

Move over Millennials, Generation Z is Here!



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Leadership Programs

Generation Z

- * Otherwise called Digital Natives are those born in 1995 or later; they are 18 this year.

**GENERATION Z:
CONNECTED FROM BIRTH.**

Born mid-1990s to 2010.



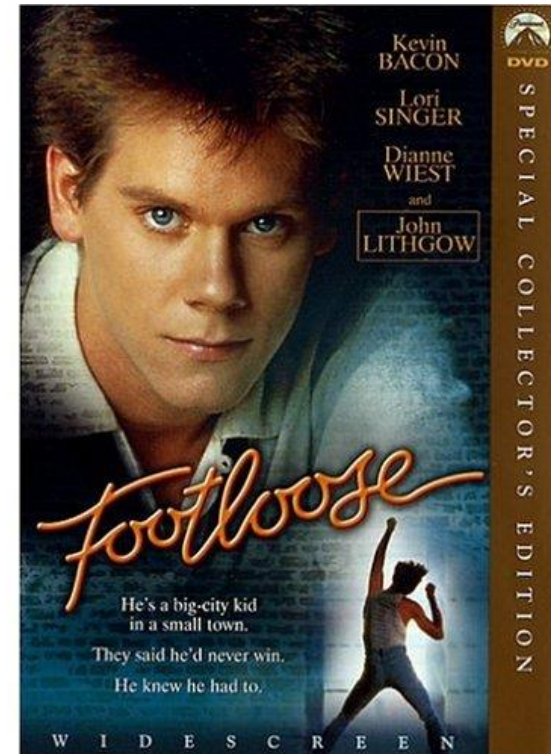
For Generation Z . . .

- * Eminem and LL Cool J could show up at parents' weekend.
- * As their parents held them as infants, they may have wondered whether it was the baby or Windows 95 that had them more excited.
- * They have known only two presidents.
- * A tablet is no longer something you take in the morning.
- * Plasma has never been just a bodily fluid.
- * With GPS, they have never needed directions to get someplace, just an address.



For Generation Z...

- * Kevin Bacon has always maintained six degrees of separation in the cinematic universe.
- * Their favorite feature films have always been largely, if not totally, computer generated.
- * Their parents' car CD player is soooooo ancient and embarrassing.
- * They have always known that there are "five hundred, twenty five thousand, six hundred minutes" in a year.



Generation Z Characteristics

- * **Embrace diversity**
 - * More tolerant, respectful, and responsible.
- * **Are social change-oriented**
 - * More socially aware and community minded.
- * **More cautious, but not afraid to try new things**
 - * Loss of innocence has made them resilient and pragmatic.
- * **Are collaborative.**
 - * They are the sharing generation, having shown tendencies to share everything, including possessions, no matter how personal.



Generation Z Characteristics

- * **Tend to follow authority.**
 - * Are not rebellious.
 - * Like their parents.
- * **Have confidence.**
 - * Can see through the superficial.
- * **Have a short attention span**
 - * Engage in multi-tasking
 - * Because they need instant answers, they struggle with critically evaluating information and are quick to take the first information they get including opinions over fact pieces.
 - * Can demonstrate a lack of manners.



Issues of Concern

- * School violence and shootings.
- * Terrorism and climate change.
- * Discrimination.
- * Have grown up in an era of great political dysfunction and low approval ratings of politicians.



Generation Z Technology Characteristics

- * GenZers report spending almost every waking hour online
- * Prefer frequent communication in spurts rather than lengthy communication.



Generation Z Technology Use

- * Declining use or no use of some technology.
 - * Not really using email.
 - * Have a Facebook page to stay connected but think too much drama happens on Facebook-use Facebook to post pictures.
 - * Not sending messages through social media sites.
 - * Not really using Twitter.
 - * Not really using blogs.
 - * Not yet actively using Instagram.



Generation Z Technology Use

- * Extensive use of some technology.
 - * Have a phone and use it for everything-TV, GPS, internet, etc.
 - * Text message a lot.
 - * Love YouTube.
 - * Engage in social gaming.
- * Like posting comments on pages, pictures, and walls.

