

## ***Soliciting Resident Feedback***

### **Introduction:**

- Palm Bay Apartments Complex is hiring new employees and have been known for its resident retention rate. One of the reasons they have such high retention is because of how much they value what their residents think. They are able to solicit resident feedback in a variety of ways and want to ensure their retention rate and feedback rate stay as high as they currently are. As a result, the Palm Bay Apartment Complex wanted a video for new hires explaining ways they can get feedback.

### **Learning Objectives:**

- At the end of this lesson, learners will be able to:
  - Identify ways to get feedback from residents

### **Outline:**

- Grace is the property manager at Palm Bay Apartments
- She is training new employees and discusses how one of their strengths as a complex is how they solicit feedback from residents
- During the training, they discussed 4 ways to ensure they are getting resident feedback
  - Keeping an open line of communication
  - Conducting surveys
  - Providing continuous communication throughout residency
  - Ask for residents' perspectives
- Scenario 1
  - The scene starts with Sally and Greg in their apartment opening their mail. They open a piece of mail and get a survey from the complex. They are excited to see that the complex wants to hear from them.
  - Bubble Head:
    - Sally and Greg have been living at Palm Bay Apartment complex for 1 year
    - The apartment complex decided to send a survey to the residents
    - Sally and Greg were happy to get the survey and felt their voice was heard
- Scenario 2

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- The scene starts with Anthony calling the main office with another question. The office workers know Anthony and is happy to hear from him
- Bubble Head:
  - Anthony has been living at Palm Bay Apartments for a few months
  - Given he is a new resident, he had a lot of questions and has had a lot of success getting ahold of people when he had questions
- Scenario 3
  - The scene starts while Jayda walking in to exercise at her apartment complex gym. She sees the weekly flyer of updates from the apartment complex on the board in the gym. She appreciates that the complex has constant communication with updates she needs to know.
    - Bubble Head
      - Jayda has been living in the complex for 4 years and has always felt like she knows what is going on because of the weekly posting on the Palm Bay Announcement board at the gym. She has been thankful for the updates which have allowed her to know exactly what is going on in the complex.
- Scenario 4
  - The scene starts with Terri and her grandkids at the pool. Grace walks out to talk to Terri and asks how her day is going. Through the conversation, Grace asks Terri if there is anything she needs or anything the complex needs to do better. Terri gives some feedback and thanked Grace for always asking for the resident's perspectives.
    - Bubble Head
      - Terri's grandkids have come to visit for 2 weeks every summer for the last 2 years. Grace, the property manager, always comes out to see how the visit is going and asks how the complex can make things better!
- Closing Meeting
  - Grace has her new hires in a meeting to celebrate their success with soliciting resident feedback

## **Characters:**

- Grace—middle aged professional
- Rebecca—25 year old new employee
- Claire—30 year old new employee
- Eli—30 year old new employee

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- Sally–60 years old
- Greg–65 years old
- Anthony–30 year old blue-collar worker
- Jayda–a 25-year-old teacher
- Terri–a 55-year-old grandmother
- Grandkids–2 boys elementary aged

### Color Palette:

1. Opening			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>• Outside of the main apartment building in the complex</li> <li>• Some of the characters are in the scene talking including Grace–the property manager</li> </ul>	<p><b>[Grace]</b> There are many ways that we can ensure that residents want to stay on lease with Palm Bay Apartments.</p> <p>Soliciting feedback from our residents is one way this can happen. It is important that our residents feel their concerns are being heard and are informed of the many things that go on in the complex.</p> <p>Join me in the training of our new employees while they</p>	<ul style="list-style-type: none"> <li>• Grace is walking across the screen during the VO</li> <li>• When the VO gets to “residents stay on lease” zoom in on Grace as she approaches the door and the zoom lasts until the end of the scene.</li> <li>• There is a fade transition from the outside of the apartment complex to the meeting room.</li> </ul>	

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	learn about ways to solicit resident feedback.		
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2. Meeting			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>Office meeting room with a clear facilitator and participants</li> <li>Grace is the facilitator</li> </ul>	<p><b>[Grace]</b>            Welcome to Palm Bay Apartment Complex! We pride ourselves on resident retention!</p> <p>One of the ways we secure our retention is how we solicit resident feedback.</p> <p>Can anyone think of ways that we can get resident feedback?</p> <p>Yes, Rebecca?</p> <p><b>[Rebecca]</b>            Keeping an open line of communication; Conducting surveys; Providing continuous communication throughout residency; and; Asking for residents' perspectives</p>	<ul style="list-style-type: none"> <li>Grace animation is talking with the VO</li> <li>When Grace asks the question "can anyone think of ways", Rebecca raises her hand.</li> <li>After Grace says "yes, Rebecca?"</li> <li>Rebecca's starts talking to match the VO and Grace stops talking</li> <li>When rebecca says ask for residents perspective she stops talking and Grace starts</li> <li>text aligned with Rebecca's voice over will appear on the whiteboard of the meeting space</li> </ul>	

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	<p><b>[Grace]</b> That's right! Those are the 4 ways to get resident feedback!</p>		
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3. Scenario 1–Survey			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>Sally and Greg in their living room opening mail/reading a letter</li> </ul>	<p><b>[Sally]</b> Look, Greg, Palm Bay sent us another survey!</p> <p><b>[Greg]</b> I really like they ask us our opinion about things. Last time it was about how we feel about the response in maintenance tickets. What's this one about?</p> <p><b>[Sally]</b> They want our input on how the grounds are looking. Do you want to fill this out now?</p> <p><b>[Greg]</b> Absolutely!</p> <p><b>[Grace]</b></p>	<ul style="list-style-type: none"> <li>The scene fades in from the previous scene</li> <li>The person who is talking will be shown as talking in the scene while the other is not.</li> <li>At the end of the scene, Grace will appear as a bubble head and explain the scene for the learner. At this time the characters (Sally and Greg) in the scene will be looking at their letters and not talking.</li> <li>At the end of the scene it fades into the next scene</li> </ul>	

