



Life By Generation Z

Who Are They?
How Must Colleges
(and Financial Aid Professionals)
Prepare?

(A study of 50,000 high school students and more)



Overview

- ▶ In *The Gen Z Effect*, Tom Koulopoulos and Dan Keldsen call them: _____ whose expectations will radically change the face of business [and college] forever.”
- ▶ More than Digital Natives: Persistent digital access to global information has expanded their perspectives...creating: _____.
- ▶ This means that change is upon us. Colleges must explore new ways of connecting with this cohort...or, we will fall into a state of _____ that will ultimately diminish our mission and future.



The Generational Family Tree Reminder:

Silent Generation: Born before 1945



Baby Boomers: 1946-1964

Generation X: 1965-1976



Millennials or Gen Y: 1977-1995



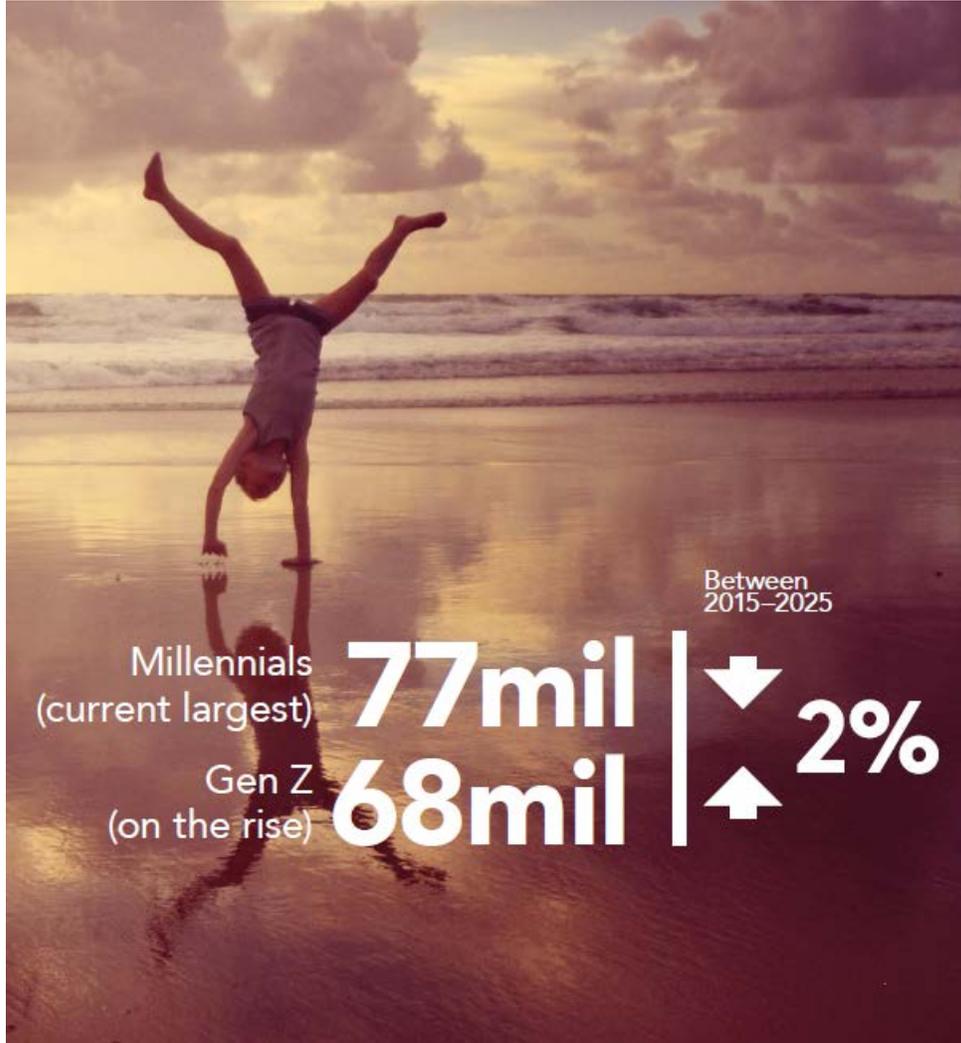
Born after 1995, offspring
of Millennials primarily;
Generation Z is
already knocking
at our door:





The world of Gen Z:

- ▶ There has always been a digital buying and selling market called *EBay*.
- ▶ Vladimir Putin has continuously been calling the shots at the Kremlin.
- ▶ The United States has perpetually been in a war on terror.
- ▶ Gen Z has never had to watch or listen to programs at a scheduled time.
- ▶ “Baby Monitors” have always been keeping an eye on them.
- ▶ NFL coaches have always had the opportunity to throw a red flag to question the ref.
- ▶ Bluetooth has continuously been keeping us wireless and synchronized.
- ▶ A Bush and a Clinton have always been campaigning for something.
- ▶ Snowboarding has always been an Olympic sport.
- ▶ Ice cube trays? Refrigerator doors have always been where one gets ice cubes.



