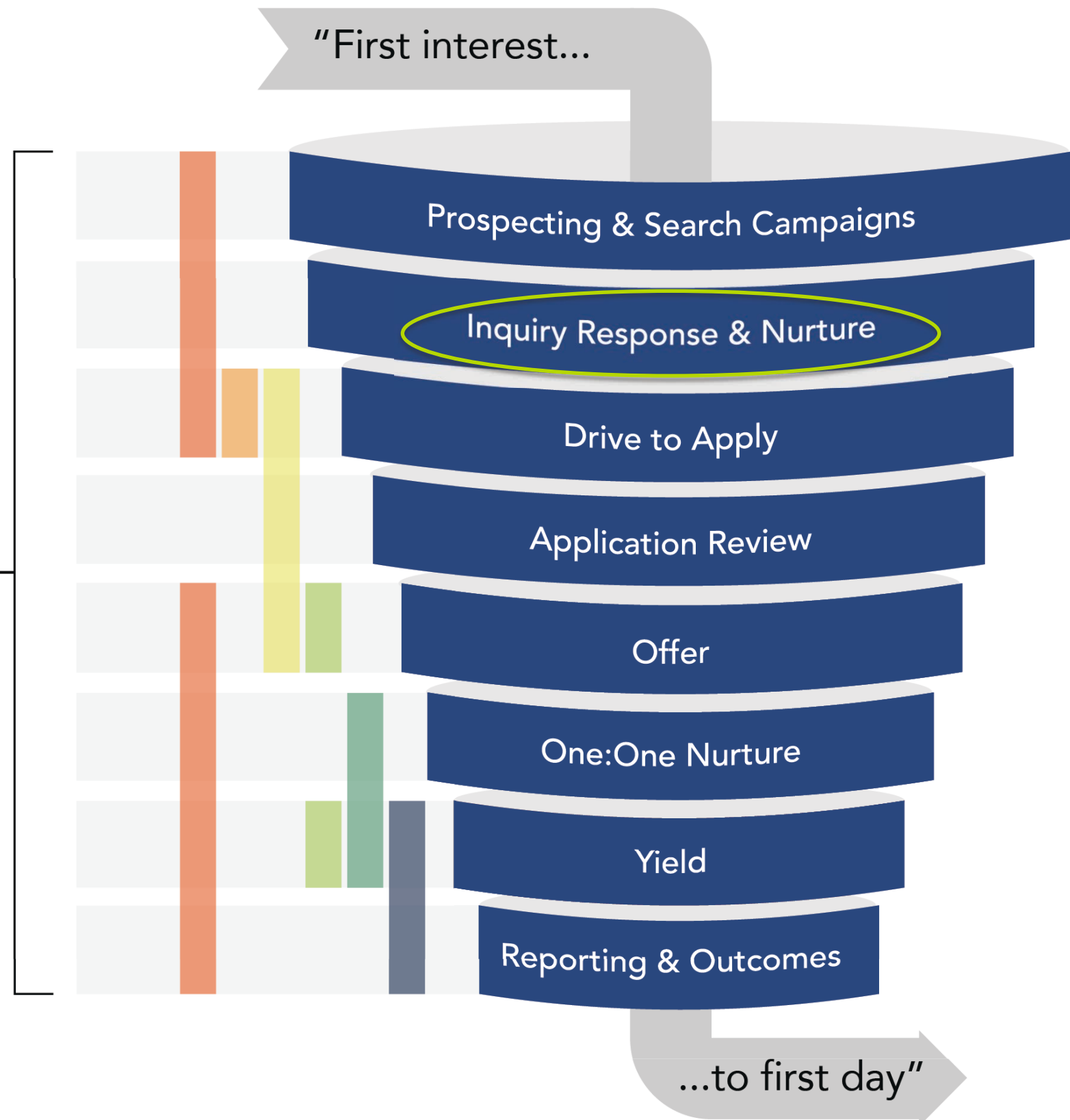
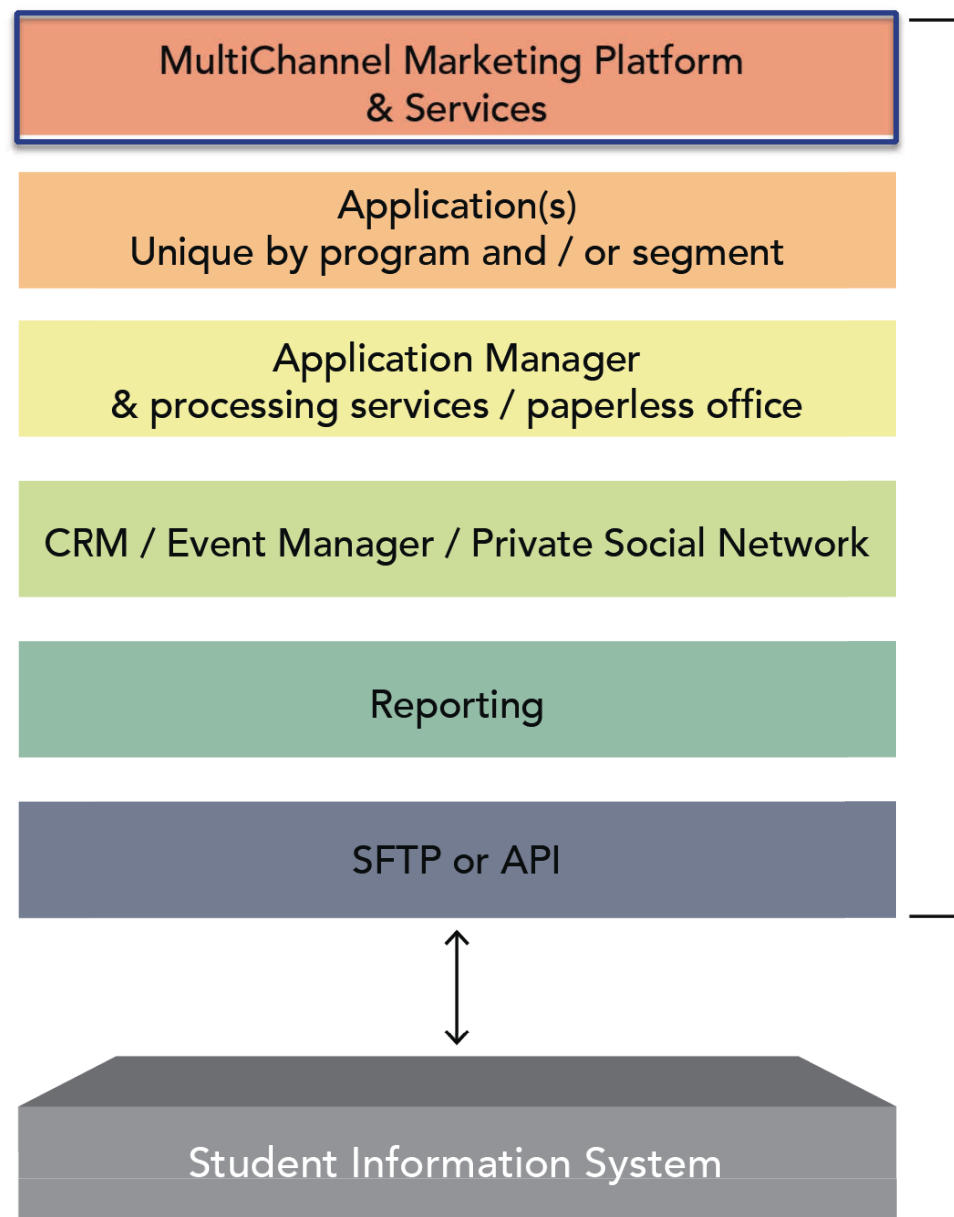


