



Meet Generation Z

WHERE THEY FIT IN.



Silent Generation
(70-85 years old)



Baby Boomers
(51-69 years old)



Gen X
(36-50 years old)



Millennials
(20-35 years old)



Gen Z
(5-19 years old)

/ born between 1995-2010
/ represent 25% of the U.S. population

THEY ARE DIVERSE.

They grew up with an African-American president, a female presidential hopeful and the legalization of gay marriage.

80% supported legalizing marriage equality before the government acted.

50% increase in multiracial youth population since 2000.
(The most diverse generation)

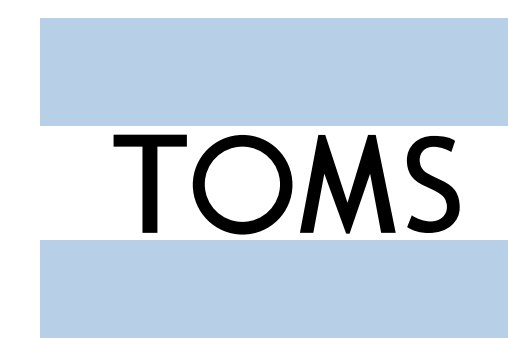
THEY WANT TO CHANGE THE WORLD – AND BELIEVE THEY CAN.

/ They care about human rights and global warming.

/ They want to know how they can change the world.

/ They identify with brands that are authentic.
Think Zappos, Chipotle.

/ Social entrepreneurship is one of the most popular career choices.





THEY VALUE AND SUPPORT THEIR SUPPORT SYSTEM.

- / 1/3 live in single-parent household
- / Their families are more diverse (ethnically, racially and religiously).
- / Multigenerational family households have doubled since 1980.
- / Gen Z shares many of the same values as the Greatest Generation.
- / 88% are extremely close to their parents, often referring to them as their “best friends.”

THEY ARE LESS RISKY IN THEIR BEHAVIORS.

They are realists. They were born around 9/11, watched their parents deal with a recession, and were constantly made aware of their safety.

Lock-down drills were routinely practiced in school, just as we practiced fire drills.



*“We always
make sure we
know where the
exits are in a
movie theater.”*

THEY ARE LESS RISKY IN THEIR BEHAVIORS.

- / More than 25% were targets of bullying.
- / When they come to campus, they want to know they will fit in.
- / Less likely to drink alcohol, smoke or use illicit drugs than prior generations.
- / Meeting friends, hanging out and studying are more important than “getting hammered.”
- / Look for venues with the “wow” factor that offer opportunities to post to social media.

High school students who had at least one drink of alcohol in their lives:

82%
in 1991

66%
in 2013



**THEY ARE DIGITAL
NATIVES. 😄**

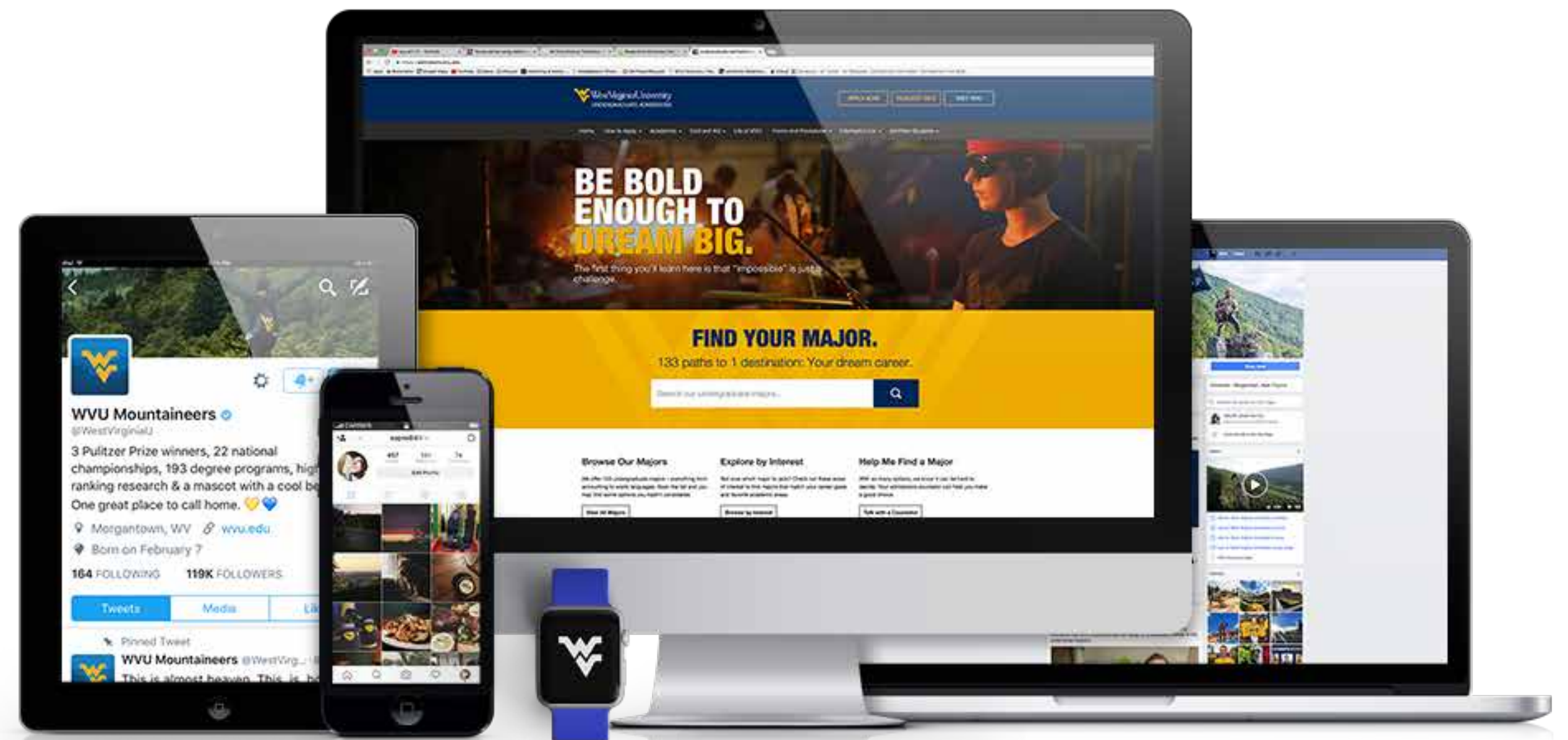
(2014 study by Global Workforce Expectations say they are the “emoticon generation”)