Mom, it's so great how much closer we've gotten since you started texting instead of calling.



someecards

Generation Z Learning

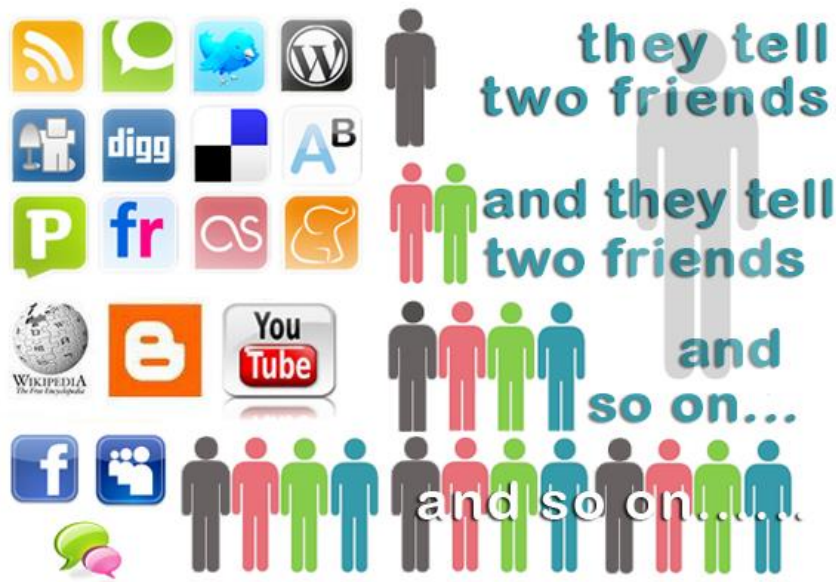
- * Love constant and immediate feedback (instant information)
- * Like to contribute their knowledge and opinions online
- * Can seek out own learning
 - * Use their network of relationships as a source learning
 - * Learning from the internet is preferred over print materials like books



"There aren't any icons to click. It's a chalk board."

Marketing and Generation Z

- * Get recommendations from social media sites
- * Like to go to a website after learning about a product
- * Word of mouth is still very important
- * Humor works



Millennials and Gen Z

Millennials	Generation Z
More liberal	More conservative
More optimistic	More realistic
Service-oriented	Social change-oriented
Diversity is the norm	Diversity is the norm
Confident	Confident
“Me” Generation	“We” Generation
Tech savvy	Tech reliant
Facebook to connect	You Tube to connect
Pre-scheduled learning	On demand/just in time learning
Wanna learn something? Google it	Wanna learn something? You Tube it

Adapting for Generation Z *Recruitment*

Old	New
Static text web pages	Interactive web pages simulating an experience
Email/impersonal outreach	Word of mouth, storytelling
Individual	Collaborative-bring a friend, participate as a group
What you will get	What you can do (meaning making)
	Platforms to share acceptance/involvement (hashtags)

Adapting for Generation Z

Retention

- * Purpose needs to be clear and pragmatic-need to communicate value and ROI
- * Must create a sense of belonging and community; “we’re in it together”
- * Needs to offer opportunities for meaningful social connection with others (collaboration, mentoring, role modeling)
- * Needs to provide multiple options for them to stay engaged

Adapting for Generation Z *Communication*

- * Regardless of delivery, it must be succinct!
- * **One Way Communication**
 - * Multi-media (pictures, audio, video)
 - * Facebook and YouTube, not Twitter or blogs
- * **Two Way Communication**
 - * Text students directly (communication in real time)
 - * Email not primary form of communication
 - * Provide platforms for students to communicate with each other

Adapting for Generation Z

Program Delivery/Curriculum

- * **Students want to contribute and not just listen**
 - * Flipped classrooms
 - * Methods to contribute beyond discussion boards (videos, pictures, etc.)
- * **Instant information**
 - * Fewer freestanding programs/workshops
 - * YouTube videos (24 hour access)
- * **Like to share personal experiences**
 - * Real life issues of importance

Adapting for Generation Z

Role of Parents

- * **Get parents involved-they are not helicopter parents, but trusted advisors**
 - * Provide them the information about what a student should know
- * **Communicate directly with and appeal to parents**
 - * Intentional publications
 - * Parent/family events
 - * Events with students

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