Engaging & Connecting with Gen Z

July 28, 2016



About Liaison



Today's Presenters



Kate Dunn

Director, InfoTrends Business Development Group



Suzanne Sharp

Executive Director, Enrollment Management Consulting



Who are they...

Americans born after Gen Y (from 1995 to present) who are currently under the age of 19.

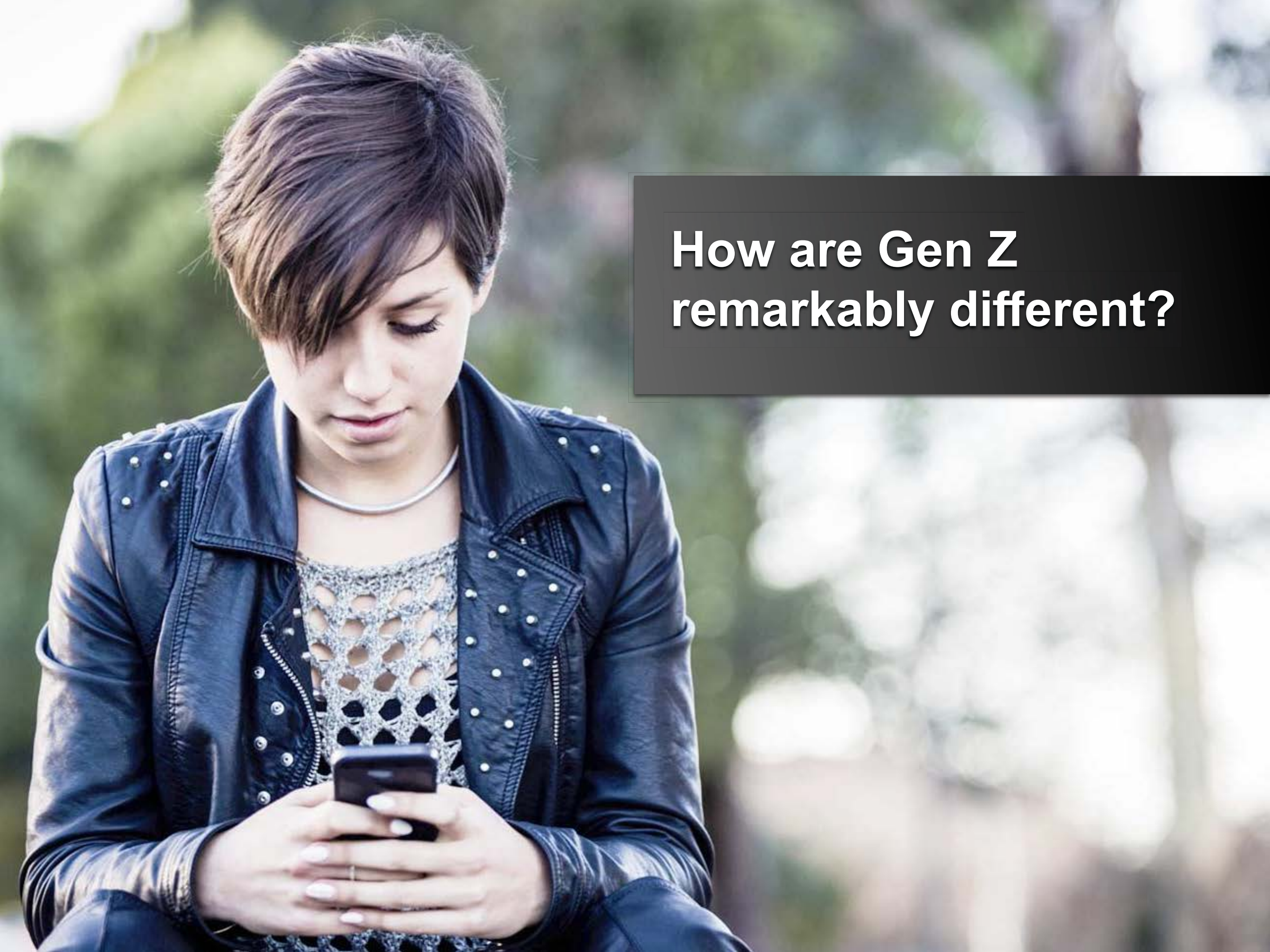
NO. **1** **25.9%**
Gen Z 19 & UNDER

NO. **2** **24.5%**
Millennials 20–37

NO. **3** **15.4%**
Gen X 38–49


NO. **4** **23.6%**
Baby Boomers 50–68

NO. **5** **10.5%**
The "Silent" Generation 69+



**How are Gen Z
remarkably different?**

Growing up in a post 9/11 world during a recession



73%

of Americans were
personally affected by the
Great Recession

**Gen Z had a unique
childhood...**

They were developing their personalities and life skills in a socio-economic environment marked by chaos, uncertainty, volatility and complexity.

Blockbusters like **The Hunger Games** and **Divergent** depict teens being slaughtered. No wonder Gen Z developed coping mechanisms and a certain resourcefulness.