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	<p>Sally and Greg have been living at Palm Bay Apartment complex for 1 year.</p> <p>The apartment complex has sent a variety of surveys to the residents to get their opinion!</p> <p>Sally and Greg have always been happy to get the surveys and felt their voices have been heard.</p>		
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4. Scenario 2–Keeping an Open Line of Communication			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>Anthony is in his apartment talking on the phone to one of the employees from the meeting that is in a bubble head</li> </ul>	<p><b>[Claire]</b> Palm Bay Apartments, this is Claire, can I help you?</p> <p><b>[Anthony]</b> Hi Claire, this is Anthony in apartment 724! I’m calling to see if you got my maintenance request about my garbage disposal.</p> <p><b>[Claire]</b> It’s good to hear from you Anthony! Let me check!</p>	<ul style="list-style-type: none"> <li>The scene fades in from the previous scene</li> <li>The person who is talking will be shown as talking in the scene while the other is not.</li> <li>Anthony starts with calling the main office. When the main office picks up, the bubble head appears</li> <li>At the end of the scene, Grace will appear as a bubble head and explain the scene for the learner.</li> </ul>	

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	<p>Yes, I see your maintenance request here. It looks like maintenance was there today and ordered the part they need to fix the disposal. The notes say it was ordered today and should be here in about 3 days.</p> <p><b>[Anthony]</b> Thanks, Claire! That sounds great! I appreciate you guys always helping when I call.</p> <p><b>[Grace]</b> Anthony has been living at Palm Bay Apartments for a few months.</p> <p>Given he is a new resident, he had a lot of questions and has had a lot of success getting ahold of people when he had questions.</p> <p>He has been thankful for the open line of communication he has had with the complex and can see himself staying as a resident for a while.</p>	<p>At this time the characters (Sally and Greg) in the scene will be looking at their letters and not talking.</p> <ul style="list-style-type: none"><li>● At the end of the scene it fades into the next scene</li></ul>	
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5. Scenario 3–Providing Continuous Communication throughout Residency			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>Jayda is running on the treadmill in the gym.</li> </ul>	<p><b>[Jayda]</b> I come here every day and I use the Palm Bay Announcement board to know what is going on!</p> <p><b>[Grace]</b></p> <ul style="list-style-type: none"> <li>Jayda has been living in the complex for 4 years and has always felt like she knows what is going on because of the weekly postings on the Palm Bay Announcement board in the gym. She has been thankful for the updates which have allowed her to know exactly what is going on in the complex.</li> </ul>	<ul style="list-style-type: none"> <li>The scene fades in from the previous scene</li> <li>Walks in and looks at the job board. While walking she is talking aligned with VO.</li> <li>At the end of the scene, Grace will appear as a bubble head and explain the scene for the learner.</li> <li>Camera zoom into the announcement board with VO</li> <li>At the end of the scene it fades into the next scene</li> </ul>	

6. Scenario 4–Ask for Resident Feedback			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>Terri and her grandkids are at the pool</li> </ul>	<p><b>[Terri]</b> Oh boy! That was a big splash!</p> <p><b>[Eli]</b></p>	<ul style="list-style-type: none"> <li>The scene fades in from the previous scene</li> <li>The person who is talking will be shown as talking</li> </ul>	

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<ul style="list-style-type: none"> <li>One of the workers comes over to talk to Terri</li> </ul>	<p>Hi Terri! It's good to see your grandkids back again! How are things going? Do you guys need anything?</p> <p><b>[Terri]</b> No! The improvements you've made are great! I really appreciate you asking though! I saw the safety features here at the pool you installed after our last conversation!</p> <p><b>[Grace]</b> Terri's grandkids have come to visit for 2 weeks every summer for the last 2 years. Grace, the property manager, always comes out to see how the visit is going and asks how the complex can make things better!</p>	<p>in the scene while the other is not.</p> <ul style="list-style-type: none"> <li>Eli walks into the slide at Terri is watching her grandkids.</li> <li>After Eli says hello, Terri turns to engage in conversation with Eli.</li> <li>At the end of the scene, Grace will appear as a bubble head and explain the scene for the learner. At this time the characters.</li> <li>At the end of the scene it fades into the next scene</li> <li>A worker is talking to Terri</li> </ul>	
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7. Closing Meeting			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>Same scene as opening</li> <li>The bubble head appears at the end of the scene for the outro</li> </ul>	<p><b>[Grace]</b> Alright! Welcome back, everyone! It's been a great first 90 days! I've seen all of</p>	<ul style="list-style-type: none"> <li>The scene fades in from the previous scene</li> <li>The person who is talking will be shown as talking</li> </ul>	

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	<p>you do a great job with asking for resident feedback!</p> <p><b>[Rebecca]</b> I've really enjoyed getting to know the residents and hearing from them through all the ways we talked about! The surveys have been very informative, we have gotten great feedback on the announcement board, and we love having conversations with residents, both in person and on the phone!</p> <p><b>[Grace]</b> Thank you for joining me for my training with the new employees at Palm Bay Apartment Complex. I hope you learned ways to solicit resident feedback and join us for our next session.</p>	<p>in the scene while the other is not.</p> <ul style="list-style-type: none"><li>● Welcome Back and the ways to solicit resident feedback will be on the whiteboard that is in the office.</li></ul>	
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