

# CampusConnex 2020

All breakout sessions will be held on Wednesday, February 19

10 a.m. – 10:45 a.m.

## **Practical Insights on Developing Your Career in Student Housing**

Gain insights and advice from three student housing “lifers” representing 75 years of experience across multiple companies, campuses, private and public ventures. There is no magic bullet for success (other than delivering consistent results), but you will gain insights on navigating your career path no matter what your role. Whether you are looking at a traditional progression up the ranks, or have a more customized path in mind, this group of professionals will share tips, successes, mistakes and strategies for you to create the career of your dreams.

### **Learning Objectives:**

- Leverage career path insights from industry “lifers” who started in entry level positions then climbed into executive leadership.
- Utilize numerous ideas to be noticed in their workplace and position themselves for promotion in the student housing industry.
- Learn how to fast track a custom career path in student housing using shared strategies that work.

### **Speakers:**

Kim Grisvard, Sr. Director Sales and Marketing, Greystar

Jessica Nix, SVP of Marketing and Leasing, Campus Life & Style

Barrie Nichols, VP of Leasing and Marketing, Michaels Management

## **The Bank of Mom and Dad: What Drives Value?**

“Perception of value” is a term property owners and managers struggle with because everyone has a different idea of what goes into a resident’s evaluation of what they’re getting for their money. Student communities have an even bigger challenge – the bank of mom and dad. Do expectations change when parents pay the rent? High annual turnover does not have to be the norm for student communities. Listen in as student renters and parents share their thoughts and opinions on what value means to them and its impact on the decision to renew.

### **Learning Objectives:**

- Recognize the benefits of creating value for parents and students.
- Identify opportunities to align strategies with current expectations of student renters.
- Create actionable plans to elevate the perception of value to improve retention.

### **Speaker:**

Lia Nichole Smith, VP of Education and Performance, ApartmentRatings and SatisFacts

Stephanie Haefner, Director of Strategic Solutions, Balfour Beatty Communities

### **The Student Pricing Disconnect: Pain Points and Solutions**

Pricing for student housing has always been somewhat of a Band-Aid situation. Student housing prices beds, not units. They offer amenities that are overlooked in conventional housing and they need to account for an academic school year, in which a large majority of residents will be moving out. The nuance of student housing requires pricing teams to create workarounds in conventional pricing platforms. This session will discuss the ways student housing revenue managers have created impactful solutions to the student pricing disconnect and what revenue managers would include if they could build their own pricing platform.

#### **Learning Objectives:**

- Understand the challenges revenue managers face when pricing student housing beds on a platform designed for conventional housing.
- Discuss with panelists how they have been able to meet and exceed revenue goals by employing creative pricing solutions.
- Discuss a dream list of pricing features and how each of them could impact student pricing long term.

#### **Speakers:**

Connie Aldape, Director of Revenue Management, Pinnacle Campus Living

Matt Schultz, Product Manager, Entrata

Jake M. Jarman, COO, Redstone Residential, Inc.

KrisAnn Kizer, National Director of Leasing and Marketing, Pierce Education Properties

11:30 a.m. – 12:15 p.m.

### **Coach vs. Cop**

Do you ever feel like you are managing upstream and becoming the “police” versus paving someone’s path for success? This workshop unpacks the emotional baggage that we carry as leaders and offers proven strategies that foster a growth mindset. This session will offer attendees a variety of coaching tools.

#### **Learning Objectives:**

- Create a climate for effective coaching.
- Analyze your own performance - self assessment.
- Understand how to use feedforward versus feedback.

#### **Speaker:**

Debbie Phillips, President, The Quadrillion

### **The Future is Here: Self-Guided Tours**

It's easy to feel overwhelmed by all the integrations needed to help lease units faster. Self-guided tours are the new way to lease! These technology enhancements are here to stay, and the next generation of renters not only expect tech amenities, they are naturally attracted to tools that offer self-service. In fact, self-guided tours are converting as successfully or higher than live leasing agents. During this session, we'll discuss the challenges of self-guided tours from a holistic perspective and answer questions about concerns, benefits and how to get started.