They are young,
massive in size
and will be
a powerful force
on Society

(By 2020, they will make up _____
of all consumers worldwide)

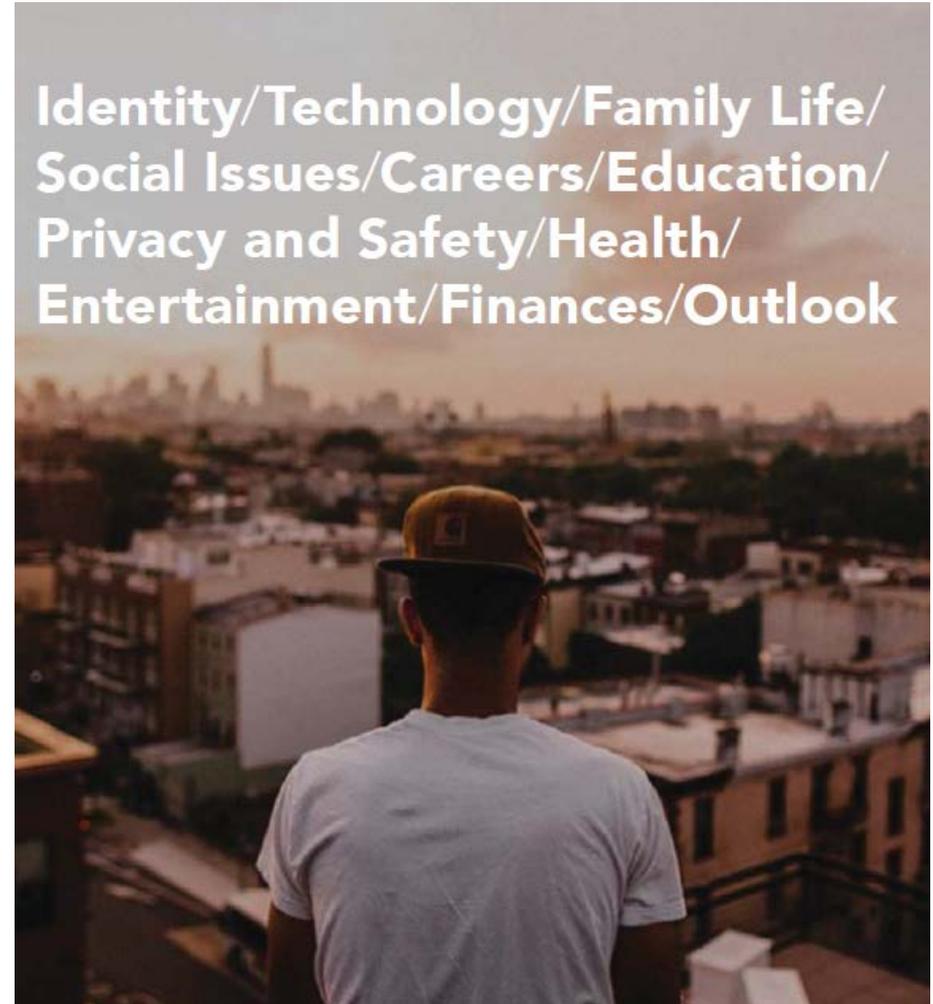


Some Good News
right off the bat:
They believe its up to
them to
change the



Kennedy: A Gen Z Example

Identity/Technology/Family Life/
Social Issues/Careers/Education/
Privacy and Safety/Health/
Entertainment/Finances/Outlook





Gen Z piece by piece... First identity:

The narrative has changed, and we are no longer a J_____/C_____ nation. Gen Z adults are going to be quite different than previous gen's.

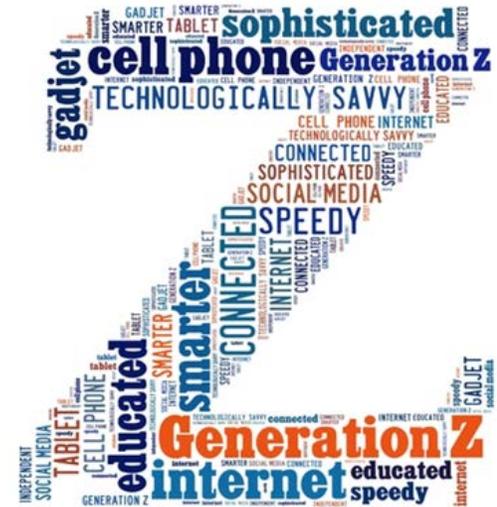
- ▶ More open to discuss and challenge gender roles and sexual identity
- ▶ More blended: Since 2000: The multiracial youth population has increased _____%
- ▶ The first truly global perspective: Technology has opened the portal...
- ▶ **So how do we interact with this new thinking?** We need to talk to Gen Z based on their mindset *not* their _____. That = spending time to _____, and doing what it takes to get and keep their _____.



