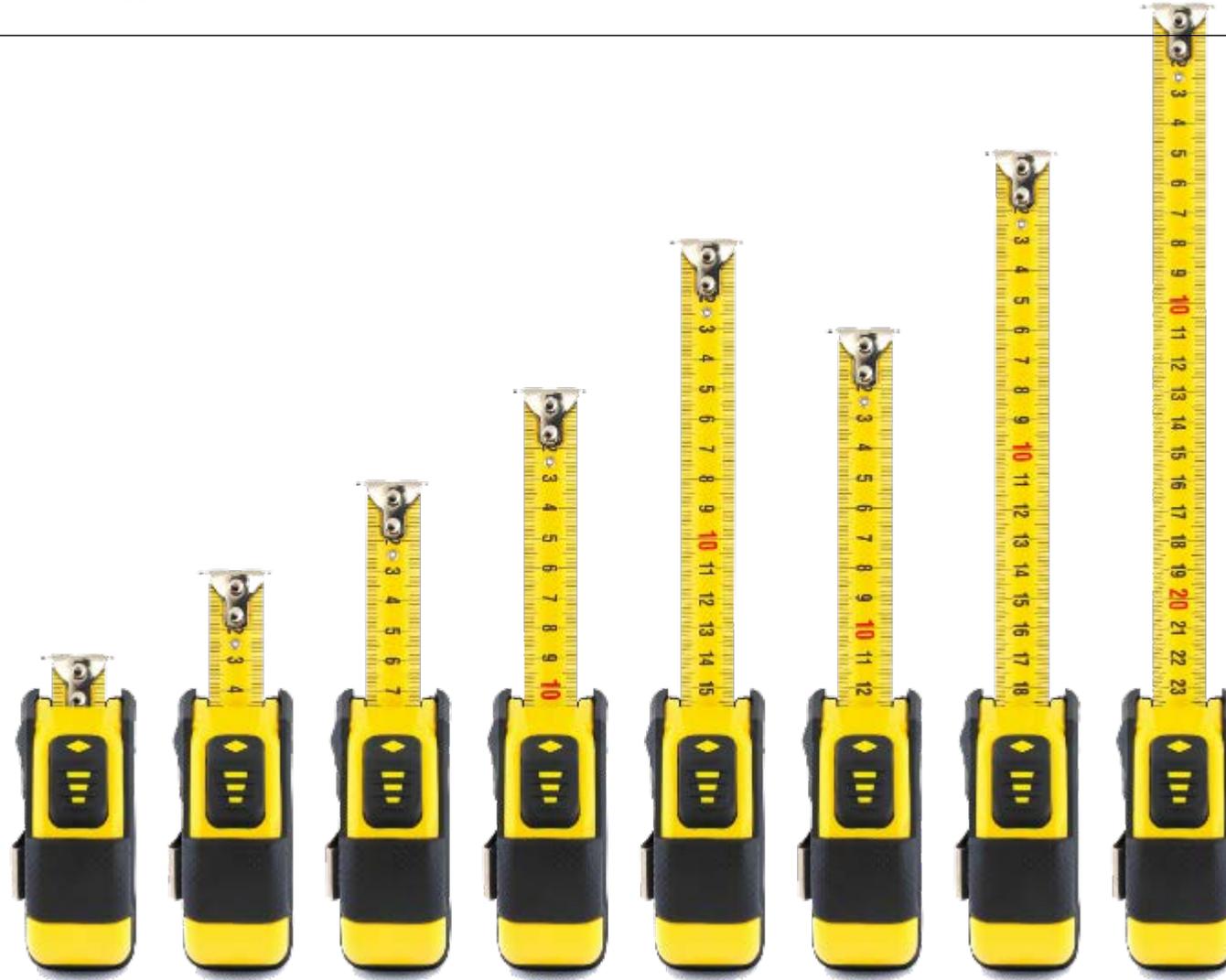
ZAPPOS.

