



2nd Annual Conference

Engaging, Teaching, Training – Reaching the Millennial Student

Rodnie Williams, CPP, Founder and CEO

360 Stay Safe and North Arrow Group

Why is working with today's generation of students on issues of personal safety and security is more challenging than ever before? Today's millennial generation is more open, more sharing, more curious, more uninhibited and – perhaps most importantly – more unaware of some of the basic safety issues that face them on and off their college and university campuses.

The presentation examines this generation in-depth, looks at how they understand and confront issues of personal safety and security and how we can better serve them. The good news is there are simple things we can all do to train our students to be more diligent, more aware and more knowledgeable. But it takes an understanding of how they communicate with each other, how and when they interact with new media and how they like to be engaged. We will use practical examples, stories and video to demonstrate many of these techniques.