

Today's Generation: Expectations for Chapter Housing

Presenters: Kate Novinger &
Amy Jo Gabel



Alpha Chi Omega
NATIONAL HOUSING CORPORATION

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Today's Agenda

Introductions & Background

Resources

Communicating Across Generations

Gen Z Goes to College

Sorority Housing Experience

What Matters Most: From a Vendor's Perspective and Food Service Trends

Final Thoughts: Q & A

Introductions

Kate Novinger

Business Development Manager &
Client Service
Gill Grilling

Millennial raised by Boomers

Current location: Ohio



Introductions

Amy Jo Gabel

Senior Director of Housing
Alpha Chi Omega

Millennial raised by Gen X

Current location: Smyrna, TN

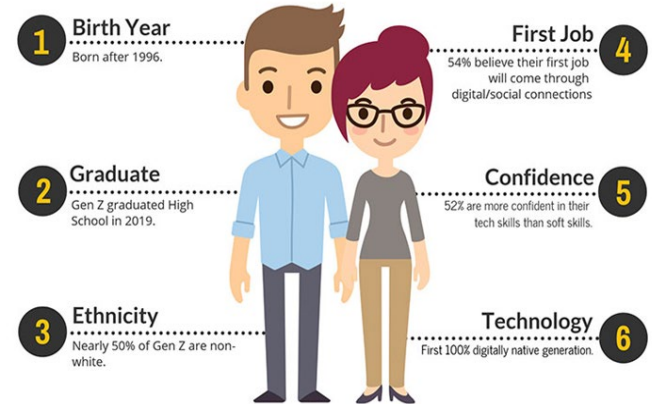


Resources

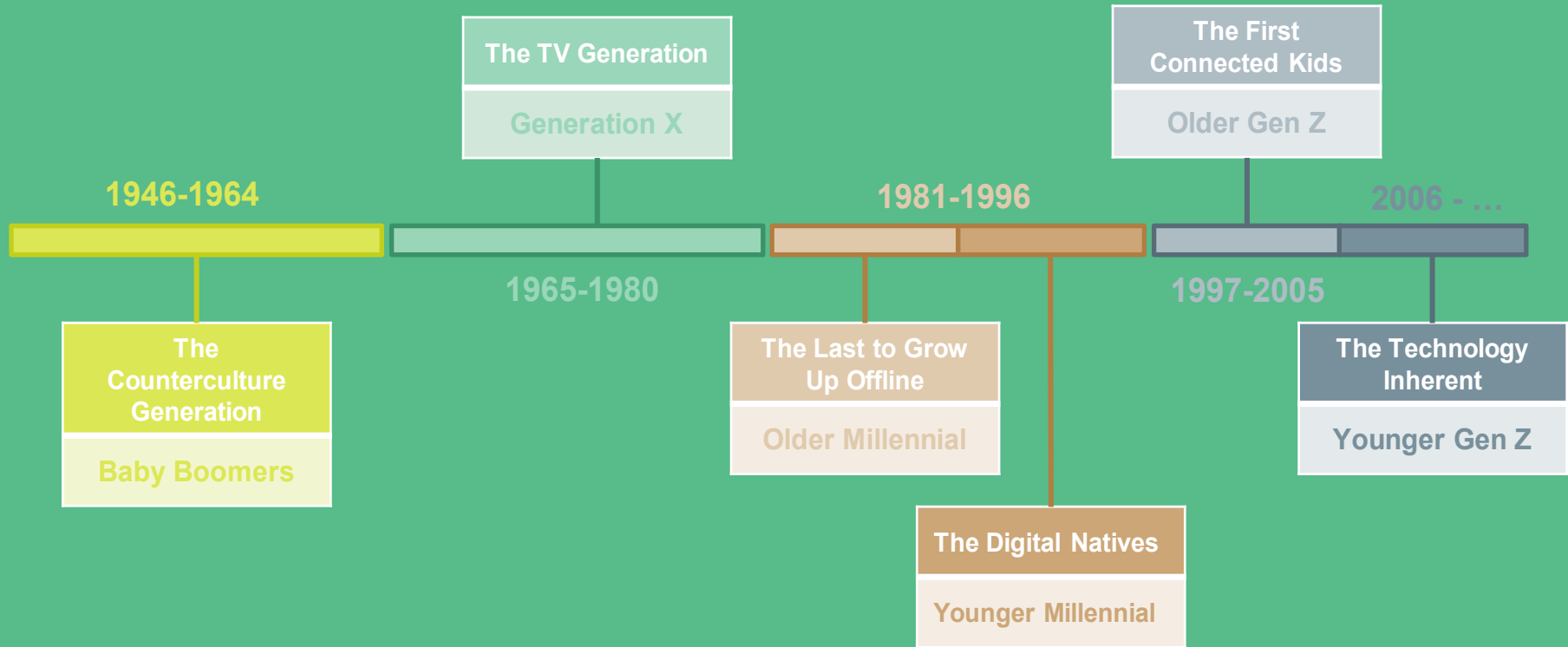
- [Where Millennials End and Generation Z Begins](#)
- [Comparison of Generations - Research and data from the Pew Research Center](#)
- [What We Know About Gen Z So Far](#)
- [How Generation Z College Students Are Changing Higher Education](#)
- [Social Issues That Matter to Gen Z](#)
- [Food is Gen Z's top spending priority, survey finds](#)
- [Gen Z consumers want healthier, more convenient food](#)
- [How to make food and drink Generation Z will crave](#)
- [Home Idea Center Gen Z Food Preferences](#)