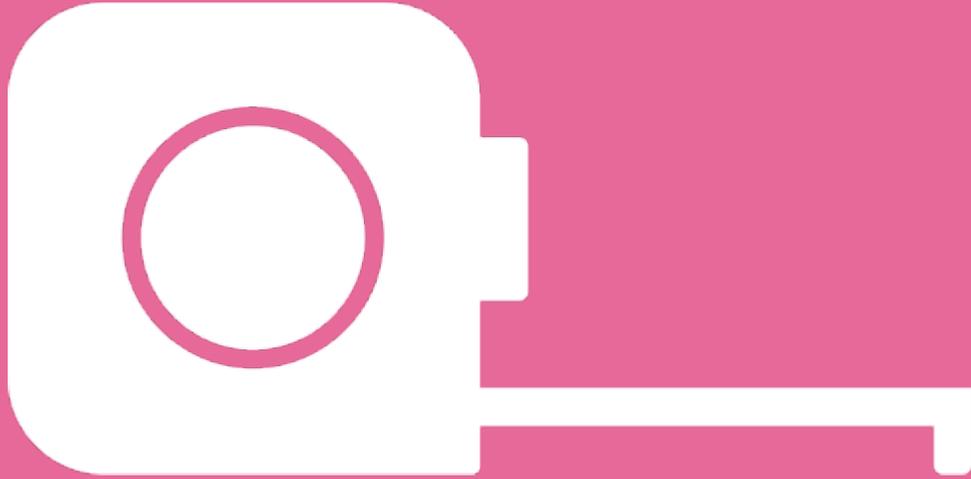
The Zappos Family New Hire program is four weeks of training designed to **grow our culture, build a stronger team, and create lasting relationships** throughout the entire company. Everyone who joins the company, regardless of department or job function, goes through the same four-week program. This helps us keep our culture of customer service strong, even as the company grows.



part of the
Zappos!TM
family

Measuring Results & Benchmarking.

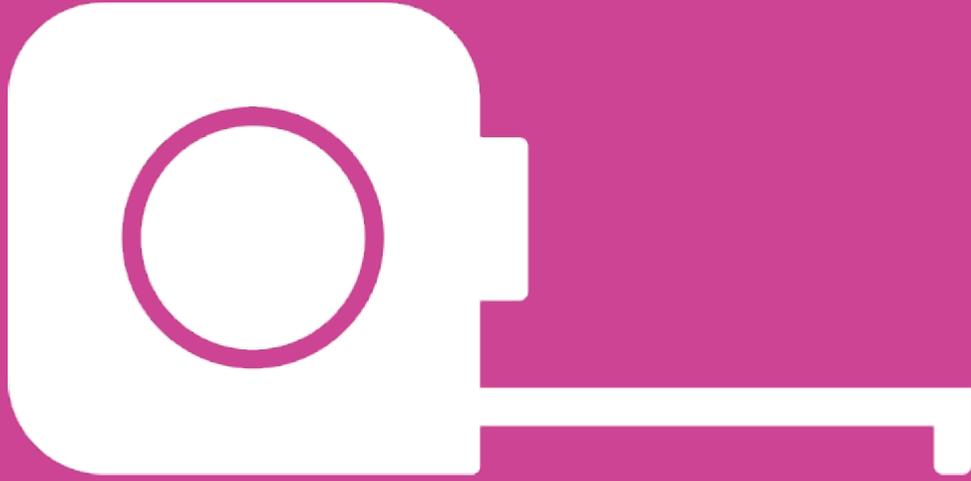




Simply measuring:

- **Turnover** by position and tenure annually
- **Promotions** by position and tenure annually





Surveys and **net promoter scores**.