Traditional choices don't guarantee success



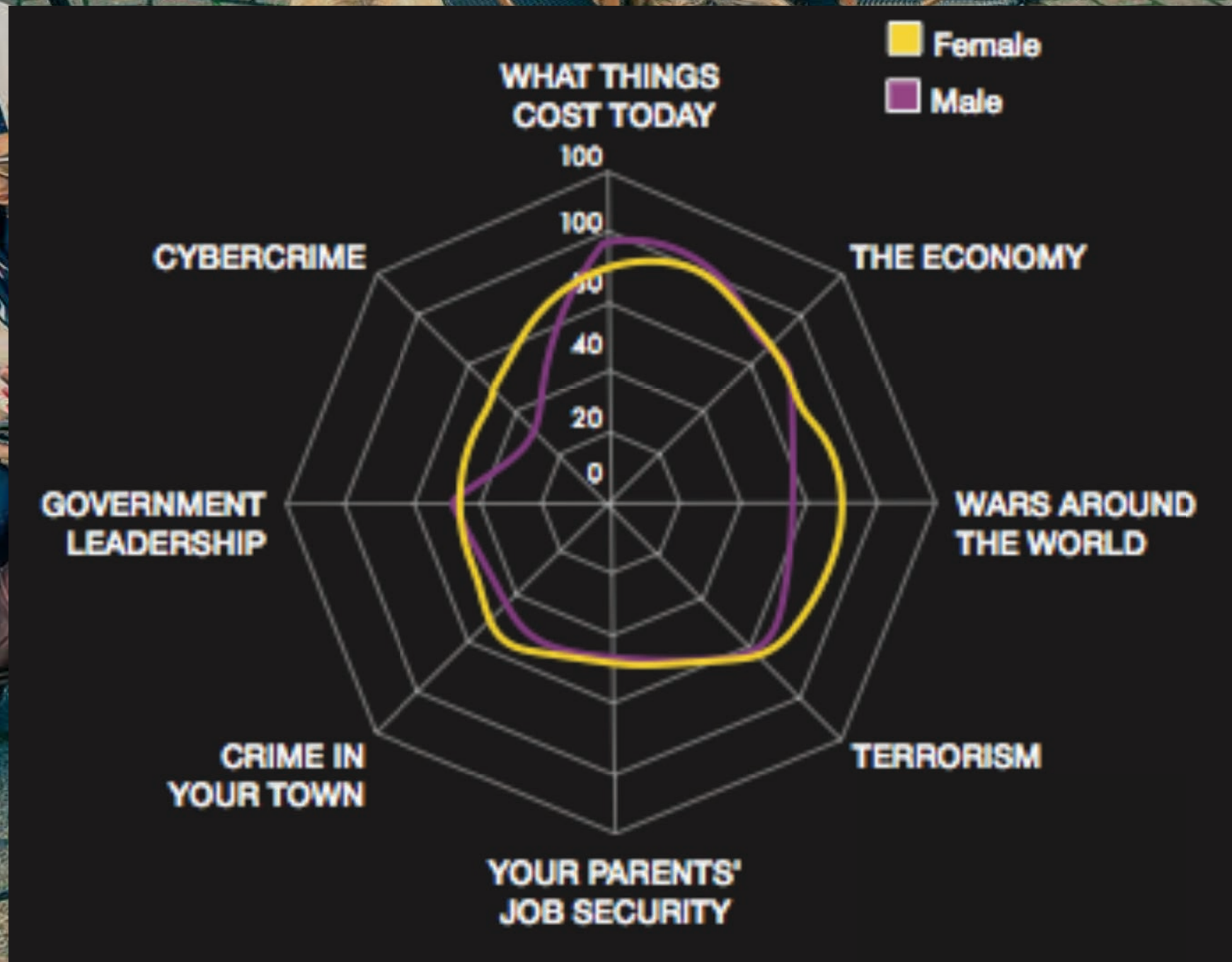
They witnessed the struggles of Millennials (think: older siblings, many still living at home) and have resolved to do things differently.

They live in multi-generational households



Gen Z have been raised in larger, extended households as retired grandparents have moved in and Millennial siblings have moved back home. As a result, they are sharers and have greater affinity and respect for the elderly. Gen Z share many of the same values as the Great Generation.