WHO IS Gen Z?

They're the Class of 2019. A generation one million larger than Millennials. This year, Gen Z will enter the workforce in huge numbers, and employers are on board.



Communicating Across Generations



MILLENNIALS



Grew up during an economic **recession**



Focused on **experiences**



More likely to have a job during college



Varying problem-solving skills

GENERATION Z



Grew up during an economic **boom** (until the pandemic)



Focused on **saving money**



Less likely to have a job during college



Look to **others** to for problem-solving

Gen Z Goes to College

- Gen Z is the most educated generation, but they question the value of higher education: “Is it worth it?”
- Higher education is changing and students are faced with more options, especially as a result of COVID-19
- How is Gen Z changing higher education?
 - Increased technology use
 - Stronger desire to live off campus
 - Focus on mental health, equity and societal change
- How do we continue to create a valuable and desirable housing experience with clear expectations in place?

COVID-19 on Campus

- Anticipated return to normalcy (no masks or social distancing required)
- Full dorms and dining halls
- Mandatory vaccines at some colleges (incentives at others)
- Flexible financial aid
- College sports are back in business



COVID-19 on Campus (for Gen Z)

- Anticipated return to normalcy (no masks or social distancing required)
- Full dorms and dining halls
- Mandatory vaccines at some colleges (incentives at others)

Will I get COVID-19 and spread it to my loved ones?

- Flexible financial aid

What will my future hold now?

- College sports are back in business

Sorority Housing Experience Post-COVID

1

Setting expectations is KEY

2

Communicate openly & honestly with stakeholders

3

Maximize technology use with a tech savvy generation

4

Be clear on schedule and responsibilities

What Matters Most?

A Vendor's Perspective

- Vendor examples
 - Food service, cleaning service, handyman, etc.
- The consumer's voice and ability to provide feedback
- Building trust
 - Very skeptical once it is lost
- Vendor-Staff partnerships
- Food vs. Money
 - Students are more willing to spend money on food when it meets their personal needs and preferences.

What Matters Most?

Food Service Trends

- Keep it simple
- Customized options
- Different dining experiences
- Authentic brands
- Insta-worthy presentation



Final Thoughts & Questions

Thank you for your time!



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