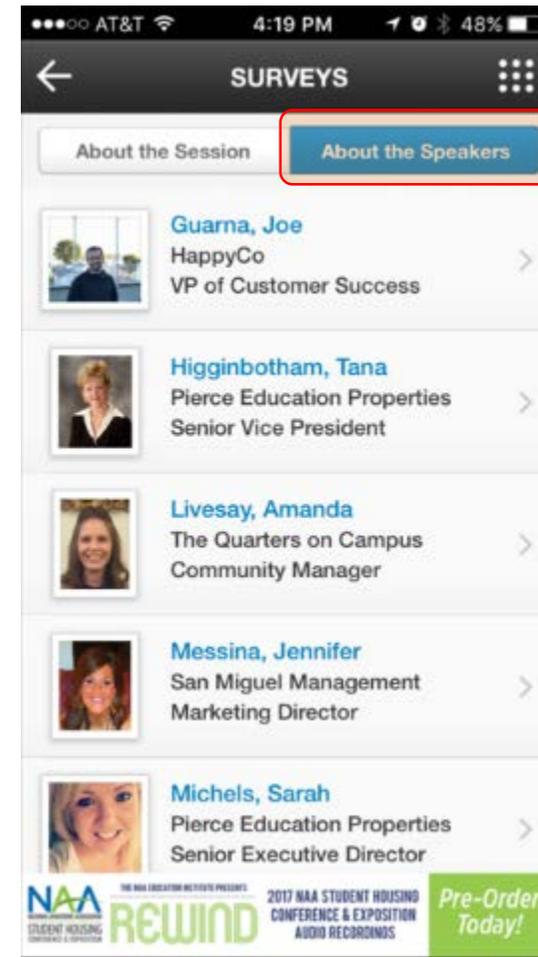
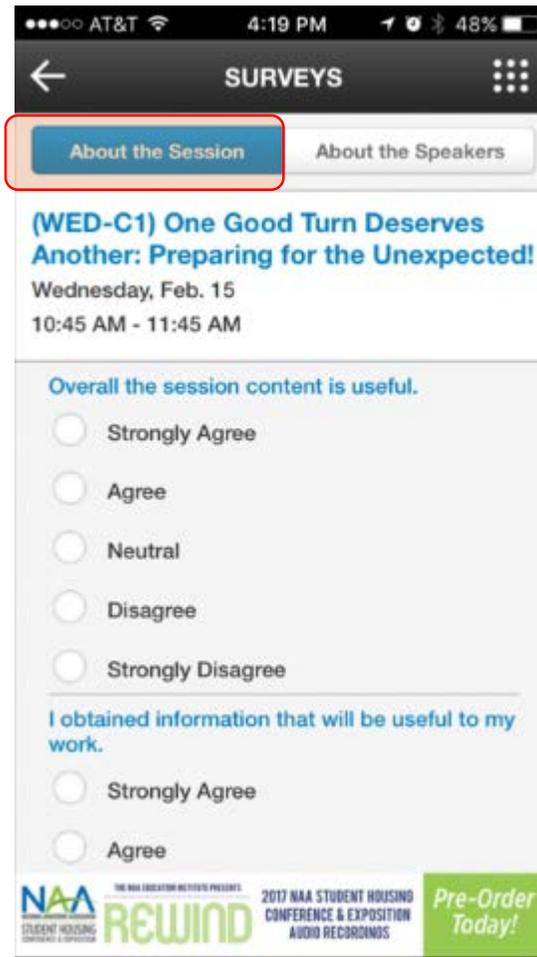
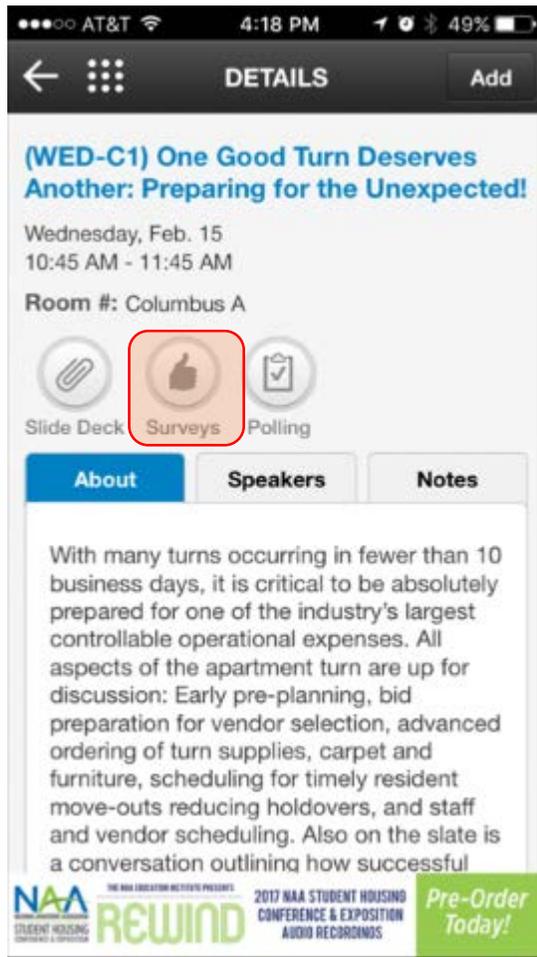
Utilize **industry-specific** survey tools that provide a comparison between your company and the industry.





Survey Says...
Share Your Thoughts on This Session

Session/Speaker Survey





Towne Properties: progressive orientation

A CAREER WITH TOWNE PROPERTIES
IS MORE THAN JUST A JOB

IT'S A LIFESTYLE



H  **RIZON**

Horizon Realty Advisors: decentralizing



Best. Place To Work. Ever.

In celebration of our major workplace recognitions from last year, employees enjoyed wearing their new Venterra tees during our most recent Fun Friday!

[JOBS.VENTERRA.COM](https://jobs.venterra.com)

Venterra: Glassdoor super-user

Stay in Touch



Jared Miller

jmiller@homesteaddp.com



Tammy Chivers Baker

tchiversbaker@yahoo.com



Kara Rice

kara@experimentltd.com