They worry about the economy

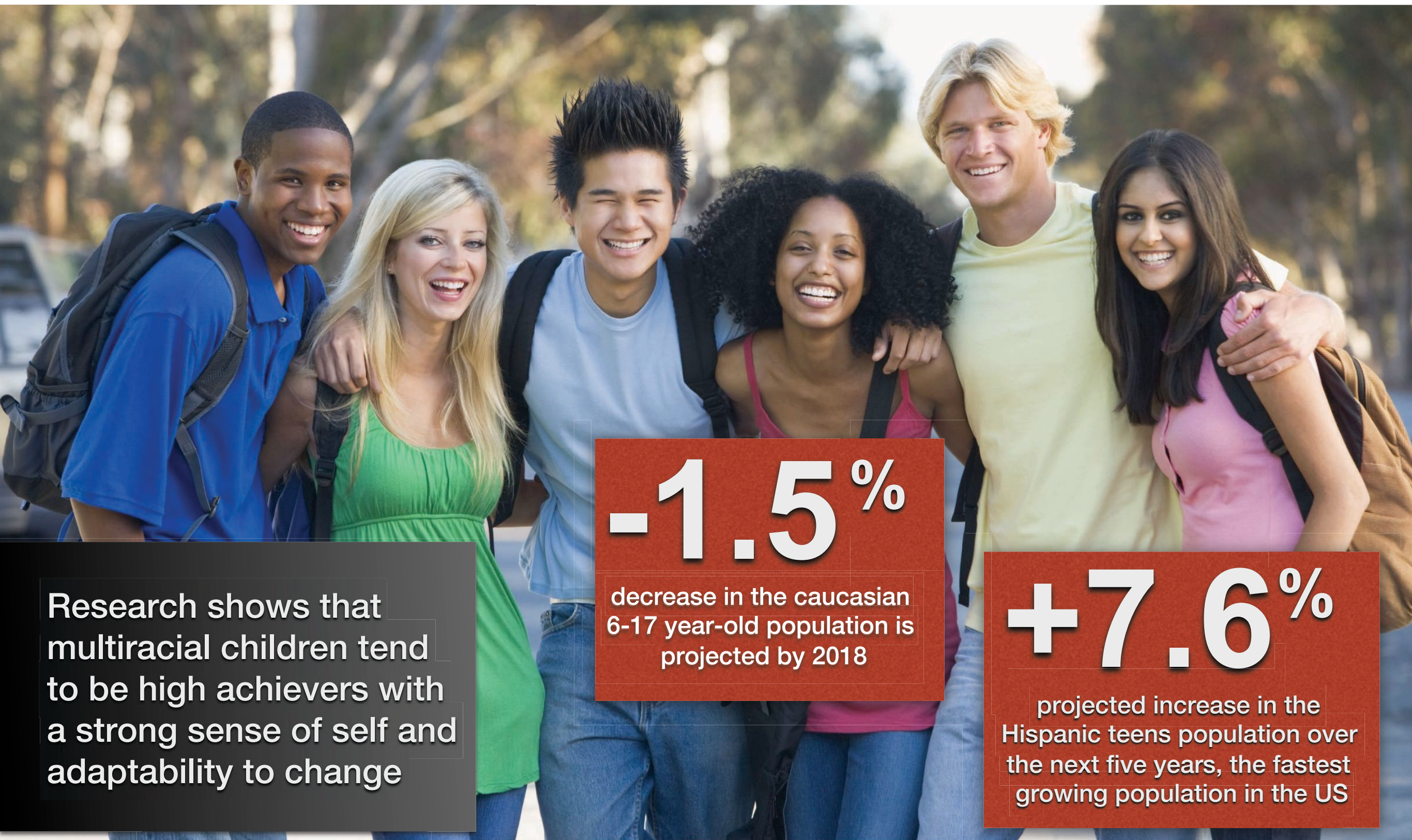


Parenting styles have shifted

Parents of Gen Z have been discouraged from mollycoddling. As a result, Gen Z have been given more space than Millennials, accessing answers and inspiration on the Internet, and are more self-directed.



Greater diversity among teens and tweens



Research shows that multiracial children tend to be high achievers with a strong sense of self and adaptability to change

-1.5%

decrease in the caucasian 6-17 year-old population is projected by 2018

+7.6%

projected increase in the Hispanic teens population over the next five years, the fastest growing population in the US

They are Entrepreneurial

Surrounded by DIY education and crowdsourcing, these teens dream of self employment.

61%

of high school students want to be an entrepreneur rather than an employee (compared to 43% of college students)

72%

of high school students want to start a business someday (compared to 64% of college students)

They intend to change the world

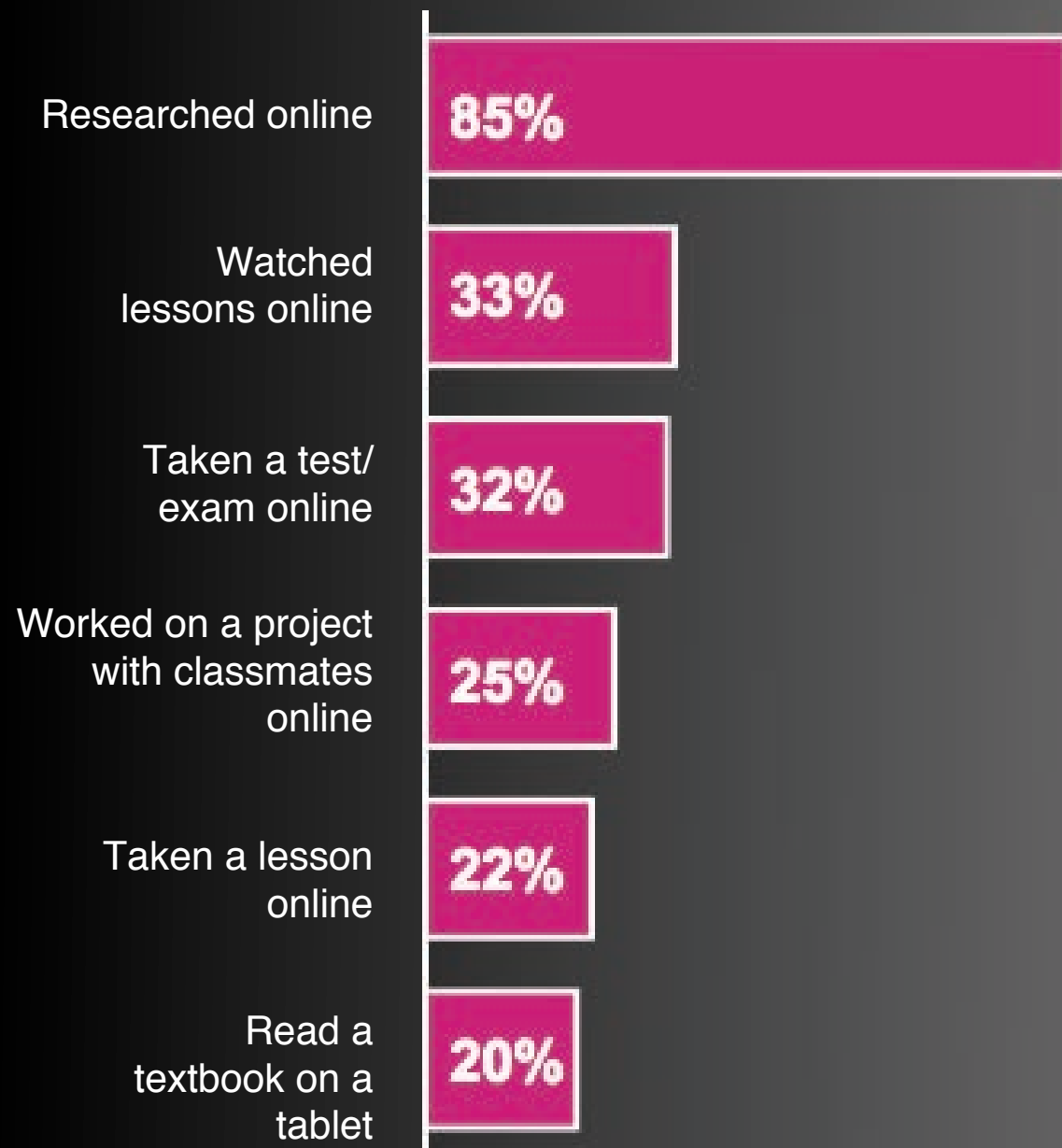
26%

of 16-to-19 year-olds are
currently volunteering

Social listening reveals that Gen Z are determined to “make a difference” and “make an impact.” Social entrepreneurship is one of the most popular career choices.