#### **Learning Objectives:**

- Understand the basics and common concerns associated with self-guided tours.
- Review sample data and results from current properties using self-guided tours.
- Learn ways to easily get started with self-guided tours in order to not miss out on high conversion rates.

#### **Speaker:**

Georgianna W. Oliver, Founder, Tour24

Leah Rimpler, Director of New Product Development, Greystar

### **Designing Interiors: Authenticity in a Virtual World**

Generation Z will compose the college population for the next decade, making it important to understand their beliefs, lifestyle, habits, style identity and design preferences. Their world is complicated and they seek havens from the outside world, all while mirroring the design trends they see in a growing number of design-oriented platforms. During this session, learn the importance of multi-functional spaces for this group, how to develop designs that enhance real life experiences while incorporating technology and how to create spaces that are trend-conscious, practical and authentic in style.

#### **Learning Objectives:**

- Identify the most desirable style and decor preferences for Generation Z.
- Understand the unique blend of pragmatism and design savvy incumbent in Generation Z.
- Facilitate design of spaces and inclusion of amenities and functional elements that appeal to Generation Z and attract tenants.

#### **Speakers:**

Chelsea Dora-Shibley, VP of Interior Design, HPA Design Group

James Kenner, Senior Director of Design, NCIDQ, Greystar

Laurie Provin, Director of Marketing, University Furnishings

3:15 p.m. – 4 p.m.

### **Future Forecasting: Are You Prepared for Enrollment Shifts?**

Our forecast shows that student housing enrollment will be shrinking to the smaller size of Generation Z along with some other factors. With the ultra-competitive environment currently and with many universities needing more of a supply, there could be some risks on the horizon. There are a few case studies of the last decade where markets have rebounded and some that are still finding it difficult. As owners and operators, what plans are we putting in place today with our staff to ensure long term success?

#### **Learning Objectives:**

- Gain an understanding of national trends and performance.
- Walk away with visibility on forecasted performance over the next five years.
- Gain insight into supply and demand at your university to help you win on your property.

#### **Speakers:**

Taylor Gunn-Lindahl, VP of Research and Analytics, CA Ventures

Ryan Kimura, Industry Principal, RealPage, Inc.

Carl Whitaker, Manager of Market Analytics, RealPage, Inc

### **How to Overcome a Bad Turn and Late Delivery**

Construction delays, subcontractor pitfalls and natural disasters are a few uncontrollable factors for a bad turn season. The impacts can tarnish your reputation and make renewals much more difficult. A reparative and proactive strategy is required to minimize losses. This session will share strategies and actual case studies of how student housing providers have gotten back on track.

#### **Learning Objectives:**

- Learn how to minimize damage through proactive communication with your residents.
- Explore concessions and incentives that help shape a reparative perception of your brand identity.
- Discover tried and true tactics through the lens of three case studies.

#### **Speakers:**

Jennifer Messina, VP Of Marketing, San Miguel Management

Jacob Kosior, National Director of Student Development, The Dinerstein Companies Properties

Ashly Poyer, Senior Director of Sales, Peak Campus

### **Top Trends in Lifestyle, Tech, Safety and Amenity Preferences**

Student housing companies work incessantly to modernize the housing experience and create a sense of loyalty among students for their communities. The key differentiator is to understand the lifestyle, technology, safety and amenity preferences of students. This knowledge will enable companies to offer the most sophisticated, yet functional housing experience in their communities. Listen to findings of a national research study with participation from the leading student housing companies to unravel the top lifestyle preferences of Generation Z. Attendees will gain insight into future-proofing their communities to ensure high occupancy rates and healthy revenue streams.

#### **Learning Objectives:**

- Review research results that indicate lifestyle, technology, safety and amenity preferences of student renters.
- Explore how the online reputation landscape is changing and how it impacts the navigation preferences of students.
- Consider how a company's operational and marketing strategy can adjust to shifts in student preferences.

#### **Speakers:**

Chris Richards, CPM, Executive Director, Greystar

Joseph Batdorf, President, J Turner Research