

## **2020 CampusConnex Call for Speakers Session Descriptions**

### **8-Minute Regulatory Updates**

This fast-paced session is intended to quickly and effectively brief operators on regulatory changes that make a difference in operations. Issues to be addressed include but are not limited to fair housing compliance, privacy, medical (or legal) marijuana use on property, criminal record exemption from leasing, emotional support animals, affordable units within an off-campus student housing community, rent caps, firearm prohibition and more.

### **Better Student Engagement by Partnering with Universities**

For some student communities, an innovative partnership with a university improved their brand, property and resident experience. Examples of successful include inviting campus police to your property for a tour with a lunch and learn or sharing mental health resources.

### **Case Study Showcase**

Your team is as vital, flexible, reactive and innovative as the student population it serves! This showcase is an opportunity to share a real-life lesson you learned at your property that was born of wit, grit and conquest. Case studies will set up the challenge, assess the variables, devise a plan, implement it and then illustrate lessons learned from the experience. Examples might include overcoming a bad reputation as a property, crisis management (suicide/shooting/assault/natural disaster/fire/hurricane) or a smart home upgrade to your property.

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

Construction delays, subcontractor snafus and natural disasters can all sabotage turn season. When a turn goes bad, it 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 turns back on track.

### **Mental Health in Student Living**

An ounce of prevention is worth a pound of cure when it comes to mental health considerations among student communities. Best case scenarios tell tales of well-trained staff who can identify individuals who need support, develop rapport with them, then connect them with campus provided or private resources for help. Worst case scenarios result in disenfranchised students who cause emotional or physical harm to their fellow residents or themselves. Listen to onsite providers discuss real life examples of how they found mental health services for someone in need, avoided tragic experiences from happening and generated a better community experience because of it.

### **Retaining top talent / Talent management**

The unemployment rate is at record lows and it's harder than ever to find quality onsite staffers. Retaining your current team members is major way to inoculate yourself against staffing problems. Top student housing operators talk about how to motivate and engage employees, ensure career advancement, employee exposure, build passion and create a positive experience.

### **Roommate Matching and Policies for LGBTQIA+ Students**

You want your community to be a safe and nurturing space for everyone. People of varying sex, gender, gender identity and sexual orientation often require a higher level of consideration when roommate pairing. And on top of that, expectations of parents complicate or cloud situations when conflicts arise. Do you have policies or guidelines in place that take all points of view into account fairly and ethically?

### **Safety First! – For Students, On Site Staff and Properties**

There are many products and services available on the market that can support increased safety of your community. This session, moderated by an operator, provide an overview of those products, how they work, best practices for maximum effect and how they might be combined to foster a safer living and learning environment.