



SIX TIPS ON HOW TO EFFECTIVELY WORK WITH TODAY'S COLLEGE STUDENTS

1. Generation Z students crave face-to-face interaction and want to be provided the why behind education and policy decisions
2. Realistic problem solvers that appreciate honesty and authenticity from those who lead them. Help the chapter provide leadership opportunities for students who don't identify as "leaders"
3. Highly concerned about campus safety and the potential for violence. Reassure them that health and safety is the number one priority for Phi Delta Theta. Anxiety and depression, in that order, are now the most common mental health diagnoses among college students
4. They champion inclusive and affirming spaces. The location and surrounding environment when connecting with your chapters is just as important as the message
5. Parents are their copilots—highly influential and important stakeholders. Use to your advantage with encouraging our members to continue to speak advice and counsel from their parents. Where it makes sense, it might be beneficial to advise chapters to develop a parent's counsel
6. High stress and large-scale events lead to high anxiety. Help to advise your leadership to appropriately plan proactively and delegate coordination for events to members with clear direction and continued follow up



PHI DELTA THETA
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