

Sessions and Descriptions Call for Speakers

1. Financial Literacy

Team members from student housing companies at all levels need to be fluent with financial terms and the concepts behind them in order to provide greater context for how they perform within the whole. While understanding financial statements, producing owners' reports, and measuring property performance are challenging to most, your career advancement depends on your ability to master these skills. This entertaining and accessible session will:

Learning Outcomes:

- Explain key performance metrics that will help you focus on what's important to an investor and what drives property performance
- Understand which performance metrics are the most important for maximizing property performance

2. Staffing: High Priority Concern Across All Organizations

Person-power drives success far more than any physical asset, but everyone agrees that with the lowest unemployment rate in recent history, it's a constant challenge to keep your staffing close to 100%. Where are the innovative talent seekers recruiting (or pilfering) new trainable talent, and how do they ensure that their efforts will pay off?

Learning Outcomes:

- Attendees will learn how to evaluate candidates for soft skills and potential success in site level positions outside of direct experience on a resume.
- Attendees will learn effective interview questions and techniques to better predict a candidate's likelihood of success in an onsite position.

3. Preparing Students with Post-Graduation Life Skills

Student housing providers have a unique opportunity to invest in their residents by preparing them for success after they leave the fold. Young adults need to know how to apply and interview for jobs, build a credit history, and prepare their first tax return.

Learning Outcomes:

- Learn what companies are doing to help their student residents succeed
- Review common on-campus resources available to off campus residents
- Discuss university processes for supporting students of concern and compare them to your company's efforts to evaluate your competitive viability.

4. Student Mental Health

The demand for mental health support in student communities rises with the ever growing complex world we live in. Without it, our organizations face increased risk of crisis situations on both the individual resident and community scale. Drug use, violence and suicide are on the rise and require proactive efforts. How does your community take charge of this need?

Learning Outcomes:

- Review the current common variances on mental health issues that students face
- Identify areas of need in your company's health and wellness strategy and cultivate university partnerships to refer students for services
- Review common practices of crisis prevention and intervention and learn when and how to intervene

5. Rehab and Renovation: Capitalizing on Capital Investments

Many first-generation purpose-built properties that developed 20 years ago have reached the end of their lifecycle and need to be brought up to current standards. In other instances, you've onboarded a property that can only bring value if it is repositioned. The underlying problem is that you have finite dollars. How do you decide what gets done/what the money actually goes towards? Join us for three fifteen-minute case studies that each illustrate an analysis of the process of deciding in light of reaching your end goals.

Learning Outcomes:

- Understand and determine an overarching strategy for renovations based on desired outcomes while remaining on budget
- Analyze various value-add strategies to maximize return

6. Outside the box – Brilliant Design Solutions

Student housing providers sometimes find brilliant ways of repurposing an outdated amenity by transforming it through innovative design. This session will delight with "before and after" examples of repurposing projects that add value to your asset and buzz to your marketing efforts.

Learning Outcomes:

- Understand current trends in various types of housing types (urban v garden or cottage) and student demographic (freshmen on campus v upper class off campus)
- Explore examples of innovative solutions from student housing providers who have found value by transforming outdated amenities into something new and vibrant

7. Problem Solving: Case Study Illuminations

Whether we fail or succeed, our best learned lessons come from forging our way through a difficult challenge. These three, fifteen-minute case studies will each describe the parameters of a real-life problem encountered, outline logical courses of actions considered, describe the chosen course of action, and then abstract lessons with (20/20 vision) hindsight.

8. Considering Generational Shifts in 2019 and Beyond

Millennials are now solidly entrenched in the workforce, and the first wave of Gen Z are starting their sophomore year of college. We know that Gen Z'ers value sustainability (but aren't willing to pay extra for it), make buying decisions based on a company's efforts at being socially conscious, and have a strong preference for social spaces that allow them to hang out together (while actively dialed into their devices). Learn more about this new group of academically focused individuals.

Learning Outcomes:

- Understand what preferences are embodied by Gen Z, and how that differs from their predecessors.
- Apply generational shifts to changes and nuances in student life programming, marketing, leasing, and communication styles.
- Learn how to apply examples from the retail industry, sports industry, and universities for ways to romance this generational group