They seek education and knowledge

Percentage who have:



1 in 2

Gen Zers will be university educated
(compared with
1 in 3 for Millennials and
1 in 4 for Gen X)

They multi-task across 5 screens

5

Preferred number of screens for multitasking (TV, Phone, Laptop, Desktop, IPOD, or other portable music player)

Ask a Gen Zer how the homework is going. In one hand she holds a smart phone on which she is managing multiple Facebook conversations. It also buzzes quietly when a text or Snapchat message comes through. She is viewing a YouTube video on her tablet. And a sitcom is playing on a laptop. "It's going great," she says. You wonder how anyone can get anything done with all this multitasking.

Their attention spans are getting shorter

8 sec

is the average American
attention span (down from
12 sec in 2000)



Gen Z are the ultimate consumers of snack media. They communicate in bite sizes. Research studies suggest that their brains have evolved to process more information at faster speeds, and are cognitively more nimble to handle bigger mental challenges. But, getting and keeping their attention is challenging.

11%

of children 4-17 years old
have been diagnosed
with ADHD (up from
7.8% in 2003)

They lack situational awareness

Teachers say that Gen Z lack situational awareness, oblivious to their surroundings and unable to give directions. Some speculate that Gen Z have become overly reliant on their devices.

They communicate with images & video

WHERE IS GEN Z ON SOCIAL MEDIA?

FACEBOOK

FALL 2012 42%

SPRING 2013 33%

FALL 2013 23%

INSTAGRAM

FALL 2012 12%

SPRING 2013 17%

FALL 2013 23%

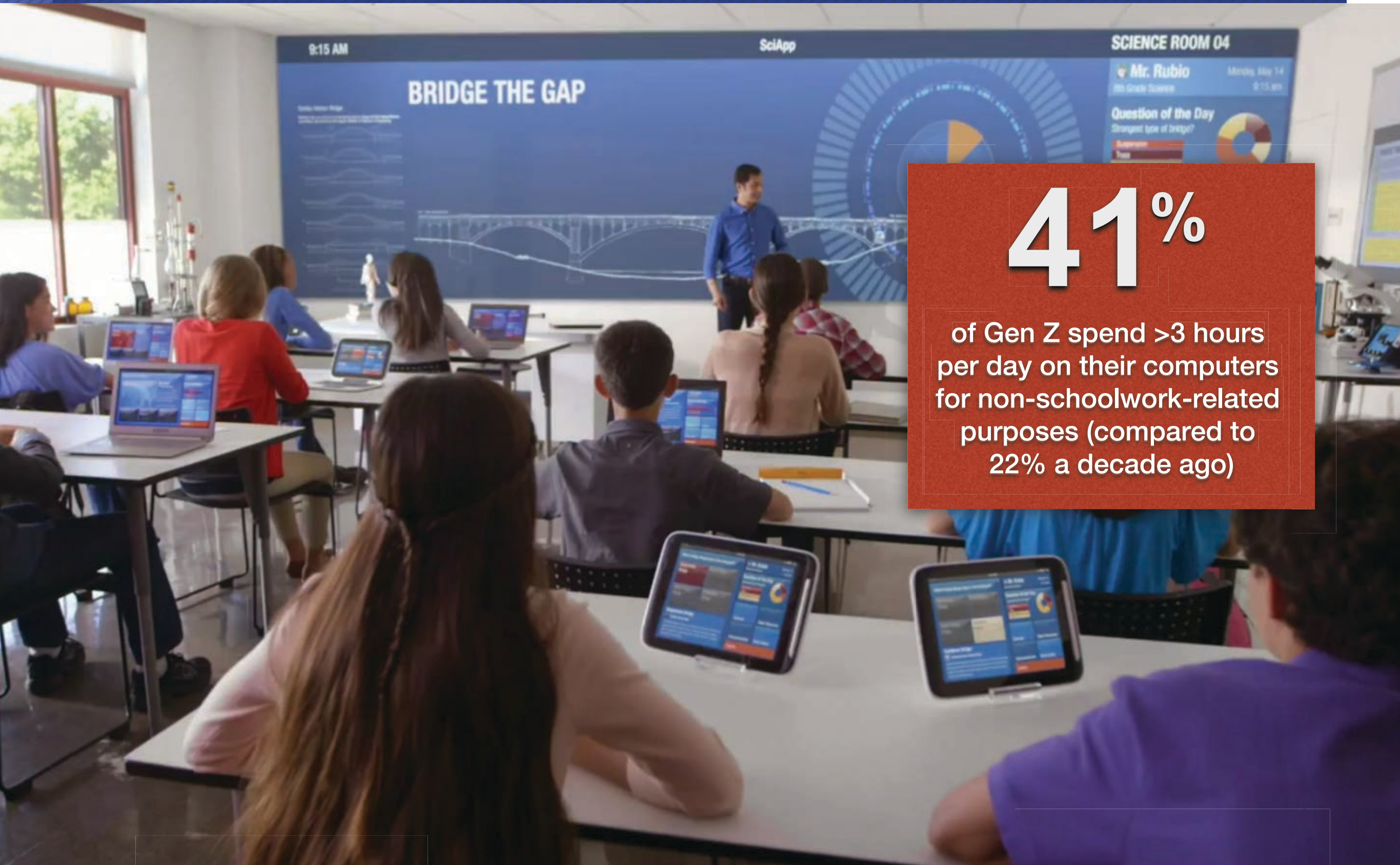
Privacy, Please.

Gen Z prefers (Snapchat, Secret, Whisper).