Second: Technology

Millennials are tech savvy, but Gen Z are the first *true* d_____ n_____

- ▶ Gen Z students communicate constantly
- ▶ Get this: Their attention span is _____
- ▶ 73% are connected within an hour of waking up
- ▶ **So how do we interact with this new thinking?** We need to connect the dots between digital and personal (let's call that offline) communications.





Third: Family

"Modern Family" is the new norm.

- ▶ Homes and families are changing... fast
 - ▶ Multi-generational households
 - ▶ And get this: Parents are deeply involved and important
-
- ▶ **So how do we interact with this new thinking?** Realize that their support system helps them make big decisions. They don't do this on their own.





Fourth: Social Issues

Here are the biggies:

▶ Marriage



▶ The Planet



▶ World Events



▶ So how do we interact with this new thinking?

Make sure your college invites Gen Z to be part of _____.



Fifth: Career

Fiercely entrepreneurial, future focused, willing to _____ (finally a generation that gets that!!)

- ▶ Early professional experience
- ▶ Starting a business
- ▶ Volunteering (to gain work experience)
- ▶ Employer Loyalty is gone
- ▶ Greatest career fear:



- ▶ **So how do we interact with this new thinking?** We need to show them the tangible things that can happen through _____.



Sixth: Education

They have heard both sides:
Cost vs. benefits of college

- ▶ Why college?
- ▶ But good news:
- ▶ Personal fit is outpacing "excellence"
- ▶ Downside: Multiple pressures and fear of debt
- ▶ **So how do we interact with this new thinking?** Gen Z needs to apply what they are learning in REAL TIME, experientially.





Seventh: Privacy and Safety

Online and off, the world needs to be safer:

- ▶ They are starting to get it
- ▶ Gen Z is more aware of their surroundings than any other generation



- ▶ **So how do we interact with this new thinking?** Gen Z takes an active role in safety and security.



Eighth: Health

A renewed push for healthy choices

- ▶ How much on food did you say?
- ▶ Organic and natural products
- ▶ They are aware of animal cruelty
- ▶ And despite all of this....screen time



- ▶ **So how do we interact with this new thinking?** Colleges need to work on the best _____ and _____ facilities and options.



Ninth: Entertainment

Katniss Rocks

- ▶ Hero's to Gen Z are underdogs
- ▶ Gen Z gravitates into _____
- ▶ Why?



- ▶ **So how do we interact with this new thinking?** Use these traits to understand that Gen Z feel like _____ individuals, but want to be _____.



Tenth: Finances

Debt and Value

- ▶ Practical and economy focused
- ▶ Finance, budgeting, and banking
- ▶ Assurance of degree value
- ▶ Good deals and sticker shock



- ▶ **So how do we interact with this new thinking?** Colleges need to show clearly how investing in an education at your place will help them in ____.



Eleventh: Outlook

What does your college stand for...really?

- ▶ No more manipulative _____
- ▶ Restaurant's have set the tone...what??
- ▶ They are idealists
- ▶ Optimists with a twist

- ▶ **So how do we interact with this new thinking?** Colleges need to focus on transparency, authenticity.





Last, belief:

- ▶ Church attendance trends
 - ▶ Gen Z vs. Millennials at their age
 - ▶ The world of _____
 - ▶ Better news on the teen problem areas:
- 
- ▶ **So how do we interact with this new thinking?** It's about more than the standard self issues; and character development and alignment are key for our campuses success.



And the Next Five Years?

- ▶ Lectures and the one-size-fits-all approach to learning are **OUT**
- ▶ Digital's role in physical environments and the convergence of a truly integrated experience are **IN**
- ▶ **Customer service** will divide the winning colleges from the losing ones...**financial aid** is in the top three sites
- ▶ Population and enrollment will grow and **diversify with a caveat**
- ▶ A growing number of college attendees will be **first-generation students of color**
- ▶ The Traditional Student population for some areas will **grow, but in new ways...**



Bottom Line: There is hope with Gen Z

- ▶ We can do this...
- ▶ But we will need to prepare!



- ▶ Thank you. Time for Q and A