



# Conclusion

Creating a sense of togetherness in this context will be a central goal.

It is good news for housing professionals that many of the trends they have been watching for several years are still relevant for Generation Z—particularly as they face the need to adapt housing to account for social distancing and other health needs. However, there are some changes to consider to attract students during this challenging time.

Housing providers seeking to connect with Generation Z will need to be more intentional, authentic and transparent in their communications. Communication needs to occur frequently for a generation used to having access to a nonstop stream of information. An update that says “we don’t know” or “TBD” is better than no update at all. Because this generation is accustomed to a wealth of information at their fingertips, an explanation of changes, or lack thereof, with supporting context is important. You are likely to receive stronger compliance, collaboration and understanding if communications share the “why” behind housing decisions.

Housing officers looking to attract these value-conscious, academically driven students will also want to bring educational experiences into residences. Intentional amenities are key. Despite their academic focus, COVID-19 has made this generation even hungrier for community and connection. Creating a sense of togetherness in this context is a central goal.

Fortunately, housing officers have a powerful ally in Generation Z. The pandemic strengthened this resourceful generation’s resiliency and prepared them to help shape their future. By allowing space for discussion, housing officers can benefit from the powerful insight this generation has to offer.