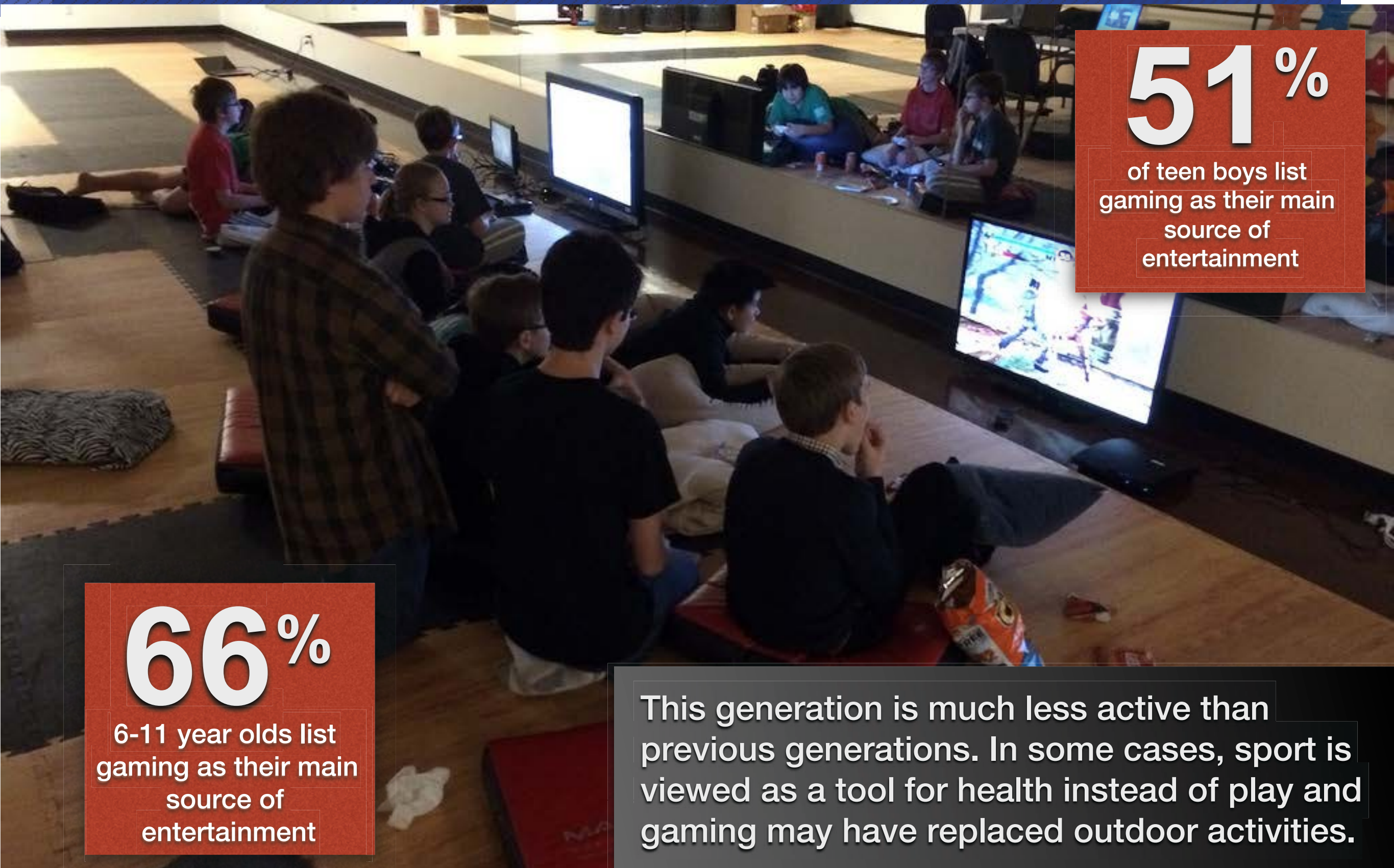
25%

of 13-17-year olds
left Facebook in
2014.

They spend more time with computers



They are less physically active



51%

of teen boys list
gaming as their main
source of
entertainment

66%

6-11 year olds list
gaming as their main
source of
entertainment

This generation is much less active than previous generations. In some cases, sport is viewed as a tool for health instead of play and gaming may have replaced outdoor activities.

How to connect with Gen Z?



Be quick: 8 Seconds

<https://www.youtube.com/watch?v=LmNzZf0996o>



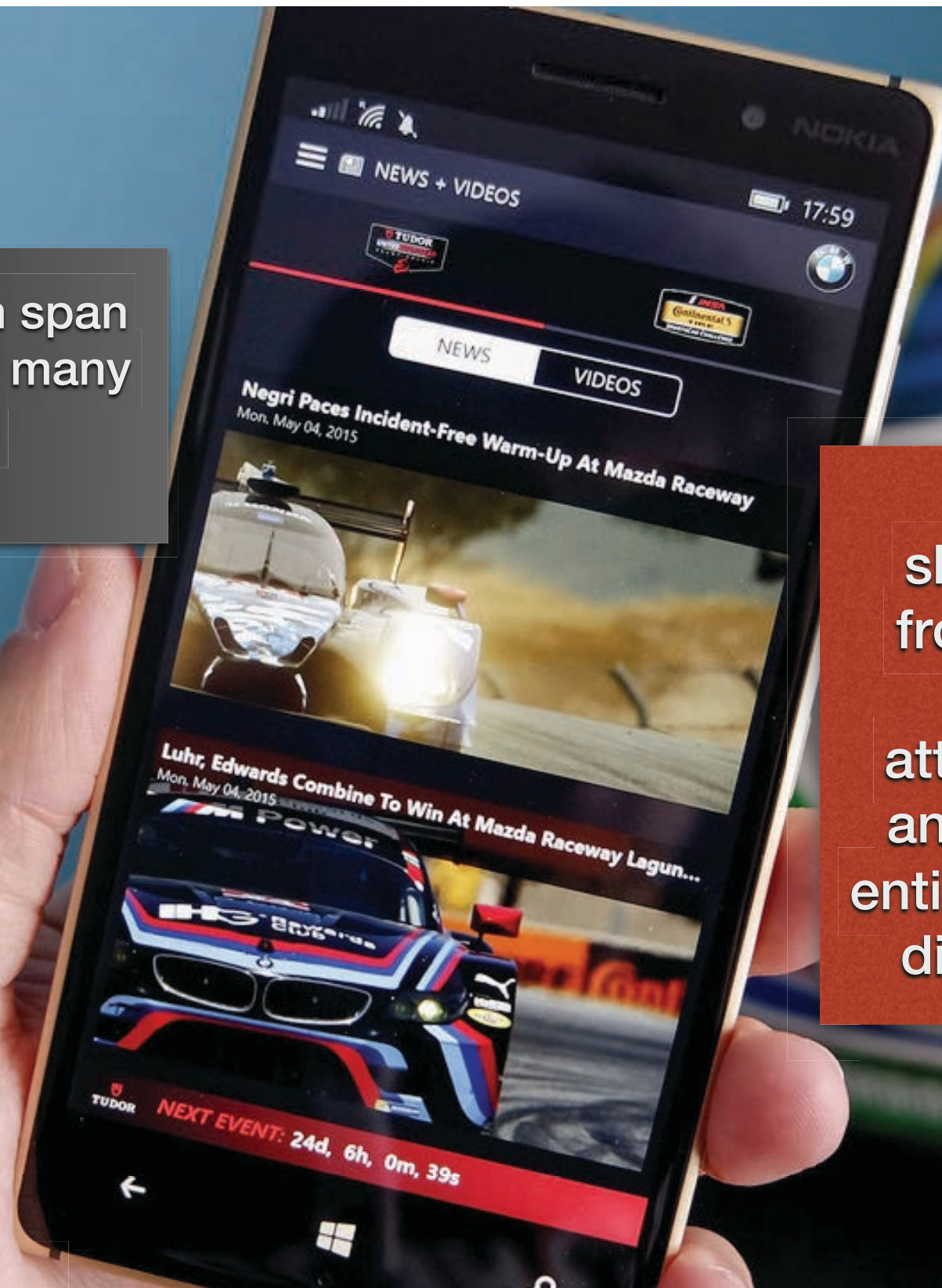
Be quick.



