



## PRESS RELEASE

### ***It's Valentine's Day: How's Your Roommate Relationship?***

#### ***Valentine's Day Can Be the Catalyst for "Sweetening" Your Roommate Relationship***

NORTHVILLE, MI – As Valentine's Day approaches, many of the nearly 14 million college students who live in dorms or on-campus housing (according to the National Center for Educational Statistics) will buy their share of the 188 million cards Hallmark says are exchanged annually, but how many will wish their roommate(s) a "Happy Valentine's Day?" Probably not many and yet this holiday personifies exactly what most college roommates need — "sweeter conversation" in the form of better communications.

"Many of the challenges associated in getting along with a roommate are directly tied to the quality of the communication," says Jennifer Eichenberg, principal of Eichenberg & Associates and a facilitator/coach who specializes in helping people resolve communication issues. "In college, otherwise bright and successful individuals commonly find themselves sharing potentially annoying aspects of daily life with someone who was a stranger at the beginning of the semester. For many, the stress that builds from a dysfunctional roommate relationship carries over into academics and can have a profound impact on grades and getting to graduation," she continued.

One of the ways Eichenberg suggests that college students promote a healthy roommate relationship is to use the **WIN** model. It starts with describing the annoying behavior, then stating the impact of the behavior and concluding with a request for a new behavior.

"Suppose your roommate scatters clothes in every corner of the tiny room, making it difficult for you to get organized to study. Using the **WIN** model, you could calmly state, 'Roommate, when you leave clothes everywhere, it makes the room feel disorganized and delays me from focusing on my studies. Would it be possible to place your dirty clothes in a hamper to maintain an organized room?'" explains Eichenberg. "Asking your roommate to agree with your suggestion sounds quite different than telling your roommate to do as you wish. If your roommate does not agree, then ask, 'What would be acceptable to you?' Then respectfully continue the conversation to reach a mutual conclusion that supports a positive academic environment."

Eichenberg suggests that Valentine’s Day might be the perfect time to work on better communications with your roommate. “You just might find that you fall in love with the results,” she concluded.



About Eichenberg & Associates

A lifelong learner, Jennifer Eichenberg has taken her passion for enhancing everyday communication and created a business dedicated to improving performance and building stronger relationships. Eichenberg & Associates is the synergistic result of her experience in education and training, complemented by two master’s degrees. Clients and groups who have worked with Jennifer Eichenberg find her collaborative style to be effective and straightforward.