THEY HAVE GROWN UP WITH TECHNOLOGY.

Social media is the No. 1 reason they use the internet.

They are digital natives.

- / They send more than **100 texts a day.**
- / **Attention span?** 8 seconds
- / **Why?** They multitask across 5 screens.
- / **Get personal.** 72% want personalized content across all devices.



SOCIAL LIVES.



- / More private on social media (only 18% share “a lot” online)
- / They don’t want to be tracked (prefer Snapchat)
- / Prefer visual channels (YouTube, Vine) and visual storytelling

**THEY ARE HEALTH
CONSCIOUS.**



GREW UP IN A HEALTH- CRAZED (LOW-FAT, GF, VEGAN, DAIRY-FREE) WORLD.

- / **23%** of their disposable income is spent on food
- / **58%** are willing to pay more for organic or natural products
- / Gravitate towards **natural ingredients and healthy greens**
- / Ethnically diverse generation also means **more ethnic foods** and tastes explored
- / Enjoy sodas but more likely to order **bottled water, lemonade, fruit juice or smoothies**

THEY ARE SELF-DIRECTED.

Can access information easily so rely less on parents/teachers to explain things.

55% feel pressure from parents to get early professional experience

77% are extremely interested in volunteering to gain work experience

74% Budding entrepreneurs want to work for themselves



THEY WANT TO BE ENTERTAINED.



Connect with misfits.

Think Scott Pilgrim vs the World, Guardians of the Galaxy, Glee

Like doomsday themes

(Hunger Games, World War Z, Divergent

Like to escape

(books, gaming, tv, music) but 9 out of 10 are optimistic about their future



THEY VALUE HIGHER EDUCATION.

Learning experiences are not confined to buildings and campuses.

85% do research online

33% watch lessons online

46% worry about their GPA more than being popular or staying healthy

/ They want to craft their own programs of study

/ Eager to learn how to apply what they learn

BUT THEY WORRY ABOUT COLLEGE DEBT.

They grew up hearing about college debt.

They also recently heard the national conversation as to whether higher education is worth it.



“Value for cost”
is more
important than
“low cost”

65% worry about the economy in general

/ They want to know how investing in a four-year degree will pay off.

A young woman with her hair in a bun, wearing sunglasses, a black t-shirt, and denim shorts, stands at a food stand. A person in a red shirt and black glove is handing her a burger. The background shows a busy outdoor event with many people and tents under a blue sky.

**SO. HOW DO WE ENGAGE
WITH GEN Z?**

A man with brown hair, wearing teal sunglasses and a blue and white plaid shirt, is holding a black smartphone in front of his face. He is looking at the phone with a slight smile. The background shows green trees and a clear blue sky. The text "MEET THEM WHERE THEY HANG OUT." is overlaid in white, bold, sans-serif font across the middle of the image.

**MEET THEM WHERE
THEY HANG OUT.**

SHARE. ENGAGE. BE SOCIAL.

- / Use **all** platforms.
- / Remember they are **multitasking** across screens.
- / **Share** the story in visuals that appeal to them.
- / **Keep it short** and entertaining.
- / **Engage** with them.
- / They want to **collaborate** and respond.
- / Create **conversations** not just infuse information.
- / Put more **recruitment info** on social media, not just your web site.
- / **32%** were more inclined to apply to a college that they can **research via social media**

INCLUDE INFLUENCERS IN THE CONVERSATION.

Parents / Grandparents / Counselors & Teachers

THEY WANT TO KNOW HOW YOU WILL PROVIDE:

Personal growth opportunities

/ Project 168

Means to success

/ critical thinking, applying academic concepts to real-world situations

Outcomes

/ will they land a job in 6 months with high future income potential?

BE AUTHENTIC. **THEY WANT TO KNOW** **WHO WE ARE.**

Do they agree with our values?

Can they see themselves fitting in here?

They want to know you care.

They want to know how you are going to help them change the world.

TALK ABOUT OUTCOMES.

They are concerned about getting a job and making a difference.

- / Share placement numbers and what employers are recruiting here.
- / Share alumni stories, specifically young alums.
- / Show how the University is making a difference.
- / Talk about the value vs “low cost.” Cheap does not equal good.
- / Continue to highlight student stories.
- / Let them see how they would fit in.



Talk about
WVU's value vs
low cost.

ENGAGE THEM.

It's about the experience *they can share.*

- / We will be judged on the experience we provide.
- / Think about how everything is presented and the impression it leaves.
- / Think about the food you offer at your events.
- / Provide fruits, fresh veggies, water, juices.
(*But keep the Flying WV cookies in there, too.*)
- / Talk about social issues and how you approach them.
- / Take time to get to know them and their interests.

Can I take a photo for Instagram?
Can I tweet what she just said? Can I show this on Snapchat?



QUESTIONS?

If so, please text them to me.