Previous generations had a much more relaxed attitude towards timeliness. Generation Z, not so much. Maybe it's because of increased Internet speeds, but Gen Z wants to have **THEIR PROBLEM SOLVED BEFORE THEY KNOW THEY HAVE ONE**. And they want that information/video/photo to be delivered—to their phones—before they even realize they want it. Get it done! Now!

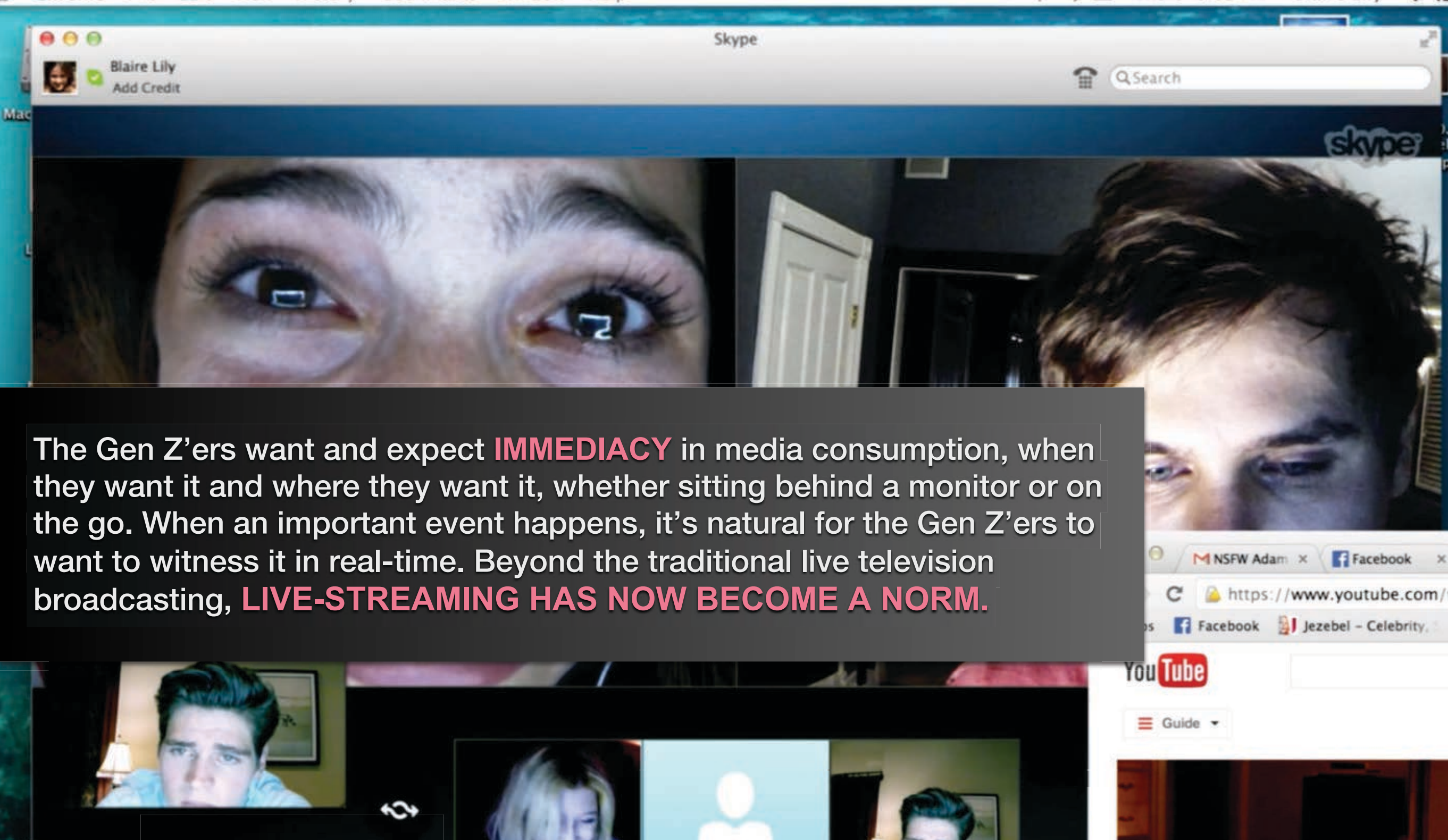
“Snackable content”... Keep it short.

Generation Z’s attention span is short and they use as many as five different screens during the day.



Focus on short messages, front-loaded with enough attention-grabbers and “click bait” to entice even the most distracted minds.

Connect with collaboration and live-streaming



The Gen Z'ers want and expect **IMMEDIACY** in media consumption, when they want it and where they want it, whether sitting behind a monitor or on the go. When an important event happens, it's natural for the Gen Z'ers to want to witness it in real-time. Beyond the traditional live television broadcasting, **LIVE-STREAMING HAS NOW BECOME A NORM.**

Understand their view on technology



Journal of College Admission, Summer 2013

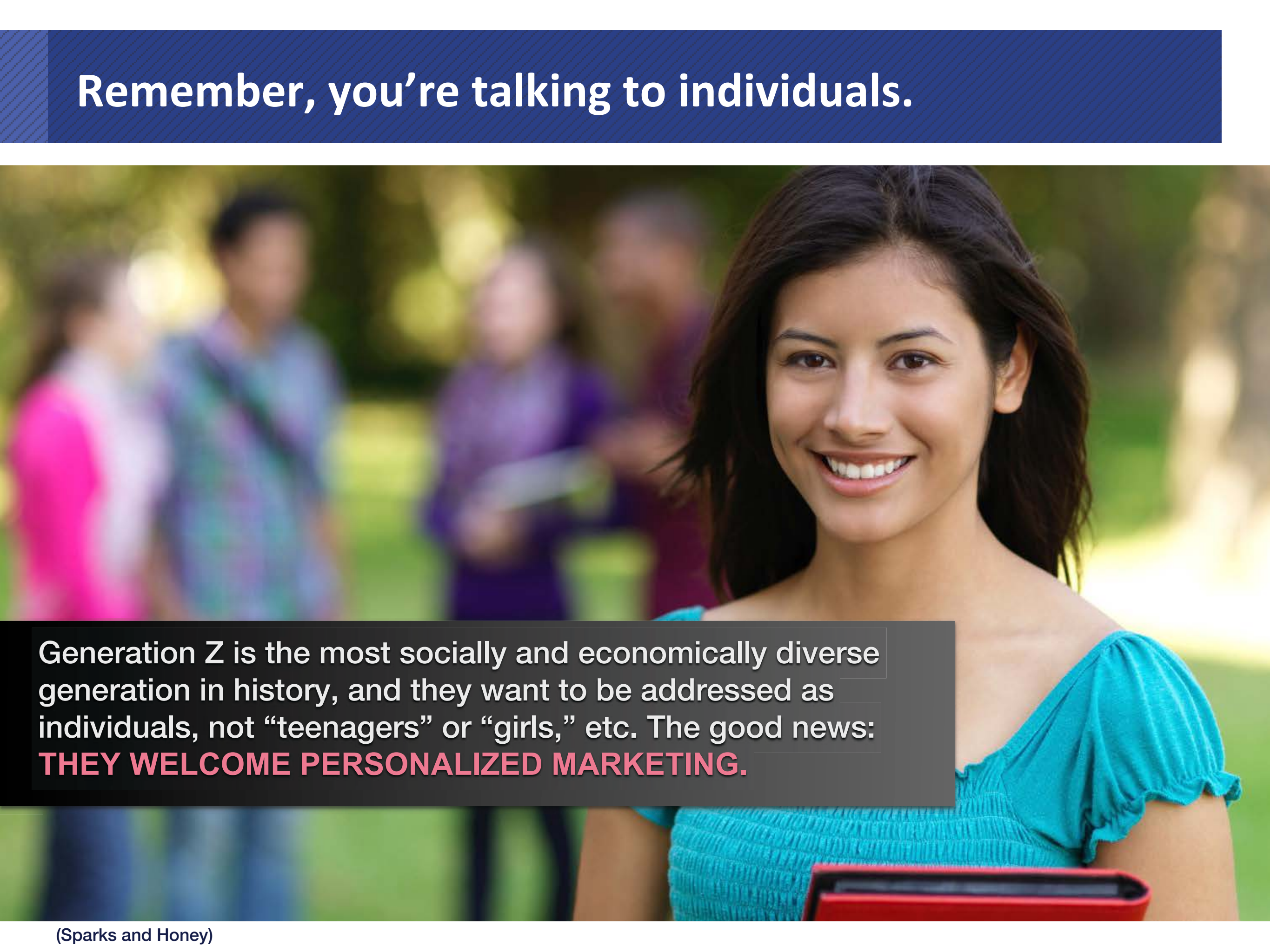
Understand their view on technology

We asked a focus group of undergraduates at a university in the western US about how they were coping with the digital revolution, the tidal wave of new apps, devices, and communication choices. One student seemingly glibly dismissed our questions, saying, “It’s only technology if it happens after you are born.” While we then believed this observation had the potential to someday grace a car bumper or t-shirt, we now realize it was actually a brilliant statement. It goes to the heart of the challenges facing higher education today. After all, it would be absurd to ask how we are coping with the light bulb, telephone or refrigerator.



Journal of College Admission, Summer 2013

Remember, you're talking to individuals.



Generation Z is the most socially and economically diverse generation in history, and they want to be addressed as individuals, not “teenagers” or “girls,” etc. The good news: **THEY WELCOME PERSONALIZED MARKETING.**

Communicate across multiple platforms.



The more screens your design can fit the better.

Responsive design is paramount. Let the Gen Z choose how they receive your content. Give them control and preference settings.

Feed Gen Z's curiosity.



Tap into the entrepreneurial spirit. Make stuff and help Gen Z make stuff. Collaborate with them and help them collaborate with others.

Feed curiosity. Tap into an entrepreneurial spirit.



Kelly Waters

- Junior - Millbrook High School
- Plays Lacrosse
- Jazz Band - plays piano & clarinet
- Rides horses competitively
- Volunteers at community events
- High academic achiever

Took PSAT Fall 2014, after scores were released:

- 245 emails in 5 weeks
- 48 mailings

Feed curiosity. Tap into an entrepreneurial spirit.



“ I got a postcard from West Point in the mail, instead of saying “**Kelly, we look forward to hearing from you**” it asked “**Are you ready?**” This made the impression of a school with high standards and top-notch programs without the need to make generic claims about them. Although I don’t think West Point will be the college for me, its search for a dedicated, skilled student seemed to express those desirable attributes in the school itself and set it apart from the mainstream.”

Kelly Waters

Thoughts on college impact

- Job and career options are going to require more college in the future
- 55% of Gen Z students say their parents are putting pressure on them to gain professional experience during high school (Millennial Branding/Internships.com)
- 64% of Gen Z consider earning an advanced degree as one of their life goals
- 80% of Gen Z's think they are more driven than their peers

Summary

Connecting with Gen Z:

- Tap into their entrepreneurial spirit
- Collaborate with them
- Treat them as adults
- Help them make stuff
- Talk in images: emojis, symbols, pictures, video
- Communication more frequently with “snackable content”
- Tell your story across multiple screens
- Optimize your search results



Sources: sparks & honey, Journal of College Admissions, New York Times

http://www.nytimes.com/2015/09/20/fashion/move-over-millennials-here-comes-generation-z.html?_r=0



Thank You!

Q&A



Stand in the shoes of a prospective Gen Z student -
launch a personalized campaign to yourself.

www.myviewbookdemo.com

